

# NAEB NEWS LETTER

Office of Executive Secretary  
Urbana, Illinois  
March 1, 1940

## WHAT ARE YOUR VIEWS ON COPYRIGHT?

Professor W. I. Griffith, WOI, points out the dangers which will be involved in any new legislation relating to copyright which Congress may enact, either at this session, or perhaps at some later time. Should not any new law provide protection for the non-commercial, educational and municipal station? What other provisions should be in the law? What should NAEB do about this problem? Write now what you think about it.

## RCA-VICTOR AGREES TO SPECIAL CONSIDERATION

The special committee of NAEB which has been conferring with RCA-Victor regarding the use of phonograph records by the non-commercial educational and municipal station reports that information can soon be sent NAEB members within this group. It appears that RCA-Victor will agree to a lowering of the rate originally asked.

## HOW ABOUT BROADCAST MUSIC, INC?

Some, if not all NAEB station members, have received letters from Neville Miller asking them to accept licenses from Broadcast Music, Inc. Broadcast Music, Inc. was willing to make a special concession to the non-commercial stations, but a number of NAEB have failed to join the movement at the present time, feeling that their action might be interpreted as taking sides in the so-called fight between ASCAP and commercial radio interests. All non-commercial education, municipal, and religious stations enjoy complimentary licenses from ASCAP, and have used this music royalty free for years.

## HURRAY FOR KWSC

Kenneth E. Yeend, Director of KWSC, wrote me recently: "Sometimes I feel that we are a bit negligent in sending you the activities of KWSC. However, here goes for some items." Well, I want to say if every NAEB member broke forth with news as the boys from KWSC have done this year, the News Letters might have blossomed forth as it had never done before. It heartens ye secretary to hear from you-all. Now President Ingham and Treasurer Griffith have had me on the run (not to mention Joe Wright), and some few others have contributed a bit now and then, but how about some more contribs. Anyway, here goes with Kenneth Yeend of KWSC:

"KWSC has recently arranged for leased wire facilities between its

studios and the Washington Hotel where Chamber of Commerce, Kiwanis, and other important banquets of the community and college are held. It is our intention to broadcast as many of these addresses as possible that are given before service clubs and other organizations. Also, when outstanding individuals visit the town and college and make the hotel their headquarters, we shall endeavor to interview them from the hotel.

"KWSC, beginning this semester, is broadcasting an additional hour each day and is now on the air seventy-seven hours each week, or almost thirteen hours each week day. The schedule is from 6:45 A.M. to 8:00 A.M. and from 10:00 A.M. to 10:00 P.M. with the exception of Thursday when we leave the air at 7:30 P.M. KWSC shares time with KTW, Seattle, and does not broadcast on Sundays, holidays, or on Thursdays after 7:30 P.M.

"Incidentally, as part of the early morning period from 6:45 to 8:00 A.M. we have a request program which is bringing in between 350 and 400 pieces of mail weekly. In addition to the requests, this program features market quotations, news items, weather forecasts, and frequent time signals.

"Since we have increased our nighttime power to 5,000 watts our mail relating to evening programs has increased a great extent. Located as we are in the extreme eastern part of the state, we have never been able to serve the west side effectively because of the mountain range which separates us. However, we are now receiving a number of cards and letters from farmers and other residents of the west side commenting on our agricultural broadcasts, current events, and programs of classical music.

"Mr. Hugo L. Libby, Chief Engineer, attended the engineering conference held at Columbus from February 12 to 24."

#### HURRAY FOR SULZER AT KENTUCKY, TOO

Did I say no one ever wrote. Pardon me. Here is news about the doings of Elmer Sulzer. Let the Courier-Journal of Louisville tell the story:

"Lexington, Ky., - Informed that the Federal Communications Commission had granted the University of Kentucky a construction permit for a new non-commercial educational broadcasting station to operate from Beattyville, Elmer G. Sulzer, the university's director of radio activities, said the transmitter probably would be moved to Beattyville within the next two weeks.

