

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

BULLETIN

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Iowa City, Iowa

October 18, 1935

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(Mailed at Iowa City, Iowa)

President: H. B. McCarty, University of Wisconsin.  
Vice-President: W. I. Griffith, Iowa State College.  
Secretary-Treasurer: B. B. Brackett, University of South Dakota.  
Executive Secretary: Harold Engel, University of Wisconsin.

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Greetings to Old Members, New Members, and Prospective Members of the NAEB:-

We are in hopes that this first bulletin of the year 1935-1936 may be of service to you. A copy of the constitution and by-laws of our Association is enclosed. You will note that not only the educational institutions that operate their own broadcasting stations are eligible to membership, but that educational institutions that are doing any broadcasting over commercial stations are admitted to full membership with all rights and privileges. We hope to be able to serve you and we know that you can serve us if you will supply us with your comment, news items and constructive suggestions. This bulletin will doubtless reach a number of organizations and friends who are interested in various phases of educational programs. These individuals or groups are eligible to an associate membership in the NAEB. We urge you to use the blank that you will find on the last page of the bulletin.

Our President, H. B. McCarty, Director of Station WHA, Madison, Wisconsin, is in Europe making a study of radio as it is used for educational purposes. When he returns he will be able to make a valuable contribution to our member stations. We should like to have a large list of active and association members by the time that he returns. We are sure that this is going to be the best year that the Association has ever had if we may enlist the cooperation of all who are interested in any phase of the art of educational broadcasting.

Respectfully submitted,  
W. I. Griffith, Vice-President, NAEB

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Of interest to NAEB members was the annual meeting held at the State University of Iowa on September 9 and 10. The meeting was held in the Iowa Memorial Union, and opened with an address of welcome by Dean Kay, speaking for President Gilmore who was out of the city. A highlight of the convention was a dinner held in the River Room of Iowa Union, with Dr. Bruce E. Mahan acting as toastmaster, and the broadcasting by WSUI of President Crane's address. The convention program included a number of interesting talks, many of which are to be available soon in mimeographed form from the National Committee on Education by Radio. For this reason no attempt will be made in this bulletin to supply notes on the formal addresses.

Officers for the ensuing year were elected as follows:

President: H. B. McCarty, WHA, University of Wisconsin, Madison, Wis.

Vice-President: W. I. Griffith, WOI, Iowa State College, Ames, Iowa

Secretary-Treasurer: B. B. Brackett, KUSD, University of South Dakota,  
Vermillion, S.D.

Executive Secretary: Harold Engel, WHA, University of Wisconsin, Madison, Wis.

Committeemen:

1st Zone --- C. A. Taylor, WESG, Cornell University, Ithaca, N.Y.

2nd Zone --- R. C. Higgy, WOSU, Ohio State University, Columbus, Ohio

3rd Zone --- E. P. Humbert, WTAW, Texas A. & M., College Station, Texas

4th Zone --- M. C. Jensen, WCAL, St. Olaf College, Northfield, Minn.

5th Zone --- F. F. Nalder, KWSC, State College, Pullman, Wash.

At Large --- Carl Menzer, WSUI, State University of Iowa, Iowa City, Iowa

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From the Executive Secretary comes the following communication, of interest to all NAEB members:

A New N.A.E.B. Service -

For some time we have discussed the desirability of having a central distributing agency to which we could send our bulletins, outlines, scripts, form sheets, etc., and have them distributed to all of our members. Inasmuch as no action was taken your secretary will take over the task and will hereafter get out a packet to each member regularly - provided the members remember to send in their contributions to be distributed.

This is a good chance to exchange ideas. Let's send copies of our record sheets, file cards, players instructions, speakers suggestions, scripts, and anything else in which our members may be interested.

Now - your duty - please instruct your secretary to send 35 copies of everything you get out to your secretary, Harold A. Engel, Radio WHA, Madison, Wisconsin. Do it now, and we'll have the first "prize package" in the mails in a hurry.

CONSTITUTION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Preamble:

Believing that radio is in its very nature one of the most important factors in our national and international welfare, we, the representatives of institutions of higher learning, engaged in educational broadcasting, do associate ourselves together to promote, by mutual cooperation and united effort, the dissemination of knowledge to the end that both the technical and educational features of broadcasting may be extended to all.

ARTICLE I.

Membership:

(a) Any college or university of recognized standing engaged in educational broadcasting may be elected to membership in this organization by approval of the executive committee, and a two-thirds affirmative vote of all active members of the association. Each member institution shall be entitled to one vote.

