

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

BULLETIN

Norman, Oklahoma

May 25, 1935

President: W. I. Griffith, Iowa State College
Vice-President: H. G. Ingham, University of Kansas
Secretary-Treasurer: B. B. Brackett, University of
South Dakota
Executive Secretary: T. M. Beaird, University of Oklahoma

Greetings to NAEB Members and Friends:

This was to have been the April bulletin; however, because of the Institute at Columbus and because contributions were rather slow in coming in it has turned out to be the May bulletin instead--and probably the last bulletin for this school year. The next issue will probably be sent out in September.

As you know, the time and place of our annual fall conference are now being considered. You have probably received a form letter and a ballot from President Griffith. Your cooperation in sending in your vote soon will be appreciated very much.

We are glad to advise that a number of new members have been added to the NAEB---both station members and associate members. We have had requests from several stations for membership blanks like the one published in the March bulletin. For that reason, another blank is included with this bulletin.

We trust that you will have a pleasant summer's work--and vacation.

T. M. Beaird
WNAD

KUSD

The following news items and comments were sent in by Dr. B. B. Brackett, Director of Station KUSD, University of South Dakota, and Secretary-Treasurer of the NAEB.

"The University of South Dakota and the staff of KUSD regret very deeply that President Herman G. James is to leave at the end of June for the Presidency of one of the Ohio State Institutions--the Ohio University at Athens, Ohio. President James has shown unusual interest in educational broadcasting while at the University of South Dakota. He has spoken over KUSD many times. Last September he attended the annual meeting of the NAEB at Kansas City, and was one of the three regular speakers on the session in charge of our association at the recent Institute for Education by Radio at Columbus, Ohio. Dr. James spoke on 'Democracy and the Radio' and his address was one of the very finest given at any of the seven sessions of the Institute.

"It is not definitely known here at this time what will be the attitude towards educational broadcasting of I. D. Weeks, State Superintendent of Public Instruction for South Dakota, who will succeed President James on July 1. However, there is reason to believe that Superintendent Weeks, as President Weeks, will heartily

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support this rapidly developing agency for spreading education to the masses outside the colleges and universities.

"With the support that we are hoping to have from President Weeks and his many friends, KUSD may be able to secure from the authorities at Washington more adequate facilities, of either a more satisfactory wave channel or permission to use more power, or even both combined. We have never yet been allowed facilities adequate to our needs.

"As on previous occasions, a very enjoyable, cooperative auto trip was organized to go to Columbus early this month. On the first lap of the trip, the Director of KUSD drove alone from Vermillion to Ames. Then at Ames the Director and the Chief Operator of WOI joined the party. At Iowa City, the Director of WSUI was added and at Urbana the Director of WILL completed the party.

AN AUCTION?

From the letters that have been received recently by the executive secretary of the NAEB, it would seem that a nation-wide auction is being held to secure the fall convention of the Association. Bids have been received from hotels in all sections of the country offering everything from auditoriums seating 7,500 people to one hundred-fifty miles of beautiful mountain trails.

From Florida comes an offer from "the city where dreams come true, where one may enjoy healthful outdoor sport and every form of recreation and dazzling night life." A letter from Los Angeles assures, "delightful weather in a country of endless charm and beauty." Colorado offers, "a desirable grouping under one roof away from the distractions of a city--with golf and tennis, swimming and horseback riding." Washington, "the real geographical as well as the educational center of the nation" makes a bid.

However, the majority of members who have expressed an opinion believe that the fall meeting should be held at a member institution, if possible, or in some centrally located city. Invitations have been extended by the University of Iowa, the University of Illinois, the University of Kentucky, the University of Wisconsin, and Iowa State College. St. Louis, Kansas City and Chicago have also been discussed,

RADIO MUSIC FESTIVAL

An interesting educational broadcast was the Second Radio Music Festival broadcast by the Wisconsin School of the Air on May 11. All children in the Wisconsin schools who had learned to sing the songs taught by Professor E. B. Gordon in his weekly "Journeys in Music Land" broadcasts were invited to take part. Five hundred children gathered for the event last year. This year several times that many participated.

A rehearsal was held in the morning, and in the afternoon the mass chorus broadcast for an hour over the state stations. A new feature this year was the rhythm band broadcast. Governor Phillip F. LaFollette of Wisconsin was a special guest during the festival and broadcast.

EXTENSION DIVISION RADIO CLASS

From the Evening Californian, a semi-monthly publication of the University of California Extension Division, comes the following item:

Extension Division Radio Class Presented in First Air Program. Members of Joseph G. Catanich's Extension Division classes in Radio Writing and Broadcasting Technique presented their first broadcast over Radio Station KNX Saturday, March 30, at 4:30 p. m. Original five minute sketches concerning the home life and house hunting problems of Mr. and Mrs. America written by students were enacted.

