

# NAEB NEWS LETTER

Office of Executive Secretary  
Urbana, Illinois  
December 1, 1940

## ATTEND SCHOOL BROADCAST CONFERENCE

The fourth annual meeting of the School Broadcast Conference will be held in the Congress Hotel, Chicago, December 4-6. Many NAEB members will be on hand. Harold Kent is looking for a large attendance, including many of you members. Complete programs were mailed you in previous News Letters and packets.

## BMI MUSIC FOR NON-COMMERCIAL STATIONS

Mr. Carl Haverlin, Manager of Station Relations for Broadcast Music, Inc. has sent the NAEB Executive Secretary the following communication in response to my letter suggesting complimentary licenses for NAEB non-commercial members:

"You are undoubtedly aware that the broadcast industry has created Broadcast Music, Inc. in order to free itself from the ASCAP monopoly and a system of taxation that it has long felt to be inequitable.

"BMI publishes its own music, popular as well as standard. In addition to our own publications, we have acquired the performing rights to over 150,000 selections to date. These include 120,000 selections in the famous Ricordi catalog; M. M. Cole, containing large quantities of hill billy and folk music (now in SESAC and available to BMI subscribers after January 1st); Hinds, Hayden & Eldredge; E. C. Schirmer of Boston; and Peer International, the Latin-American catalog of Southern Music (now in ASCAP and available to our subscribers after January 1st).

"Non-commercial stations may subscribe to BMI for the nominal sum of \$1.00 per year. As BMI subscribers, they receive not only a license to play our music but also, without additional cost, physical property consisting of printed sheet music and arrangements of our publications.

"Commercial stations pay us, of course, a much higher fee and are receiving a bonus of some 500 transcribed selections prior to January 1st. Non-commercial stations may receive these bonus transcriptions by paying us \$2.50 per disc, which covers our

pressing and handling charges only. They include a considerable amount of public domain arrangements.

"To date, the following non-commercial stations have subscribed: WBER Brooklyn, New York; WBKY Beattyville, Kentucky; WOSU Columbus, Ohio; WMBI Chicago, Illinois; WHA Madison, Wisconsin; KWLC Decorah, Iowa; WOAL Northfield, Minnesota; WTAW College Station, Texas; KFSG Los Angeles, California and KOAC Corvallis, Oregon.

"Although this problem of the commercial industry does not affect you, I am sure you will be in sympathy with this effort to bring to an end a situation which has become intolerable.

"I appreciate the interest which prompted your inquiry and trust that we may have the pleasure of receiving your support."

Sincerely yours,

(Signed)

Carl Haverlin

Manager of Station Relations

BROADCAST MUSIC, INC.

November 1, 1940

You will note that a number of NAEB members have already arranged to use BMI music. It is the feeling of the NAEB Executive Committee that decisions regarding this matter should be left to individual stations. However, don't fail to make your decision before it is too late.

#### NASU REPORT ON RADIO BROADCASTING

The Committee on Radio Broadcasting of the National Association of State Universities composed of President A. G. Crane, chairman, President I. D. Weeks, President J. J. Tigert, and President G. A. Dykstra made its annual report to the association on November 8 in Chicago. Excerpts from the report are worthy of special note here. Perhaps you will wish to read the complete report which will be available in many of your libraries.

On progress in radio broadcasting, the committee report says,

"Last year's report showed remarkable progress in civic broadcasting by state universities. This year's report shows continued and more rapid progress throughout the nation. The developments have been so encouraging and so wide spread that it is very difficult to summarize them. Consequently, the report of your Committee this year will consist chiefly of a summary of reports from individual schools. The "High Spots" are so numerous and so important that the individual reports from the schools are all worthy of attention.

"Last year's survey showed progress in the following features of civic broadcasting:



A greater emphasis upon program production.  
Establishment of radio libraries.  
Establishment of courses in radio broadcasting and its use.  
Increased use of recordings  
Organization of councils for cooperative production of broadcasts.  
Better cooperation between schools and commercial stations.  
An increasing recognition of university obligation in broadcasting field.  
Establishment of adequate broadcasting staffs and radio budgets.  
Improved publicizing of programs.  
Establishment of local studios for radio work shops, both as training centers and producing centers.

"The reports this year from member institutions show continuation of progress in all the features listed above. Instead of attempting to amplify and support each item in the above list, it will be more satisfactory to the reader to examine the appended statements for each school."

Listed as "high spots" in the report are the following paragraphs:

"ILLINOIS - Station WILL, owned and operated by the University of Illinois, reports the most successful year in its history. During the year more than 2,000 persons wrote the station commending programs. Complaints during the same period numbered five. WILL averaged 10 hours of operation during week-days. Thirty-seven courses were broadcast direct from the classroom. One of the five series of education dramas was produced at the request of the U. S. Office of Education. Musical programs use only classical and semi-classical music. Programs of panel-discussion or round-table-type were continued. Special series of programs were arranged in many fields of education. The noon-day farm program was presented by the College of Agriculture every week day, supplemented by special broadcasts. Special events and sports events were broadcast with noticeable appreciation of alumni. The professional colleges presented a series of health programs. There was a weekly Parent-Teacher Forum, and more than 1,500 editorials were read during the year on "The Illinois Editorial Review," an original feature of WILL, which has since been copied by commercial broadcasting.