(b) Individuals of faculties of recognized institutions who are interested in educational broadcasting may become associate members of this association by approval of the executive committee, and a two-thirds affirmative vote of all active members of the association. Associate members shall have all of the privileges of active membership, except that they shall not be permitted to vote or to hold office.

(c) Any experimental or amateur station, owned and operated by a recognized educational institution, may be elected to associate membership.

## ARTICLE II.

### Dues:

The annual dues or registration fees of active members shall be \$10, payable January 1 of each year. Dues of associate members shall be \$2.50, payable January 1 of each year.

## ARTICLE III.

### Officers:

The officers shall be a president, vice-president, secretary-treasurer, and six additional executive committeemen. One committeeman shall be selected from each of the five radio zones in the United States, and one shall be a member-at-large, for a period of one year. These officers shall be elected by a majority vote of the active members present at the annual business meeting, which shall be held at a time and place designated by the Executive Committee.

The Executive Committee is empowered to select an executive secretary, whose duties shall be defined by the Committee.

## ARTICLE IV.

### Duties of Officers:

The duties of the officers shall be those usually pertaining to such offices, and such additional duties as are outlined in the by-laws.

## ARTICLE V.

### Quorum:

(a) A majority of the Executive Committee shall constitute a quorum, thereof.  
(b) A majority of the active members in good standing shall constitute a quorum at the annual meeting, or at such special meetings as may be called by the Executive Committee.

(c) Active members may vote by proxy, provided there is not a quorum present. It shall be the duty of the Executive Committee to allot the number of proxies to the respective districts in such a manner as to constitute a quorum.

## ARTICLE VI.

### By-laws:

The by-laws of this association may be adopted and amended by a majority vote of the Executive Committee.



ARTICLE VII.

Amendments:

This constitution may be amended by a two-thirds vote of the active membership. Notice of any proposed amendment shall be submitted to the membership at least thirty days prior to the date of voting.

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WHAT EDUCATIONAL STATIONS ARE DOING

B. B. Brackett, Director of KUSD, University of South Dakota, writes:

"KUSD is just moving its main studio to a room on the fourth floor of the Students Union Building of the University of South Dakota. The room is approximately 35 by 51 feet and has walls and ceiling well finished with "Celotex" board, making its acoustic properties very excellent. It is probable that the room will be separated into two rooms by a movable partition that will divide the large room into rooms that will be one-third and two-thirds the size of the original room or allow the whole space to be used as one room when the partition is moved back. This will make available three studios of relative sizes one, two, and three, though not more than the two smaller ones can be used at the same time. The plan, however, will give KUSD the first really good studios it has ever had, and we believe will greatly improve the quality of our broadcasts.

"KUSD has plans under way whereby it is proposed to broadcast a half hour sample program each week over commercial station WNAX of Yankton, South Dakota. Yankton is thirty miles up the Missouri from Vermillion. WNAX expects to be operating soon with five kilowatts power and very fine equipment in every respect. Its new vertical antenna will be among the three highest in existence, and all parts of the transmitting apparatus will correspond.

"We expect to have the one-half hour per week without charge under the condition that we take our artists and speakers to the WNAX studios at Yankton. We understand that our only expense for the programs will be the transportation by auto of our people to Yankton and return.

"WNAX is affiliated with the Columbia Broadcasting System, and uses Columbia programs during part of each day; but is willing to take this stated amount of the KUSD programs."

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From KWSC we learn that fire destroyed a great deal of equipment on July 27. The station is back in the air with a full schedule however and daytime power was increased from 2000 to 5000 watts. Director Nalder hopes to establish complete new studios and offices in the near future.

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Jos. F. Wright, Director of WILL, University of Illinois, says:

"The most unusual program we have had this fall was the broadcasting of a chimes and organ concert, the pick up being from three different places. Our

University chimes are located in the tower of the Law Building. One microphone was placed there. The organ used is located in Smith Memorial Music Hall and one mike was placed there. These two points are about five blocks apart and the station is four blocks from the Law Building. The announcer remained in the studio at the station. The organist wore ear phones and followed the progress of the chimes by that means. It went over very well and we are making it a regular Saturday afternoon feature during the next few weeks.

"A program new to us, but not to many other stations, was started this fall and had to do with the Parent-Teacher group. The programs are supervised by a local P.T.A. organization which is responsible for music, talks, etc.

"To the station, the only new equipment added during the summer is an RCA cathode ray indicator. We have also built a new four-channel remote control pick up. This was designed and built by W. E. Phillips, our engineer. WILL is on the air thirty-one hours weekly at the present time. In addition to the two studios in the main radio building we have two studios in Lincoln Hall, three in Smith Music Building, one in the Band Building, and all together, twenty-seven pick up points where we can pick up a broadcast on a notice of an hour or two."

