

NAEB NEWS LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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EDUCATIONAL INTERESTS WELL REPRESENTED AT CLEAR CHANNEL HEARINGS.

THE FIRST SECTION OF THE CLEAR CHANNEL HEARINGS, HELD JANUARY 14-17, BEFORE THE FCC BROUGHT FORTH THE FOLLOWING:

1. EDUCATIONAL STATIONS ARE DOING AN OUTSTANDING JOB OF PUBLIC SERVICE. EVERYONE WHO TESTIFIED DURING THE FIRST THREE DAYS OF THE HEARINGS INDICATED SATISFACTION WITH THE FARM AND PUBLIC SERVICE PROGRAMS OF THESE STATIONS, AND NOT ONCE WAS THERE ANY EVIDENCE OFFERED TO THE CONTRARY. EDUCATIONAL STATIONS ARE URGING THAT THE CLEAR CHANNELS BE BROKEN DOWN IN FAVOR OF MORE EDUCATIONAL FACILITIES WHERE MORE OVERALL BROADCAST SERVICE CAN BE SHOWN BY SUCH A CHANGE.

2. REGIONAL BROADCASTERS AND FARM ORGANIZATIONS ARE URGING BREAKDOWN OF THE CLEAR CHANNELS ON THE CHARGE THAT CLEAR STATIONS FAIL TO PROVIDE SATISFACTORY SERVICE TO RURAL AREAS.

3. THE USDA RECOMMENDS THAT FCC REQUIRE BROADCASTERS TO PROVIDE ADEQUATE AND SUITABLE TIME FOR FARM PROGRAMS--NOT ONLY EARLY MORNING HOURS. FURTHERMORE THEY CRITICIZE FARM PROGRAMS ON CLEAR CHANNEL STATIONS AS BEING OF NECESSITY TOO GENERAL AND NOT DIRECTED TO THE NEEDS OF THE LOCAL SITUATION.

4. TECHNICAL REPORTS INDICATE THAT CHANGES WILL BE MADE IN THE ENGINEERING REGULATIONS INVOLVING INTERFERENCE, COVERAGE, AND ALLOCATIONS IN GENERAL. MORE TIME IS NECESSARY TO COLLECT ALL THE NEEDED DATA.

5. CLEAR CHANNEL STATIONS HAD VERY LITTLE CHANCE TO PRESENT THEIR CASE BUT INDICATIONS ARE THAT THEY WILL SHOW THAT RATES FOR CLEAR CHANNEL TIME AREN'T ALWAYS GREATER THAN FOR OTHER CLASSES OF STATIONS, AND THAT CLEAR CHANNEL SERVICE CANNOT BE DUPLICATED OR REPLACED BY OTHER CLASSES OF OPERATION.

REPORTING DIRECTLY FOR EDUCATIONAL INSTITUTIONS WERE BOB COLEMAN OF WKAR, PRESIDENT BEVIS OF OHIO STATE UNIVERSITY, AND YOUR EDITOR FOR THE NAEB. BOB MADE A FINE PRESENTATION OF THE OPERATION OF A TYPICAL INDIVIDUAL EDUCATIONALLY OWNED AND OPERATED STATION. HE WAS ABLE TO POINT OUT NUMEROUS INSTANCES OF PUBLIC SERVICE WHICH STOOD UNDER MR. CALDWELL'S CROSS EXAMINATION. HE ALSO SHOWED THE SEVERE LIMITATION OF THEIR OPERATIONS DUE TO THE FACT THAT THEY OPERATED AS A SECONDARY STATION ON A CLEAR CHANNEL AND WERE NOT AUTHORIZED FOR NIGHT OPERATION AT ALL.

HOWARD L. BEVIS, CHAIRMAN OF THE RADIO COMMITTEE FOR THE ASSOCIATION OF LAND GRANT COLLEGES AND UNIVERSITIES URGED THAT (A) THE PRESENT SYSTEM OF CLEAR CHANNELS BE MODIFIED, (B) THAT THE SYSTEM BE NOT COMPLETELY ABANDONED (C) CLEAR CHANNEL STATIONS GIVING EXCLUSIVE COVERAGE TO REMOTE RURAL AREAS BE PROTECTED, (D) THAT CLEAR CHANNEL STATIONS SERVING AREAS

ALSO COVERED BY OTHER STATIONS BE AFFORDED PROTECTION ONLY FOR THEIR EXCLUSIVE AREAS. BOB HIGGY MADE A TECHNICAL PRESENTATION AT THE HEARING WHICH WILL BE REPORTED LATER WITH OTHER TECHNICAL MATERIALS.