"After the transmitter is installed, Sulzer said, tests will be conducted for another two weeks before the station can begin operating. It will be an experiment, he said, as ultra high frequency broadcasting, such as to be done from the Lee County station, never before has been tried in mountain topography. The transmitter will be furnished by WHAS, he said.

"The Lee County Board of Education, Sulzer said, will furnish the operating personnel for the station, and the university will furnish the battery receiving sets, which have been developed at the university during the last eighteen months.

"The new system, he continued, 'may revolutionize educational broadcasting'. He said the two-hour Monday-through-Friday programs, starting at noon, would be divided into thirty-minute broadcasts directly to the schools of the county, fifteen minutes of news, fifteen minutes of agriculture, fifteen minutes of a program to be called "The Lee County Family", and forty-five minutes rebroadcast from the university.

"The period from noon to 1 o'clock will be devoted to adult interests, the remaining period intended for the county schools, but will be patterned to appeal to adults as well. Programs will be of a civic, educational, agricultural and entertaining nature.

"The station will operate on 100 watts power, unlimited time.

"The university plans to equip between fifty and sixty mountain schools in Lee County with receivers. It will retain ownership of the equipment, and will supervise the operation through the Lee County Board of Education. The school board, for its part, will pay operating expenses, including the salary of a supervisor, who will promote the use of the service by communities and schools adjacent to the area.

"In 1933 the University of Kentucky established a system of remote listening centers where people could hear educational radio programs of standard broadcast stations. On the basis of results, the university feels that there is need for establishment of a system by which localized education and information, both for school children and adults, should be provided for in each of the mountain communities.

"This makes the third institution which has taken advantage of the twenty-five-amplitude modulated channels set aside for non-commercial educational broadcast purposes. The others availing themselves of these frequencies are WBOE, operated by the Cleveland Board of Education, and WNYE, by the New York City Board of Education?

#### MAC GREGOR EDUCATIONAL TRANSCRIPTIONS AVAILABLE

C. P. MacGregor, well-known West Coast radio producer, has announced that he is offering schools and colleges 130 of his finest recorded educational features. These transcriptions have been selected by Dr. Cline M. Koon from the MacGregor library of more than 5,000 programs. Dr. Koon is a nationally known authority in education and formerly was Senior Specialist in Radio and Visual Education in the United States Office of Education.

A special rate will be made to the educational stations. Watch for it in the March 15th News Letter. In the meantime, if you haven't seen the 1940 Catalogue of MacGregor Educational Transcriptions, we'd suggest you write for it. Address: 729 South Western Avenue, Hollywood, Calif.

#### RADIO TRAINING AT FLORIDA

The University of Florida has just issued a bulletin of information on Radio Broadcasting Training. Among the professional courses in radio broadcasting available to the Florida students are Radio

Writing, Speech Training for the Radio, Radio Station Management, Sound and Its Application, One-act Play, Music Appreciation, Advertising, Audio-Visual Education.

#### LET THE PACKET HELP YOU

Many a good idea may be found in the monthly NAEB packet. Take for instance this month. Look at the mimeo from WOI. Griffith and the boys of WOI are picking up some good publicity by serving newspapers with music commentaries. See packet. Other contributors this month include: WOSU, Chicago Radio Council, and University of Kentucky. See packet.

#### FORUMS ON THE AIR

How can community leaders in education and radio cooperatively use radio to raise the level of mass understanding of our common problems? The Federal Radio Education Committee, with the cooperation of the U.S. Office of Education, is endeavoring to learn through surveys how committee leaders themselves are supplying answers to this question.

John W. Studebaker, U. S. Commissioner of Education and Chairman of the Federal Radio Education Committee, calls attention to a study of 63 local radio forum and discussion programs that have been broadcast over 47 stations in 34 communities throughout the United States.