----Now classes in Radio Writing, Production and Broadcasting are organizing now at the University of California Extension Division and will meet every Thursday evening in the Hillstreet Building, Los Angeles, from 6:30 to 9:30 p. m.

"LISTENING TO FARM BROADCASTS"

From Andrew W. Hopkins, Editor for the Cooperative Extension Work of the University of Wisconsin and the U. S. Department of Agriculture in Wisconsin, comes a copy of "Listening to Farm Broadcasts"--a ten-weeks study of the farm programs of the first educational radio station of the United States, by Wilford D. Porter. Mr. Porter, who is the Extension Editor of Utah State Agricultural College, made this survey while doing graduate work at the University of Wisconsin. We feel that this bulletin will be of interest to educational broadcasters--both those who are broadcasting farm programs, and others. Those interested in securing this publication should ask for Bulletin 5, Department of Agricultural Journalism, College of Agriculture, University of Wisconsin, Madison.

FARM RADIO PROGRAMS

According to the Farm Radio Programs published by the New York State College of Agriculture, Cornell University, Ithaca, New York:

"Twenty-four radio stations in New York State are cooperating with the New York State College of Agriculture and Home Economics, the New York State Veterinary College, and the experiment stations, and the county representatives of these institutions, to bring new ideas and the farm news of the day to New York state homes. These stations, which are broadcasting farm and home programs, are so situated that every listener in the state can receive these daily educational broadcasts.

"In some of these programs you will hear directly the voices of specialists, teachers and investigators from colleges and educational institutions; or the voices of county agricultural agents, home demonstration agents and 4-H club leaders. In other programs a member of each station's staff who specializes in broadcasting farm programs, presents the daily messages.

"The New York State College of Agriculture furnishes daily programs to twenty-four stations which have assigned special broadcasters to handle educational agricultural announcements.

"About one hundred twenty-five talks are broadcast each month during the daily noon farm program from the University station WESG at Ithaca. Also members of the college staff speak on other stations as circumstances require. For the program on WGY at Schenectady, the college furnishes a speaker each Monday noon."

RANDOM NOTES FROM THE RADIO INSTITUTE Columbus, Ohio, May 6-8

(As reported by Miss Blanche Young, Assistant Director, Department of Publications, Indianapolis Public Schools, Indianapolis, Indiana)

"The most important figure at the opening meeting Monday morning was Mr. Anning

S. Prall, chairman of the Federal Communications Commission. It was very evident from all the remarks of the speakers and from his talk that he is working for and with the educators, that he has their interest at heart; first, because he has been president of the Board of School Commissioners of New York City, and, second, because he believes in cleaning up the radio situation. He said that his group was 'ready to cooperate fully and to contribute as far as possible to the final and complete development of a definite practical and workable plan for the extension, expansion, and modernizing of education by means of radio broadcasting.

"For a century and more education has been closely limited to the schools. We have overlooked the many who are not scholastic; we have left almost entirely out of the picture that large multitude of men and women beyond the compulsory school age who must find their learning the every day experience of life. Relaxation, growth, enrichment, and recreation come to the public over the radio and this promises to be almost as significant as an aid to the school as for those out of school in the cultivation of the larger modern citizenship objectives."

"Commissioner of education John W. Studebaker was not able to be present because of the very important meeting which is to be held in Washington, May 15. At this meeting it is hoped that some definite plan for the use of radio by educators will be determined. Mr. Prall was asked many questions by educators about the length of this meeting and objectives, etc. He said that the main difficulty in handling the situation was that educators were not agreed upon what they really wanted from the radio. It would be his job and the job of the broadcast division of the federal communications commission to work out some definite plan which would be acceptable both to commercial broadcasters and to educators.

"Mr. Loucks, executive secretary of the National Association of Broadcasters was one of the speakers Monday morning. He recommended that one experimental station be established to be used as a laboratory by educators with practical broadcasting experience. That each group accept a certain amount of responsibility. Part of a plan has already been developed by Mr. Allen Miller, director of the radio department, University of Chicago. Mr. Miller gave a paper Wednesday morning on the techniques of presenting dialogue---- He made one suggestion which I believe could be used to advantage to our work here in Indianapolis. He said that three voices were more effective than a larger number in any discussion group on the radio. This suggestion could be used to advantage next year in our Newscast by having two sets of newspaper reporters having three broadcast each time.

"Tuesday morning Mr. F. L. Redefer, secretary of the Progressive Education Association talked about radio problems for children and young people. It has been determined by research that children spend on the average of two and a half hours a day listening to the radio. Mr. Redefer told of an organization in Chicago called the Chicago Society for the Improvement of Children's Programs. This society is apparently made up of representatives from a great many women's organizations and other groups. He spoke of the radio committee for better children's programs, organized under the American Library Association, of the research being done by the National PTA, etc. Children's programs brought about very heated discussion.

