

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NO TRAVEL--FARM AND HOME WEEK PROGRAMS BROADCAST INSTEAD

FARM AND HOME WEEK IS AN ANNUAL INSTITUTION AT IOWA STATE COLLEGE AND AT THE UNIVERSITY OF ILLINOIS. IT IS TRADITIONALLY A MID-WINTER MEETING FOR THE FARM FOLK FOR THE PURPOSE OF DISCUSSING THE LATEST FARM INFORMATION AND THE CURRENT PROBLEMS OF FARMERS IN THESE STATES. THE BEST TALENT ON THE FACULTIES OF THE SCHOOLS AND NATIONALLY RECOGNIZED AUTHORITIES ARE CALLED UPON TO PRESENT TALKS AND TO LEAD THE DISCUSSIONS. THIS YEAR IN FULL COOPERATION WITH THE WAR MOBILIZATION DIRECTOR'S TRAVEL RESTRICTIONS THESE CONFERENCES WERE PRESENTED ENTIRELY BY RADIO.

THE MEETINGS PRACTICALLY TOOK OVER THE OPERATION OF WILL FOR THE FOUR DAY PERIOD OF FARM AND HOME WEEK IN ILLINOIS. GUEST SPEAKERS FROM THE GOVERNOR OF ILLINOIS ON DOWN CAME FOR THE BROADCASTS. SPECIAL ENTERTAINMENT DURING THE LONG SESSIONS WAS ARRANGED FOR AND OFTEN LARGE GROUPS OF PARTICIPANTS INDULGED IN VERY INFORMAL DISCUSSIONS FOR THE BENEFIT OF THE FARM RADIO LISTENERS.

THE THREE DAY MEETING IN IOWA WAS HANDLED BY WO! AND LISTENERS ALL OVER THE STATE WERE ABLE TO TAKE ADVANTAGE OF THE SPECIAL OCCASION. ALL REPORTS INDICATE THAT THE BROADCASTS WERE WIDELY USED AND DEFINITELY FILLED THE GAP LEFT BY THE CANCELLATION OF THE CAMPUS MEETING.

SIXTH ANNUAL MUSIC FESTIVAL ON WNYC

MUSIC IN VIRTUALLY EVERY FORM, WITH CONTEMPORARY COMPOSITIONS AND THE ROLE OF MUSIC IN WARTIME UNDERSCORED, WAS HEARD IN MORE THAN 125 BROADCASTS FROM NEW YORK CITY CONCERT HALLS AND CITY STATION STUDIOS DURING WNYC'S SIXTH AMERICAN MUSIC FESTIVAL, HELD AS IN PREVIOUS YEARS DURING THE TEN-DAYS BETWEEN LINCOLN'S AND WASHINGTON'S BIRTHDAYS.

ONCE AGAIN THE THREEFOLD PURPOSE OF THE FESTIVAL, AS EXPRESSED BY M. S. NOVAK, DIRECTOR OF THE MUNICIPAL BROADCASTING SYSTEM, WAS TO POINT UP "THE RICH STOREHOUSE OF OUR MUSICAL HERITAGE, PROVIDE A HEARING FOR NOTABLE NEW WORKS AND OFFER A SOUNDING BOARD FOR NEW TALENT." THE OBJECTIVE WAS UNDERLINED IN THE SCOPE OF THE PROGRAM SCHEDULE.

TWENTY-SEVEN CONTEMPORARY AMERICAN COMPOSERS HAD WORLD PREMIERES OF THEIR COMPOSITIONS AND THIRTEEN HAD FIRST RADIO PERFORMANCES OF WORKS DURING WNYC'S SIXTH AMERICAN MUSIC FESTIVAL. MORE THAN THIRTY COMPOSITIONS WERE PLAYED FOR THE FIRST TIME DURING THE FESTIVAL JUST CONCLUDED, AND TWENTY-TWO MORE WERE PERFORMED ON THE AIR FOR THE FIRST TIME.

UNIVERSITY OF KENTUCKY'S NEW FM STATION ON AIR

WBKY, THE UNIVERSITY OF KENTUCKY'S NEW FREQUENCY MODULATION 500 WATT EDUCATION STATION, IS NOW ON THE AIR AFTER SEVERAL MONTHS OF CONSTRUCTION. WHILE THE PROGRAMS, TO BE BROADCAST ENTIRELY DURING THE EVENING HOURS FOR THE PRESENT, WILL BE LARGELY OF A CULTURAL AND INFORMATIVE NATURE, AN

ATTRACTIVE PROGRAM STRUCTURE IS BEING DEVELOPED THAT WILL INCLUDE A NUMBER OF STUDENT AND OTHER PROGRAMS THAT WOULD BE CLASSED AS ENTERTAINMENT. FIVE COMMERCIAL RADIO STATIONS, WHAS, LOUISVILLE; WLAP, LEXINGTON; WLW, CINCINNATI; WCKY, CINCINNATI AND WSM, NASHVILLE, HAVE GIVEN THE UNIVERSITY PERMISSION TO REBROADCAST THEIR NON-COMMERCIAL PROGRAMS OF LOCAL ORIGIN.

CLEAR CHANNEL ACTION BY FCC

THE FEDERAL COMMUNICATIONS COMMISSION PLANS TO CHECK POLICIES AFFECTING THE NATION'S BIGGEST RADIO STATIONS--THE 50,000 WATTS.

THE COMMISSION WILL BEGIN HEARINGS MAY NINTH TO DETERMINE IF THERE SHOULD BE A CHANGE IN THE METHOD WHEREBY CLEAR CHANNELS ARE ALLOCATED TO THE BIG BOYS, OF WHICH THERE ARE 53.

