

# N - A - E - B NEWS - LETTER

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Edited by Harold A. Engel, President  
Station WHA, University of Wisconsin, Madison, Wisconsin  
May 7, 1947

### SPRING MEETING DRAWS CROWD

The annual spring meeting of the NAEB held at Columbus, Ohio on May 3-4 in connection with the Institute for Education by Radio was acclaimed by old timers in the organization as one of the most successful on record. Most of the active station members and associate members were present to help lay the groundwork for a broader scope of activities by the Association.

Two business sessions, a banquet and numerous committee meetings combined to round out the conference. Special emphasis was given to FM planning, with emphasis placed on ways and means of extending the services to prospective as well as active FM applicants. President Engel appointed working committees. The recommendations and the action on them are reported here.

### REGIONAL PLAN SET UP

A committee consisting of Carl Menzer, James Morris and Harry Skornia was appointed and reported its recommendations received.

In line with a proposal by John W. Dunn of WNAD, Oklahoma University, for setting up six NAEB districts, the plan was adopted and a temporary chairman appointed for each district. Such appointees are to serve until the annual fall convention when the matter can be formally considered.

The purpose of the regional plan is to provide a closer-working organization to which members and prospective educational broadcasters may turn for help. It will also serve to stimulate the cause and strengthen NAEB by extending its membership.

The regions, their temporary chairmen, and the states are as follows:

REGION I --- M.S. Novik, 30 Rockefeller Plaza, New York, New York: Maine, New Hampshire, Vermont, New York, Massachusetts, Connecticut, Rhode Island, Pennsylvania, New Jersey, Maryland and Delaware.

REGION II --- Elmer Sulzer, WKBY, Lexington, Kentucky: Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Florida.

REGION III --- Jim Miles, WBAA, Lafayette, Indiana: Ohio, Michigan, Indiana, Illinois and Wisconsin

REGION IV --- Richard C. Hull, WOI, Ames, Iowa: Minnesota, Iowa, North Dakota, South Dakota, Nebraska and Wyoming.

REGION V --- John W. Dunn, WNAD, Norman, Oklahoma: Missouri, Kansas, Colorado, New Mexico, Texas, Oklahoma, Arkansas and Louisiana

REGION VI --- James Morris, KOAC, Corvallis, Oregon: Montana, Idaho, Washington, Oregon, California, Nevada, Utah and Arizona

Vice-President  
Robert J. Coleman  
WKAR  
East Lansing, Mich.

Treasurer  
W. I. Griffith  
WOI  
Ames, Iowa

Executive Secretary  
M. S. Novik  
30 Rockefeller Plaza  
New York, N. Y.

Waldo Abbot, Michigan  
John W. Dunn, WNAD, Oklahoma  
Richard B. Hull, WOI, Iowa State

Executive Committee  
Milford C. Jensen, WCAL, St. Olaf  
James S. Miles, WBAA, Purdue  
Russell Potter, Columbia

It is expected that various plans and methods will be used for uniting members and stimulating interest within the regions. Sub-meetings, state-chairmen and visits by members to neighbor institutions have been suggested for trial.

The June Newsletter will include a membership list by districts. Prospective members are urged to get membership application blanks from the regional chairmen or from the President's office. Monthly reports on memberships will be made.

#### CONSTITUTION CHANGES PROPOSED

Associate Memberships: It was recommended that Article II be amended by inserting after the word "dues" and before the statement "the annual dues of \*\*\*\*\*", the letter (A). This Section (A) to be followed by the following amendment to Article II. (B) The annual dues of associate members shall be \$5.00 per annum. This is in keeping with the practice followed in recent years without constitutional amendment. This publication constitutes notification of the proposed amendment. Official action will be taken at the 1947 fall meeting.

Robert Coleman, Frank Schooley and Burton Paulu comprised the committee to consider constitutional changes. It will continue its study and make a further report at the fall meeting on the status of associate and active memberships.

#### FM SERVICE COMMITTEE APPOINTED

A committee to determine the ways in which NAEB can best serve educational FM stations was set up. Members are Elmer Sulzer, Chairman; Valdo Abbot, Ralph Steeltle and William B. Levenson. The committee made a preliminary report and will make a more complete report at the fall meeting.

The present need is for assistance to prospective FM broadcasters. A questionnaire was prepared by the committee for guidance in individual cases. It was urged that information about prospective FM members be sent to NAEB.

