

# NAEB NEWS LETTER

Office of Executive Secretary  
Urbana, Illinois --  
March 15, 1940

## FREQUENCY MODULATION

Well, if I must take my pen in hand to say that I think Jim Ebel wrote a good analysis of Frequency Modulation "to whet your interest," I'll do it. I do it because with but one exception there has been no comment. I wonder if NAEB members realize what is going on? I could preach a good sermon here and get plenty of support from Howard Evans and others (can't I Howard?), but I'll just say again, don't sell short frequency modulation. There are possibilities of an educational chain here, far brighter than any proposal to date. Your present station may become obsolete. Are you interested? The FCC hearing opens March 18th. Education will be represented and perhaps NAEB by one or more delegates. How many of you have applied for a licensed frequency modulation station?

## WHEN AND WHERE TO MEET IN FALL

With the April 1 issue of the News Letter will come a questionnaire regarding desires of NAEB members for time and place of fall meeting. Questionnaire will be based upon action taken at Ames annual convention.

Don't fail to cast your ballot when next News Letter arrives (and it won't be long now).

## MICHIGAN NEWS LETTER BY GRANDPA

Waldo Abbot of Michigan keeps in touch with his former students with a monthly news letter. We quote one item of special interest to NAEB friends:

### FLASH

"We interrupt this program to bring you a bulletin just received from the University Hospital. Marie Abbot Jackson (American History as Told by American Artists Series, An Art Pilgrimage to Foreign Museums Series) has the heir. The initial broadcast on March 3rd was punctuated by squeals and interference, the tone and speech frequencies will be improved for future broadcasts. The new arrival is on the MALE network. According to strength of signal the infant station has super-power, but was assigned  $7\frac{1}{2}$  lbs; broadcasting with decided frequency from 328 E. Huron Street, Ann Arbor; by authority granted by the Father (Dr. Howard Jackson) C hild (Howard Coleman Jackson, Jr.) C ondition (fine - quality excellent). This is the grandparent Station W M A."

REPORT OF KFUD, CONCORDIA SEMINARY

"On Sunday, December 10, 1939, from 3:00 to 4:30 P.M., KFUD celebrated its fifteenth anniversary in a public Bible Sunday Service in cooperation with the St. Louis Publicity Organization and the Lutheran Hour at the Municipal Auditorium in St. Louis, and in a number of studio programs throughout that week. The speakers at the public anniversary service were the Rev. E. L. Roschke and Dr. W. A. Maier. The Lutheran Hour broadcast was a part of the service. The week of the celebration of the fifteenth Anniversary was also Letter Week, and we received approximately 3,000 cards and letters. Some radio experts estimate that only one out of every 200 persons writes in to a station. According to this estimate, the audience of KFUD would number 600,000 persons.

"You will perhaps remember from our last annual report that the examiner of the Federal Communications Commission who heard the important KFUD-KSD case recommended full equality for KFUD with KSD, but the Federal Communications Commission did not sustain the examiner. Thereupon we appealed the case to the Court of Appeals of the District of Columbia, which heard oral argument on April 18, 1939, and handed down its decision on June 26, 1939, affirming the decision of the FCC and denying our application for increased power and additional time. For the present, therefore, we shall have to continue with the use of 500-watts power at night and 1,000-watts power during the day, and with the use of approximately only 20 per cent of the time, KSD using the remaining 80 per cent.

"KFUD broadcasts three times on Sunday (3½ hours) five times daily from Monday through Friday (3½ hours daily); and four times on Saturdays (2½ hours) - a total of 26½ hours a week. The total time on the air during 1939 was 1,383 hours and 19 minutes. Detailed information regarding our programs is published in the GOSPEL VOICE, an eight-page monthly bulletin, containing the schedule of our programs, news items regarding the station, pictures of speakers, etc. A sample copy will be sent to any person gratis upon request."

CONGER AT WBAA

Fred Conger, formerly of WSUI, University of Iowa, is now assisting Gilbert D. Williams with programs at WBAA, Purdue University. Conger succeeds Mrs. Chamberlin who has been forced to resign because of ill health.