THE FCC SAYS THE REASON FOR THE HEARING IS THAT THERE STILL ARE LARGE AREAS IN THE NATION WHICH RECEIVE NO RADIO SERVICE DURING DAY HOURS AND NO ADEQUATE NIGHT SERVICE WHICH IS FREE FROM INTERFERENCE.

THE FCC ALSO MAY LOOK INTO THE POSSIBILITIES OF AUTHORIZING STATIONS TO OPERATE ON MORE THAN THE PRESENT 50,000-WATT MAXIMUM.

AT PRESENT CERTAIN WAVE LENGTHS ARE ALLOCATED FOR THE DOMINANT OR EXCLUSIVE USE OF HIGH-POWER STATIONS. WHAT THE COMMISSION WANTS TO LEARN IS WHETHER THE NUMBER OF CLEAR CHANNELS SHOULD BE INCREASED OR DECREASED IN ORDER TO BRING ABOUT A MORE EQUITABLE DISTRIBUTION OF RADIO SERVICE, ESPECIALLY TO RURAL AREAS.

CLEAR CHANNEL ASSIGNMENTS IN THIS HEMISPHERE ARE PERMITTED IN A NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT DRAWN UP ON DEC. 13, 1937 AND EXPIRING MARCH 29, 1946.

THE COMMISSION SAID IT WANTS TO TACKLE THE PROBLEM BEFORE THE TREATY EXPIRES SO THAT IT CAN MAKE RECOMMENDATIONS TO THE STATE DEPARTMENT.

AT THE SAME TIME THE COMMISSION HAS DISCLOSED THAT NET SALES OF TIME BY THE NATION'S 50,000-WATT STATIONS IN 1944 TOTALLED \$58,624,000, AN INCREASE OF \$9,708,000, OR 19.85 PER CENT, OVER 1943.

THE FCC REPORT ATTACHED TO THE PRELIMINARY ALLOCATION PROPOSAL FOR EDUCATIONAL STATIONS (ATTACHED TO LAST MONTH'S NEWS LETTER) INDICATED THAT EDUCATIONAL STATIONS MIGHT BE ABLE TO OFFER COVERAGE TO THE UNSERVED AREAS WHICH ARE LARGELY OF A SUB-MARGINAL CHARACTER. THIS INDICATES TO YOUR EDITOR THAT APPLICATIONS BY EDUCATIONAL STATIONS TO BREAK DOWN CLEAR CHANNELS MIGHT BE FAVORABLY CONSIDERED. WE ARE NOW WORKING THE TECHNICAL POSSIBILITIES FOR REASSIGNMENT OF ALL REGIONAL EDUCATIONAL STATIONS TO CLEAR CHANNELS AND FOR THE INCREASE OF OPERATING TIME FOR LIMITED CLEAR CHANNEL ASSIGNMENTS. THIS ACTION IS MORE OR LESS A BRAINSTORM OF YOUR EDITOR AND IS NOT AN OFFICIAL NAEB ACTION. WHAT DO YOU THINK OF THE POSSIBILITIES?

WISCONSIN STATE FM NET PROGRESS

STEP BY STEP, WISCONSIN IS MOVING AHEAD TOWARDS A STATE FM RADIO SYSTEM. THE REGENTS OF THE UNIVERSITY, AT THEIR MEETING ON JANUARY 9 AUTHORIZED THE STATE RADIO COUNCIL TO MAKE APPLICATION FOR FM FACILITIES.

THE COUNCIL ITSELF, AFTER STUDYING THE OPPORTUNITIES PRESENTED BY FM, HAD REGISTERED ITS CONVICTION ABOUT THE IMPORTANCE OF DEVELOPING THE STATE RADIO SERVICE AND OF OBTAINING THE NECESSARY FM FACILITIES FOR STATE COVERAGE.

THEY ARE NOW PORING OVER THE APPLICATION FORMS FOR THE FIRST STATION IN A NETWORK OF WHAT MAY ULTIMATELY BE SIX OR SEVEN STATIONS STRATEGICALLY LOCATED ABOUT THE STATE. STATION NUMBER ONE MAY VERY LIKELY BE LOCATED NEAR MILWAUKEE, TO PROVIDE COVERAGE FOR THE POPULOUS LAKESHORE AREA NOT NOW ADEQUATELY SERVED BY WHA.

OHIO STATE FM NET CHANGES

NOT ENTIRELY SATISFIED WITH ITS PROPOSED PLANS FOR A NETWORK OF 18 EDUCATIONAL FM STATIONS STRUNG OUT CHAIN-LIKE THROUGHOUT OHIO, THE OHIO STATE DEPARTMENT OF EDUCATION IS STUDYING PLANS TO SET UP FOUR TO SIX HIGH-POWERED FM STATIONS WHICH WILL AFFORD GREATER FLEXIBILITY IN THE DIFFERENTIATION OF PROGRAMS ORIGINATING AT VARIOUS POINTS. DR. RAY W. LEVENSON, DIRECTOR OF FM STATION WBOE CLEVELAND WILL HEAD A STEERING COMMITTEE OF NINE APPOINTED BY THE STATE DIRECTOR OF EDUCATION.

A VISIT TO MINNESOTA AND WLB

YOUR EDITOR HAD A MOST ENJOYABLE VISIT AS THE GUEST OF EASY ZIEBARTH AND BERT HOLMBERG OF WLB, EARLY IN FEBRUARY. I RAN ACROSS MUCH OF INTEREST IN THE OPERATION OF THIS STATION WHICH I'LL PASS ALONG TO YOU AT THIS TIME.