"The report of this survey, conducted for the federal Radio Education Committee by Paul M. Sheats, Assistant Professor of Education, University of Wisconsin, will meet a real need in educational broadcasting," said Commissioner Studebaker. "It is my conviction that one of radio's greatest opportunities for constructive service lies in the field of public affairs education. We still have many answers to find to the question whether, as a people, we can develop enough intellectual capacity to solve our problems democratically; that is, through the intelligent participation of the rank and file of our citizens. The answer depends in large part on the zeal and ingenuity with which station managers and educational leaders cooperatively attack the problem of mass education in public affairs via radio."

Dr. Sheats learned that most of the forums on the air have been initiated by radio stations, private and public colleges and universities, boards of education, citizens' committees, Y.M.C.A.'s, churches, service groups, and newspapers. His report reveals how radio forums are launched, how programs are planned, the development of program technique, audience relations, and listener response.

"Station managers who have thought seriously about their public service responsibility in regard to treatment of current controversial issues are favorable to the forum as a pattern for their programs in this field" says Dr. Sheats. "Few station managers, however, will embark on a series of public forums or public affairs discussions unless they can depend on a large amount of outside assistance and volunteer local leadership willing to accept responsibility for impartial, careful and skillful management of the broadcast. The trend," he points out, "may be toward the employment of full-time educational directors on the regular staffs of radio stations."



Station managers and program directors generally prefer to have forums managed by a non-partisan citizens' committee which represents the various political, economic, and social interest groups in the community, the survey indicated.

The Federal Radio Education Committee report emphasizes that leadership is being offered by national educational, agricultural, church, and service organizations to promote public affairs education, that public interest has been aroused, and that the radio industry has an opportunity to capitalize upon this cooperation and interest by producing significant and effective educational programs.

"I know of no better way to meet the ever increasing need of our people for free and impartially-managed programs of public discussion" said FREC Chairman Studebaker today, "than through hundreds of local radio forums, town meetings, and round-table programs giving to the 82 percent of the families in the United States now reached by radio at least the opportunity to get practical help in the choices which must be made if our system of Government is to endure. It is not too much to hope that in the near future no radio-equipped home in the length and breadth of the land will be without available programs in which its members can get up-to-the-minute discussion of local, regional, and national problems."

Copies of the Federal Radio Education committee report, "Forums on the Air", may be obtained at 25 cents each through the Federal Radio Education Committee, U. S. Office of Education, Washington, D. C.

#### OFFICE OF EDUCATION RADIO DIVISION SERVES NATION

On occasion of the fourth anniversary of the establishment of radio services by the U. S. Office of Education, Commissioner John W. Studebaker said that he is more convinced than ever that radio is rapidly becoming one of the most important tools for the quickening and enriching of education. At the same time he announced a new and expanded program of radio services and experimentation for the current year.

Presentation on the air as a live broadcast is only a "premiere" for the U.S. Office of Education programs. Hundreds of performances by schools, colleges and civic groups by local stations follow. This is made possible by the Script Exchange in the U. S. Office of Education which lends scripts for local, noncommercial use and makes available recordings at low cost. The Federal Radio Education Committee, created by the FCC to promote improved broadcaster-educator relationships, sponsors this educational service.

The Script Exchange preserves outstanding scripts produced not only by the U. S. Office of Education but also by other Government agencies, as well as those of local educational groups. Now in its fourth year, the Script Exchange has made available more than 250,000 copies of scripts to some 12,000 groups in all parts of the country.

Previous U. S. Office of Education series now circulating through the Script Exchange are the WORLD IS YOURS (Smithsonian Institution series), BRAVE NEW WORLD (Pan-American Series), LET FREEDOM RING (the story of the Bill of Rights), AMERICANS ALL -- IMMIGRANTS ALL (contributions of racial groups to the Nation), WINGS FOR THE MARTINS

(parent education) and many others. Scripts of programs now on the air will eventually be placed in the Script Exchange. A new catalog listing more than 500 available scripts may be obtained by writing to the Script Exchange, U. S. Office of Education, Washington, D.C. (10¢ per copy).