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From KFJM, University of North Dakota, Prof. Jenkins writes:

"We have just completed a new broadcasting studio in one of the University buildings.

"We have made arrangements with a number of high schools to have the pupils listen to a daily program consisting of fifteen-minute talks on Athletics, Science, Languages, Music, Education, Health, Vocations, etc. Responsibility for these programs rests with a committee of five undergraduates who must secure the speakers and supervise the broadcast. These innovations are planned to interest high-school pupils and university students in educational broadcasts.

"We also have other periods of broadcast with music, and talks by faculty members on a variety of topics."

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An interesting letter from Major Powell, Director of WRUF, University of Florida, tells of two cases in which WRUF played an important role. The first concerned an airplane lost in the swampy section of Florida. Information relayed to the coast guard as a result of WRUF announcements resulted in the location of the plane within a few miles radius. The second told of valuable help in handling relief messages by short wave radio during the recent storm in South Florida. Staff members from WRUF took short wave equipment into the storm area and maintained communication until lines could be installed.

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Harold McCollum, who is caring for the work of WPA Beaird at WNAD, University of Oklahoma, says:

"Our broadcasting opens the night of October 1, and our initial program is to be a two hour one combining all the talent the University affords at this early date.

"We do have a new three mike remote pick-up (portable) which is something better than we have ever had here and which should provide ample facility for picking up our most difficult remote programs."

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S. W. Jones of KFDY, South Dakota State College, reports the broadcasting of football games for the first time since the station started.

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Of the work at KOAC, University of Oregon, L. L. Roberts writes:

"Alexander Hull, an Oregon educator widely known in the state for his musical and literary activities, has been added to KOAC's full time staff of nine persons. Helen Miller Senn, instructor of public speaking in the General Extension Service of the Oregon State System of Higher Education, is another recent staff addition who devotes half time to coaching plays and preparing material for the high school radio guilds.

"The high school radio guild idea, an educational feature developed by KOAC this year, is meeting with widespread approval in Oregon schools. The purpose is to create and foster interest in better radio broadcasts. This is accomplished by providing guild members with information and suggestions that will help them to study and analyze radio programs as well as to prepare material for presentation over the air.

"References for studying the psychology of the radio audience, and aids for analyzing and writing talks, interviews, skits and plays are supplied by KOAC, including a check sheet for scoring the various types of radio presentations.

"KOAC announces this fall its plan for coordinating some of its programs with correspondence study courses. "We write a story" is the title of the series of broadcasts which correlate with the correspondence course on 'Short Story Writing.' 'The ABCs of a homelike home' includes sixteen radio lectures supplementing the 'House furnishings' study course.

"These discussions, presented weekly over the air, are keyed to the topics assigned in the study course. Students enrolled for the work listen in and thereby gain additional insight and inspiration in the course. In some cases groups form study clubs using the correspondence course outline for guidance and assignments to club members. They hold meetings for discussion and viewing exhibits at the time of the broadcasts. Enrollments for these courses, which bear college credit, are made through the General Extension Division of the Oregon State System of Higher Education, of which KOAC is a unit.

"The idea of alternating reviews of books for teen age boys and girls with radio club meetings dealing with problems of parents of adolescents seems to 'click' at KOAC. Club members meet every other Tuesday afternoon to follow an outlined



program of study and listen to the radio broadcast. On Tuesdays in between they listen to the book reviews covering at least three carefully chosen books. A trained librarian selects the books and prepares the reviews."

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We hear from H. A. Engel, WHA, University of Wisconsin, Madison, as follows:

H. B. (Mac) McCarty is still in England. Latest reports are that he is having an interesting experience. He is expected back in November. The next news letter, which will be sent out from Wisconsin in December, will have a report on his investigation.

WHA is broadcasting all the Wisconsin football games direct from the field. By arrangement with WTMJ and the sponsor for the away-from-home games, WHA is able to take the report of the play, and cut out the advertising portion, thus making it non-commercial. The station pays nothing and receives nothing for the service. The sponsor pays the wire toll from Milwaukee to Madison, as well as from the field to Milwaukee.

WHA now offers 23 broadcasts each week for schools through the Wisconsin School of the Air and the Wisconsin College of the Air. They range in level from Kindergarten through high school.

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At WSUI, the State University of Iowa, the fall program is now in full swing, occupying twelve hours daily.