"Additional personnel is needed as well as office and studio space. Professor R. B. Browne is chairman of the Radio Advisory Committee and Mr. Josef F. Wright is Director of the Station WILL staff.

"INDIANA - During the past year three weekly programs have been carried over WIRE, Indianapolis, entitled "The Editorial of the Air," a round-table discussion; a half-hour variety program consisting of drama, music, and interview; the Indiana University Ensemble, consisting of classical and semi-classical music, has just been accepted by the Mutual Broadcasting System as a regular weekly chain program.

"The North Central Radio Conference was held on the campus in June. The conference was primarily to get constructive criticism of educational programs and to determine how mutual cooperation could

be developed.

"Courses are conducted in radio broadcasting, script writing, radio in education, and research in radio. Mr. Robert E. Allen is director of radio programs, and Dr. Lee Norvelle is responsible for the administrative part of the work. On January 1st they expect to move into new headquarters where they will have the most modern type of broadcasting equipment, adequate studios, and auditioning facilities.

"IOWA - Radio Station WSUI has, during the past year, completed the installation of new transmitting equipment and directional antennae, with a power of 5,000 watts day and 1,000 watts night. An application is on file with the Federal Communications Commission to increase the night-time power to 5,000 watts. A new building devoted entirely to radio broadcasting has been erected with entirely new equipment following the latest engineering practices. Total expenditure for this project has been approximately \$137,000.00. The radio station operates with a budget of \$8,000.00 annually for maintenance and operation. The State University broadcasts approximately thirteen and a quarter hours daily. Carl H. Menzer, Director.

"Outstanding figures in many fields of radio came to the University of Iowa's first annual radio conference October 17-19, 1940. The object of the three-day conference was to consider problems in applied radio, consisting of lectures, discussions and demonstrations.

"KANSAS - The University of Kansas owns and operates its own station, KFKU, which shares time with WRKN, a regional station affiliated with the N.B.C. Blue Network. KFKU is on the air an average of six hours per week during the school year. The University provides a budget of \$4,550.00 for the broadcasting station. During the past year, the station broadcast 585 different programs, involving 35 different departments and eight colleges of the University. Faculty members presented approximately seventy percent of the total number of programs.

"No definite move has been made toward the organization of a radio council. However, some attempt has been made to encourage the State Department of Education to take the initiative in forming a radio council on a state-wide basis.

"KENTUCKY - University of Kentucky programs are broadcast regularly over the Mutual Broadcasting System, six carried coast-to-coast; The Southern Network; WHAS, Louisville; WLW, Cincinnati; WLAP, Lexington. The School of the Air is presented five days a week, the programs designed so as to be equally helpful to school children and adults. Five fifteen minute agricultural programs are presented weekly. Miscellaneous programs include "From the Kentucky Mountains," "Listening Centers," "The Wildcat Review," "Behind the Headlines," "The Best Band in Dixie," student interviews, "The Rhythmettes," "Visiting Kentucky's Industries," and many special features originating in the University of Kentucky studios. Mr. Elmer G. Sulzer is Director of Radio Activities.

"In order to make the University and other valuable radio features



available to people living in the more remote portions of eastern and south-eastern Kentucky, a plan was inaugurated during the spring of 1933 whereby the University would administer the equipping of such locations with radio sets, the operators of such Listening Centers to see that they were tuned regularly to educational and other cultural programs of worth, and to encourage people to come in and listen. Funds for the purchase of the sets for such centers have been donated by public spirited organizations and individuals. There are thirty-eight Listening Centers at present.

"As an experiment in testing the value of a closely controlled educational and cultural radio system in the Kentucky mountains, the University of Kentucky has established a 100 watt station WBKY, to be located at Beattyville, and to be operated in close cooperation with the Lee County Board of Education. Each of the fifty-four schools in Lee County will be equipped with receivers. The University of Kentucky College of Education has carefully developed a thirty-minute program to be broadcast to Lee County schools each day of the week and designed to supplement the students' regular work. In addition broadcasts will include news, agriculture, homemaking, health, weather, time, and numerous other services.

"MICHIGAN - During the past year the University of Michigan presented 19 radio programs weekly over three commercial stations: WJR, Detroit; WCAR, Pontiac; WMBC, Detroit. These stations provided their facilities free, the University paying telephone tolls upon programs to the station's transmitter. Such series as "The Awakening Community," "Your Interesting Children," "World Affairs," "Hymns You All Should Know," "Marital Relation Series," "Michigan High School Forensic Association Series," and student forums were presented. A check on listening audience is obtained by sending mimeographed copies of the various talks.

"The University Broadcasting Service is an adjunct of the University Extension Service. It is under the control of a University Committee on Broadcasting and its Director since 1925 has been Professor Waldo Abbot.

"The facilities are used by students in the Department of Speech. Classes in the fundamentals of radio, radio dramatics, radio writing, radio speech, and laboratory in the recording and reproduction of speech are offered.