One illustration of the use made by schools of Exchange scripts is the series broadcast by the District of Columbia Board of Education. Pacing the work of the junior high school curriculum, the Board of Education broadcasts scripts from the loan collection. Programs were available through the Exchange on nearly every subject touched by the District of Columbia curriculum.

To help in the production of its scripts over local stations, the Script Exchange publishes a Radio Manual, a Handbook of Sound Effects, and a Glossary of Radio Terms.

Acting as a clearing house of information on radio, the Script Exchange answers scores of inquiries each week and makes surveys of trends and activities in radio education.

Through one of its newer services, the Exchange aids schools interested in the use of recordings. Now available are 24 recordings of the AMERICANS ALL -- IMMIGRANTS ALL series, named the outstanding dramatic radio series of 1939 by the Women's National Radio Committee and the American Legion Women's Auxiliary.

Suggestions on how these recordings may be used in the school and community are published in a Manual supplied free with the recordings. Additional background facts on how democracy flourished because of the gifts of many races and peoples -- theme of AMERICANS ALL -- IMMIGRANTS ALL -- are contained in a Handbook for Listeners. This handbook is also free with the purchase of recordings. For complete information write to the Script Exchange, U. S. Office of Education, Washington, D.C.

When the Radio Division demonstrated that large audiences are available for educational radio, Commissioner of Education Studebaker suggested to the Federal Communications Commission the reservation of a band of ultra-high frequencies for the exclusive use of educational agencies. As a result, the Federal Communications Commission established a "class of high frequency broadcast stations to be licensed to organized non-profit educational agencies."

The U.S. Office of Education is now assisting school systems and colleges in making applications for these frequencies and supplies advice on problems of equipment, personnel and programming. A free bulletin, Ultra-high Frequency Educational Broadcast Stations, gives detailed information on the value, nature, and methods of operation of a school-owned broadcasting station.

In 14 communities in all parts of the country, Educational Radio Projects operate with the assistance of the U.S. Office of Education. These cooperative enterprises are responsible for local Schools of the Air, educational programs and scripts which enrich school courses of study. Funds for this work come from W.P.A. allocations made by President Roosevelt to the U. S. Office of Education to "demonstrate the use of radio in education."

"Five years ago", Commissioner Studebaker said, "educational radio was a phrase in search of a definition. Today it is a going concern. In thousands of schools, homes, clubs, CCC camps, educational radio is adding to the meaning of life. Radio helps the eighth grade pupil to see his geography as an exciting adventure. It brings classics of music and literature to a busy housewife. It aids citizens to know more about the Government they buy with taxes. But its possibilities for education of our people have only been scratched.

"Among the clientele of the U. S. Office of Education Radio Division are millions of Americans, ranging from youngsters literally glued to radio sets listening to adventures of scientists on the Amazon, to educators eagerly seeking new techniques for education."

#### FCC TAKES ACTIONS

Important to every radio station are recent actions of the FCC. Some of the Commission's actions are of especial interest to the educational broadcasters. Briefly, some recent actions include:

Preparatory to the reallocation of standard broadcast stations as a result of the recently ratified North American Regional Broadcast Agreement, the FCC has suspended its yearly license basis and is terminating licenses on August 1. It now appears that the reallocation will take place on this date.

The FCC ordered the revocation of licenses of five Texas stations because of the applicants failure to make full disclosure to the FCC concerning ownership, management, financing and control of stations.

The Commission has transmitted to the Department of Justice the facts concerning the Tums "Pot o' Gold" program, broadcast over the NBC network, and a program advertising Mead's Bakery, recently broadcast by stations KFFT and KBST at Wichita Falls and Big Springs, Texas, respectively.