Five courses are broadcast regularly from the classroom - Classical Music, Advanced Educational Psychology, Shakespeare, Goethe's Faust, Business Organization, and General Astronomy - and four courses are broadcast from the studio - Elementary Spanish, Elementary German, Elementary French, and Fields of Psychology. The Speech Clinic of the Air, Radio Aids for High Schools - including Events of the Week, Vocational Guidance, The School Orchestra, Vocal Music, and High School Problems - the Radio Child Study Club, and Radio's Message to the Federated Clubs and to the Iowa Congress of Parents and Teachers are continued this year. Great Speeches in American History, Early American Plays, and a Forensic Forum are contributions of the Department of Speech. Other features include: University News, Fine Arts News, Educational News, Science News, The Book Shelf, Illustrated Musical Chats, Popular Ballads, Stories out of Iowa's Past, Social Work To-day, The Negro in Literature, History in Review, and Citizen's Forum.

New equipment at WSUI includes two W. E. non-directional dynamic microphones, as well as new lapel and velocity microphones for classroom broadcasts. WSUI is acting as key station for several statewide chain broadcasts.

#### FOR YOUR INFORMATION

A copy of the results of a Survey of the Kansas Radio Audience made by radio station KSAC has been received which is one of the most interesting papers to be brought to our attention. The survey is too lengthy to publish in this bulletin, but possibly copies may be obtained by writing to station KSAC. Some of the topics discussed are Extent of Listening; Listening Hours; Type of Listening; Station Preferences; Program Preferences; (news broadcasts lead by a wide margin) Extent

of listening to KSAC; Irregular Hours; and Comments by Listeners. In addition to the above, policies of state-owned educational stations are discussed at length and much valuable information is presented as a result of a questionnaire survey. From the above it would seem that such a survey could be of extreme value to every educational station. It offers a means whereby the station director may obtain definite data as to the effectiveness of his programs, as well as the listeners and area served at all times. Too many good programs fail because they are more or less a "shot in the dark." This would be corrected if a yardstick in the form of such a survey were available for reference.

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A communication from T. Atherton Dixon, The Travel and Industrial Development Association of Great Britain and Ireland, British Empire Building, Rockefeller Center, 620 Fifth Avenue, New York, advises that a series of fourteen-minute talks by well known writers is available free of charge. These travel talks are free from advertising matter and it is not necessary to credit the Travel Association as the source of this material.

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H. Sugihara, president of the Oriental Radio Association, whose address is P.O. Box 150, Dairen, South Manchuria, writes that the Association is holding a general meeting in Dairen this winter. He further writes:

"Availing the chance of a large congregation of radio men and men connected in the radio, and exhibition of a wide of various helpful data is planned. W'not you be good enough to send us with your:

Guides and Pamphlets  
Advertising materials and posters  
Programs of Broadcasting and hand bills  
View photos of your station  
and other interesting materials."

Perhaps some NAEB members will be good enough to forward H. Sugihara the material desired. Thank you please.

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It is understood that Dr. George Zook, Director of the American Council on Education, has honored our vice-president, W. I. Griffith, as well as Dr. Tyson; Dr. Chase, President of New York University; and Dr. Crane, President of the University of Wyoming, with an invitation to consider the establishment of a radio educational institute. This committee meeting will be held in New York City, October 15. Members of NAEB may look forward with a great deal of interest to the results of this meeting.

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Listed below are a number of interesting bulletins available, in most cases, free of charge. Limited space does not permit details of the material to be given here but they are listed for reference in event you are interested in the work being done.



A bulletin from University of Michigan Extension Division, Bureau of Radio Service, describing the work of Joseph E. Maddy on the teaching of music by radio. Mr. Maddy has been extremely successful with this work and the bulletin describes the procedure of organizing listeners.

A bulletin and sample script from Vaughan MacCaughey, California Teachers Association, 155 Sansome Street, San Francisco, California, giving details of their "New World Series" and explaining the "tie up" with the Western Division of NBC.

A bulletin from Miss Blanche Young, Assistant Director Department of Publications, Indianapolis Public Schools, Indianapolis, Indiana, listing content of programs especially arranged for Principals, Teachers, and P.T.A. Radio Chairmen and used extensively in public schools.

A bulletin from Paul C. Reed, Education Bldg., 13 Fitzhugh St., South Rochester, New York, describing courses included in the Rochester School of the Air.

An interesting folder from station WHA, University of Wisconsin, Madison, Wisconsin, announcing and outlining their very successful "Wisconsin College of the Air."

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President McCarty, Engel, et al of WHA, Madison, Wisconsin, are to get out the next bulletin. Unless you have compiled a NAEB Bulletin it is hard to understand the need for contributions from members. In the words of Wright-Schooley-Phillips "After all, this series of Bulletins will be what each of us, as members, contribute from time to time."

