

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

A. James Ebel, Editor, Station W I L L, Urbana, Ill.

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WALTER B. EMERY TAKES FCC EDUCATIONAL POST

Walter B. Emery, who has been Special Assistant to Commissioner Paul A. Walker for the past two and a half years, was today appointed to the legal staff of the Federal Communications Commission. In his new position he will specialize in legal matters pertaining to educational FM broadcasting.

Mr. Emery has been a member of the Oklahoma State Bar since 1933, and recently was admitted to practice before the United States Supreme Court. In 1935 he served as Secretary to Commissioner Walker and in 1936 was Special Attorney for the Commission during the Special Telephone Investigation.

He was Director of Radio Station WNAD at the University of Oklahoma from 1933 to 1935 where he also taught courses in radio speech and radio law. He has had wide experience in the field of radio education, having had charge of many educational programs broadcast over numerous commercial and non-commercial stations.

He holds an LL. B. degree from the University of Oklahoma and a Ph. D. degree from the University of Wisconsin. At the latter school he made special studies in communications and government, and during a part of the time while doing graduate work there was retained as a research man by the Wisconsin Power and Light Company.

He has taught at the University of Oklahoma, University of Wisconsin and Ohio State University, and has written for numerous educational journals. He is a member of the Radio Committee of the National Association of Teachers of Speech, and last year was Editor of Personnel Administration, the official journal of the Society for Personnel Administration in Washington, D. C.

WBAA HOLDS LISTENER'S CONFERENCE

WBAA sponsored a Listener's Conference at West Lafayette on November 15 which was well attended, well managed, and valuable to all. Tom Johnston opened the meeting with a warm welcome to all participants on behalf of Purdue. He stressed the importance and growing significance of radio in our daily lives and the greater importance of radio tomorrow. He concluded with the hope that listeners could be more articulate and listeners and operators be more understanding and helpful to each other.

Mr. Lynn Miller, principal of Jefferson High School, Lafayette, dis-

cussed the advantages of radio in enlivening and adding meaning to the curriculum. Discussion of preference for portable radios in old school buildings, expensive to equip with a central sound system, brought out many interesting points, among them being the proper use and the misuse of central sound systems.

Mrs. Greig told of the appointment of Mr. H. B. McCarty of WHA, Wisconsin, as Radio Chairman of the national PTA and of the six objectives for PTA radio work set up by him:

1. Make full use of Radio's present educational resources and privileges.
2. Encourage new uses of radio for education.
3. Stimulate alertness regarding new programs and developments in radio.
4. Develop greater understanding, tastes, and discrimination in radio programs.
5. Keep abreast of technical developments in radio.
6. Keep informed on international and short wave communications with educational and cultural programs.

She pointed out the cooperation of 19/22 of the stations in Indiana with PTA, producing 45 programs per school year. Only Anderson, at present, is not covered.

She outlined the Radio Script Service available for PTA groups, and mentioned The Baxters, PTA-sponsored series, resuming December 8 on NBC stations, and Home Is What You Make It, another PTA-sponsored programs series.

The vital, progressive interest in radio evinced by PTA, Federated Women's Clubs and others represented was most encouraging. They could all use more help in actual production, from station staffs, particularly commercial stations.

Miss Blanche Young, President of Region 3 of the ASR, outlined the duties of the radio representative in each school as follows:

Duties of the coordinator:

1. See that PTA chairmen, teachers, and others interested, have lists of radio programs of educational value each week or month.
2. Keep a check on equipment to see that it is kept in repair, available, and encourage its use.
3. Produce programs -- handling scripts, rehearsals, timing, etc.
4. Clear music (learn first about station licenses and clear with librarian of station).
5. Build radio library: book, transcriptions, periodicals.

(AER Journal and others).

The Radio Consultant must supervise for all schools in the system, himself or through coordinators:

1. The actual on-the-air broadcast.
2. The use of programs in the classroom.
  - a. In-service training.
  - b. Evaluation, utilization aids.

The story of Educational Broadcasting was one of the highlights of the meeting as presented by Dr. Clarence Morgan, Radio Director of Indiana State Teachers College.

Dr. Morgan outlined the failures, in general, of educational broadcasting in the 1920's, the interest taken by the networks in the late 20's and early 30's, and the realization today of the great amount of work necessary for both production and utilization. He outlined the manner of cooperating, in programs, with the service area of WBCW, an example of indeed rare commercial station cooperation, and after outlining the growth of radio at Indiana State Teachers College, from the "Old Memories Hour" to the present, suggested that groups like the PTA get suggestions from public service directors and experienced radio people on utilization of time offered, and on developing and planning programs.

