

NAEB NEWS LETTER

Office of Executive Secretary
Urbana, Illinois
March 1, 1939

HOW ABOUT RECEPTION OF WIXAL

Mr. Walter S. Lemmon, President of the World Wide Broadcasting Foundation, is anxious to get reports on the reception of WIXAL in your community. Where possible he would appreciate having recordings of receptions, which should be sent to WIXAL, University Club, Boston, Massachusetts. WIXAL transmissions, between 3:30 and 6:30 p.m., Eastern Standard Time, are on 11.79 megacycles. Programs from 7:00 to 9:00 p.m., Eastern Standard Time, are on 6.04 megacycles.

PROGRAM STANDARDS AT KWSC

Kenneth E. Yeend, Director of KWSC, reports that the following established standards are used in selecting programs:

- "1. It is the policy of the station to broadcast a constructive program of education, information, and entertainment.
- "2. We realize that there is a great difference in educational, informational, and promotional material and that which falls into the category of propaganda. KWSC is not an instrument for the propagandists.
- "3. The station does not broadcast political addresses.
- "4. All of our religious programs are non-sectarian and non-denominational in character.
- "5. When the director or the production director are uncertain as to whether an individual or group interested in presenting a program will meet the professional standards required by the station, an audition is necessary.
- "6. It is the policy of the station to broadcast only information considered to be of public interest by the various departments of the college.
- "7. KWSC is strictly non-commercial."

KENTUCKY COUNCIL ON EDUCATION BY RADIO

Representatives of the University of Kentucky, Eastern State Teachers College, Western State Teachers College, University of Louisville, the Kentucky Parent-Teacher Association, the State Department of Education, and the Kentucky radio stations form the Kentucky Council on Education by Radio, of which Elmer Sulzer, U. of K., is chairman. At a meeting in Louisville on February 18, a Code of Ethics for Broadcasters and Educators was adopted. Here is the code:

Article One. The proper presentation and broadcasting of educational programs by radio is a joint responsibility of educational authorities and radio station executives. The whole-hearted and understanding cooperation of each group is necessary to insure effective results in this field.

Article Two. Allocation of a certain amount of time for educational purposes is a "public interest" requirement on the part of radio stations. Radio stations have a right, however, to insist upon standards of presentation that are in keeping with their program standards.

Article Three. Radio stations should endeavor to prevent duplication in educational programs by discussions involving all parties concerned.

Article Four. The selection of educational subjects for broadcasting, as well as the selection of proper techniques for such presentation should be in the hands of educators. It is important, therefore, for all educators involved in handling such programs to acquaint themselves with the latest techniques, to study studio procedure in general, and to maintain at all times a broad objective point of view.

Article Five. In common with other types of programs, educational programs should attempt to reach as large an audience as possible. To do so, radio educators should attempt to frame programs in the most attractive way possible -- to make them interesting as well as educational, thus increasing their educational effectiveness.

Article Six. Educational programs should be planned for limited groups, only when such groups are of an underprivileged type and can conveniently get the material in no other way, or when the nature of the program is such that a radio broadcast proves itself vastly superior to any other medium of presentation.

Article Seven. Questions of taste and censorship involve an interlocking relationship between broadcasters and educators. Broadcasters should not censor an educational program as regards fact, or as regards policies. On matters of taste, however, broadcasters have a right to insist on the usual station standards as well as discussions of certain subjects open consideration of which is regarded as contrary to current good taste.

Article Eight. Educators owe to themselves and to the cooperating station the impartial presentation of controversial subjects. Editorialization is not desirable on controversial subjects, even on an educational program, unless all sides are fairly expressed.

Article Nine. Stations have a right to refuse time for a program that is essentially institutional promotion. A certain amount of institutional promotion is naturally present in all educational broadcasts, but the primary purpose of a truly educational broadcast must be educational.

WSUI FEEDS NBC NETWORK

On the 92nd Anniversary of the University of Iowa's founding, the blue network of NBC carried a broadcast, originated on the Iowa campus. "Out of the Land", was a dramatized story written by Donald Sturgis,

WSUI script writer, and directed by H. Clay Harshbarger, Production Manager. The story told of the extraction of Vitamin K from Iowa alfalfa and the tense drama of its first use in saving an Iowa farmer's life threatened by extensive bleeding. President Eugene A. Gilmore of the University opened the broadcast.

FCC HEARING FOR WSUI

The University of Iowa (WSUI) application for construction permit to increase power to 5 KW daytime and 1KW nighttime with directional antenna has been set for hearing. The case is set on the Calendar for March 27.

KFUO WITHDRAWS FROM NAEB

A note from the Rev. H. H. Hohenstein, Director of KFUE, tells the story in these words: "I regret to inform you that the Board of Directors resolved to discontinue its membership."