Many NAEB members will recall seeing Mrs. Phillips at the Harold Kent Mid-West School Conference in Chicago early in December.

SPECIAL OFFER FROM MAC GREGOR

In the last issue of the News Letter we told of a coming offer from C. P. MacGregor. Here it is in a letter from Dr. Cline M. Koon, Educational Consultant for MacGregor. Dr. Koon says:

"Mr. MacGregor is quite sincere in his desire to learn how to serve education, and wishes to merit the cooperation of the educational broadcasters. Therefore he wants your criticisms and suggestions on the limited number of broadcasts he is offering schools.

"I discussed with Mr. MacGregor your question of special rates for broadcasting his transcriptions over educational stations. You will note that broadcasting rights are not given with the prices quoted in the catalogue. The minimum rates for a single broadcast over a commercial station per 30-minute program is \$2.17, and this rate applies only to the lowest power poor stations. The average rate is nearly \$5.00 per transcription.

"Mr. MacGregor said that he is willing to permit educational stations to broadcast any transcriptions they purchase at the regular school rates. In other words, he is willing to waive the broadcasting restrictions. This means you can add the transcriptions to your library and use them as often as you wish. You would not be authorized to permit other educational stations to broadcast the transcriptions in your library.

"If you prefer to rent the transcriptions for a single broadcast instead of buying them, you may do so at the flat rate of \$1.00 per transcription (50¢ per 15-minute program), providing you order a minimum 24 transcriptions at a time to be delivered at the rate of two or more transcriptions per week. Of course, transportation both ways would be extra."

#### REMEMBER NAEB MEETING AT COLUMBUS

In connection with the Eleventh Institute for Education by Radio at Ohio State University, Columbus, Ohio, April 29th to May 1st, NAEB will hold a special closed meeting on the first evening of the conference.

Chairman Fly will address the Institute at the annual dinner meeting Tuesday, April 30. He will be introduced by Judith Waller, Western Division educational director of the National Broadcasting Company.

Lyman Bryson, professor of Education at Teachers College, Columbia University, will conduct a breakfast table discussion on the morning of the opening day, April 29, employing the same technique used on his "People's Platform" heard on CBS Saturday night. Subject of the discussion will be, "Are We Victims of Propaganda?" Following the conversation, Professor Bryson will lead a discussion from the floor. Similar discussions from the floor will follow all general sessions of the Institute.

For the first time, announcement of awards for the Fourth American Exhibition of Recordings of Educational Radio Programs will be made on the opening day. The announcement will come at the close of the morning session at the Deshler-Wallick Hotel.

An innovation of this year's Institute are the clinics on music appreciation and science broadcasts. These will be held on Monday and Tuesday afternoons, in conjunction with the work-study groups.

Alton O'Steen, research associate of the Evaluation of School Broadcasts at Ohio State University, will preside as chairman of the music appreciation clinic. Chairman of the clinic on science broadcasts will be Loring Andrews, chairman of the program committee of the World Wide Broadcasting Foundation, Boston, Massachusetts.

The National Association of Educational Broadcasters and the National Association of Teachers of Speech will hold closed meetings Monday evening. Ed Kirby will preside at a joint session of the National Association of Broadcasters, and the educational directors of CBS and NBC stations.

George V. Denny, Jr., and Frank E. Mason, NBC Vice President and Assistant to the president, will be chairman of two sections devoted to special problems. These will be held Monday evening. Mr. Denny is to preside at a discussion on Adult Education by Radio, and Mr. Mason will be chairman of the section Pre-Professional Training of Radio Personnel.

Other special sections will discuss Classroom Utilization of Broadcasts, presided over by Elizabeth Goudy, director of radio for the County of Los Angeles Schools, and Schoolroom Supervision of Radio, with H. M. Buckley, Cleveland Assistant superintendent of schools, as chairman.

This year's demonstration of utilization of a classroom broadcast will be on the secondary level. The demonstration will be presented Tuesday morning, at the Social Administration Building on the Ohio State University campus. An evaluation of the demonstration will follow.

Following the dinner Tuesday evening, round-table discussions will be held on eight general topics. Ed Kirby of the National Association of Broadcasters, will lead the discussion on Handling Controversial Issues. The section on News and Special Events will have as chairman A. A. Schechter, NBC news editor and special events director.