In the final session of the day the future of educational broadcasting was discussed by NAEB President Schooley.

Prefacing his predictions by a brief review of the history of broadcasting, particularly in the educational field, in the past, Mr. Schooley spoke of radio's becoming the fifth estate, its frightening (Hitler, Mussolini, Tojo) and encouraging (educational and cultural) powers. He pointed out that used aright, it could be the Beacon of Democracy, fighting intolerance. He discussed the rare opportunity now offered educational institutions with the setting aside by the FCC of 20 FM channels, with the greater and better use of radio that will ensue if education doesn't miss the boat. He warned of the expense of television and predicted that because of this factor, it is still some years away on a national scale. He discussed facsimile, and the possibility of its simultaneous use of FM channels. And he covered the other new developments (Wire recorders, etc.) pointing the way to potential radio tomorrow.

He pointed out that Education's Own Stations can be the best protection America has against undemocratic use of radio. The need is great for interest and action on the part of educators and all people interested in democratic education and a democratic America.

Along with these fine talks were three films on AM, FM, and television plus a very fine classroom demonstration broadcast entitled "Citizens of Tomorrow Speak."



A REPORT FROM FM STATION WBKY

In the mailbag recently was a letter from Elmer Sulzer with some interesting information on the operation of the University of Kentucky's FM station WBKY. Elmer writes:

"Relative to our results with our present use of FM, all I could do is report as follows: There are supposed to be approximately 300 FM sets (able to receive the old band) in the listening area of our station which serves a radius of approximately 25 miles. However, as yet I have been able to secure the names of just about 25 of these owners which I bulletin at regular intervals, as you will note by the enclosure. These listeners are very enthusiastic about FM and we get quite a bit of telephonic response from them. We did not expect much of a listening audience on the old band and we have not been disappointed but we wanted to get our feet wet in the matter of transmitter operation as well as provide a broader training ground for good prospective students in radio. Our programs over WHAS and WLAP have improved as a result of this preliminary training. We are, of course, continuously attempting to raise our standards on WBKY and we feel that when we move to the new frequency and an audience develops equipped with receivers on the new band, we will be in a position to serve them well. You may be interested in knowing that WHAS' FM transmitter has been off the air temporarily for several months, so if we maintain our continuous operation, we can truthfully lay claim to be Kentucky's oldest FM station. We do not use our FM station in connection with our Listening Centers since, as you know, battery-operated FM receivers have not been developed as yet or at least I don't know about them if they have and our reception radius does not reach the mountains. We are, of course, looking ahead to the possibility of eventually serving these Centers through FM, if reception proves possible in the hills. This will be done either by higher power of our own station, relaying our programs to nearer FM stations in an educational network, or a combination of both methods."

WHCU ORIGINATES NOVEL BOND DRIVE IDEA

If you don't know the story behind WHCU's already nationally famous "Thanksgiving Victory Dinner" drive to have "Each home Give Thanks As It Is Able - With a Bond or Pledge on Every Table," here's the "inside" on a typical example of radio's community service.....

It began when Mrs. R. C. Osborn, chairman of the Tompkins County War Finance Committee, asked Michael R. Hanna, WHCU's general manager, if there wasn't something "special" the Cornell University radio station could do to give Tompkins' seventh and final bond drive a livening shot in the arm Thanksgiving Day was just one week away at the time.

Manager Mike called his WHCU staff together and put the problem squarely before the boys who do the planning, write the copy and put "radio" over the air. "You've done a whale of a job on the previous bond drives," Mike summed it up, "now dream up something fresh and hot - and QUICK!

"I'll give you 24 hours to line up some ideas." And, out of the several ideas presented, considered and discussed at that Saturday morning's idea conference, came the one of selling the special war's-end significance of this Thanksgiving Day.

To Theodore Howes, WHCU's publicity director, goes the credit for the "Thanksgiving Victory Dinner" idea epitomized in his catchy slogan: "Each Home Give Thanks As It Is Able - With a Bond or Pledge on Every Table," a slogan, incidentally, which was promptly borrowed by CBS radio stations as far away as Muncie, Ind., and by the Columbia Broadcasting System itself.

#### KSAC EXPANSION PLANS TOLD BY PRESIDENT EISENHOWER

When Milton S. Eisenhower, President of Kansas State College, comes to the studios of KSAC, it is like paying a visit to an old friend. President Eisenhower, as a member of the College staff in 1923-24, was one of the group of far-sighted men who prepared the way for the first broadcast of KSAC on December 1, 1924.