STATE RADIO HEARING POSTPONED TO MAY FIRST

Wisconsin's application to the Federal Communications Commission for a full-time, high power broadcasting station will be heard on May 1, according to notification just received by the Attorney General's office. Originally set for February 28, the hearing was postponed to allow more time for the preparation of the State's case.

In its application the State is asking for a 16 hour a day station to operate in conjunction with the University of Wisconsin and capable of being heard in all parts of the state at night, as well as in the daytime. The two public stations now must go off the air at sundown to avoid interference with private stations on the same channels.

The application requests the use of the 670 kilocycle channel, the one selected by engineers as being the best able of any assigned in this mid-western region to render the service necessary over the entire state of Wisconsin. That frequency is now used by WMAQ, one of 168 stations on the NBC network, and one of three stations in Chicago carrying NBC programs.

Engineer's studies show that moving the station into the state would give primary radio service to great areas in Wisconsin which now do not enjoy such coverage. There are large areas in the state where no Wisconsin station can now be heard at night.

LAWMAKERS BROADCAST DAILY OVER WHA AND WLBL

Wisconsin solons are on the air from the state capitol each afternoon at one o'clock with discussions of important issues facing the Legislature. The broadcasts are originated and carried by the state-owned stations WHA, Madison and WLBL, Stevens Point.

PRINCETON AND YALE ON THE RADIO

Gleaned from the collegiate press are these two items which may interest

you:

"In yesterday's papers appeared the announcement that Harvard will start its second year of weekly shortwave broadcasts of outstanding lectures on a variety of subjects to an international audience. Continuation this year follows responses indicating that the broadcasts gained the attention of individual listeners the world over, as well as that of academic groups which used the lectures for classroom instruction.

"Here seems to be a fine way of disseminating knowledge far beyond the confines of the college itself. The radio has made possible the bringing of first-rate entertainment into the most remote territory. Why should not higher education be spread likewise? . . . Princeton should not, of course, attempt a grandiose radio schedule. That Harvard's experiment has proven sufficiently successful to warrant its continuance is an adequate reason, however, for this University to investigate the possibility of performing a similar service on a somewhat smaller scale.--The Daily Princetonian."

"In rejecting the proposed Yale Daily News radio program the Corporation has made it amply clear that they are as yet undecided upon the two fundamental issues which a venture of this kind raises -- first, should the University "go on the air"; second, if so, what sort of program can they endorse?.....

"There is ample reason to support the ground that Yale has no need to take to the radio. The tradition of university life . . . is strong enough to retain many adherents . . . But the fact is that, whether or not Yale likes it, many important concessions have to be made to the outside world. Educators are coming more and more to feel that this is as it should be, since the main task of the University is to fit its students to lead a full life once they leave the ivied precincts. Those of this view will be found increasingly in the pro-radio camp, we venture to predict, as the years go by. Two main considerations are convincing them that the air waves have a very important service to render the universities if given a chance.

"First of these reasons is that radio is becoming more and more the all-powerful medium of education, persuading, threatening, and cajoling people into one view or another. And since this is the case, for better or for worse, it will be well for the most important educational houses in the country to discover the best means of its use and exploitation. . . .

"Second in the consideration of those who feel that radio should be taken up by the universities is the less appealing but essential business of publicity -- that is, friendly and intelligent relations with alumni and with the public. If a university ceases to be a dynamic force in the minds of its graduates, and becomes instead a mere hallowed memory, no part of which they would have changed, then that institution is not playing its part to the hilt.... No institution, moreover, is complete unless the public understands something of what it is trying to do and is sympathetic toward these efforts. --The Yale Daily News."

REPORT OF THE RBC TO THE NASU

The above is to attract your attention. There are certain portions of the report of the Radio Broadcasting Committee to the National Association of State Universities, which should be of particular interest to NAEB members. The excerpts of the report, presented by President A. G. Crans of the University of Wyoming, follows:

"PROGRESS -- Great progress has been made during the past year in the broadcasting programs of the universities in this Association. All in all it has been one of the most favorable years in the actual growth of educational broadcasting, and particularly in the development of working organization. The production of programs is being studied and attacked with a fuller realization of the magnitude and importance of the task.

"COOPERATIVE ORGANIZATIONS -- It is indeed remarkable and heartening to note the spread of organization for the cooperative production of programs. The wide adoption of the principle of cooperation shows that the soundness of this principle is gaining wider and wider acceptance. Cooperation between institutions, between great public agencies, cooperation in faculties through advisory committees and councils, are examples of cooperating between producers of broadcasts. There are also additional gains in cooperation with commercial broadcasting stations. A deliberate effort to create machinery for cooperation also implies a keener realization of the importance of the program itself. Cooperatively a group of individuals or institutions will have greater selective power and a larger reservoir of talented broadcasters and will make possible a division of the work of production."