"The University has recently been granted authority for the application for a frequency modulation station ~~by~~ the application has not yet been filed.

"OHIO - Broadcasting program of over 38 hours per week over WOSU presents a variety of services including: Thirty-nine Radio Junior College courses have been broadcast with a total enrollment of nearly 10,000. Programs for schools were broadcast and received in a large number of classrooms throughout Ohio. Informal talks broadcast have included more than 1,000 appearances by members of the faculty, representing more than 60 departments of instruction. There are programs

of special interest to farmers, music broadcasts for cultural improvement, news and information, special broadcasts of meetings and lectures, and sports activities and games. An informal exchange of programs has been conducted with the Mutual Broadcasting System. An aspect of the station's work, assuming increasing importance, is the training and experience gained by students in broadcasting work. WOSU programs have recently been honored through two "First Awards" in the National Exhibition of Recordings of radio programs. R. C. Higgy is Director of Broadcasting Station WOSU.

"OKLAHOMA - The University of Oklahoma has done most of its broadcasting over its own station, WNAD. The Oklahoma Network was used, however, for two series of programs. Plans have been made for the building of a new antenna and the movement and improvement of WNAD's transmission equipment. This is dependent upon a change of frequency in March, 1941. The WNAD budget is augmented by fees from classes in the various radio techniques. H. H. Leake, Production Manager, Radio Station WNAD.

"A move is under way for the formation of a state radio council for the purpose of stimulating and promoting public service broadcasting. Two general meetings have been held, the last one on October 22 and 23. The chairman of your Radio Committee has acted as consultant to the Oklahoma authorities at both conferences. Oklahoma is moving steadily towards the formation of a state-wide radio council on lines similar to the Rocky Mountain Radio Council.

"OREGON - Three regular radio courses are taught. University students broadcast an average of four hours a week in the fields of news, poetry, music, drama, and quiz programs. The faculty likewise broadcast about four hours a week. These broadcasts are made over KOAC, Corvallis, by remote control from Eugene. KOAC is state-owned and operated under the supervision of the State Board of Higher Education. Two studios were constructed on the campus during the past summer and will be equipped and furnished during the course of the year.

"SOUTH DAKOTA - The major trend during the past twelve months has been toward increased student control of station policies and practices until KUSD has reached the stage of being almost entirely student operated. Actual control is vested in the faculty radio board and faculty director who is the director of the University Information Service. The station has as its purpose for broadcasting the dissemination of educational and public service features. KUSD has placed less emphasis upon strictly academic programs of limited interest, and decided emphasis upon broadcasts by and for children. A shift of frequency from 890 to 660 is contemplated, subject to approval from FCC.

"WISCONSIN - The University of Wisconsin owns and operated WHA, (940 kc., 5000 watts). A staff of eight full-time and six part-time workers is employed. The Committee on Radio Broadcasting is authorized to formulate and recommend the broadcasting policies of the University, although station WHA is on the budget of the State Department of Agriculture. During 1939-40, WHA broadcast 58 hours a week at a cost of \$26,594.00, or about \$8.80 per broadcasting hour. Thirteen



programs, planned especially for school listening, are presented each week over the Wisconsin School of the Air. The School of the Air is approved by the State Department of Public Instruction and the Wisconsin Education Association. The Wisconsin Research Project in School Broadcasting, financed by the General Education Board, was terminated in September, 1939. The report is being prepared for publication.

"The Wisconsin "College of the Air" is in its seventh year. The program includes ten courses or weekly series of broadcasts. WHA broadcasts 28 hours of musical programs a week, about half of which are classical music. The Farm Program and the Home-makers' Program, broadcast daily, have been on the air since 1921. During a typical week as many as 150 students participate in WHA programs. The station offers a recording service to University and state departments.

"The scope of broadcasting of WHA is broader than those encompassed by strictly university activities. State departments, other educational institutions and civic organizations carry their messages to the public over the station. Political forums were arranged and put on during the primary and regular election campaigns. Free time on the air was provided for all qualified parties and candidates and no censorship was exercised. This has been characterized as the "most democratic broadcasting in America."

#### FCC ACTIONS

WSAJ, Grove City College, was granted authority to determine operating power by direct measurement of antenna power. (11/14/40)

WHA, University of Wisconsin, was also granted same authority. (11/14/40)

WOSU, Ohio State University, applied for similar authority. (11/15/40)

WOI, Iowa State College, applied for the same authority. (11/15/40)

WRUW, World Wide Broadcasting Corp., was granted a construction permit to make changes in equipment and increase power of station from 20 to 50 KW. (11/16/40)

WKAR, Michigan State College, was granted special permission to operate extra time on November 16th for football game broadcast. (11/18/40)

WRUF, University of Florida, was granted special permission to operate extra time on November 16th in order to carry late football broadcast. (11/18/40)

WTAW, Texas A & M, applied for authority to determine operating power by direct measurement of antenna power. (11/20/40)

WSUI, University of Iowa, was granted special permission to reduce hours of operation from unlimited to 8 hours daily during Christmas recess. (11/22/40)

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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