Concerning KSAC, President Eisenhower has this to say: "KSAC has brought everyday education into thousands of Kansas homes since the first broadcast in 1924. It should reach a much wider audience. As you know, we hope to increase the station's power from 1,000 to 5,000 watts by the installation of a new transmitter as soon as one becomes available. With this power we can cover the entire state effectively. We also hope to increase KSAC's hours of broadcast. Kansas State is fortunate in having this medium to reach rural and urban people of Kansas, and we plan to make it of the utmost service."

President Eisenhower knows the field of radio thoroughly. In 1926, he entered the career service of the federal government and became assistant to the Secretary of Agriculture. In this position, one of his first duties was establishment of the Radio Service of the Department of Agriculture. He was also responsible for the origination of the National Farm and Home Hour, in cooperation with the National Broadcasting Company.

#### STAFF EXPANSION AT WBAA

Your editor's face is red. After prodding the membership in general for over a year to send in information on their station, staff changes, etc., I mislaid a letter from Jim Miles last August which gave me the information on the new members he had added to the WBAA staff. With due apologies to Jim and his swell staff for the oversight here is the information.

There were three new members added to the staff last summer. The first of these is John Henderson as Production Manager. John worked with McCarty in his early days at Madison and since then, has had plenty of experience in both legitimate stage and radio. He came to the Purdue campus last fall to take over Gibbs Williams teaching job and, as of



July 1, has been at the station full time. However, he still teaches the radio classes they have.

The second appointee is Mrs. Gertrude Chang, the wife of a Chinese student working on his Doctorate here at Purdue. She was born and partially educated in China, graduated from Mills College and has her Masters Degree from the Columbia School of Journalism. She worked for some time as radio specialist with the Chinese News Service. She is doing a fine job of integrating the teachers' manuals and School of the Air programs in general.

The third appointee is Jo Bundy who is new to radio, hails from Rensselaer, Indiana. She is a graduate of DePauw School of Music and has taught public school music. She is acting as Musical Director of the station, organizing all our musical programs. Miles also managed to wrangle her an assistant, or music librarian.

#### NEW STAFF, EQUIPMENT, SPACE FOR WILL

Some of the plans for post-war expansion by WILL are on their way toward completion. The position of musical director left vacant by the departure of Lanson Deming is being ably filled by Kenneth Cutler, recently discharged from the Navy. Mr. Cutler studied at the American Conservatory of Music and in Paris under Marcel Dupre. Before entering the Navy he taught organ at the American Conservatory of Music and was organist and choir master at one of Chicago's largest churches. Ken has undertaken the job of building better musical programs for WILL. In the continuity department under Margot Morris are six part-time writers who devote their time to the preparation of the scripts for the daily program schedule. Rita Horn, Pat Barton, Kitty Hoffman and Ruth Breen handle the recorded and transcribed shows, Marilyn Murray takes care of the live musical shows, and Carol Shaffner writes script for the live shows other than musical. The addition of George Sharp to the staff as educational program director was mentioned in the last issue of the News Letter. Phil Spredding has joined the staff as announcer and acting producer. Phil is just back from Wright Field where he did technical radio work for the AAF. Besides producing several shows, he takes charge of the first two hours of daily broadcasting which includes light music, news, service information and a devotional by a campus minister. So much for staff changes.

A reorganization of the office space is also under way. The hall in the west wing of Gregory Hall will be closed off with a wall to make a large reception room for the radio station. All of the offices and studios will open off of this reception room. Facilities will also be provided for another small studio for recording or broadcasting script shows and discussion one with a limited number of participants.

To equip these facilities more adequately two new RCA professional model recording machines will be installed with thread section and all

the trimmings. A new control console will be installed in Studio B and the Studio B equipment will be moved into the recording room which also serves as a control room for Studio C and for the new Studio C'. Thus with the two sets of control and recording equipment in this control room it becomes possible to record two separate continuous programs simultaneously, or to broadcast from Studio C or Studio B while recording from any other of the studios. Two new RCA transcription tables will be installed in Studio B and the present table in Studio B will be moved to Studio C. This will provide three control rooms for originating record or transcription shows. All of these changes look toward the expansion of FM operations on FM station WIUC.

#### PTA'S NET SHOW "THE BAXTERS" BACK

On December 8, the National Congress of Parents and Teachers presents its quarter-hour program series, The Baxters, for the fourth consecutive year.

Marge and Bill with their children, Bud, Janey and Sandy, constitute an American family, like hundreds of thousands of real American families from one end of this country to the other. Listeners for the last four years have found interest and inspiration in these programs which dramatize the homey, practical phases of family living, with the joys and trials that drop up in the everyday task of bringing up children to be useful future citizens.