The committee recommended that up-to-date information about the activities, both AM and FM, of all members be secured. A form was prepared for such a survey.

#### CLEAR CHANNEL NEGOTIATIONS

Richard C. Hull (Chm.) W. S. Morgan and Seymour Siegel, all representing day-time stations on clear-channel frequencies, constituted a committee to recommend action on the clear-channel problem.

The committee recommended that NAEB send the following telegram to the FCC at once:

"NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS IN CONVENTION PETITIONS THE FCC FOR ADDITIONAL TIME FOR THE PRESENTATION OF NEW AND SIGNIFICANT TESTIMONY BY MEMBER STATIONS DIRECTLY CONCERNED IN CLEAR-CHANNEL HEARINGS".

By resolution this action was approved and the telegram was sent.

#### FALL MEETING ARRANGED---OCTOBER 25-26

A recommendation for the 1947 autumn meeting was made by a committee consisting of Jim Miles (Chm.) John Blake and Lave Johnson.

It proposed that the meeting be held in Chicago on Saturday, October 25 and Sunday October 26, which is the time just before the School Broadcast Conference in that city. An informal opening meeting would be held on Saturday evening, with all-day sessions on Sunday, followed by a banquet on Sunday evening.

The recommendation was accepted by unanimous vote and the meeting will be held accordingly.

<p>MARK YOUR CALENDAR FALL NAEB CONVENTION CHICAGO - OCTOBER 25-26 1947 Let's all get together again!</p>
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## RESOLUTIONS

M. S. Novik (Chm.) H. H. Lonke, Wm. Senor, and Irving Merrill made up the resolutions committee which proposed that the following be adopted:

- (A) Be it **RESOLVED** that the NAEB hereby assembled petitions the FCC to make available additional periods of time for the presentation of new and significant testimony in the clear-channel hearings by the several member stations of the NAEB directly and indirectly concerned.
- (B) Be it hereby **RESOLVED** that the National Association of Educational Broadcasters report to members of the California Legislature that NAEB, representing 31 educational broadcasting stations throughout the nation, has examined the California Plan for Non-Commercial educational and Public Service broadcasting as set forth in Assembly Bill #1514. It approves the plan as a well-designed basis for public service broadcasting, and unanimously urges its enactment despite opposition.
- (C) **WHEREAS**, Radio stations belonging to Land Grant Colleges in Michigan, Wisconsin, Illinois, Iowa, Indiana, Ohio and Minnesota have associated themselves for the purpose of promoting exhaustive surveys to determine the effectiveness of their broadcasting programs in the field of agriculture, the National Association of Educational Broadcasters, believes that the findings of the proposed Midwestern Cooperative Regional Radio Research which they sponsor will prove of great value not only to the participating Land Grant Institutions, but also to all educational broadcasters. Therefore be it **RESOLVED** that the NAEB gives its fullest endorsement to the project and urges that it be instituted and carried to completion as rapidly as possible in the interest of better service to the people.
- (D) **WHEREAS**, Treasurer W.I. Griffith has long been faithful in his attendance at NAEB meetings his presence is greatly missed at this session, therefore be it **RESOLVED** that the NAEB express to Mr. Griffith its regrets at his absence, and with it the hopes of the members for the speedy recovery of Mrs. Griffith from her recent illness.

The resolutions were adopted.

## MEMBERSHIP

- (A) Discussion of the campaign for new members of the organization was continued. Action was taken to make possible more speedy approval of new members. The executive was empowered to carry the names of new applicants in the Newsletter, with the notation that said members will be considered as approved if no objection is received within 30 days.
- (B) Approval was given to the plan of pro-rating dues of new members on a month-to-month basis when applicants are received into the organization during the period between January 1 and the following January.
- (C) Motion was made and carried for a bulletin for promotion purposes, including application blank, to be compiled and printed for distribution through the Regional Chairmen. Jim Miles was authorized to compile the information for the bulletin, submit it to the executive committee for approval, and then arrange for printing.