THE EARLIEST OPERATION OF AN EXPERIMENTAL RADIO STATION AT THE UNIVERSITY OF MINNESOTA WAS BEGUN IN 1912, AT A TIME WHEN WIRELESS WAS STILL CONFINED TO THE LABORATORY. ITS FIRST USE AT MINNESOTA WAS INITIATED BY PROFESSOR F. W. SPRINGER, WHO, IN THE ABSENCE OF DR. SHEPARDSON, WAS ACTING HEAD OF THE DEPARTMENT OF ELECTRICAL ENGINEERING. PROFESSOR SPRINGER HAD JUST RETURNED FROM BERLIN WHERE HE HAD WORKED UNDER DR. SLABY. WHEN HE SUPERINTENDED THE INSTALLATION OF THE FIRST RADIO EQUIPMENT IN THE OLD ELECTRICAL ENGINEERING BUILDING, THE SHORT DISTANCE TRANSMISSION OF IMPULSE OR CODE WAS ALMOST THE ONLY USE OF RADIO.

THIS EXPERIMENTAL STATION, BEGUN BY PROFESSOR SPRINGER, WAS CONTINUED BY MR. H. M. TURNER, AN INSTRUCTOR WHO HAS SINCE GONE TO YALE UNIVERSITY. UNDER HIM, THE FIRST ACTUAL BROADCAST WAS TRANSMITTED FROM THE UNIVERSITY, WHEN FOOTBALL GAMES WERE DESCRIBED BY WIRELESS. A SPARK TRANSMITTER WAS USED WITH REGULAR TELEGRAPH SIGNALS. THE STATION WAS DEVELOPING STEADILY, WHEN, AT THE TIME OF THE WORLD WAR, ALL AMATEUR TRANSMITTING STATIONS WERE BANNED BY THE GOVERNMENT.

THE NEXT IMPORTANT DEVELOPMENT AT THE UNIVERSITY STATION CAME UNDER THE GUIDANCE OF MR. C. JANSKY, JR., WHO ARRIVED AT MINNESOTA IN 1920. BEFORE HE BECAME AN INSTRUCTOR IN THE ELECTRICAL ENGINEERING DEPARTMENT, HE HAD BEEN AT THE UNIVERSITY OF WISCONSIN EXPERIMENTING WITH A NEW RADIO TRANS-

MITTER USING THERMIONIC VACUUM TUBES TO GENERATE OSCILLATIONS. WHEN MR. JANSKY CAME TO MINNESOTA, THE UNIVERSITY STATION WAS USING A ONE-KILOWATT SPARK TRANSMITTER TUNED TO 200 METERS. MARKET AND WEATHER REPORTING HAD BEEN ADDED TO COMMUNICATION WITH OTHER AMATEUR STATIONS, AND THE STATION WAS PIONEERING IN THE FIELD WHERE IT WAS RECOGNIZED AS ONE OF THE MOST POWERFUL AND EFFICIENT SPARK SETS IN THE NORTHWEST.

IT WAS UNDER MR. JANSKY'S SUPERVISION THAT THE STATION BEGAN THE BUILDING AND OPERATION OF A CONTINUOUS WAVE TRANSMITTER WITH H. C. TORBES AS CHIEF OPERATOR. CAREFUL AND EXTENSIVE INVESTIGATION SHOWED THAT, ALTHOUGH THE VACUUM TUBE TRANSMITTER WAS PUTTING LESS THAN HALF AS MUCH POWER INTO THE AIR AS THE SPARK TRANSMITTER, THE RELIABLE COVERAGE WAS CONSISTENTLY HIGHER. WITH THESE RESULTS, A MORE POWERFUL VACUUM TUBE TRANSMITTER WAS BUILT. THE NEW EQUIPMENT WAS NOT CONFINED TO TELEGRAPHIC COMMUNICATION, BUT EXTENDED TO RADIO TELEPHONY AS WELL. THIS APPARATUS WAS FIRST USED IN THE SPRING OF 1921 TO BROADCAST DAILY WEATHER REPORTS BY RADIO TELEPHONE. THE PROGRAM OF THE STATION WAS ENLARGED LATER TO INCLUDE ONE CONCERT A WEEK, AND DURING THE SEASON, PLAY-BY-PLAY ACCOUNTS OF THE HOME FOOTBALL GAMES WERE BROADCAST WITH GOOD REPORTED COVERAGE.

WITH THESE DEVELOPMENTS, RADIO TELEPHONE BROADCASTING ON A REGULAR SCHEDULE AT THE UNIVERSITY OF MINNESOTA, USING THE CALL LETTERS 9X1-WLB IS THE COUNTRY'S OLDEST RADIO TELEPHONE BROADCAST STATION WHICH HAS BEEN IN CONTINUAL OPERATION SINCE IT WAS ESTABLISHED. DURING THIS PERIOD, THE EQUIPMENT WAS ALSO USED FOR THE INSTRUCTION OF STUDENTS IN THE ADVANCED R.O.T.C. SIGNAL CORPS COURSE.

AMATEUR AND EXPERIMENTAL WORK WENT AHEAD WHEN IN 1923 THE ELECTRICAL ENGINEERING DEPARTMENT MOVED INTO ITS NEW BUILDING WHERE THE BROADCASTING AND EXPERIMENTATION WAS HOUSED IN A SUITE OF ROOMS ON THE THIRD FLOOR.