THE STATEMENT MADE BY YOUR EDITOR AT THE HEARINGS IS ENCLOSED. OF INTEREST IN THIS CONNECTION WERE SEVERAL QUESTIONS ASKED CONCERNING THIS MATERIAL BY MR. CALDWELL. HE FIRST INQUIRED WHETHER I KNEW OF ALL THE EDUCATIONAL STATIONS WHICH HAD FALLEN BY THE WAYSIDE. THE ANSWER WAS AFFIRMATIVE. THEN HE ASKED WHAT ASSURANCE THERE WAS THAT THE SAME THING WOULD NOT HAPPEN AGAIN IF INCREASED FACILITIES WERE ASSIGNED. THE ANSWER WAS THAT FOR YEARS EDUCATIONAL STATIONS HAVE HAD TO STRUGGLE FOR FUNDS WITH WHICH TO OPERATE, NOW THEY HAVE TO STRUGGLE TO GET THE FACILITIES TO USE THE FUNDS WHICH ARE AVAILABLE. THE OTHER INTERESTING AND POINTED QUESTION WAS THAT IF ONLY THRU SUPER POWER AND CLEAR CHANNELS COULD THE LARGE RURAL AREAS BE SERVED WOULD WE BE IN FAVOR OF SUCH OPERATION. THE ANSWER TO THIS ONE WAS THAT IF THAT WERE THE ONLY POSSIBLE WAY SERVICE COULD BE GIVEN WE WOULD BE IN FAVOR OF IT BUT WE DIDN'T THINK THAT WAS THE ONLY POSSIBLE WAY--THAT'S WHY WE WERE REPRESENTED AT THE HEARING.

W N A D REPORTS TO N A E B.

JOHN DUNN HAS JUST COME THRU WITH ONE OF THE NICEST REPORTS ON STATION ACTIVITIES WE HAVE SEEN.

W N A D HAS UNDERGONE CONSIDERABLE CHANGES IN THE TWELVE MONTHS JUST PAST. THE FULL-TIME STAFF NOW NUMBERS TWELVE, WITH PART-TIME STUDENT ASSISTANTS. IN ADDITION, PLANS ARE NOW UNDER CONSIDERATION FOR A SEPARATE RADIO BUILDING TO HOUSE NINE STUDIOS PLUS A RADIO THEATRE AND AMPLE ADMINISTRATIVE, REHEARSAL, TECHNICAL AND RECREATIONAL SPACE. USING A QUARTERLY BASIS FOR PROGRAM PLANNING WHICH STILL CONTINUES TO BE A BIG FEATURE DOWN IN OKLAHOMA, A TOTAL OF FIFTY-THREE NEW PROGRAM SERIES WILL HAVE BEEN INSTITUTED BY THE BEGINNING OF SUMMER. IN ADDITION TO THIS A NUMBER OF YEAR-ROUND SUSTAINING PROGRAMS ARE CARRIED. PROGRAMS IN THE NEWER SERIES COVER SPEECH, HISTORY, SOCIOLOGY, MARKETING, GENERAL SCIENCE, LANGUAGES, ENGLISH AND SEVERAL OTHERS. AT PRESENT GERMAN, SPANISH, FRENCH AND PORTUGUESE CLASSES ARE BEING TAUGHT BY RADIO. EXTENSIVE USE OF LIVE MUSIC IS AIRED, DRAWING FROM UNIVERSITY ORGANIZATIONS, UNIVERSITY LABORATORY SCHOOLS, AND NORMAN, OKLAHOMA PUBLIC SCHOOLS. AND IN ADDITION TO ALL THE ABOVE ACTIVITIES, U. OF OKLAHOMA HAS BEEN GRANTED A CONDITIONAL CONSTRUCTION PERMIT FOR A 3,000 WATT F M STATION TO BE OPERATED IN CONJUNCTION WITH W N A D--ALL OF WHICH SHOULD KEEP JOHN AND HIS BOYS BUSY.