"Levering Tyson read a lengthy report made by a research engineering group in Washington which established the fact that television would not be in use for ten years, but that facsimile broadcasting would be in operation within two years. Several people were of the opinion that this new facsimile broadcasting would solve the problem for educators. What it is is still not very clear in my mind, but it seems that it is possible for printed material to come rolling out of a radio as

an educational broadcast is given, thus giving permanent form to what has been said.

"Tuesday evening at the banquet all three speakers were very well selected and had very positive ideas about 'Radio Broadcasting in the Future,' which was their topic.

"Stanley High, news commentator, NBC, said that radio's prime purpose was for entertainment; that we should get our facts from educators and leave the showmanship necessary for successful broadcasting to the broadcasters; that radio will continue to become more perfect mechanically, but that radio itself is on edge--it is still jittery, he said. The big idea in large broadcasting stations is not to plan ahead, but to produce each day and let tomorrow take care of itself; that they work on a hand-to-mouth basis. He cited the experience of one broadcasting studio which spent \$10,000,000 on new equipment only to find when it was completely built that it was entirely obsolete. He suggested several boards of review; that there would eventually be a board of review for advertising on the air to determine the kind of products which should be advertised and to determine the way the product is advertised; that there would be eventually a plan department for programs of the future.

"Raymond Gram Swing, editor of the Nation, had a voice, sense of humor, and manner of delivery very much like Alexander Woolcott. He said the great mistake most people make in broadcasting is that they forget to be conversational. One must remember that the radio is a door handle into a living room. Broadcasting is an art. The art of being personal. Ideas must be expressed simply and clearly, and broadcasting should be done by excellent broadcasters, not by persons who speak because they are authorities on certain lines. He knows of only one person who has a perfect radio personality, who is not a professional broadcaster, and that is Sir Oliver Lodge. Through all the talks it was evident that the main thing to watch for in radio broadcasting is a human interest appeal. If the material lacks this human interest, it will be unsuccessful on the air.

"The techniques clinic Wednesday morning showed very definitely the need for professional training on the part of educators." (A number of records from educational schools of the air and from CBS and NBC were played) "Certain definite principles may be established from this demonstration. That it is more important for a student to develop culture and good taste rather than to increase his knowledge of facts. Facts are soon forgotten, especially those facts learned in a classroom. A teacher's moral influence upon a student in development of his character has been proved to be more important than the subject matter she teaches. Therefore, it seems to me that the type of broadcasting we as educators must do is the kind that will contain few facts and have human interest as the paramount idea.

"In trying to determine how much time should be spent in preparation for radio broadcasts, I talked with Joe Reis, educational director for WLW, who was originally a teacher in the Indianapolis schools and who has had direct charge of all of the Ohio School of the Air programs over WLW. He said that WLW allowed him twenty hours for writing a half hour broadcast. This they counted as half a week's work. I told him that I had estimated that it took me ten hours to write fifteen minutes script for our family series, and he said that it would take longer in proportion to do a fifteen minute program than a thirty-minute program because condensing material was more difficult on a fifteen minute program. He would estimate about thirteen hours. I asked him how much of the success of the broadcast depended upon a well written script and he said perhaps 90%, that is, after the script has been rewritten until it is in perfect form for broadcasting. Most of their programs require three readings after which the script is rewritten each time, and a final dress rehearsal takes place an hour or so before the broadcast.----

"We decided that the thing educators must do first to improve the radio programs is to learn how to write excellent scripts.-----We talked the matter over with Dr. W. W. Charters, dean of the School of Education, Ohio State University, and chairman of the Radio Institute since its inception six years ago. He immediately suggested that a meeting of educational script writers be called to discuss their problems at the close of the morning session Wednesday."

EDUCATIONAL SCRIPT WRITERS CONFERENCE

(As reported by Miss Blanche Young in a letter to Dr. W. W. Charters)

"It was suggested: (1) That we attempt to secure some sample copies of successful scripts from national broadcasters. (2) To have these critically analyzed by some expert. Mr. Allen Miller of Chicago University suggested that Mr. Cooper, Continuity Editor for NBC there might be willing to help us do this. In a conversation later with Miss Waller about this matter, she said that Mr. Cooper would probably be glad to help us in this way.

