

NAEB NEWS LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JUNE 1, 1943

WORLD WIDE SERIES AVAILABLE TO NAEB MEMBERS

THE FOLLOWING LETTER FROM WALTER G. LEMMON, PRESIDENT, WORLD WIDE BROADCASTING FOUNDATION, SPEAKS FOR ITSELF:

"IN RESPONSE TO YOUR LETTER OF MAY 22, WE HAVE INDEED PLANNED TO INCLUDE THE ASSOCIATION OF EDUCATIONAL BROADCASTERS IN THE LIST OF STATIONS TO RECEIVE OUR TRANSCRIBED PROGRAMS DEALING WITH THE PROBLEMS OF THE POSTWAR WORLD. I THINK THIS SERIES WILL BE OF DISTINCT EDUCATIONAL VALUE, AND A VERY TIMELY ONE. WE HAVE ALREADY HAD A NUMBER OF REQUESTS FROM MANY PARTS OF THE COUNTRY, BUT WE CERTAINLY WANT TO INCLUDE THE STATIONS OF OUR ASSOCIATION.

THERE IS ALSO ANOTHER SERIES WE HAVE PREPARED IN COOPERATION WITH THE AMERICAN PHILOSOPHICAL SOCIETY OF PHILADELPHIA, WHICH I THINK WOULD BE OF INTEREST, PARTICULARLY TO ASSOCIATION MEMBERS. THIS SERIES IS CALLED "THE INTERNATIONALISM OF SCIENCE" AND CONSISTS OF A SERIES OF TALKS BY EMINENT SCIENTISTS IN VARIOUS FIELDS OF SCIENCE, SUCH AS ASTRONOMY, OCEANOGRAPHY, GEOLOGY, SEISMOLOGY, ETC., BRINGING OUT HOW THE PROGRESS OF SCIENCE HAS BEEN ADVANCED THROUGH INTERNATIONAL COOPERATION. WE HAVE JUST STARTED RUNNING THIS SERIES OVER OUR SHORT WAVE STATION WRUL TO ENGLISH SPEAKING LISTENERS IN ALL PARTS OF THE BRITISH EMPIRE, AND WE ARE PREPARING A LIMITED NUMBER OF TRANSCRIPTIONS FOR DISTRIBUTION TO LOCAL STATIONS IN THE UNITED STATES. IF YOU ARE GETTING OUT A CIRCULAR TO MEMBER STATIONS, I WISH YOU WOULD ADVISE THEM OF THE AVAILABILITY OF THIS SERIES, WHICH WILL COVER ABOUT EIGHT FIELDS OF EXPLORATION. THE PROGRAMS ARE ALL ONE-QUARTER HOUR IN LENGTH.

WITH THE FACILITIES OF OUR SHORT-WAVE STATIONS BEING UTILIZED BY THE GOVERNMENT, WE ARE TURNING THE ATTENTION OF OUR FOUNDATION PROGRAM STAFF TO THE DEVELOPMENT OF MANY EDUCATIONAL FEATURES FOR DOMESTIC LISTENERS, AND I AM GLAD TO LEARN OF YOUR CONTINUED INTEREST IN OUR EFFORTS."

"ANSWERING YOU" AVAILABLE TO NAEB STATIONS

MR. STEPHEN FRY, BBC, 630 FIFTH AVENUE, NEW YORK CITY, ADVISES THAT TRANSCRIPTIONS OF "ANSWERING YOU" WILL BE MADE AVAILABLE TO NAEB MEMBERS DESIRING TO USE THE PROGRAM ON THE AIR. THOSE ATTENDING THE OHIO INSTITUTE HAD AN OPPORTUNITY TO SEE AND HEAR THE AMERICAN-END OF THE BROADCAST. WXYC AND WILL ALREADY ARE USING THE PROGRAMS. PERHAPS OTHERS, TOO. IF YOU WISH TO RECEIVE THE SERIES, WE SUGGEST YOU WRITE DIRECT TO MR. FRY.

"ORDER COAL NOW" ETC AVAILABLE TO NAEB

H. A. GRAY, DEPUTY SOLID FUELS ADMINISTRATOR FOR WAR, HAS ADVISED NAEB THAT IF ANY MEMBERS OF OUR ASSOCIATION HAS NEED FOR THE RECORDS OF THE SERIES PREPARED TO PROMOTE ORDERING OF COAL NOW, HE WILL BE GLAD TO FURNISH THE

DISCS. WHILE PREPARED PRIMARILY FOR SALE IN CONNECTION WITH COMMERCIALS ON COMMERCIAL STATIONS, THE SERIES MAY BE USEFUL TO NAEB STATIONS, TOO. DISCS WERE MADE FOR SPONSORSHIP SO THAT A GOVERNMENTAL AGENCY WOULDN'T HAVE TO ASK FOR MORE TIME FROM STATIONS, BUT UPON INQUIRY OF NAEB EXECUTIVE SECRETARY, MR. GRAY EXPLAINED THE PROGRAMS WOULD BE MADE AVAILABLE TO NAEB.

PEABODY AWARDS COMMITTEES

TO AID THE GEORGE FOSTER PEABODY RADIO AWARDS BOARD IN ITS ANNUAL SELECTIONS, LISTENING POST COMMITTEES ARE BEING SET UP IN INSTITUTIONS OF HIGHER LEARNING THROUGHOUT THE UNITED STATES, ACCORDING TO DEAN JOHN E. DREWRY, HENRY W. GRADY SCHOOL OF JOURNALISM, THE UNIVERSITY OF GEORGIA, WHICH, WITH THE NATIONAL ASSOCIATION OF BROADCASTERS ADMINISTERS THESE "PULITZER PRIZES OF THE AIR."