MADDY OUT OF AFM

THE FOUNDER AND DIRECTOR OF THE NATIONAL MUSIC CAMP AT INTERLOCHEN, MICHIGAN--DR. JOSEPH E. MADDY HAS BEEN EXPELLED FROM THE AMERICAN FEDERATION OF MUSICIANS UNION.

HE HAD BEEN CHARGED WITH "TEACHING MUSIC IN INTERLOCHEN AND THEREBY ENGAGING IN ACTS DETRIMENTAL TO THE UNION."

MADDY HAD BEEN A MEMBER OF THE UNION FOR 37 YEARS. HIS EXPULSION WAS MADE BY UNANIMOUS VOTE OF THE EXECUTIVE BOARD.

JAMES C. PETRILLO, AFM PRESIDENT, DID NOT PARTICIPATE IN THE DECISION.

INFORMED OF THE ACTION IN CHICAGO, DR. MADDY SAID: "AFTER 37 YEARS OF MEMBERSHIP IN GOOD STANDING, I HAVE BEEN EXPELLED FROM THE AFM FOR THE INNOCENT CRIME OF TEACHING MUSIC TO CHILDREN AT INTERLOCHEN.

"THE UNFAIR RULING IN MY EXPULSION IS A REPRISAL AGAINST ME PERSONALLY FOR DARING TO DISPUTE PETRILLO'S RIGHT TO CONTROL BROADCASTING AND THE MUSICAL EDUCATION OF THE CHILDREN OF AMERICA.

"IN SPITE OF PETRILLO'S EFFORTS TO OBSTRUCT THE DEVELOPMENT OF YOUTHFUL MUSICAL TALENT, THE NATIONAL MUSIC CAMP AND OTHER SCHOOL MUSICAL ORGANIZATIONS THROUGHOUT THE COUNTRY WILL CONTINUE TO FIGHT ANY AND ALL EDICTS THAT WOULD INTERFERE WITH THE RIGHTS OF EDUCATORS TO TEACH AND OF CHILDREN TO LEARN MUSIC."

MADDY ADDED THAT HE HAD NO IMMEDIATE COMMENT ON POSSIBLE APPEAL FROM THE BOARD'S DECISION.

VETERANS RETURNING TO W K A R.

THE COMING OF WAR IN 1941 BROUGHT A SERIOUS PERSONNEL PROBLEM WHEN, BY JUNE OF 1942 W K A R'S PROGRAM SUPERVISOR, SEVEN ANNOUNCERS AND FOUR OPERATORS LEFT TO JOIN THE ARMED SERVICES. NOW THESE MEN ARE RETURNING. FOUR HAVE ALREADY JOINED THE STAFF TO TAKE UP THEIR DUTIES AND OTHER VETERANS HAVE BEEN ADDED UNTIL THERE ARE NOW THIRTEEN SERVICE MEN AT W K A R.

THESE MEN HAVE EXPERIENCED MUCH DURING THEIR PERIOD OF WAR SERVICE. INCLUDED ARE A MAJOR AND TWO CAPTAINS FROM THE ARMY, A LIEUTENANT COMMANDER AND LIEUTENANT OF NAVY. THERE ARE ALSO TWO AIR MEDALS WITH CLUSTERS, TWO DISTINGUISHED FLYING CROSSES AND TWO PURPLE HEART CITATIONS. THE COMBINED SERVICE INCLUDES ACTION IN THE ALEUTIANS AND THE SOUTH PACIFIC AREA INCLUDING SAIPAN AND THE PHILIPPINES, AFRICA, ITALY, GERMANY AND FRANCE.

VETERANS, WHO HAVE COME BACK TO THE W K A R FAMILY, ARE ANNOUNCERS CHARLES ANTHONY, ROBERT SHACKELTON, HERBERT BODWIN, EDWARD BRINK, MILTON HAITEMA AND MERRILL WALKER; OPERATORS LINN TOWSLEY, JOHN BLAKESLEE, GEORGE FRASER, WILLIAM WINTERS AND ROBERT HOGLE, MUSIC LIBRARIAN ROBERT HUBER AND AGRICULTURAL EDITOR CARL MOORE.