"(3) After this large group of scripts is secured and classified into different types, a list of these with descriptions be made and sent to those who were present at this meeting, so that they can order copies of scripts in which they are interested. These scripts are to be used for study purposes only and are to cost probably ten cents to defray the cost of mimeographing and mailing. To do even this much would require not only a great deal of time but expense in postage and secretarial services to care for handling. It was the general vote of those present that I take charge of the organization of a committee and appoint on that committee those persons who were determined to be most helpful and who had the time to give to the work. Miss Pauline Gibson of the Scholastic Radio Guild in Pittsburgh offered to help secure different types of scripts since they have already started such a collection at their office. She is, however, now on a leave of absence until August and will not be at her desk in Pittsburgh until that time. However, she will try to collect some scripts from radio stations she happens to visit throughout the west and northwest in her summer travels.

"Some such plan to exchange educational scripts was apparently started by Mr. Loucks of the National Association of Broadcasters and failed because it was discovered that people sent only their second best scripts, saving their best for future sale or use in other ways. Joe Ries, of WLW, offered the suggestion later in a conversation that scripts sold to large stations are sold with one time broadcast rights only and that the station would not have the right to give any one a copy of such scripts. He also said that the best material on the air is kept by the broadcaster for publication later on or for resale. So unless we can assure the script writers that we want the scripts for study purposes only, we may have difficulties starting such a service. Before writing to ask for scripts, it should be determined definitely how they are to be used. Besides, script writers may object to our having scripts mimeographed for resale even for study purposes.

"The idea of having a lending library of scripts was brought up, but it was decided that those present would prefer to pay ten cents for a copy and keep it for use when they were ready, rather than have the bother of mailing back the script at a certain time.

"The following suggestions can be carried out, however. 1. To notify the National Association of Educational Broadcasters of this proposed plan and have one of their meetings set aside at the September meeting for a discussion of the problem. 2. To have an exhibit of sample scripts at the next Institute in Columbus

and a further discussion of the problem." -----

Writers of educational scripts who attended the meeting reported above included:

Betty (Elizabeth) Boone, WHAT, Philadelphia Shut-In Society, 2100 Arch Street, Philadelphia
Clarence T. Peters, WKZO, Central High School, Michigan Public Schools, Kalamazoo, Michigan
Vern Hansen, WHA, Madison, Wisconsin
Marguerite B. Felber, 727 North Howard Street, Akron, Ohio
Katherine Hunter, League of Nations Association, 203 South Dearborn Street, Chicago
Frances Scudder, Director, Syracuse Home Bureau, 406 Seitz, Syracuse, New York
Mrs. Clara E. Neal, WGAR, Travel Club of the Air, 8909 Detroit Avenue, Cleveland, Ohio
Bruce E. Mahan, Director, Extension Division, State University of Iowa, Iowa City
Pauline Gibson, Scholastic Radio Guild, Chamber of Commerce Building, Pittsburgh, Pennsylvania
Allen Miller, University of Chicago, Chicago, Illinois
Marjorie Dunipace, Ohio State Library, Columbus, Ohio
Alva W. Smith, Ohio State University, Columbus, Ohio
Dr. W. W. Charters, Ohio State University, Columbus, Ohio
Fred Reeder, Technical High School, Indianapolis, Indiana
Blanche Young, Assistant Director, Department of Publications, Indianapolis Public Schools, Indianapolis, Indiana

REMINDERS

The College of Arts and Sciences of the University of Florida which presents a fifteen-minute broadcast over Station WRUF each Tuesday and Thursday evening during the college year has what appears to be a very effective method of seeing that the broadcasts are presented as scheduled. The Dean of the College has a radio committee, and each member of this committee has charge of the addresses to be broadcast by several departments. Those who are to present the addresses are sent a letter some time in advance of the broadcasts and are requested to supply two copies of the address to the proper member of the Radio Program Committee. One copy of each address is required to be given to the director of WRUF one week in advance of the broadcast. This is a station requirement.

PHANTOM MASK

Phantom Mask, national radio drama fraternity, which was organized at the University of Oklahoma in 1931, has recently completed its year's activities with a high school radio play production contest. This contest, and a similar contest sponsored early in April for Oklahoma junior colleges, were the first contest of this kind ever held in this section of the country. These contests will be annual events as they proved very popular and interesting this year.

Other activities sponsored by Phantom Mask included a radio-play writing short course in December, and the third annual radio-play writing contest which closed in February. In addition, about thirty plays were broadcast over WNAD.

Prof. B. B. Brackett
Secretary-Treasurer National Assn. of Educational Broadcasters
c/o Radio Station KUSD
Vermillion, S. Dakota

Dear Sir:

Please enroll

(Name of college or university)

as a member of the National Association of Educational Broadcasters for which I am enclosing the enrollment fee of \$10.00. Our program is broadcast over Station _____. Please send receipt and put my name on the mailing list to receive the 1935 bulletins.

Yours truly,

Associate membership \$2.50