INSTITUTIONS THAT HAVE ALREADY SET UP SUCH COMMITTEES, WHICH WILL FUNCTION THROUGH THE OFFICE OF THE DEAN OF THE GRADY SCHOOL, ARE THE STATE UNIVERSITIES OF CALIFORNIA, COLORADO, GEORGIA, IDAHO, ILLINOIS, IOWA, KENTUCKY, LOUISIANA, MINNESOTA, NEW JERSEY (RUTGERS), MONTANA, NORTH CAROLINA, NORTH DAKOTA, OHIO, PENNSYLVANIA, SOUTH CAROLINA, SOUTH DAKOTA, WASHINGTON, WEST VIRGINIA, AND WISCONSIN.

THE GEORGE FOSTER PEABODY RADIO AWARDS ARE DESIGNED TO GIVE EDUCATIONAL RECOGNITION AND ENCOURAGEMENT TO THE BROADCASTING INDUSTRY, AND TO PERPETUATE THE MEMORY OF THE BENEFACTOR AND LIFE TRUSTEE OF THE UNIVERSITY OF GEORGIA.

THE PERSONNEL OF THE COMMITTEES INCLUDE: THE UNIVERSITY OF ILLINOIS: F. S. SIEBERT, DIRECTOR OF THE SCHOOL OF JOURNALISM, CHAIRMAN; FRANK E. SCHOOLEY, INSTRUCTOR IN JOURNALISM AND PROGRAM DIRECTOR OF RADIO STATION WILL; LANSON F. DENNING, DIRECTOR OF MUSIC FOR RADIO STATION WILL; GEORGE JENNINGS, ACTING DIRECTOR, RADIO COUNCIL, BOARD OF EDUCATION, CHICAGO; AND ALBERT CREWS, DIRECTOR RADIO DEPARTMENT, SCHOOL OF SPEECH, NORTHWESTERN UNIVERSITY, EVANSTON.

THE STATE UNIVERSITY OF IOWA: WILBUR L. SCHRAMM, DIRECTOR OF THE SCHOOL OF JOURNALISM, CHAIRMAN; CHARLES L. SANDERS, ASSISTANT PROFESSOR OF JOURNALISM; H. CLAY HARSHBARGER, ASSOCIATE PROFESSOR OF SPEECH; MRS. PEARL BENNET BROXAM, PROGRAM DIRECTOR OF STATION WSUI; CARL H. MENZER, DIRECTOR OF STATION WSUI AND ASSOCIATE PROFESSOR OF ELECTRICAL ENGINEERING.

THE UNIVERSITY OF KENTUCKY: LEONARD NIEL PLUMMER, HEAD OF THE DEPARTMENT OF JOURNALISM AND DIRECTOR OF STUDENT PUBLICATIONS, CHAIRMAN; MAURICE F. SEAY, BUREAU OF SCHOOL SERVICE AND HEAD, DEPARTMENT OF EDUCATIONAL ADMINISTRATION, COLLEGE OF EDUCATION; AND ELMER G. SULZER, DIRECTOR OF PUBLIC RELATIONS.

THE UNIVERSITY OF MINNESOTA: DR. RALPH D. CASEY, DIRECTOR OF THE SCHOOL OF JOURNALISM, CHAIRMAN; MITCHELL V. CHARNLEY, PROFESSOR OF JOURNALISM; BURTON PAULU, MANAGER OF UNIVERSITY RADIO STATION WLB; AND TRACY F. TYLER, COLLEGE OF EDUCATION.

THE UNIVERSITY OF NORTH DAKOTA: ARNOLD F. CECKA, HEAD, DEPARTMENT OF JOURNALISM, CHAIRMAN; JOHN S. PENN, ASSISTANT PROFESSOR OF PUBLIC SPEAKING; DONALD J. ROBERTSON, ASSISTANT TO THE PRESIDENT, ENGLISH FACULTY; RICHARD

O. HALE, ASSISTANT PROFESSOR OF ENGLISH; FRED J. O'NEIL, JOURNALISM, FACULTY AND NIGHT EDITOR, GRAND FORKS HERALD; AND DR. RICHARD BECK, PROFESSOR OF SCANDINAVIAN LANGUAGES.

OHIO STATE UNIVERSITY: JAMES E. POLLARD, DIRECTOR OF THE SCHOOL OF JOURNALISM, CHAIRMAN; DR. EDGAR DALE, BUREAU OF EDUCATIONAL RESEARCH; C. WILBERT PETTEGREW, PROGRAM DIRECTOR, RADIO STATION WOSU, THE CAMPUS STATION; N. N. LUXON, JOURNALISM DEPARTMENT; AND R. C. HIGGY, DIRECTOR OF THE CAMPUS RADIO STATION, WOSU.

THE UNIVERSITY OF SOUTH DAKOTA; E. G. TROTZIG, HEAD OF THE DEPARTMENT OF JOURNALISM, CHAIRMAN; HALE AARNES, ACTING HEAD OF THE DEPARTMENT OF SPEECH, AND DIRECTOR OF KUSD, UNIVERSITY RADIO STATION; G. RUSSELL BAUER, DIRECTOR OF INFORMATION SERVICE, ASSISTANT PROFESSOR OF JOURNALISM, AND DR. GEORGE LAWRENCE ABERNATHY, HEAD, DEPARTMENT OF PHILOSOPHY AND PSYCHOLOGY.