Let's not wait to be asked, but send our notes immediately to Harold A. Engel, Station WHA, University of Wisconsin, Madison, Wisconsin.

I wish to thank those NAEB members who supplied material for the bulletin and contributions which arrived too late will be forwarded to Harold Engel.

Best wishes from the entire WSUI staff.

Carl Menzer.

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(Detach here and use. No time like the present)

Prof. B. B. Brackett  
Secretary-Treasurer - National Ass'n. of Educational Broadcasters  
c/o Radio Station KUSD  
Vermillion, South Dakota

1935

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,

"If any member station of the Association of College and University Broadcasting Stations has not received the Iowa State College Publication, Volume XXX, No. 7, Bulletin 105, entitled "The Location and Elimination of Radio Interference" by J. K. McNeely, may I suggest that you get in touch with Iowa State College at once and secure the bulletin. Valuable information is included in this publication covering methods of locating radio interference, methods of eliminating radio interference, interference caused by summation frequencies of broadcast stations, etc.

Below we are quoting a carbon of a letter addressed to Professor R. C. Higgy of Ohio State University, President of the Association, by Dr. Charles A. Culver, Professor of Physics and Director of Broadcasting, Carleton College, Northfield, Minnesota:

"We are in receipt, through the office of our Executive Secretary, Mr. Beaird, of several copies of the radio play, 'An Ohio Enoch Arden.' We desire to thank you very much for this dramatic material. I have passed it on to the professor who has charge of our radio dramatic productions, and I am sure that he will be glad to use the material. We will advise you with regard to the reactions which we receive as a result of our presentation of this play on the air.

"I am very sorry that we do not have any similar material, at the present time, to send in exchange. However, one of our professors in the English Department has considerable ability, and it is possible that we may be able to reciprocate in the near future. Professor Hunter, to whom I have just referred, has written two or three short plays which we have put on the air with very satisfactory results. One of them at least is suitable for production at any time and place. Unfortunately, however, from the standpoint of radio broadcasting, the play has been copyrighted and sold. Nevertheless, I am getting in touch with Mr. Hunter in an effort to learn what arrangements can be made with the publishers for its use by educational stations. Personally I felt that the play was an excellent piece of work and particularly suited for radio presentation. I will advise you as soon as I secure further information in this connection.

"The exchange of program material is, I believe, a service which we should work up among our member stations. I have had in mind for some time a desire to work up a weekly news bulletin of scientific events, along somewhat different lines from that sent out by the Science Service Office. Thus far, I have not had time to do anything with such a project. It has occurred to me that possibly each one of our member stations could work up some particular feature which could be distributed among our membership, and thus the burden would not be great on any one station.

"It has also occurred to me that it might be well to consider the possibility of the Association subscribing to one of the leading news-gathering organizations with the thought of establishing a central short-wave station from which we could relay this material to our member stations. The writer would be interested to learn your reactions in this connection. I am sending a copy of this letter to Secretary Beaird, and also to the Washington office."

FROM MR. GEORGE R. FAINT, PROGRAM DIRECTOR, STATION WJBU, BUCKNELL UNIVERSITY, LEWISBURG, PENNSYLVANIA: "I have appreciated the bulletins you have sent me from time to time. The fact that I have not written you before does not indicate that I am not interested in the problems concerning radio stations, but is due to the pressure of work at the University.

"We appreciated the receipt of the mimeographed copies of 'An Ohio Enoch Arden.' In fact it has enabled me to revive interest in studio productions in one of our dramatic organizations on the campus, and I am expecting them to organize a group of students to present plays over our station.

"As is the case with practically all of the college stations, we are in need of funds and are hoping to get them."



FROM MR. R. C. HIGGY, DIRECTOR OF BROADCASTING STATION WBAO, OHIO STATE UNIVERSITY, COLUMBUS: "I regret that I have not been able during the past few weeks to write you more fully concerning Association matters. Our case before the Federal Radio Commission has taken me away from the office for nearly two weeks, which together with our annual Farmers' Week celebration has made it a very busy time.

"In reference to your request for copies of the plays to be given during February, I have asked Miss Jenkins, of our staff, to give me copies of all possible plays to be released in this manner. We are often under obligation to the author and cannot always obtain permission to release these for general distribution to our stations. I am sure that we will be able to secure several additional plays for you within the next few days. I have not had any reaction from any of the stations in reference to the first play 'The Underground Railroad' sent you last October. This was a particularly successful play for us, and I would appreciate to know something of its reception. We have had many fine comments and words of appreciation about the play 'An Ohio Enoch Arden' which you apparently distributed some time ago.