NOVIK ENTERS PROGRAM CONSULTING FIELD.

MORRIS NOVIK, FORMER MANAGER OF W N Y C NEW YORK HAS BEEN RETAINED AS PUBLIC SERVICE CONSULTANT FOR THE HARRY C. WILDER STATIONS, W S Y R SYRACUSE, W T R Y TROY, AND W E L I NEW HAVEN. HE ALREADY HOLDS A SIMILAR POSITION AS CONSULTANT FOR FORMER MAYOR FIORELLO LA GUARDIA.

MR. NOVIK, WHO RESIGNED AS W N Y C HEAD COINCIDENT WITH THE CHANGE IN NEW YORK CITY'S ADMINISTRATION JANUARY 1, ANNOUNCED AT THE TIME THAT HE WOULD ENTER CONSULTING FIELD WITH PARTICULAR REFERENCE TO PUBLIC INTEREST PROGRAMMING. HE WAS ASKED BY MAYOR-ELECT WILLIAM O'DWYER TO REMAIN AS HEAD OF THE STATION, BUT HE DECLINED. HE HAD HANDLED MAYOR LA GUARDIA'S RADIO ASSIGNMENTS FOR THE PAST SIX YEARS, DURING HIS INCUMBENCY AS STATION MANAGER.

MORRIE HAS RECENTLY BEEN ELECTED AN ASSOCIATE MEMBER OF THE NAEB SO THAT WE WILL NOT LOOSE CONTACT WITH HIM, AND HE WILL MAINTAIN HIS CONTACT WITH EDUCATIONAL BROADCASTING.

FM BAND WILL STAY AT 88-108 MC.

FREQUENCY MODULATION REMAINS AT 88-108 MC, TROPOSPHERIC FADING NOTWITHSTANDING, THE FCC HAS RULED.

IN A BRIEF ANNOUNCEMENT RELEASED THURSDAY THE COMMISSION DENIED PETITION OF THE ZENITH RADIO CORP. AND GENERAL ELECTRIC CO. TO ALLOCATE THE 44-50 MC BAND TO FM IN ADDITION TO THE 88-108 MC BAND IN ORDER TO PROVIDE A BETTER RURAL SERVICE. TWO DAYS OF HEARINGS WERE HELD ON THE PETITIONS, WITH INDUSTRY ENGINEERS SUBSTANTIALLY IN AGREEMENT ON MEASUREMENTS MADE AT DEERFIELD, ILL., BY THE ZENITH CORP. AND THOSE AT ANDALUSIA, PA., AND PRINCETON, N. J., BY THE FCC.

IT WILL BE A WEEK OR 10 DAYS BEFORE THE COMMISSION ISSUES ITS FORMAL OPINION, SETTING FORTH THE REASONS FOR DENYING THE PETITION. IT WAS UNDERSTOOD, HOWEVER, THAT THE FCC FELT THAT FM IN THE 88-108 MC REGION WOULD PROVIDE AMPLE SERVICE FOR SOME TIME TO COME. EMERGENCY SERVICES ALLOCATED TO THE 42-50 MC BAND AND THE RESERVATION OF 44-50 MC FOR TELEVISION CHANNEL 1 ALSO ARE UNDERSTOOD TO HAVE PLAYED AN IMPORTANT PART IN THE DECISION.

W B A A RELEASES MAIL ANALYSIS.

W B A A IN ITS ANNUAL MAIL REPORT SHOWED A DRAW COVERING NINE NEIGHBORING STATES IN ADDITION TO 2039 PEICES OF MAIL FROM 328 INDIANA COMMUNITIES. NO BUSINESS CORRESPONDENCE OR SOLICITED MAIL WAS INCLUDED. JUDGING FROM THE REPORT, THE "LISTEN WHILE YOU WORK" PROGRAM, A VARIETY MUSICAL PROGRAM FOR HOMEMAKERS, SPOTTED FROM 10:00 TO 10:30 A.M. DAILY HAD THE BIGGEST DRAW. USING THE OFT QUOTED FIGURE THAT ONE CARD OR LETTER REPRESENTS 500 LISTENERS, MILES ESTIMATES THAT W B A A REACHED OVER A MILLION HOMES THE PAST YEAR.