THE UNIVERSITY OF WISCONSIN: GRANT M. HYDE, DIRECTOR OF SCHOOL OF JOURNALISM, CHAIRMAN; HENRY L. EWBANK, PROFESSOR OF SPEECH; EDWARD B. DEAN, LECTURER IN JOURNALISM, AND WILLIAM G. HATLEY, PROGRAM SUPERVISOR OF THE UNIVERSITY OF WISCONSIN STATION WHA.

NAEB MEMBERS WIN OHIO AWARDS

AWARDS AND CITATIONS FOR THE SEVEN AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS, GIVEN IN CONNECTION WITH THE OHIO STATE INSTITUTE FOR EDUCATION BY RADIO, INCLUDE SOME FOR NAEB MEMBERS. THE FIRST CULTURAL AWARD FOR A SERIES WENT TO "CIVILIANS IN SERVICE," ON WHA. SEVERAL AWARDS AND HONORABLE MENTIONS WENT TO WHA FOR A SERIES, "LET'S FIND OUT" AND TO WOSU FOR THE SERIES TITLED, "PLAY TIME." HONORABLE MENTION WENT TO WNYC FOR A SERIES ENTITLED "THE CORWIN CYCLE."

WNAD PROGRAMS TO HELP REMEDY TEACHER SHORTAGE

AID FOR OKLAHOMA TEACHERS PREPARING FOR IMPENDING STATE EXAMINATIONS WILL BE BROADCAST BY THE STATE'S EDUCATIONAL STATION WNAD IN TWO 30-MINUTE PROGRAMS TO BE CARRIED DAILY THROUGHOUT JUNE.

THE PROGRAMS, WHICH WILL COVER VARIOUS SUBJECTS INCLUDED ON THE STATE EXAMINATIONS, ARE THE UNIVERSITY OF OKLAHOMA'S CONTRIBUTION THROUGH WNAD TO HELP REMEDY THE WIDESPREAD TEACHER SHORTAGE. VIRGINIA HAWK, STATION DIRECTOR, SAID. THIS WILL BE THE FIRST TIME DIRECT AID HAS EVER BEEN GIVEN BY ANY COLLEGE STATION TO STATE TEACHERS, MISS HAWK SAID.

CO-OPERATING IN THE BROADCASTS IS THE STATE DEPARTMENT OF EDUCATION. DEPARTMENT OFFICIALS HAVE PLACED THE CURRENT TEACHER SHORTAGE AT APPROXIMATELY ONE-THIRD.

BECAUSE OF THE TERRIFIC LOSS OF TEACHERS TO THE ARMED FORCES AND WAR INDUSTRIES, WAR EMERGENCY TEACHING CERTIFICATES WILL BE GRANTED TO HIGH SCHOOL GRADUATES, HAVING LESS THAN 40 SEMESTER HOURS OF COLLEGE WORK, WHO HAVE PASSED STATE EXAMINATIONS.

WNYC BROADCAST FULL "I AM AN AMERICAN DAY" PROGRAM

NEW YORK CITY'S MUNICIPAL RADIO STATION, WNYC, BROADCAST THE COMPLETE

CEREMONIES BEING HELD AT CENTRAL PARK MALL ON SUNDAY, MAY 10, MARKING THE CITY OBSERVANCE OF "I AM AN AMERICAN DAY." VICE PRESIDENT HENRY A. WALLACE, WHO RECENTLY RETURNED FROM A GOOD WILL TOUR OF LATIN AMERICA WAS THE PRINCIPAL SPEAKER. WNYC BROADCAST THE "I AM AN AMERICAN DAY" RALLY FROM 3 TO 5 P.M., WHICH MEANS THE CITY STATION'S LISTENERS ALSO HEARD CHIEF JUDGE IRVING LEHMAN OF THE STATE COURT OF APPEALS LEAD THOUSANDS OF CITIZENS IN THE OATH OF ALLEGIANCE TO THE FLAG, A MAJOR FEATURE OF THE OBSERVANCE.

FCC SETS ASIDE WNYC PERMIT

THE FEDERAL COMMUNICATIONS COMMISSION, ON JUNE 1, SET ASIDE AN ORDER PERMITTING NEW YORK CITY'S RADIO STATION WNYC TO EXTEND ITS EVENING BROADCASTING TIME FROM SUNSET TO TEN P.M. AT THE SAME TIME IT ORDERED A REHEARING OF THE ISSUES RAISED BY THE ORDER. THE COLUMBIA BROADCASTING SYSTEM CONTENDS THAT WNYC BROADCASTS AFTER SUNSET INTERFERE WITH THE CBS MINNEAPOLIS STATION, WCCO.

WHAS GIFT TO U.K. DOUBLES LISTENING CENTERS

THE EXECUTIVE COMMITTEE OF THE UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES IN EXECUTIVE SESSION ON THE CAMPUS LATE IN MAY, ACKNOWLEDGED "WITH GRATITUDE" A FINANCIAL GIFT TO THE UNIVERSITY FROM RADIO STATION WHAS, LOUISVILLE, WHICH MAKES IT POSSIBLE FOR THAT INSTITUTION TO PRACTICALLY DOUBLE THE NUMBER OF ITS MOUNTAIN RADIO LISTENING CENTERS. THE PRESENT TOTAL OF 41 CENTERS WILL BE INCREASED TO ALMOST 80, UNIVERSITY OFFICIALS ANNOUNCED.