"You have asked for some information on our present difficulty before the Federal Radio Commission. It is the result of the inability of the University and the commercial station, with which it shares time, to agree upon a satisfactory division of time as required in G. O. 105. A hearing was held on November 24 and the following examiner's report was unfavorable, a time division being proposed which is entirely unreasonable, and limits all broadcasting to essentially daylight hours. A recent bulletin of the National Committee contained a statement of this examiner's report, and as issue, to be mailed within the next week, will contain a complete text of the exceptions as filed by Attorney General Gilbert Bettman of the State of Ohio who is handling the case for the University. Attorney General Bettman has made a very fine presentation and has shown a fine interest in our work. He is an exceptionally able and aggressive lawyer, and apparently is willing to carry the fight just as far as it is necessary.

"Your various letters and bulletins are most interesting and helpful. A copy of Dr. Harding's letter is a very beautiful presentation of the difficulties of the educational stations and I hope that some publicity will be given to his statements. Have you sent copies of all bulletins to Mr. Tyler, Mr. Perry and Dr. Morgan of the National Committee? If not, please send them copies of future releases from your office. It might be well to include all the members of the National Committee, if it is practical for you to do so.

"I trust that you will proceed with whatever matters seem best to you and not hesitate to make expenditures within the limits of our resources for any matters which seem best to you.

"I am much interested in recording matter, and as you know, attempted last year to get some definite action and recommendation in the hope that some money could be obtained to proceed with a definite program. If the suggestions you receive show considerable interest it would be well to follow this matter closely. I shall be glad to assist you when any definite plan is proposed.

"We have had many research projects under way here but our recent difficulties have made it necessary to side track these, but we are still hoping to make available some material of value in connection with program service. May I suggest that you inquire from other stations as to program listener surveys?"

FROM MR. W. L. KADDERLY, PROGRAM DIRECTOR, RADIO STATION KOAC, OREGON STATE AGRICULTURAL COLLEGE, CORVALLIS, OREGON: "I am ashamed of the fact that until now I have expressed no appreciation for the several bulletins that you have issued in your capacity as Executive Secretary for the American Association of College and University Broadcasting Stations. I have read each of these bulletins, have found them most interesting and valuable--and after the reading my determination to express a 'thank you' was registered mentally. But the actual transposition of those mental 'thank you's' to paper has been a long time coming.



"Fortunately, the executives who must pass upon the destinies of radio at this institution are forward looking and progressive. Paul V. Maris, our director of extension, has for years believed that radio is a powerful factor in the field of adult education. His active support of appropriations needed by our station has gone a long way in securing our present very good equipment, and funds that have at least enabled us to demonstrate the possibility in educational programs. Our president, Dr. W. J. Kerr, also has looked upon radio as one of the potent means of enabling this institution to better serve the people of the state.

"The result is that we are rather fortunately situated with an unlimited license and with modern studios and modern equipment. Of course, we do not possess everything we would like to have, but we do have most of the essentials.

"An examination of the list of stations in the United States indicates that KOAC is the only one in the country owned and operated by a publicly supported educational institution that holds an unlimited license on a regional channel with 1000 or more watts power. A veritable 'Last of the Mohicans.' And we are in grave danger of joining the ranks of those who have been forced to share time.

"Since September 21, 1931, we have operated 12 hours a day except Sunday. Up to that time we were operating about six hours a day. In fact, our budget for the present fiscal year was based upon a six or seven hour program daily except Sunday. It was necessary to go to 12 hours in order to hold our unlimited license and our State Board of Higher Education authorized us to make the jump. No added funds were provided for the 100% increase in program service, so we have been using up our money for this year at a more rapid rate than was contemplated. As things stand right now we will run out of money sometime around April first unless something is done between now and then to replenish the budget. Of course, we have plans in mind and under way, but whether or not these are consummated remains the question at this moment.

"Your special 'rush' bulletin including letter from Director Harding to Dean Vogt was most interesting--and another bit of evidence to support our determination to go the limit in holding our present unlimited license.

"I find we are not sending you our advance program schedules. Next week's schedule is enclosed and hereafter you will receive this material regularly.

"Again let me thank you for the information contained in your bulletins. You are performing a real service."

FROM DR. B. B. BRACKETT, DIRECTOR OF STATION KUSD, UNIVERSITY OF SOUTH DAKOTA, VERMILION, ON FEBRUARY 24 RELATIVE TO A VERY IMPORTANT NEWS RELEASE DEALING WITH MINNESOTA STATIONS: "The enclosed news clipping should interest our members and the information should get on to Mr. Perry, unless he already has full data about it.

"The Carleton and the St. Olaf people have been very active and consistent members of our Association. Minnesota University has not subscribed to membership recently, but I think they did so some years back.