IN 1923 THE WASHBURN-CROSBY COMPANY OF MINNEAPOLIS LOANED THE UNIVERSITY A COMPLETE 500 WATT WESTERN ELECTRIC BROADCAST SET, WHICH LATER BECAME A GIFT. WLB COOPERATED CLOSELY WITH WCCO, WHICH WAS SUPPORTED BY THE CIVIC AND COMMERCE ASSOCIATION. THE ARRANGEMENT GAVE THE UNIVERSITY STATION THE ADVANTAGE OF THE STUDIO AND WIRE SERVICE OF THE LARGER 5,000 WATT STATION. IT PROVIDED, ALSO, AN ALTERNATIVE BROADCASTING APPARATUS, WHICH MADE IT POSSIBLE TO BROADCAST FROM BOTH THE CAMPUS STUDIOS OF WLB, AND THE ANOKA STUDIOS OF WCCO. DURING THIS TIME, ENOUGH HOURS OF BROADCASTING WERE SENT OUT FROM THE UNIVERSITY TRANSMITTER TO WARRANT THE CONTINUANCE OF THE STATION'S TRANSMITTING LICENSE.

THE PROGRAMS BROADCAST UNDER THESE ARRANGEMENTS INCLUDED: A WEEKLY ORGAN CONCERT, FOOTBALL GAMES, AND SOME FACULTY INSTRUCTION. PROFESSOR CLARKE TAUGHT A NON-CREDIT COURSE IN ESPERANTO TO MORE THAN 2,300 PAID STUDENTS. ANOTHER EXPERIMENT IN RADIO CLASSES WAS PROFESSOR JULES FRELIN'S CLASS IN FRENCH WHICH HE "MET" ONCE A WEEK.

IT SOON BECAME EVIDENT THAT THE UNIVERSITY NEEDED MORE AND BETTER TIME THAN IT COULD GET WITH THE USE OF COMMERCIAL FACILITIES. THE GOOD EVENING HOUR WHICH WAS FIRST ASSIGNED TO WLB FOR BROADCASTING INFORMATIVE PROGRAMS WAS CHANGED AS ADVERTISING DEMANDS ENCREACHED UPON IT. FINALLY, THE ONLY AVAILABLE TIME WAS A USELESS LATE EVENING PERIOD, WHICH HAD TO BE REFUSED. THERE WAS AN ADDED DIFFICULTY OF CENSURSHIP BY THE COMMERCIAL STATION

WHICH INHIBITED THE FREEDOM NECESSARY FOR UNBIASED EDUCATIONAL BROADCASTING. AS A RESULT, WLB WENT BACK TO USING ITS OWN TRANSMITTER FOR ALL BROADCASTING. SINCE THEN A FEW OF THE UNIVERSITY PROGRAMS HAVE BEEN PICKED UP BY COMMERCIAL STATIONS, BUT ALL OF THEM HAVE GONE OUT FROM WLB'S OWN TRANSMITTER.

IN THE SPRING OF 1926, PRESIDENT COFFMAN APPOINTED A RADIO BROADCASTING COMMITTEE TO DETERMINE THE BROADCASTING POLICIES OF THE UNIVERSITY. ITS MEMBERS WERE CHOSEN FROM THE FACULTY AND ADMINISTRATIVE STAFF OF THE UNIVERSITY. AT THE RECOMMENDATION OF THIS GROUP, THE ACTIVITIES OF THE WLB STAFF WERE DIVIDED INTO: PROGRAM PRODUCTION AND PRESENTATION, AND DEVELOPMENT IN INSTALLATION OF NEW EQUIPMENT.

WLB MOVED INTO ITS NEW QUARTERS ON THE GROUND FLOOR OF EDDY HALL ON APRIL 10, 1939. ADDITIONAL SPACE HAD BEEN A PRESSING NEED WITH THE EXPANSION OF BROADCASTING ON 760 KILOCYCLES, AND THE NEW STUDIOS WERE PLANNED FOR MAXIMUM EFFICIENCY IN USING THE BROADCAST TIME ALLOTTED TO THE STATION. THERE ARE TWO LARGE STUDIOS: 24' BY 43', AND 20' BY 24', FOR USE IN MUSICAL AND DRAMATIC BROADCASTING. INTERVIEWS, NEWS PROGRAMS, AND TALKS ORIGINATE IN A THIRD SMALL STUDIO, (6' BY 9'). IN ADDITION TO THIS SPACE, THERE IS A SMALL AUDITION STUDIO, (9' BY 10'), ADJOINING A COMBINED AUDITION ROOM AND OFFICE FROM WHICH IT IS POSSIBLE TO REGULATE THE CONTROLS FOR A REHEARSAL, AND DIRECT PERFORMERS THROUGH A TALK-BACK SYSTEM WITHOUT ASSISTANCE FROM THE MASTER CONTROL ROOM. THERE ARE TWO CONTROL ROOMS, WITH ENTIRELY INDEPENDENT EQUIPMENT. THE LARGEST SET FOR CONTROLS IS ARRANGED SO THAT THE THREE SMALLER STUDIOS ARE GROUPED AROUND IT, THE AUXILIARY CONTROL IS NEXT TO THE LARGEST STUDIO WHICH IS SEPARATED FROM THE OTHERS BY A HALL. THE STAFF OCCUPIES SEVEN OFFICES, AND A PUBLIC RECEPTION ROOM MAKES IT POSSIBLE TO HEAR THE BROADCASTS WHICH THE STATION CARRIES. (TWO NEW REMOTE STUDIOS SINCE THAT TIME, AS WELL AS A NEWS ROOM.)