"COLLEGE PUBLIC RELATIONS BROADCASTING"

THE OHIO STATE INSTITUTE FOR EDUCATION BY RADIO ROUND TABLE ON COLLEGE PUBLIC RELATIONS BROADCASTING UNDER THE CHAIRMANSHIP OF JOS. F. WRIGHT, DIRECTOR OF PUBLIC INFORMATION AND DIRECTOR OF RADIO STATION WILL AT THE UNIVERSITY OF ILLINOIS, APPROACHED THE SUBJECT FROM FIVE DIFFERENT VIEWPOINTS. T. T. FRANKENBERG, PUBLIC RELATIONS COUNSEL, COLUMBUS, OHIO, DEFINED "WHAT ARE PUBLIC RELATIONS?"; HAROLD SCHELLENGER, DIRECTOR OF PUBLIC RELATIONS FOR OHIO STATE UNIVERSITY, DISCUSSED "RADIO PUBLIC RELATIONS DIVIDENDS TO THE COLLEGE AND UNIVERSITY"; ROSS BARTLEY, DIRECTOR OF PUBLIC RELATIONS FOR INDIANA UNIVERSITY, PRESENTED HIS IDEAS ON "APPROPRIATE THEMES OR SUBJECTS FOR UTILIZING RADIO FOR PUBLIC RELATIONS"; WALBO ABBOTT, RADIO DIRECTOR OF THE UNIVERSITY OF MICHIGAN, TOLD THE GROUP HOW TO "BUILD PUBLIC RELATIONS WITH COMMERCIAL STATIONS BY DEVELOPING PROGRAMS THAT WILL KEEP THEM HAPPY"; JULIA MARY HANNA OF THE CHICAGO RADIO COUNCIL TOLD OF "PUBLIC RELATIONS BENEFITS THAT ACCRUE FROM IN-SCHOOL BROADCASTING"; AND JUDITH WALLER, DIRECTOR OF PUBLIC SERVICE AND EDUCATION, NATIONAL BROADCASTING COMPANY, CAUTIONED THE LISTENERS ON "HOW NOT TO SEEK PUBLIC RELATIONS THROUGH THE NATIONAL NETWORKS."

COPIES OF WHAT ALL SPEAKERS SAID ARE NOT AVAILABLE, BUT WE THOUGHT YOU'D BE INTERESTED IN COMMENTS OF THOSE WE HAVE, SO WE'RE GIVING YOU RATHER DETAILED REPORTS ON REMARKS BY FOUR OF THE SPEAKERS.

T. T. FRANKENBURG: IN ORDER TO GET DOWN TO BRASS TACKS ON SO LARGE A SUBJECT AS COLLEGE PUBLIC RELATIONS IN SO SHORT A SPACE OF TIME AS IS HERE AVAILABLE, IT IS NECESSARY TO ASK THAT SOME THINGS BE ACCEPTED AS FACTS WHICH, IF NEED BE, COULD BE PROVED BY TESTIMONY AND BRIEFS.

COLLEGES NEED IMPROVED PUBLIC RELATIONS FOR AT LEAST TWO REASONS.

(1) COLLEGES AND COLLEGE PEOPLE ARE A VERY SMALL MINORITY OF THE POPULATION, CERTAINLY NOT OVER 5% AND THE PUBLIC IS SELDOM WELL DISPOSED TOWARD MINORITIES.

(2) COLLEGES CONTINUALLY TEND TO GET AWAY FROM THE VERNACULAR. THEY ARE PROGRESSIVE IN THINKING BUT CONSERVATIVE IN ITS EXPRESSION. THE PUBLIC PREFERS CONSERVATIVE THINKING AND MODERN EXPRESSION. IF COLLEGES MADE BRICKS AND COBBLED SHOES THEY WOULD REFER TO THEIR ACTS AS CERAMICS AND APPLIED VOCATIONAL TRAINING.

THE FUNDAMENTAL FACTS COLLEGES FACE ARE NO DIFFERENT FROM THOSE WHICH CONFRONT CORPORATIONS, INDUSTRIES, BANKS, POLITICAL PARTIES, AND PROPAGANDA MOVEMENTS. ALL OF THESE HAVE PROGRAMS TO WHICH A MAJORITY ARE OPPOSED OR INDIFFERENT OR IGNORANT.

TO MEET THIS CONDITION A WIDE RANGE OF EXPEDIENTS IS AVAILABLE. THE ONLY PHASE THAT DIFFERENTIATES A COLLEGE PROBLEM FROM OTHER PROBLEMS IS THE DEGREE TO WHICH IT MAY BE WILLING TO INVOKE CERTAIN KNOWN REMEDIES.

THE BODY POLITIC, LIKE THE BODY PHYSICAL, RESPONDS TO CERTAIN STIMULI, RESISTS CERTAIN FORCES, TENDS TO IMMUNIZE ITSELF AGAINST REPEATED ATTACKS; CHANGES WITH CONDITIONS SO THAT WHAT IS EFFECTIVE AT ONE TIME MAY NOT BE AT ANOTHER.

THIS BODY OF INDIFFERENCE, OPPOSITION, IGNORANCE, PREJUDICE, OR FEAR CAN BE MOVED, MITIGATED, NULLIFIED, OR CONVERTED BY THE APPLICATION OF THE PROPER MEANS, AT THE PROPER TIME, AND OVER A NECESSARY PERIOD.

WITHIN THIS FIELD OF STRESS AND STRAIN LIES THE PROVINCE OF THE DIRECTOR OF PUBLIC RELATIONS.