THIS AND THAT

ORCHIDS TO THE FCC AND FCC COUNSEL ROSEL HYDE FOR THE MANNER IN WHICH THE FIRST SESSION OF THE CLEAR CHANNEL HEARING WAS CONDUCTED. IT WAS APPARENT TO ALL PRESENT THAT THEY WERE SEEKING INFORMATION AND NOT ALLOWING THE HEARING TO BECOME A SHOW-CASE FOR ANYONE'S PET PEEVES OR PRIVATE PHILOSOPHIES.OUR HAT ALSO GOES OFF TO LOUIS G. CALDWELL AS ONE OF THE LEADING LAWYERS OF THE LAND....ENJOYED THE COMPANIONSHIP OF BOB COLEMAN AND NORRIS GROVER OF W K A R WHILE IN WASHINGTON. GROVER, CHIEF ENGINEER FOR W K A R HAS SEEN A LOT OF RADIO IN HIS MANY YEARS AS AN ENGINEER AND CAN REALLY TELL SOME GOOD ONES ABOUT PAST HAPPENINGS....BOB HIGGY'S REPORT ON HIS MEASURING PROGRAM ON RADIO TRANSMISSION AFTER SUNSET SEEMS TO SHOW THAT THERE IS A GRADUAL INCREASE IN SIGNAL STRENGTH AT A DISTANCE AFTER SUNSET

AND THAT THE VALUES GIVEN AS AVERAGE FOR THE SECOND HOUR AFTER SUNSET ARE NOT NECESSARILY REPRESENTATIVE OF THE SIGNAL STRENGTHS RECEIVED PRIOR TO THIS TIME. ACTUALLY THIS MIGHT MEAN A POSSIBILITY FOR SOME LIMITED TIME STATIONS TO OPERATE ADDITIONAL TIME AFTER SUNSET..... THE THING WE CAN'T UNDERSTAND IN ALL THE DISCUSSION AND SPECULATION SURROUNDING THE EXPLORATION OF THE MOON BY RADAR IS THAT SO FAR NO MENTION HAS BEEN MADE OF CHECKING FOR CHEESE....FCC REPORTS INDICATE THAT K W L C IN DECORAH, IOWA IS GIVING UP PART OF THEIR TIME TO A NEW COMMERCIAL STATION COMING INTO THAT TOWN.....MAC'S APPLICATIONS FOR TWO FM STATIONS IN WISCONSIN ARE ON FILE WITH THE FCC. SHOULD BE SOME ACTION SOON.....THE BROADCAST ENGINEER-

ING CONFERENCE WILL BE HELD AGAIN THIS YEAR AT OHIO STATE. BETTER HAVE YOUR ENGINEERS ATTEND.... ALL THE LATEST IN ENGINEERING DEVELOPMENT FOR BROADCASTING WILL BE DISCUSSED BY RECOGNIZED EXPERTS... MY HUMBLE APOLOGIES TO ALL FOR THE LATENESS OF THIS NEWS LETTER. THE ANNOUNCEMENT BELOW WILL EXPLAIN THE INDECISION ON MY PART WHICH HELD UP PUBLICATION OF THIS ISSUE.

EBEL'S AMEN.

IT IS WITH DEEPEST REGRET THAT I ANNOUNCE MY RESIGNATION AS EXECUTIVE SECRETARY OF THE NAEB AND EDITOR OF THE NEWS LETTER. I HAVE ACCEPTED THE POSITION AS DIRECTOR OF ENGINEERING FOR THE PEORIA BROADCASTING COMPANY'S RADIO STATIONS AND WILL LEAVE THE SERVICES OF THE UNIVERSITY OF ILLINOIS. THOSE OF YOU WHO KNOW MY INTEREST IN EDUCATIONAL BROADCASTING WILL UNDERSTAND THE RELUCTANCE WITH WHICH I LEAVE AND ALSO THAT THE POSITION I'M TAKING OFFERS SUCH ADVANTAGES THAT I COULD NOT POSSIBLY PASS UP THIS OPPORTUNITY. THERE WILL BE EDUCATIONAL PROGRAMMING WORK IN CONNECTION WITH THIS NEW POSITION SO THAT I WILL WANT TO MAINTAIN MY CONNECTION WITH THE NAEB AS AN ASSOCIATE MEMBER. MY POSITION HERE AT WILL WILL BE CAPABLY FILLED BY JOHN BRUGGER AND UNDER THE GUIDANCE OF JOE WRIGHT AND NAEB PREXY FRANK SCHOOLEY, WILL WILL CONTINUE TO FORGE AHEAD AS ONE OF THE LEADING STATIONS OF THE MIDDLE WEST.