THE NEW TRANSMITTER, LOCATED ON THE UNIVERSITY FARM CAMPUS HAS BEEN VERY EFFICIENT. IT IS AIR-COOLED, WHICH MAKES IT THE ONLY ONE OF ITS KIND IN THE TWIN CITIES. SINCE ITS FIRST OPERATION, THERE HAS BEEN GENERAL AGREEMENT THAT IT IS ONE OF THE FINEST TRANSMITTERS IN THE NORTHWEST. THE STATION'S CONSISTENT LISTENING AREA (THAT DISTANCE WHICH IS COVERED BY A STEADY CONSISTENT SIGNAL SUBJECT TO NO INTERFERENCE) IS 70 MILES. INCLUDING THE SECONDARY AREA ACCEPTABLE FOR ALL PRACTICAL PURPOSES - THE STATION'S LISTENING RADIUS IS SLIGHTLY OVER 200 MILES.

THE ARRANGEMENTS FOR CARRYING CAMPUS AND CITY BROADCASTS ARE EXTENSIVE AND EFFICIENT. AT PRESENT, WLB HAS LINES TO MOST OF THE FIVE TWIN CITY STATIONS, AND REMOTE CONNECTIONS - EITHER DIRECT, OR EASILY AVAILABLE - TO ALL THE BUILDING ON THE UNIVERSITY CAMPUS. THE DIRECT LINE TO NORTHROP AUDITORIUM HAS BEEN VERY USEFUL IN THE BROADCASTS OF THE MINNEAPOLIS SYMPHONY ORCHESTRA. DURING THE WINTER OF 1938-1939 A SERIES OF SYMPHONY PROGRAMS CARRIED BY ALL OF THE STATIONS IN THE STATE, ORIGINATED WITH WLB, AND WAS SET UP BY ITS OPERATORS. PERHAPS THE GREATEST VIRTUE OF THE NEW STUDIOS IS THAT THEY HAVE BEEN PLANNED FOR FLEXIBILITY IN ARRANGING BROADCASTS. SIX COMPLETE SIMULTANEOUS BROADCASTING SET-UPS CAN BE ACCOMMODATED - ALL FOUR OF THE STUDIOS AND TWO REMOTE CHANNELS MIGHT CONCEIVABLY BE IN USE AT THE SAME TIME.

WITH THE INCREASE IN BROADCASTING TIME, THE STAFF WAS ENLARGED TO INCLUDE: MANAGER (FULL-TIME), A PROGRAM DIRECTOR IN CHARGE OF SCHEDULING AND GENERAL PRODUCTION (FULL-TIME, A PROGRAM DIRECTOR IN CHARGE OF DRAMATIC BROADCASTS (HALF-TIME), A PROGRAM DIRECTOR IN CHARGE OF THE SCHOOL OF THE AIR (HALF-TIME), A PROGRAM DIRECTOR IN CHARGE OF SPORTS (QUARTER-TIME). IN ADDITION, THREE ADMINISTRATIVE FELLOWSHIPS HAVE BEEN GRANTED TO GRADUATE STUDENTS WHO SPEND HALF OF THEIR TIME AT WLB, WHILE THEY ARE WORKING FOR GRADUATE DEGREES. THESE STUDENTS HAVE BEEN CHOSEN FROM PERTINENT SPECIALIZED FIELDS SUCH AS MUSIC, SPEECH, AND JOURNALISM.

PROGRAMS: THE PROGRAMS BROADCAST FROM WLB CAN BE CLASSIFIED IN THREE BROAD CATEGORIES. THERE ARE THOSE DESIGNED FOR AN EXPLICIT EDUCATIONAL FUNCTION, SUCH AS PROGRAMS FOR DIRECT CLASSROOM USE; THOSE OF GENERAL INTEREST, AND OTHERS WHICH ARE PLANNED AS ADULT EDUCATION PROGRAMS WITH LESS SPECIFIC APPLICATION THAN THE SCHOOL-ROOM BROADCASTS.

ALL OF THE BROADCASTING FOR CLASSROOM USE HAS BEEN DONE BY THE SCHOOL OF THE AIR, WHICH WAS BEGUN IN SEPTEMBER, 1938. AT THAT TIME PROGRAMS WERE PLANNED TO SUPPLEMENT WORK IN HIGH SCHOOL CLASSES IN ENGLISH AND VOCATIONAL GUIDANCE, JUNIOR HIGH SCHOOL GEOGRAPHY AND HISTORY CLASSES, GRADE SCHOOL CURRENT EVENTS, AND READING IN THE PRIMARY GRADES. A SURVEY BY QUESTIONNAIRE, CONDUCTED THROUGHOUT THE STATE AFTER THE PROGRAMS HAD BEEN ON THE AIR A FEW WEEKS, SHOWED THAT MORE THAN 17,000 CLASSROOM LISTENERS WERE MAKING USE OF THESE PROGRAMS WEEKLY. THE SECOND SEMESTER SCHOOL OF THE AIR WAS EXPANDED TO INCLUDE PROGRAMS IN GERMAN, FRENCH, AND AMERICAN HISTORY. ANOTHER QUESTIONNAIRE WAS CIRCULATED WITH THE FOLLOWING RESULTS: THE TOTAL NUMBER OF CLASSROOM LISTENERS EACH WEEK AS REPORTED BY SUPERINTENDENTS AND PRINCIPALS WAS 32,232. 23,007 OF THESE PUPILS WERE IN NON-TWIN CITY SCHOOLS. THE MOST POPULAR PROGRAMS IN THE SCHOOL OF THE AIR CURRICULUM WERE OLD TALES AND NEW FROM MANY LANDS (READING OF CHILDREN'S STORIES), WHICH HAS 4,663 LISTENERS, AND CURRENT EVENTS (A WEEKLY NEWS PROGRAM DIGESTED AND REVISED FOR THE 8-12 AGE VOCABULARY LEVEL) WHICH HAS 4,347 REGULAR LISTENERS. THE LEAST USED OF ALL OF THE SCHOOL OF THE AIR BROADCASTS WERE THE GERMAN AND FRENCH PROGRAMS WHICH HAD A RECORDED 333 LISTENERS. (NOW 135,000 A WEEK IN SCHOOLS.)