Subjects of other round-table discussions are Writing for Radio, Radio Production, Radio Workshops, Educational Script Exchanges, Recordings for School Use and Engineering Quiz Section.

On Wednesday morning the Institute will hear Guy Hickcock, manager of the International Division of NBC, who is to speak on "Developments in International Broadcasting." At the same session, Leonard Power, coordinator of research for the Federal Radio Education Committee, will discuss the activities of the FREC.

An orchestra and a cast of radio actors will close the Institute Wednesday afternoon, May first, with demonstrations of two types of educational broadcasts. "Fortunes Washed Away," a program on soil conservation, will be presented by a cast of actors from WLW, Cincinnati. An orchestra from the Cincinnati College of Music will present "Music of the Masters," a program in music appreciation. Joseph Ries, WLW educational director, will speak on the topic, "Planning and Production of the Program."

As in previous years, proceedings of the Institute will be published in a yearbook, "Education on the Air." All sessions will be held in the Deshler-Wallick Hotel except on Tuesday and Wednesday mornings, when meetings will be held at the Social Administration Building on the campus of Ohio State University.



NEW AND GROWING MOVEMENT OF LOCAL EDUCATIONAL RADIO GROUPS SERVED BY  
U. S. OFFICE OF EDUCATION AND FEDERAL RADIO EDUCATION COMMITTEE

A new national depository and library of scientific aids to education - the Educational Radio Script Exchange, serving a rapidly growing development of local school and civic groups actively interested in educational radio - has published its first complete printed list of services for furthering the cause of American education.

The Script Exchange, created by the Federal Radio Education Committee in October 1936, to serve as a clearing house for Educational Radio Scripts and other information, lists in its new publication available today, the four major services of the exchange. These are: (1) Radio Scripts, (2) Production Aids, (3) Information and Idea Exchange, and (4) Recordings.

Since its establishment 3 years ago, the Script Exchange has filled requests for more than 250,000 copies of scripts received from about 12,000 groups in all parts of the country. The steadily expanding service of the Exchange has been made possible through the cooperation of several hundred local educational and civic organizations, Government agencies, and radio stations. These sources have contributed approximately 3,000 educational scripts to the files of the Exchange during the past 3 years.

Five hundred and thirteen programs selected by a special script-reviewing committee on the basis of quality, and on the kinds of requests for program material which are constantly pouring into the Exchange, are listed in the new Fourth Edition Catalog. Through the Exchange's Circulating Library these scripts are now available to qualified groups actively interested in educational radio. Scripts may be borrowed for a period not exceeding 4 weeks. There is no charge for this service.

Designed to meet the diversified needs of many different groups, the 513 scripts are grouped under: Biography, Children's Radio Programs, Education, Government, History, Holidays and Special Occasions, Industries, Latin America, Literature, Music Appreciation, National Parks, Natural Science, Parent Education, Safety Education, Science, Social Science, Vocational Guidance and Wildlife Conservation. Many of these programs had their "premiere" performances over the CBS, NBC, and Mutual Networks.

The Script Exchange also makes available upon request, production aids, some of which are free, and others which may be borrowed for a period of 3 weeks.

Free pamphlets listed in the new Catalog are: College Radio Courses, Radio Bibliography, Handbook of Sound Effects, Radio Glossary (2nd Edition), and Radio Manual. Those which may be borrowed are: The ABC of Radio, Annotated Radio Bibliography, How to Use Radio, How to Use Radio in the Classroom, Radio Script Monographs, and The Radio Workshop. Also listed are the following FREC publications: College Radio Workshops, Forums on the Air, FREC Service Bulletin, and Local Station Policies.

Detailed information concerning the recordings of the prize-winning

CBS "Americans All - Immigrants All" series also appears in the catalog. This program, the major radio series of the U. S. Office of Education for 1938-39, was designated "the most original and informative radio program of the year" by the Women's National Radio Committee and the American Legion Auxiliary. The 24 recordings of the "Americans All - Immigrants All" series, telling the story of racial contributions to the growth of America, are now available from the Script Exchange in 12 and 16-inch sizes at cost prices.