"By the way, Minnesota University has two calls, WLB and WGMS. I do not know why. You have them listed separately. I think they have only one station and one 1000 watt transmitter.

"I understand that WHDI of the Dunwoody Industrial Institute, Minneapolis, Minnesota, has been forced to sell out by the pressure of its commercial partner, in a manner almost identical with the efforts of WRHM to get the time of its educational associates"

The news clipping sent by Dr. Brackett is from The Minneapolis Tribune, Thursday, February 18. It reads as follows: "Colleges Seek Radio Rights"--From the Washington Bureau of The Minneapolis Tribune--Washington, February 17-- A contest between the rights of educational institutions and purely commercial radio stations to be held

in a fight, precipitated here in which the University of Minnesota, Carleton college and St. Olaf college, the latter two at Northfield, are pitted against WRHM a commercial station at Minneapolis.

"The educational institutions share the same channel with WRHM and complain that for purpose of education, they are barred from the air because WRHM takes up all of the time in broadcasting commercial advertising.

"The educational institutions desire the federal radio commission to assign WRHM to another channel and give them the full time now shared by the three institutions with the commercial station.

"The matter has been presented to the radio commission by Representative C. G. Selvig of the ninth Minnesota district, formerly head of the Crookston experimental station.

"Outlining the situation and asking for the readjustment in the name of education in a letter to General Charles McK. Saltzman, chairman of the federal radio commission Representative Selvig says: 'Dear General Saltzman: A short time ago I received a letter from the comptroller of the University of Minnesota, in regard to the radio broadcasting situation at the university. He asked me to take this matter up with you in case I felt that the petition of the University of Minnesota, at Minneapolis, Carleton college and St. Olaf college of Northfield, Minn., was just and should be granted.

"As you are no doubt aware, the University of Minnesota station, WLB, shares the broadcasting channel with Carleton college and St. Olaf college. With these three educational stations is joined a commercial station in Minneapolis with the call letters WRHM.

"The three educational stations have always been able to agree as to the apportionment of time. They are now broadcasting about 20 hours a week while WRHM broadcasts 104. You will understand that a commercial station that has sold its time will broadcast anything to fill that time. The educational institutions, if they have nothing worthy to say, keep silent at their hour. For years they have suffered constant encroachment from this commercial station and are now pinned down so that they have no elbow room for the development of their truly educational program.

"Therefore the three educational stations have united in petitioning the federal radio commission to assign to them the full time of this channel, which means that they will have to occupy 72 hours a week. They are agreed to do this provided the station WRHM may be put off this channel and onto another channel. WRHM accuses WLB of not making full use of its time. This is obviously impossible under the present conditions because when anything worth while comes up to broadcast it is found that there is not time in which to do it, as WRHM has already sold that time to an advertiser. The University of Minnesota, St. Olaf and Carleton college officials believe that they can fill the full 72 hours, provided the radio commission will grant education its rights on the air."

FROM DR. B. B. BRACKETT, DIRECTOR OF RADIO STATION KUSD, UNIVERSITY OF SOUTH DAKOTA, VERMILION, DATED FEBRUARY 2: "I do not see how anyone could express a condition now existing more accurately and more forcefully than Professor Harding does when he says, 'These men (the Federal Radio Commission) ..... merely cut off the arms, legs and head of an educational station and then allow it to die a natural death.' They do not kill it! Oh no! If it cannot survive under all the restrictions imposed when placed next to a 50,000 watt station that is classified as a 5000 watt station and given all other possible advantages then the educational station ought to die, just as a kitten that is thrown under the feet of an elephant ought to die, if it cannot avoid being trampled to death.

"The broadcasting chains with their millions of investment and millions of profits are certainly using all possible means to get every broadcasting privilege and advantage, for it is not at all probable that their present exorbitant prices for



indefinitely. The general public will surely become satiated in time with the extravagant and exaggerated claims made for the very ordinary things that are now being sold through broadcasts so extensively at this time.

"I think it most unquestionably desirable that our educational stations avoid all commercial entanglements with other stations. In almost no cases could there be any assurance of reasonable permanence in any such agreement. When any change comes the educational side will be the first one to suffer.

"At this time and under present circumstances, we may well look with suspicion upon the so-called educational programs of the large broadcasters. If the time should come that these are not directly profitable and if there should be no more privileges that can be stolen from the school-owned stations, I believe it certain that all programs of this nature would disappear. Why should commercial broadcasters be expected to conduct schools of the air, unless they had some special object to attain by doing so, any more than storekeepers or manufacturers or bond salesmen?