"The following is a summary of information secured from the institutions constituting the National Association of State Universities. The information was secured in reply to recent inquiries. It includes only those institutions that have a sizeable program of broadcasting. Institutions omitted are either those from which no report has been received or ones doing very little broadcasting.

"Florida. The most significant development of the past year has been that of the Florida Radio Service Council. In an effort to organize the support of education by radio, President John J. Tigert of the University suggested to a number of state civic bodies that they form a group to express this support of educational broadcasting, and to unite the various interests desiring to encourage such work. More than a dozen bodies responded, and a constructive program of work is firmly established and centered around the support of the University's own radio department and its radio station WRUF. The program of the Council calls for an effort to bring together the various commercial, cultural, fraternal and social interests of the state in a united front to accomplish the purposes formally adopted.

"Illinois. In its radio work this year the University of Illinois has taken two significant steps: (1) A standing "Radio Advisory Committee," composed of seven prominent members of the faculty, was appointed to study the programs being offered to determine how they could be improved educationally. This committee has arrived at certain definite conclusions and has made suggestions to the President concerning future development of

the activities of the station. (2) During the year the Federal Communications Commission authorized WILL to increase its power from 1000 to 5000 watts. A new transmitter has been purchased and its installation awaits only the formal approval by the Commission of the Construction Permit. The increase in power will enable the University to reach most of the state and a large section of Indiana. The Board of Trustees recognizes the radio station as a valuable adjunct to the service of the University rendered the state and has indicated its desire to bring the station up to the same high standard the University maintains in its other activities.

"Indiana. Radio work introduced second semester last year to provide training to students interested and talented in the field of radio work, and to provide means of favorable publicity for the educational activities of the University. Full time Director of Radio and Program Director work in conjunction with University Radio Committee. Four regularly scheduled programs are broadcast each week by remote control through WIRE. Courses offered in script writing and radio broadcasting, as well as a graduate course in radio. Radio Workshop is just beginning a State-wide Radio survey to determine how various agencies may contribute to better radio. A lecture series is planned for the winter season.

"All the leading colleges of Indiana are showing an active interest in broadcasting. Indianapolis Public Schools also maintain a full program managed by radio staff. Indiana State Teachers College and Purdue carry extensive programs. Indiana should present very favorable conditions for a cooperative council and program.

"Iowa. The State University of Iowa has been moving ahead in the field of radio during the past year. A special committee consisting of deans and department heads interested both in radio broadcasting and radio teaching surveyed the present status of radio on the campus and compiled a bulletin entitled "WSUI Radio Programs - Service to the State", which has been printed and widely distributed. A sum of \$100,000 was secured from state and P.W.A. funds for a new radio building and equipment. The Rockefeller Foundation made the following grants: Professor in the Department of Speech received fellowship for six months' study with C.B.S. in New York City; Director of Station WSUI received fellowship for five months' study with N.B.C. in New York City; Grant for three fellowships in radio at the State University of Iowa in the field of radio production; Assigned a research worker from Princeton University project to study listener response to stations WSUI and WOI. A student news commentator received a fellowship from a newspaper corporation to spend four months with B.B.C. in London. A plan has been formulated for A Radio Institute on the utilization of radio in the classroom to be held on the campus during the year. An application for an increase from 1000 watts day and 400 watts night to 5000 watts day and 1000 watts night has been filed with the Federal Communications Commission.

"Kentucky. A Kentucky radio education council has been formed consisting of the acting directors of radio of the University of Kentucky, University of Louisville, Eastern State Teachers College, Western State Teachers College, the President of Transylvania, the State Superintendent of Public Instruction, and the president of the State Parent-Teachers Association. This group will function as a clearing house for problems

associated with radio work in Kentucky. The group has the endorsement of virtually all radio stations in Kentucky. The University of Kentucky has been attempting to give a state-wide broadcasting procedure, using WHAS at Louisville as a key station. The mountain listening centers established some years ago have been extended by the addition of some new centers and the relocation of others. It is hoped to try out local broadcasting services in Eastern Kentucky by the use of ultra high frequency broadcasting.

Minnesota. Minnesota programs have been extended and improved. The institution is installing new transmitting equipment and is operating under its new license with good wave length and improved power and time privileges. Booklets for the Minnesota School of the Air have been extensively distributed. The project includes broadcasts to a large school audience.