THESE PROGRAMS WERE NOT MEANT AS SUBSTITUTES FOR SUBJECTS IN THE REGULAR CURRICULUM, BUT WERE INTENDED AS SUPPLEMENTARY AND MOTIVATING MATERIAL. FROM THE START, THE SCHOOL OF THE AIR WAS CAREFULLY INTEGRATED WITH THE STATE COURSE OF STUDY, AND THE PROGRAMS WERE APPROVED BY THE STATE DEPARTMENT OF EDUCATION, AND THE RADIO COMMITTEE OF THE MINNESOTA EDUCATION ASSOCIATION.

IN THE SECOND CATEGORY OF GENERAL INTEREST IS: THE BRIDE'S PROGRAM, A SERIES OF BROADCASTS OF USE TO PROSPECTIVE BRIDES IN PLANNING THEIR WEDDINGS, TRIPS, HOMES, AND FURNISHING. THE LARGE DEPARTMENT STORES, THE UNIVERSITY DEPARTMENT OF HOME ECONOMICS, AND THE VARIOUS TWIN CITY EXPERTS ON BUYING AND PLANNING APPEARED ON INFORMAL INTERVIEW FORUMS FOR THIS BROADCAST. ANOTHER TYPE OF PROGRAM WHICH IS PLANNED PRIMARILY FOR GENERAL INTEREST INCLUDES THE VARIOUS MUSICAL PROGRAMS, BOTH RECORDED AND "LIVE", WHICH COMPRISE ALMOST 50% OF THE STATION'S BROADCASTS. THERE ARE TWO DRAMATIC HOURS A WEEK WHICH ARE NOT DESIGNED TO FILL A PARTICULAR EDUCATIONAL FUNCTION. ON THE LONGEST OF THESE, THE WLB PLAYHOUSE BROADCAST, MOST OF THE PLAYS HAVE BEEN IMPORTANT AND CLASSICAL

DRAMA RANGING FROM WILDE TO SHAKESPEARE. ALL OF THE NEWS PROGRAMS, A UNITED PRESS WIRE REPORT EDITED BY THE STAFF OF THE UNIVERSITY PAPER, THE MINNESOTA DAILY, WHICH WAS CARRIED THROUGH THE SCHOOL YEAR; AND A DAILY PROGRAM OF NEWS INTERPRETATION, DRAWN FROM VARIOUS NEWS SOURCES, CAN BE CLASSIFIED AS GENERAL INTEREST PROGRAMS. ANOTHER BROADCAST OF WIDE APPEAL IS THE BOOKSHELF WHICH PRESENTS SHORT STORY READINGS, HALF AN HOUR LONG, TWICE A WEEK. ON A THIRD AFTERNOON THE TIME IS TAKEN BY THE MAGAZINE RACK WHICH CONDUCTS A SURVEY OF THE CURRENT PERIODICALS OF IMPORTANCE AND PRESENTS INTERESTING MATERIAL IN CONDENSED FORM.

THOSE PROGRAMS DESIGNED FOR SPECIFIC ADULT EDUCATION ARE: THE MUSIC APPRECIATION PROGRAM, CONDUCTED THIS YEAR FOR THE EIGHTH SEASON; THE AMERICAN LITERATURE SERIES, WHICH INCLUDED TALKS BY PROMINENT UNIVERSITY LECTURERS; THE BROADCAST OF CLASSROOM LECTURES IN AMERICAN GOVERNMENT; A SERIES OF TALKS BY THE FACULTY OF THE BUSINESS SCHOOL ON THE PROBLEMS OF THE ORDINARY BUSINESS MAN; THE UNIVERSITY FARM AND HOME HOUR, ORIGINATING ON THE FARM CAMPUS WITH THE ASSISTANCE OF THE FACULTY; AND THE BROADCAST OF ALL OF THE CONVOCATION SPEECHES OF THE YEAR, PRESENTED TO THE STUDENT BODY BY SUCH PEOPLE AS MARY ELLEN CHASE.

WELL, YOU CAN SEE THAT EASY IS A BUSY MAN AND I APPRECIATE THE TIME HE SPENT WITH ME ON A SATURDAY--HIS BUSIEST DAY. INCIDENTALLY EASY DOES A SWELL 15 MINUTE NEWS CAST AT 12:15 WHICH IS TOPS IN THE TWIN CITIES, WHERE THERE IS PLENTY OF COMPETITION FROM TWO 50 KILOWATTS AND SEVERAL OTHER FIVES.

CHICAGO PTA RADIO CONFERENCE

THE ILLINOIS CONGRESS OF PARENTS AND TEACHERS RADIO DEPARTMENT AND THE RADIO COUNCIL - WBEZ WILL JOINTLY SPONSOR A ONE DAY RADIO CONFERENCE TUESDAY, APRIL 10 IN THE STUDIOS OF THE RADIO COUNCIL AND IN ADJACENT CONFERENCE ROOM, ROOM 753.