FOR THE BETTER UNDERSTANDING OF THE TERM PUBLIC RELATIONS, THE WORDS SHOULD BE TRANSFUSED. IT IS THE RELATION OF THE PUBLIC TO THE PROJECT THAT IS IMPORTANT TO THE PUBLIC RELATIONS COUNSEL. HE MAY KNOW THE WHOLE LIFE AND HISTORY OF THE COLLEGE WHICH RETAINS HIM; THAT HELPS, BUT HE MUST KNOW PUBLIC REACTIONS - THAT IS ESSENTIAL. WHEN HE KNOWS THEM HE CAN APPLY OR SEEK TO BRING INTO BEING FORCES THAT WILL CHANGE THAT PUBLIC INTO ONE MORE AGREEABLE TO HIS COLLEGE. ALWAYS HE MUST APPROACH HIS PROBLEMS FROM THE EVER SHIFTING VIEW POINT OF THE PUBLIC, AT LEAST THIS PUBLIC. HE IS IN THE POSITION OF A PHYSICIAN WHO MUST KNOW SYMPTOMS BEFORE HE CAN PRESCRIBE REMEDIES.

LIKE A MILITARY LEADER, HE MAY MAKE EITHER A DEFENSE OR AN ATTACK. HE CAN DEVISE PROJECTS THAT WILL INTEREST HIS PUBLIC. HE CAN CREATE AN ENTIRELY NEW PUBLIC. HE MAY AMALGAMATE SEVERAL EXISTING PUBLICS. HE NEED NOT AGREE WITH HIS PUBLIC; HE MUST KNOW IT; HE MUST AT LEAST SEEM TO HUMOR IT. NO PUBLIC IN AMERICA CAN, FOR LONG, BE DRIVEN. BUT IT TENDS ALWAYS TO REACH A CERTAIN LEVEL OF INTELLIGENCE AS WATER SEEKS ITS LEVEL.

TO DEAL WITH HIS PUBLIC THE P. R. MAN HAS MANY MEDIUMS. NEWSPAPERS, MAGAZINES, MAIL, RADIO, MOTION PICTURES, PUBLIC ADDRESSES, MUSIC, DEMONSTRATIONS, CONTESTS ARE A FEW. HE NEED NOT BE INTIMATE WITH ALL THE TECHNIQUES OF ALL OF THEM; HE CAN BUY THAT KNOWLEDGE. HE MUST KNOW THE PSYCHOLOGY

THAT EACH CAN BE EXPECTED TO CREATE - IN SHORT, THE PROBABLE REACTION ON THE PUBLIC, HIS PARTICULAR PUBLIC, AS THE DOCTOR KNOWS THE PROBABLY REACTION OF THE REMEDY HE PRESCRIBES.

TO THE EXTENT THAT THE GENERAL PUBLIC IS RADIO CONSCIOUS, THE RADIO BECOMES A VALUABLE INSTRUMENT FOR THE COLLEGE PUBLIC RELATIONS COUNSEL. THE COLLEGE CAN SCARCELY EXPECT TO REMAKE THE DAILY PRESS. COLLEGES CAN SURVIVE AND PROGRESS ONLY AS THEY HAVE PUBLIC CONFIDENCE. AS LONG AS MAJORITIES RULE IN THIS COUNTRY, WE MUST ASSUME THAT MAJORITIES ARE RIGHT. IT FOLLOWS THAT THE MESSAGE MUST BE ADAPTED TO THE AUDIENCE. TO EDUCATE THE AUDIENCE TO THE CAMPUS VERNACULAR WOULD TAKE TOO LONG, EVEN IF IT WERE WORTH DOING. BY THE TIME THE LESSON WAS LEARNED THE AUDIENCE WOULD BE DISSIPATED. BETTER SPEAK TO IT AS A LANGUAGE YOU ARE SURE IT WOULD UNDERSTAND.

HOW DOES A PUBLIC RELATIONS MAN KNOW HIS PUBLIC - BY READING EVERYTHING AND LISTENING TO EVERYTHING. NEWSPAPERS, MAGAZINES, AND RADIO ARE HIS FIRST AND MOST IMPORTANT SOURCE, SIMPLY BECAUSE THEY HAVE THE GREATEST FOLLOWING. MOVIES ARE CLOSE BESIDE THEM. WHATEVER INTERESTS A LARGE GROUP, EVEN A PRIZE FIGHT, HAS ASPECTS THAT THE PUBLIC RELATIONS MAN SHOULD KEEP FRESH IN HIS THINKING.

HAROLD K. SCHELLENGER: SEVERAL YEARS AGO WHEN OUR FOOTBALL TEAM WAS PLAYING AN OUT-OF-TOWN GAME, I TOOK A TRIP TO A SECTION OF OHIO NEARLY 100 MILES DISTANCE FROM THE CAMPUS.

IN THE COURSE OF THAT TRIP I STOPPED IN A SMALL TOWN DRUGSTORE FOR REFRESHMENTS. AT LEAST 25 PEOPLE WERE GATHERED AROUND A RADIO, LISTENING TO THE BROADCAST OF THE GAME FROM OUR OWN UNIVERSITY STATION.

THE GAME WAS GOOD, BUT THE BROADCAST WAS BAD. THE CROWD WAS RIDICULING THE ANNOUNCER. THE THOUGHT WENT THROUGH MY MIND THAT THIS SCENE WAS NO DOUBT BEING REPEATED IN HUNDREDS OF OTHER CROSS-ROADS TOWNS THROUGHOUT THE STATE, AND I SLIPPED OUT OF THE DRUGSTORE DECIDEDLY ASHAMED OF OUR PUBLIC RELATIONS IN THE REALM OF ATHLETIC BROADCASTING.