-----EBEL

Testimony before the FCC Clear Channel Hearing for the National Association of Educational Broadcasters

Presented by A. James Ebel, Executive Secretary of NAEB, Chief Engineer of WILL-WIUC, Assistant Professor of Electrical Engineering, University of Illinois, and Consulting Engineer

The National Association of Educational Broadcasters submits the following presentation to assist the Federal Communications Commission in its determination on issues 2, 5, 7, 8, 10 and 11. This association represents 24 active AM and FM educational broadcast stations. These are the stations that weathered the mass deletions of the twenties and the difficult days of the thirties which saw many fall by the wayside. Educational institutions pioneered in the technical development of radio broadcasting when it was in its infancy, and are now pioneering in the field of educational programs for the betterment of the people of the United States. Therefore, this association of active educational broadcasters feels qualified to submit the following resolution and discussion thereof for the consideration of the Federal Communications Commission.

RESOLUTION--The National Association of Educational Broadcasters, assembled at Chicago September 17-18, 1945, resolved to submit to the Federal Communications Commission its position with relation to the pending Clear Channel Hearing.

1. In its review of the evidence submitted at this hearing, the Commission is urged to consider the unique public services rendered by the educational and non-profit radio stations of the country.

A study of the record of these stations must reveal the type of service which is not duplicated by any other group of stations in the United States. Their operation is truly in the public interest, convenience and necessity.

2. The Association urges that the Commission seriously consider the contention that the principle of public service must prevail over the traditional yardstick of the protection of unreasonable coverage.

3. The resources of America's leading educational institutions should be available to all. Yet the broadcast facilities of these stations are at this time so limited in terms of power, frequency and hours of operation that only a portion of the available service is being broadcast.
4. Our members are ready and, because of years of broadcast experience, are able to carry on an expanded radio service.

The National Association of Educational Broadcasters respectfully urges that the rules regarding Clear Channel operation be revised. Revision should be such that full-time operation, sufficient power, and improved facilities be made possible in order to provide adequate service to listeners in those areas which the educational stations should rightfully serve.

To expand on this resolution, educational broadcasters accept without qualification the American system of broadcasting and at the same time believe that educational stations fill a need which is a weak spot in the American pattern. This type of broadcasting is interested in and directed to the individual listener, which in itself is a protection of the rights of the minority. The program yardstick is not the mass appeal so necessary to a successful commercial program, but rather the educational and cultural value of the program to the individual listener.

This hearing is to seek an engineering solution of the AM allocation problem especially with respect to clear channel operation. The fundamentals of engineering on which the FCC standards have been based have not changed. While it is true that receivers have been improved somewhat so that adjacent channel protection standards may be high, by and large the standards of interference have not changed. However, the weighting of the loss of service to one station by the

operation of another against the increased service provided by the other station has changed. The true engineering solution must consider both of these elements of the problem, each in its proper proportion as determined by the criterion of public service. The National Association of Educational Broadcasters therefore submits the following specific recommendations in addition to those outlined in the resolution previously mentioned. 1) Clear channel stations should be allowed to serve their primary sphere of influence, which in no case should extend beyond the primary trading area of the community in which the station is located. 2) Where it is shown that a definite loss of rural service will result from a breakdown of a clear channel and where it is shown that it is not possible to equal or better this rural service by the addition of new stations as a result of a breakdown of clear channels, such channels should be protected. 3) Wherever technically feasible, educational stations should be given Class II assignments on clear channels to provide adequate service to submarginal areas and to meet the need for educational programs which are often economically submarginal for the commercial station. Educational stations only are in a position to provide this service. In response to a questionnaire sent to all educational stations, the membership of the National Association of Educational Broadcasters stand ready to accept this obligation to improve broadcast service in this country.

Scanned from the National Association of Educational Broadcasters Records
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