PRINCIPALS AND SCHOOL RADIO CHAIRMEN, AS WELL AS RADIO CHAIRMEN OF LOCAL P.T.A. GROUPS, ARE INVITED TO ATTEND THE CONFERENCE.

TWO CLASS DEMONSTRATIONS IN THE USE OF RADIO WILL BE PRESENTED. AT 10:30 A.M., A TEACHER AND CLASS WILL DEMONSTRATE THE USE OF AN ASSOCIATED PRESS NEWS BROADCAST OVER WBEZ; AT 2:15 P.M., THE USE OF SCIENCE STORY-TELLER, HEARD OVER WJJD AND WBEZ, WILL BE SHOWN.

HAVE YOU RESPONDED TO THE BBC PICKUP FACILITY SURVEY

HERE IS A LETTER RECEIVED BY YOUR EDITOR FROM JOSEPH KENAS, RESEARCH MANAGER OF THE BBC. "TO DATE, ELEVEN RESPONSES HAVE BEEN RETURNED TO US ON THE SHORTWAVE PICK-UP INQUIRY. WHILE WE ARE DOING THE JOB, I SHOULD LIKE, IF AT ALL POSSIBLE, TO HAVE A COMPLETE RETURN FROM NAEB STATIONS, WHICH I PRESUME WOULD MEAN A FOLLOW-UP ON THE ORIGINAL REQUEST. WE WOULD BE VERY HAPPY TO UNDERTAKE THIS OR TO LEAVE IT TO YOU, WHICHEVER YOU FEEL BEST.

"I SEE THIS PROJECT AS ONE OF MUTUAL VALUE. SHOULD ANYTHING OF GREAT IMPORTANCE COME UP, WE COULD QUICKLY INFORM THOSE STATIONS WITH PICK-UP EQUIPMENT OF WHAT IS AVAILABLE. WITHOUT THIS INFORMATION, IT IS

IMPOSSIBLE. WHILE WE HAVE WORKED VERY CLOSELY WITH MANY OF THE NAEB STATIONS, IT HAS BEEN MOSTLY ALONG TRANSCRIPTION LINES.

"THE STATIONS FROM WHICH WE HAVE HEARD ARE AS FOLLOWS: WBAA, KOAC, WCAL, WRUF, WKAR, WLB, WBEZ, WBKY, WHCU, WNYC, WSUI.

"WHILE WE SHOULD KNOW THE EQUIPMENT STATUS OF YOUR STATION, I CAN FIND IT NOWHERE IN OUR FILES.

"MAY I TAKE THIS OPPORTUNITY TO THANK YOU FOR YOUR COOPERATION IN THIS MATTER, AND TO SUGGEST THAT IF AT ANY TIME WE CAN BE OF ANY ASSISTANCE, PLEASE FEEL FREE TO CALL ON US."

EDITORS' NOTE: IS OUR FACE RED.

OKLAHOMA NOTES

THERE ARE A NUMBER OF INTERESTING PROGRAM IDEAS IN THE LISTING OF NEW PROGRAMS IN WNAD'S SECOND EDITION OF THEIR PROGRAM SCHEDULE. RIDING THE SOONER RANGE IS AN INTERVIEW PROGRAM WITH STUDENTS AND ALUMNI PARTICIPATING. A DRAMATIC SCRIPT SHOW ENTITLED THE MAGIC OF MUSIC HAS GREAT POSSIBILITIES. IT'S WRITTEN BY HALLIE MARGARET MILLER, WNAD SCRIPT EDITOR. HOBBY SHOWS ARE ALWAYS INTERESTING IF PROPERLY HANDLED. WHAT'S YOUR HOBBY? ENDEAVORS TO DISCUSS ALL HOBBIES AND ENDEAVORS TO POINT THE WAY FOR HOBBISTS TO GET TOGETHER AND SWAP IDEAS. THE OKLAHOMA SCHOOL OF RELIGION IS SPONSORING A SERIES ENTITLED KNOW YOUR BIBLE. MR. JOHN P. LEWIS DISCUSSES EVENTS, INSTITUTIONS AND CHARACTERS OF BOTH THE OLD AND NEW TESTAMENTS FROM A NEW POINT OF VIEW.

THIS AND THAT

DURING THE PAST MONTH YE EDITOR VISITED FOUR OUTSTANDING EDUCATIONAL BROADCASTERS, NAMELY: MINNESOTA, OHIO STATE, INDIANA AND IOWA. PRESIDENT SCHOOLEY WAS PRESENT AT INDIANA AND IOWA WITH HIS BEST PRESIDENTIAL BEARING. OUTSIDE OF LOOSING THREE OUT OF THE FOUR BASKETBALL GAMES INVOLVED THE TRIPS WERE VERY INTERESTING AND HIGHLY SUCCESSFUL. WE ALWAYS RETURN FROM SUCH VISITS WITH LOTS OF IDEAS AND CONFIDENCE THAT EDUCATIONAL BROADCASTERS ARE DOING A GOOD JOB....SAW ONE OF THE BEST SOUND EFFECTS TABLES I'VE EVER RUN ACROSS AT MINNESOTA. I THINK THAT HOLMBERG SHOULD WRITE UP A DESCRIPTION OF THE UNIT FOR THE NEWS LETTER SOMETIME....BOB HIGGY IS MAKING SOME INTERESTING MEASUREMENTS ON HIS CLEAR CHANNEL DURING THE EVENING HOURS. WHEN THE RESULTS ARE AVAILABLE WE'LL PASS THEM ALONG....WSUI FED THEIR BROADCAST OF THE ILLINOIS-IOWA GAME TO FOUR STATIONS. IOWA WON UNDISPUTED CHAMPIONSHIP OF THE BIG NINE BEFORE A PACKED HOUSE. OUR ILLINI GAVE THEM PLENTY OF THRILLS FOR THEIR MONEY BEFORE THE CONTEST WAS DECIDED....THEY'RE STILL PECKING AWAY AT PETRILLO. WOULDN'T BE SURPRISED TO SEE SOME PROGRESS AS A RESULT OF THE MOST RECENT HEARINGS BEFORE THE CONGRESSIONAL COMMITTEE.... I'D SURE LIKE TO HAVE BEEN IN ON THAT SECRET HEARING WHEN CLASSIFIED PROPAGATION DATA WAS DISCUSSED WITH REGARDS TO THE ULTIMATE LOCATION OF THE FM BAND....A WILL ORGAN RECITAL SERIES WAS GIVEN A FINE WRITE-UP IN THE DIAPASON MAGAZINE FOR FEBRUARY....OUR MUSIC DIRECTOR, LAN DEMMING, DISCUSSED TEMPERMENTAL MUSICIANS ON ONE OF HIS JUST ABOUT MUSIC PROGRAMS. A LISTENER CAME UP WITH THE FOLLOWING DEFINITION OF TEMPERMENTAL--90%