A FEW MONTHS AGO I WAS VISITING RELATIVES IN ANOTHER OHIO TOWN. THESE RELATIVES INVITED ME TO GO WITH THEM INTO THE COUNTRY TO VISIT A RETIRED SCHOOL TEACHER, A PLEASANT, INTELLIGENT WOMAN IN HER SEVENTIES. I WAS INTRODUCED TO HER AND MY UNIVERSITY CONNECTION WAS MENTIONED. HER FACE LIGHTED IMMEDIATELY.

"I LISTEN TO YOUR RADIO STATION ALL DAY, AND I CAN'T TELL YOU HOW MUCH IT MEANS TO ME," SHE SAID. "YOU MUST HAVE A WONDERFUL SCHOOL!"

THOSE TWO INCIDENTS, I BELIEVE, WILL EMPHASIZE THE IMPORTANCE OF RADIO IN THE TOTAL UNIVERSITY PUBLIC RELATIONS PICTURE. ONE ILLUSTRATES THE LIABILITY OF POOR PROGRAMS, THE OTHER THE DIVIDENDS TO BE GAINED FROM GOOD ONES.

FOR MOST OF THE PEOPLE RIDICULING OUR BROADCAST IN THE DRUGSTORE, FOR THE LONELY RETIRED SCHOOL TEACHER, AND FOR THEIR COUNTERPARTS THROUGHOUT THE STATE, THE ONLY CONTACT THEY HAVE OR WILL HAVE WITH THE UNIVERSITY THEIR TAXES HELP TO SUPPORT IS THROUGH THE RADIO STATION. THEY JUDGE THE WORTH OF OUR WHOLE UNIVERSITY BY THIS ONE CONTACT. I SUBMIT TO YOU THAT THE CONTACT IS, THEREFORE, A MOST IMPORTANT ONE.

IT IS MY BELIEVE THAT EDUCATIONAL RADIO HAS HAD SUCH A TOPSY-LIKE GROWTH THAT IT HAS NOT BEEN INTEGRATED AS CLOSELY AS IT SHOULD BE WITH THE TOTAL

UNIVERSITY PICTURE FROM ALL STANDPOINTS, INCLUDING PUBLIC RELATIONS.

WHILE I BELIEVE THAT UNIVERSITIES SHOULD MAKE A SENSIBLE AND REASONABLE USE OF THEIR RADIO FACILITIES FOR DIRECT PROMOTION OF THEIR ACTIVITIES, THE GREATEST PUBLIC RELATIONS BENEFITS WILL BE GAINED BY INDIRECTION. A RADIO AUDIENCE SOON WILL TIRE OF HAVING YOU TELL HOW GOOD YOUR INSTITUTION IS; IT WILL NOT BECOME WEARY OF HAVING YOU SHOW HOW GOOD YOU ARE.

IN OTHER WORDS, A TALK ON THE OUTSTANDING QUALITIES OF YOUR MUSIC DEPARTMENT HAS A NEGLIGIBLE INFLUENCE COMPARED TO THE IMPRESSION GIVEN BY A PROGRAM PRESENTING THE STUDENTS AND FACULTY IN THAT DEPARTMENT. A TALK ON HOW GOOD YOUR DEPARTMENT OF ROMANCE LANGUAGES IS WON'T COMPARE IN PUBLIC RELATIONS VALUE AND DIVIDENDS WITH A GOOD SERIES OF RADIO BROADCASTS BY MEMBERS OF THAT DEPARTMENT.

AND YOU CAN'T CONVINCE YOUR LISTENERS THAT YOU HAVE AN OUTSTANDING FACULTY BY TELLING THEM SO, IF ON THE OTHER HAND YOU ARE USING FACULTY MEMBERS ON YOUR PROGRAM WHO MUMBLE AND FUMBLE IN THEIR RADIO PRESENTATIONS.

IN SUMMARY, RADIO RIGHTLY USED CAN BE THE MOST IMPORTANT PUBLIC RELATIONS ASSET OF THE INSTITUTION. IT REACHES MANY THOUSANDS OF PERSONS WHO HAVE NO OTHER CONTACT WITH THE SCHOOL. IT HAS WITHIN IT THE POSSIBILITIES FOR GOOD PUBLIC RELATIONS, AND ALSO FOR BAD. IT NEEDS TO BE INTEGRATED AS CLOSELY AS POSSIBLE WITH THE REST OF THE INSTITUTIONAL PROGRAM, RATHER THAN BEING PERMITTED TO GO ITS OWN WAY AS JUST ANOTHER DEPARTMENT OR BUREAU.

WILDO ABBOT: I. THE UNIVERSITY OF MICHIGAN HAS BEEN BROADCASTING OVER COMMERCIAL STATIONS SINCE 1925.

A. AT PRESENT, OVER STATIONS WJR, 50,000 WATTS, DETROIT; WWJ, 5,000 WATTS, DETROIT; WCAR, 1,000 WATTS, PONTIAC

B. STATION WKAR, 5,000 WATTS, EDUCATIONAL STATION, MICHIGAN STATE COLLEGE, EAST LANSING.

II: PUBLIC RELATIONS FROM THE UNIVERSITY STANDPOINT, CONSIST OF INTERPRETING THE UNIVERSITY.