"It is my opinion that all school-owned stations should remain purely educational and strictly non-commercial, if they can possibly do so; and further I think it desirable and imperative that every real educational station try to keep whatever license privileges it now has without regard to how many may be forced out of existence. As long as there is a single school-owned educational station, it has a moral or ethical right to a certain amount of the broadcasting privileges, and I think there are those who can get this fact before a public that will grant a hearing, even if most of the broadcast stations should come under a monopolistic control that will censor anything not pleasing to the owners of the big stations."

TWO LETTERS OF FEBRUARY 23 FROM DR. B. B. BRACKETT, UNIVERSITY OF SOUTH DAKOTA, ARE AS FOLLOWS: (1) "Of course, if the commercial stations take music from the ballroom or a cafe and broadcast it, it makes a most wonderful program. If they broadcast the most terrible kind of squeals and squawks - the most jazzy of jazz - it is fine, elevating and educating. If they present a mediocre vaudeville affair, it is one of those things that give the American type of broadcasting its wonderful 'salesmanship.' Nothing so fine and so wonderful has ever been produced anywhere in the history of the world before. It would seem that the Federal Radio Commission agrees to all the above,

"However, if any of our group should put on programs like the above, we would be broadcasting the most unsatisfactory programs possible. If we should even approach some of the methods used by the commercial broadcasters, it would be most dishonest for us.

"The claims made by the commercial broadcasters for their own programs are most absurd and most ridiculous. The charges against and the criticisms of programs put on by stations outside their own group are disgusting, unfair and untrue.

"To me, the most unethical and unfair thing the commercial groups and big chains are doing just now is 'The Spider and the Fly' act of pretending a very great interest in educational programs. There is not the slightest doubt in my mind that if the commercial stations once get full control of all broadcasting privileges, it will not be long before none of their so-called educational programs will be presented unless paid for at full commercial rates. What is the fundamental purpose of a commercial broadcasting company? To make money like any other commercial organization.

"What is the fundamental purpose of any school-owned broadcasting organization? To educate as many persons as possible and to disseminate as much accurate and reliable information as it can. The educational stations are not interested in selling cheap medicines and ordinary tobacco products at high prices to a gullible public. We cannot possibly have any interest in misinformation and exaggeration that is so prevalent in the commercial broadcasts."



(2) "Since the first general reallocation of wave channels by the Federal Radio Commission we of KUSD have been associated in time division with WILL and commercial station KFTF. The relations of all three stations in this matter have been thoroughly ideal. All the managers have been honest and open in their mutual dealings with one another; and each one has tried to be fair and considerate of the interests of the other two stations. From our own experiences we cannot see why there should be any friction of any kind between stations associated as our three stations are.

"However, we know that there has been trouble and that differences hard to adjust have arisen. I think the F. R. C. has been trying sincerely to find a way to minimize the difficulties that they have had to adjust for some of the time-sharing stations. A letter written to the commercial station in our time-sharing group confirms this opinion.


"In trying to work out some rules to cover these time-sharing adjustments, as in many other things, the Commission either overlooks or does not understand the unusual conditions that surround the college or university stations. It probably does not realize how many broadcasts, important to us and to our listeners, are dated by persons who have no connection with the station. These dates are often fixed not long in advance by persons who are in no way responsible to the station or the school owning the station wishing to broadcast the event; and in some cases the date has to be changed almost at the time when the broadcast was to begin. Think of a basketball game when the visiting team fails to make connections somewhere on its trip, or of a football team that is ordered into quarantine the day before the game on account of an epidemic that has developed suddenly and unexpectedly. We had a football game postponed for about a month in what was practically that way last year.

"It seems probable to me that if the actual facts can be presented to the F. R. C. some way will be arranged to cover such emergency cases that cannot be adjusted any considerable length of time in advance. At least, I think it worth trying.

"As to forcing a station into an expensive hearing over time-division, when no violation of the rules or general orders is involved, that is criminal, whether it is covered by law or not. The station that will do this is too mean to be respected by honest people and the Commission should find some means to prevent it. Professor Jensen's remedy seems to me a good one."

It is quite encouraging indeed to note the active interest being displayed by many of our members in the past few weeks. Many important problems are now before your Association. Give us one hour of your time each week for the next eight weeks and conditions will be better. Write us your reactions relative to the many pending problems. VOICE YOUR SENTIMENTS. THE ASSOCIATION IS DESIGNED TO SERVE ITS MEMBERSHIP AND NOT TO DICTATE POLICIES. MAY WE HEAR FROM YOU AT ONCE.

Sincerely yours,

  
T. M. Baird, Executive Secretary  
for Association