Coincident with the publication of the new catalog, the Script Exchange reports that to date, 4,304 organizations have used series of scripts from the Exchange. This figure does not include thousands of additional groups which have received individual scripts, production aids, and general information. It covers only those organizations which have received at least one complete series of scripts. Data compiled during the survey shows that the scripts were used for production on the air; over sound systems, for mock-broadcasts, in radio work-shops, and as aids to social studies.

The Federal Radio Education Committee was set up by the Federal Communications Commission on December 18, 1935, to serve a 2-fold purpose: (1) To work for the elimination of controversy and misunderstanding between educators and broadcasters, and (2) to help promote active cooperative efforts between the two groups.

Discussing the work of the Script Exchange, John W. Studebaker, U. S. Commissioner of Education and Chairman of the FREC, said:

"It is my belief that the Script Exchange offers a practical means of furthering the fundamental purpose of the Federal Radio Education Committee, which is to bring about active cooperation between educators and broadcasters."

The Fourth Edition Catalog is one of a series of publications designed to promote more effective local broadcasting and educational and civic organizations. (Copies may be obtained at 10 cents each through the Educational Radio Script Exchange, U. S. Office of Education, Washington, D. C.)

#### ROCKY MOUNTAIN RADIO COUNCIL STEPS OUT

"A Guide to Good Listening" in the Rocky Mountain Region tells of educational programs available in that section of the country and also relates who carries the programs. Sixteen stations and 27 educational groups, including colleges, school, and parent-teacher groups are represented on the Council.

#### KOAC LOSES ITS FREQUENCY PROTECTION FIGHT

Methods of calculating interference as embodied in the Federal Communications Commission's propagation curves, being recognized by the industry as a whole, take precedence over limited measurements, the commission held today in affirming its Proposed Findings of Fact and Conclusions of September 16th last looking to authorizing the Salt River Broadcasting Co., licensee of Station KOY, Phoenix, Ariz., to change that station's frequency from 1390 to 550 kilocycles, the authorized power to remain at 1 kilowatt. The contemplated grant was opposed by the Oregon State Agricultural College, on the ground that

it would interfere with operation of the latter's station, KOAC (550 kilocycles, 1 kilowatt), at Corvallis, Ore.

"A careful review of the exceptions filed by the intervenor and of the contentions of any merit made in the briefs and upon the oral argument reveals that the only issue remaining for our consideration is that of interference in nighttime service and that this issue resolves itself solely into questions of fact," says the Commission in today's Opinion and Final Order joined in unanimously by the five Commissioners present.

The Commission goes on to explain:

"The Commission's present Standards of Good Engineering Practice (effective August 1, 1939) deal explicitly with the point raised by the intervenor...While the formal adoption of these Standards and their official effective date is relatively recent, the policy expressed in them is of some years standing and has been made clear to the broadcasting industry and particularly to its technical experts.

"The Commission's curves are based upon averages arrived at by careful actual measurement of a great number of signals in all portions of the country and over a long period of time. Their accuracy as reflecting the average situation has been confirmed many times and now is well established. Even more important, although based on averages, their applicability in specific cases has rarely been opposed, in view of the diverse conditions (e.g., seasons, sun spot cycles) taken into account in the figures on which they are based, which conditions are not reflected in a limited set of measurements. Enough has been said to indicate the basis for declining to accept results inconsistent with the curves unless scrupulous attention is given to employing accurate methods of measurement and to obtaining sufficient data upon which to base a conclusion. Under this criterion the engineering evidence offered by the intervenor in regard to the question of interference has been found wanting....The theoretical separation required by the Standards for this class of operation is 735 miles. The actual distance here involved is 977 miles."

"If in the actual operation of KOY objectionable interference should develop as to the present service area of KOAC, the Commission will enter an order requiring appropriate protection," adds the Commission.

#### INTERVENES IN WNYC HEARING

The State of Minnesota was granted petition to intervene in the hearing on the application of WNYC for modification of license to change hours of operation from Daytime-WCCO to Specified Hours, on 810 kc. (March 15-FCC)

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."



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