A. NOT NECESSARILY TO INCREASE ENROLLMENT.

B. THIS ALLOWS NEARLY EVERY TYPE OF PROGRAM.

1. WITH THE MORE POWERFUL NETWORK STATIONS, THE FORMULA IS SHOWMANSHIP AND INFORMATION.

2. WITH THE LOCAL COMMERCIAL STATIONS THE FORMULA IS SHOWMANSHIP AND EDUCATION.

3. WITH THE EDUCATION STATIONS THE FORMULA IS EDUCATION AND SHOWMANSHIP.

III. MAINTAINING FRIENDLY RELATIONS WITH THE COMMERCIAL STATIONS.

A. SELECT THE STATION THAT YOU INTEND TO STICK BY. DON'T SHOP AROUND.

B. BE ACTIVE IN THE STATION. KNOW EVERYBODY. GIVE CLUB LECTURES, ETC.

- C. CREATE FRIENDLY RELATIONS BY ACCEPTING ALL GIFTS THE STATIONS ARE WILLING TO GIVE YOU.
- D. RECOGNIZE THE COMMERCIAL STATIONS' PROBLEMS OF MAINTAINING AN AUDIENCE FOR THEIR SPONSORS.
- E. NEVER LET THE STATION DOWN.
- F. COOPERATE IN EMERGENCIES BY SHIFTING PROGRAMS.
- G. BEFORE ASKING FOR TIME, EXAMINE THE STATION'S SCHEDULE AND ASK FOR THAT TIME WHICH IS NOT FILLED IN BY A SPONSOR OR BY AN OUTSTANDING SUSTAINING PROGRAM.
- H. THEN SUBMIT A DEFINITE OUTLINE OF PROGRAM WHICH WILL FIT INTO THE STATION'S DAILY SCHEDULE.
- I. DO EVERYTHING IN YOUR POWER TO PUBLICIZE THE UNIVERSITY PROGRAMS.

MISS JUDITH WALTER: WHAT A SUBJECT! AFTER YOU HAVE HEARD ALL THESE GENTLEMEN TELL YOU HOW GOOD YOU ARE AND JUST WHAT YOU SHOULD DO TO GET ON THE RADIO, HOW YOU SHOULD DO IT, AND THE BENEFITS TO BE DERIVED THEREFROM, NOW YOUR CHAIRMAN COMES ALONG AND PUTS ME ON THE SPOT - THE BALLOON IS ALL BLOWN UP, READY TO TAKE OFF, AND HERE I AM HOLDING A PIN BEHIND MY BACK JUST READY TO DO THE DEFLATING! IN REALITY, I SHOULD HAVE BEEN THE FIRST PERSON TO TALK - I SHOULD HAVE TOLD YOU WHAT NOT TO DO AND THEN LET THE REST OF THEM TELL YOU HOW WRONG I WAS. WELL, LET US LOOK AT THE PICTURE A MOMENT.

IN THE FIRST PLACE, TIME ON ANY NETWORK IS EXTREMELY VALUABLE - THAT TRUISM MOST OF YOU HAVE HEARD MANY TIMES BEFORE. VALUABLE FROM TWO STANDPOINTS - EVERY PROGRAM SCHEDULED HAS A DOUBLE DUTY TO PERFORM, IT MUST TO CATCH AND HOLD THE ATTENTION OF THE LISTENER FIRST AND SECOND IT SHOULD ENCOURAGE THE LISTENER TO STAY WITH THE STATION TO HEAR THE PROGRAM TO FOLLOW. SO TIME IS VALUABLE FROM A LISTENER STANDPOINT AND IN ADDITION FROM A SALES STANDPOINT. EVERY FIFTEEN OR THIRTY MINUTES GIVEN TO ANY GROUP OR ORGANIZATION, MEANS A FIFTEEN OR THIRTY MINUTES WITHDRAWN FROM SALE, MEANS LESS REVENUE TO THE STATION. IF THE PROGRAM BOOKED IN THAT PERIOD, AS A SUSTAINING FEATURE, IS INTERESTING ENOUGH TO HOLD THE ATTENTION OF MANY LISTENERS, THE GOODWILL BUILT FOR THE STATION, BROADCASTING THE PROGRAM, AND IN TURN FOR THE NETWORK, JUSTIFIES THE GIVING OF THE TIME. SO, I SHOULD SAY, THAT THE FIRST WAY, NOT TO SEEK PUBLIC RELATIONS THROUGH THE NETWORKS, WAS TO ASK FOR TIME AND THEN OFFER A POOR PROGRAM.

IN THE SECOND PLACE, IN ASKING FOR TIME, WHAT IS YOUR OBJECTIVE? TO OFFER A PROGRAM OF INTEREST TO THE GENERAL PUBLIC REGARDLESS OF ITS INTEREST IN THE SCHOOL YOU REPRESENT, OR MERELY AS ANOTHER MEANS OF ACQUIRING MORE PUBLICITY - ANOTHER ITEM TO ADD TO YOUR SCRAP-BOOK AT THE END OF THE YEAR, WITH NO THOUGHT OF YOUR OBLIGATION TO THE STATION OR THE PUBLIC? IF THAT IS TRUE, THAT IS THE SECOND LINK IN THE CHAIN OF HOW NOT TO GO SEEK PUBLIC RELATIONS THROUGH THE NETWORK.