TEMPER AND 10% MENTAL....CARL MENZER, WHO ALSO FOLLOWS HIS BASKETBALL TEAM AROUND THE CONFERENCE FOR BROADCASTING PURPOSES, WILL REPORT ON PURDUE IN THE NEXT ISSUE OF THE NEWS LETTER....HEARD ABOUT THE NEW PULSE-TIME MODULATION? SEEMS TO HAVE GREAT POSSIBILITIES FOR TELEVISION. I DON'T THINK IT WILL CHANGE THE AM OR FM PICTURE IN ANY WAY....THERE'S A LOT MORE THAN MEETS THE EYE IN THE ORGANIZATION OF A STATE-WIDE FM NETWORK. ASK THOSE WHO ARE NOW IN THE PROCESS. THE LOCAL AUTONOMY QUESTION IS A TOUGH NUT TO CRACK....THERE WILL BE AT LEAST FIVE FIRST LINE BROADCAST EQUIPMENT MANUFACTURERS TO CHOOSE FROM AFTER THE WAR INSTEAD OF TWO AS THERE WAS TEN YEARS AGO. SUCH COMPETITION SHOULD PRODUCE SOME FIRST CLASS EQUIPMENT AT A REASONABLE FIGURE....GRIFFITH WRITES THAT IOWA STATE IS APPLYING FOR A TELEVISION STATION AS WELL AS FOR AN FM STATION. HE ADDS THAT HE HOPES THAT MOST OF THE PROBLEMS OF TELEVISION ARE SOLVED BY THE TIME THEY ARE CALLED UPON TO OPERATE THEIR STATION....I'M STILL NOT GETTING ENOUGH NEWS OF NAEB MEMBER ACTIVITIES FIRST HAND. WHATSA MATTER WITH YOUSE GUYS? SITTIN' ON YOUR TYPEWRITER?

FCC ACTIONS

WNYD--CITY OF NEW YORK MUNICIPAL BROADCASTING SYSTEM WAS GRANTED LICENSE TO COVER CONSTRUCTION PERMIT TO REINSTATE CONSTRUCTION PERMIT FOR NEW RELAY BROADCAST STATION.

WTAW--AGRICULTURAL AND MECHANICAL COLLEGE OF TEXAS HAS FILED A PETITION FOR CONSIDERATION AND GRANT UNDER COMMISSION POLICY OF 1-16-45 OF THEIR APPLICATION FOR CONSTRUCTION PERMIT TO CHANGE FREQUENCY FROM 1150 KILOCYCLES TO 1470 KILOCYCLES AND TO CHANGE HOURS OF OPERATION FROM DAYTIME TO UNLIMITED.

THE COLLEGE OF THE PACIFIC OF STOCKTON, CALIFORNIA HAS APPLIED FOR A CONSTRUCTION PERMIT FOR A NEW NON-COMMERCIAL EDUCATIONAL BROADCAST STATION TO BE OPERATED WITH POWER OF 1 KW.

THE EVANGELICAL LUTHERAN SYNOD OF MISSOURI HAS APPLIED FOR CONSTRUCTION PERMIT FOR A NEW NON-COMMERCIAL EDUCATIONAL BROADCAST STATION TO BE OPERATED ON 42.9 MC WITH A POWER OF 250 WATTS.

IN RESPONSE TO A REQUEST BY CORNELL UNIVERSITY, LICENSEE OF STATION WHCU, ITHACA, NEW YORK, FOR SPECIAL TEMPORARY AUTHORITY TO OPERATE BETWEEN 7:30 AND 8 A.M. DURING FEBRUARY 1945, THE COMMISSION APPROVED A LETTER ADVISING THE LICENSEE THAT SECTION 3.87 OF THE COMMISSION'S RULES PERMITS ITS OPERATION FROM 4 A.M. TO LOCAL SUNRISE WITHOUT THE NECESSITY OF APPLYING FOR SPECIAL PERMISSION IF THE DOMINANT STATION ON THE CHANNEL HAS AGREED TO SUCH OPERATION. IN THE INSTANT CASE, THE DOMINANT STATION ON THIS CHANNEL, WWL, LICENSED TO LOYOLA UNIVERSITY, NEW ORLEANS, LA., APPEARS TO HAVE CONSENTED TO WHCU'S OPERATION DURING SUCH TIME.

Scanned from the National Association of Educational Broadcasters Records
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