Program titles for the first thirteen weeks are as follows: "What Can We Substitute for War," "Dad's at Home Now," "Good Will Toward Men," "The Baxters Air Their Views on Military Training," "Sex Education Is Essential," "The Bobby Sox Brigade," "Should Sandy Go to Nursery School?," "I'm Out of Line," "The Menace of Divorce," "Good Manners Go Deep," "Let's Get rid of Prejudice," "How Much History are Children Learning?" and "Bud Bids for a Raise."

#### THIS AND THAT

WSUI is the first station in with their 1946 NABF dues. Orchids to Mrs. Martin who keeps a check on these things for WSUI and to Menzer for having an efficient staff member like Mrs. Martin...NO! Also indicated they were on the verge of paying off--how about you? Jack Goodman, formerly of WNYC and now with KALB in Salt Lake City, sends some interesting information on the use of radio and a wire recorder in the Salt Lake City schools.... glad to have Walter Emery with us in the FCC. He has the background which will allow him to appreciate the problems of the educational broadcaster.... There is a storm brewing on the Wood's bill to require newcasters to distinguish between statements of news and opinions.... The FM propagation storm is not brewing but it hasn't blown over yet either. Measurements reported by Zenith show that the signal strengths in the new band are decidedly inferior to those obtained in the old band.... FCC measurements at Laurel, Md., are to the contrary. Major Armstrong told the IRE in Rochester that (1) FCC curves for predicted average field intensities were not in accord with observations, since the



## NEWS LETTER.

average 45.5 megacycle signal as predicted and the average 91 megacycle only half as often. (2) FCC move will not eliminate interference, and (3) rural coverage is decreased so far as usable signal is concerned, since the 91 megacycle signal could be heard only thirty percent of the time, compared with an 85 to 90 percent reception of the 45.5 megacycle signal.... The Hams of the country are grouching about all the surplus property going to waste which they could use. They aren't alone in the complaint. Educational broadcasters and educational institutions would like some action from the surplus properties board. If you have any thoughts on how to get action, send them to the NABE surplus property committee-- Menzer and ye editor.... Basketball season once again which gives yours truly a chance to go traveling around the country in the capacity of announcer, engineer, spotter, and NABE representative.... Don't forget we want information from you on your technical limitations due to allocation, program information, and anything else which can be used in connection with the clear channel hearings in January. Send it now!!! How do you like the print on this month's News Letter. This is a special Christmas present to Mac up Wisconsin way. This is also the reason this News Letter is so late this month; we had to hunt all over town to find one of those "oldfashioned" typewriters to make the master (He said with his tongue in his cheek). I hope you all have a swell Christmas and that Santa fills your socks with programs, personnel, equipment, ideas, and to top it all off-- a lot of fun in 1946.

### WGST LICENSE NOT RENEWED

The Federal Communications Commission has refused to renew the Georgia School of Technology's license for radio station WGST in Atlanta. The school is operating the station under a temporary license that expires December 18. The commission tentatively denied the application for a renewal on October 20, but allowed twenty days for the filing of an exception. The Commission said the school has not protested the decision.

Georgia Tech was authorized to file a renewal application provided that it showed that it had terminated certain agreements with Southern Broadcasting, incorporated.

### FCC STILL SWAMPED WITH APPLICATIONS

There are presently on file with the Federal Communications Commission 463 applications for new standard (AM) broadcast stations and 211 applications for changes in existing standard (AM) facilities, or a total of 674 AM applications. There are likewise on file 707 FM applications and 142 television applications.

On October 23, 1945, the Commission designated 231 of the AM applications for hearing in 61 consolidated proceedings. It has since consolidated



dated nine more applications requiring four additional hearings. Hearings for these cases have been set on a staggered basis over a period of four months commencing November 19, 1945. Findings in these proceedings will be announced as promptly after the hearings are concluded as the complexities of the cases and limitations of staff will permit.

On November 14, 1945, the Commission placed in its pending file another group of 19 AM applications involving "breakdowns" of existing clear channels and notified the interested parties that their applications would not be further processed until after the clear channel hearing (Docket No. 6741), scheduled to commence on January 14, 1946, has been concluded.

The Commission proposes to process the remaining 415 AM applications (which have not been heretofore designated for hearing nor placed in the pending file) with as much dispatch as public interest will permit.

Among the AM applications on which no action has yet been taken a considerable number can probably be granted without a hearing. Where it develops, however, upon a detailed examination that a hearing is necessary, an effort will be made, wherever possible, to sandwich the hearing dates in among the groups to be heard during the next four months.

The Commission has already made 174 conditional FM grants and designated 11 FM applications for hearing. The remaining 522 applications for FM stations are being rapidly processed and further grants will be made and others consolidated for hearing from week to week.

--- Ebel

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