IN THE THIRD PLACE, LET US SAY YOU HAVE THE TIME AND A GOOD PROGRAM - IN OTHER WORDS YOU DO HAVE SOMETHING UNDERSTANDING OF THIS NEW MEDIUM, RADIO, AND YOU ARE DEFINITELY CONSCIOUS OF YOUR RESPONSIBILITY WHEN YOU ACCEPT THE TIME ON A NETWORK, ANOTHER GOOD WAY OF NOT BUILDING PUBLIC RELATIONS WOULD

BE TO STOP THERE - THE PROGRAM IS BOOKED, YOUR JOB IS DONE, THE RADIO PEOPLE CAN WORRY FROM THEN ON. A MOST BEAUTIFUL WAY OF NOT BUILDING GOOD PUBLIC RELATIONS. INSTEAD YOU HAVE JUST BEGUN THE JOB. YOU MUST NEXT SEE THAT ALL PARTICIPANTS ON THE PROGRAM ARE ADVISED AS TO TIME AND PLACE AND THE PART THEY PLAY IN THE PROGRAM AS A WHOLE; TO SEE THAT THE CONTINUITY IS PREPARED AND SENT TO THE NETWORK; THAT THE MUSIC, IF ANY, IS SELECTED, THE NAMES OF THE COMPOSITIONS, COMPOSERS AND PUBLISHERS SECURED; THE SPEECHES WRITTEN AND COPIES SENT TO THE NETWORK FOR OKEM AND TIMING; THAT THE PROGRAM IS PROPERLY TIED, AND THAT THE PARTICIPANTS ARE AT THEIR APPOINTED PLACE LONG ENOUGH AHEAD OF TIME FOR A COMPLETE REHEARSAL. EVEN THEN YOUR JOB IS NOT DONE.

IN THE FOURTH PLACE, IT IS UP TO YOU TO SEE THAT THE PROGRAM IS PROPERLY PUBLICIZED, THAT YOUR SCHOOL, YOUR ALUMNI AS WELL AS THE PUBLIC AS A WHOLE IS THOROUGHLY FAMILIAR WITH THE FACT THAT YOUR SCHOOL IS BROADCASTING AT SUCH AND SUCH A TIME, ON SUCH AND SUCH A NETWORK, WITH OUTLET OVER SUCH AND SUCH A STATION. BY NOT COMPLETING THE LAST PHASE IN YOUR ROLE, YOU ARE LETTING THE NETWORK AND ITS AFFILIATED STATION DOWN AND YOU HAVE ADDED THE FINAL LINK IN THE CHAIN OF BAD PRACTICES IN YOUR PUBLIC RELATIONS DEALINGS WITH THE NETWORKS.

THE PRESIDENT SPEAKS

AND HIS INTIALS ARE FDR, BUT GDW--GILBERT D. WILLIAMS, PRESIDENT OF NAEB. IN A MOOD FOR WRITING ONE DAY, GIBBS SENT ME A LONG DISPATCH, EXCERPTS OF WHICH I'LL QUOTE (AND I DON'T MISQUOTE HIS INTENDED COMMENTS BY EDITING A BIT. HERE GOES, GIBBS SPEAKING:

"I STILL THINK THE DAY OF LONG HAIR, THIS-IS-GOOD-FOR-YOU-SO-YOU-MUST-LISTEN IS PAST. AT WBAA I'VE TRIED TO BORROW THE BEST OF COMMERCIAL PRACTICES TO CORRELATE WITH NONCOMMERCIAL ADVANTAGES. I WANT ALL THE LISTENERS I CAN GET, NOT JUST THE "UPPER 5%". WHEN I FIRST TOOK OVER WBAA, I MADE SPECIAL TRANSCRIPTIONS TO ENTER THE OHIO INSTITUTE COMPETITION. IT TOOK ME A COUPLE OF YEARS TO REALIZE WHAT THEY WANTED WAS FORMAL EDUCATION, SOMETHING THAT COULD BE WORKED INTO A HISTORY OF THE EAST-WEST, INTERAMERICAS AND ALL POINTS NORTH SORT OF DEFINITE COURSE IN GRADE SCHOOL OR HIGH-SCHOOL. THE SUBTLE APPROACH, THE SNEAK-UP-ON-THE-BLIND-SIDE WAS THROWN OUT OF THE COMPETITION. IT HAD TO BE DEFINITE, INALIENABLE TO SPECIFIC CLASSROOM COURSES. SO I STOPPED ENTERING TRANSCRIPTIONS! AT THE SAME TIME THE IDENTICAL DISCS BROUGHT MUCH FAVORABLE ATTENTION WHEN BROADCAST OVER WBAA, BOTH FROM ADULTS AND YOUNGER PEOPLE.

THE ABOVE IS MERELY A PREAMBLE TO MY REACTIONS CONCERNING SOME NAEB'S COMMENTS TO PHILLIP COHEN RE THE DISTRIBUTING EFFECT OF THE "COMMERCIAL TYPE" VOICES ON THE OWI 1-MINUTE SPOTS. WHY? MUST EVERYTHING ABOUT AN "EDUCATIONAL" STATION BE COMPLETELY AT VARIANCE WITH A GOOD COMMERCIAL STATION? I THINK IF MORE OF US USED MORE AVERAGE TECHNIQUES, WE WOULDN'T BE LOOKED UPON AS A THING APART. CERTAINLY MOST OF BROADCASTING TECHNIQUES ARE BASIC. IF WE CANNOT HAVE SOMETHING IN COMMON WITH THE PROFESSIONALS IT'S TOO BAD. I REMEMBER WAY BACK WHEN PROFESSOR GORDON STARTED WITH HIS SWELL WORK OVER WHA. IT CERTAINLY WAS MASS APPEAL; HIS THOUSANDS OF LISTENERS WERE NOT BEING FORMALLY EDUCATED, BUT THEY LOVED IT."

DOTS AND DASHES

WHA, THE WISCONSIN STATE STATION ON THE UNIVERSITY CAMPUS, CLAIMS THE TITLE

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