"A radio Affiliations Committee to maintain contacts between University and radio stations throughout the state of Minnesota had been perfected. Mr. Thomas D. Rishworth of KSTP has been the leader in this movement. The committee maintains service departments as follows; script laboratory, intercollegiate, transcription library, artists' bureau, and university news. It is a promising development of the cooperative council idea.

"An interesting enterprise and one which should not only advertise Minnesota programs but should also help to build an appreciation of the station's service is the publication of extracts from fan mail.

Montana. On March 5, 1938 a state-wide conference on civic broadcasting was held in Bozeman, Montana. Much enthusiasm was manifest and definite plans were made looking to the organization of a Council on Civic Broadcasting. Committees were selected to study the possibilities and make inventory of the resources of the state and region. Mr. Boyd F. Baldwin, chairman of the Radio Committee of the Montana Education Association, is leading the movement.

New York. Radio activities at Cornell University consist of the maintenance of a 1000 watt station, WESG, for laboratory and extension purposes, and also cooperation with twenty-four radio stations operated in other parts of the state. Radio Station WESG serves as a laboratory for research and instruction for the school of Electrical Engineering. It serves also as an outlet for extension broadcasting primarily by the College of Agriculture and as a laboratory medium in instruction in broadcasting for University groups. The College of Agriculture broadcasts as extension program for one hour each weekday; about one hour each week is used by other groups for broadcasting to schools and to homemakers. During the year about two thousand radio talks, announcements, seasonal warnings, dramatic and musical productions, etc., are broadcast by the University from this station.

North Dakota. Educational broadcasting is still in jeopardy, as indicated by three recent law suits of the University of North Dakota. The Board of Administration attempted to lease the station for ten years to an advertising agency in Chicago. The courts pronounced this lease invalid. A second lease, which was termed a managerial lease, was then formulated. This also has been declared illegal.

"Oregon. Last spring the Oregon State Board of Higher Education appropriated \$1,500.00 for an extension from radio station KOAC, located on the campus of Oregon State Agricultural College and operated under the Extension Division of the State System of Higher Education, to the University of Oregon campus. By remote control the University of Oregon broadcasts one hour a day, five days a week. The appropriation was for this year only, but it is hoped that the State Board will continue the existing appropriation and perhaps increase the amount. Various schools and departments of the University are contributing programs, which are built around a plan which gives some continuity and coherence to them. There has also been introduced a course in Radio Broadcasting and Program Building. Considerable enthusiasm has been expressed by both faculty and students.

"South Dakota. The regular weekly schedule of radio station KUSD is now 12½ hours as compared to 8 two years ago. Almost all the time is filled with scheduled programs, and transcriptions have not been used since the first week of this year's activities.

"Texas. In the summer of 1937 Texas University and Southern Methodist University maintained radio courses in the summer school. These courses were continued in the summer of 1938. The University is now establishing a complete radio studio on the campus, fully equipped for broadcasting and for recording programs. Several fellowships for the study of broadcasting have been awarded by the Rockefeller Foundation.

"Washington. For the last year principal interest has been in the development of a series of educational transcriptions and the installation of equipment for the making of the same. Plans for the future will include some attention to related fields of audio-visual education.

"Washington State College, over its own station KWSC, has for years maintained a very extensive broadcast program to its region. A complete local organization is maintained, several staff members devote their time exclusively to radio programs, improvement has been made in broadcasting equipment and studio quarters. Start has been made in regional cooperation through the formation of public school committees.

"Wisconsin. This pioneer station is steadily growing and improving in its service. In fact, there are two broadcasting stations, WHA in Madison with 5000 watts power day time on 940 kilocycle channel, and WLBL, Stevens Point, 5000 watts daytime on the 900 kilocycle channel. The lack of evening time has made impossible adequate service to the adult listening group, and WHA is now applying for permit to construct 50 kilowatt transmitter to operate full time on 670 kilocycles cleared channel. If license is granted the 900 and 940 kilocycle channels will be relinquished. The 670 kilocycle channel is now used by WMAQ, Chicago. The application is pending before the Federal Communications Commission. WHA has demonstrated by programs over a period of years that this public service is highly acceptable to the listeners in this area, a demonstration of great value to the cause of civic broadcasting.

"Wyoming. The University of Wyoming has just established a recording studio on the campus. A suite of rooms has been fitted up to include

offices, reception rooms, large and small studios, control rooms and observation rooms. A full set of recording apparatus has been installed. The first use of the studio was made when the University presented a national broadcast on the Farm and Home Hour in September. The University has also continued the radio listening committee which makes advance announcements of meritorious broadcasts which are made available to the University community over the large receiving set in the University Auditorium."

Committee-members are: John J. Tigert, I. D. Weeks, C. A. Dykatra, and A. G. Crane, President.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.