"The Federal Communications Commission is under no duty to protect licensees of existing radio broadcasting stations from competition, in passing upon an application for a permit for a new station", asserts the Federal Communications Commission in a brief filed with the United States Supreme Court contesting judgment of the United States Court of Appeals for the District of Columbia in the case of Sanders Brothers radio station WKBB, Dubuque, Iowa, v. F.C.C.

"The basic theory upon which broadcast licenses have always been allocated is that competition is essential to the maintenance of high-quality programs," avers the Commission, explaining: "This is because competition among stations for advertisers means competition among stations for listeners and this in turn means rivalry to present the highest quality programs. Thus the character of radio presentations, and therefore the public interest, is largely dependent on competition."

The Commission points out that this view was stressed by the former Federal Radio Commission in an early report to Congress and more recently was expressed in the case of Spartanburg Advertising Company when the Commission declared that "neither the license now enjoyed by petitioner nor any provision of the Communications Act of 1934



confers upon petitioner a monopoly of the radiobroadcast facilities in the community which it is now serving."

WNYC, City of New York, Municipal Broadcasting System, New York City - The application of WNYC requesting authority to increase time of operation from daytime local sunset at WCCO, Minneapolis, to specified hours (6 A.M. to 11 P.M., EST), on frequency 810 kc, which has been designated for hearing, will be heard on the following issues at a date to be set: (1) To determine whether or not the Commission's rules governing standard broadcast stations, particularly Secs. 3.22 and 3.25 (Part III), properly applied, preclude the granting of the application; (2) to determine the nature, extent, and effect of any interference which would result should the applicant's proposed station operate simultaneously with WCCO and WGY; (3) to determine the nature, extent and effect of any interference which would result should applicant's proposed station operate simultaneously with WGY, operating as proposed in its pending appl. or with WHAS, operating as proposed in its pending application; and (4) to determine whether the DA system will comply in all respects with Sec. 3.45 of Standard Broadcast Rules and requirements of good Engineering Practice. (Jan.30)

WTAW, Agricultural & Mechanical College of Texas College Station, Tex.- Granted construction permit to install new antenna and move transmitter from E.Z. Bldg. College Station, to College Station, Tex.(Feb.6)

KFUD, Evangelical Lutheran Synod of Missouri, Ohio and other States, Clayton, Mo. - Granted special temporary authority to operate from 1:00 a.m. to 3:00 a.m. CST with power of 1000 watts on March 9, 1940, in connection with a DX program. (Feb. 10)

WOI, Iowa State College of Agriculture & Mechanic Arts, Ames, Iowa - Granted special temporary authority to operate from 7:00 p.m. to 9:45 p.m. CST on March 16, 1940 in order to broadcast State High School Basketball Tournament Games only. (Feb.10)

WCAD, St. Lawrence University, Canton, N.Y. - Granted special temporary authority to operate from 3:00 p.m. to 4:00 p.m. EST on February 18 and 25, 1940, in order to broadcast program prepared by the American Association of University Women, St. Lawrence County Branch. (Feb. 10)

WBAA, Purdue University, West Lafayette, Ind. - Granted special temporary authority to operate from 7:15 p.m. to 10:00 p.m. CST on February 10, 12, 17, 19, 24, 26, 1940, and from 7:00 p.m. to 11:00 p.m. CST on February 21, 1940 and from 6:45 p.m. to 10:30 p.m. CST on February 29, 1940 in order to broadcast basketball games and Golden Gloves Tournament only. (Feb. 10)

WRUL, World Wide Broadcasting Corp., Boston, Mass., - Granted construction permit to make changes in equipment and increase power from 20 kw to 50 kw at International Broadcast Station WRUL; present assignment 6040, 11730, 11790, 15130, 15250, and 21460 kc (Shares 6040 kc with WDJN, 11730 and 15130 kc with WRUW, unlimited time on 11790, 15250, and 21460 kc).(Feb.13)



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