ATTENDANCE AT MEETINGS

Representing educational institutions at the meetings were the following:

Burton Paulu, KUOM, University of Minnesota, Minneapolis  
Seymour N. Siegel, WNYC, New York  
W. S. Morgan, WNAD, University of Oklahoma, Norman  
Allen Miller, Rocky Mountain Radio Council, Denver  
Carl Monzer, WSUI, University of Iowa, Iowa City  
James F. Macandrew, WNYE, N.Y. Bd. of Educ. 29 Fort Greene Place, Brooklyn  
Harry Skornia, Indiana University, Bloomington  
George C. Johnson, Indiana University, Bloomington  
David Johnson, WCAL, St. Olaf College, Northfield  
H. A. Engel, WHA, University of Wisconsin, Madison  
H. B. McCarty, WHA, University of Wisconsin, Madison  
Jim Miles, WBAA, Lafayette, Indiana  
H. H. Leake, Oklahoma A&M College, Stillwater  
James M. Morris, KOC, Corvallis  
Hale Sparks, University of California, Berkeley  
Russell Potter, Columbia University, New York  
T. R. Johnston, Purdue University, Lafayette  
John Henderson, WBAA, Purdue University, Lafayette  
Frank E. Schooley, WLL, University of Illinois, Urbana  
Irving R. Merrill, KUSD, Vermillion, S.D.  
Elmer G. Sulzer, WBKY, University of Kentucky, Lexington  
Ralph W. Steele, WLSU, Louisiana State University, Baton Rouge  
Waldo Abbott, WATX, University of Michigan, Ann Arbor  
Maryland Wilson, Alabama State College for Women, Montevallo  
Richard B. Hull, WOI, Iowa State College, Ames  
Kenneth G. Bartlett, Syracuse University, Syracuse  
Robert C. Higgy, WOSU, Ohio State University, Columbus  
Robert J. Coleman, WKAR, Michigan State College, East Lansing  
A. E. Ives, Dartmouth, Hanover, N.H.  
William A. Coleman, WUV, Fordham University  
Graydon Ausmus, University of Alabama, University  
Louis Wirth, Faculty Exchange, University of Chicago, Chicago  
W. H. Ewing, WOSU, Ohio State University, Columbus

Other guests present included:

Commissioner Ray E. Wakefield, FCC, Washington, D.C.  
Commissioner Clifford J. Durr, FCC, Washington, D.C.  
Walter B. Emery, FCC, Washington  
C. A. Siepmann, New York University, New York  
Erik Barnouw, Columbia University, New York  
Franklin Dunham, U.S. Office of Education, Washington, D.C.  
Edward M. Brocher, WQQW, Washington, D.C.  
Donovan Rowse, British Broadcasting Corporation  
Mary Somerville, British Broadcasting Corporation  
Douglas Ritchie, British Broadcasting Corporation  
Charles Delafield, Canadian Broadcasting Corporation  
T. W. Bearup, Australian Broadcasting Commission  
Mlle. Berthe Steinberg, French Broadcasting System  
Allen Saylor, UAW-CIO, Detroit  
Bob Stephan, Cleveland Plain Dealer  
George Rosen, Variety Magazine  
Edwin H. James, Broadcasting Magazine  
Saul Carson, New Republic Magazine  
Jerry Franken, Billboard Magazine, New York  
Cy Wagner, Billboard Magazine, Chicago

*Please make a little*

## GUESTITORIAL

### How to Fill "Fill-Program" Time

With more and more educational stations being given grants--the question arises (particularly from the uninitiated) - "how do I fill all of the time the FCC expects me to be on the air." The answer may solve itself once with the talent immediately available performing the things they already know. But this is soon over---and the persons responsible become more aware of the problem of satisfying the monster time-satisfying the monster with palatable fare too.

Now let's suppose your new station proposes to broadcast from 8:00 AM to 10:00 PM, six days a week---that's 84 hours a week--How can I fill 236 quarter-hours or 168 half-hours each and every week 52 weeks a year?

Well, here's one way. Buy some services that cost relatively little---and require only partly trained help to handle. Then use these services to the fullest. For example: - Most transcription services will provide the music and continuity for about 25 hours a week of programs. Most news services will provide 18 hours a week of news, markets, sports, et cetera. Many transcriptions are available from private sources---BEC's "Freedom Forum" and "London Letter", French Radio's "Paris Newscel", Westinghouse's "Adventures in Research", G.E.'s "Excursions in Science", the Navy's "Winnic the Wave", the Army's "Proudly We Hail" and the VA's "Here's to Veterans". These, of course, are only a few---many others could be added by all present day educational broadcasters. I would estimate that at least 6 hours of programs weekly are available from these sources.

Let's add up:	Transcription service	25 hours
	News service	18 "
	Various transcriptions	6 "
	TOTAL	49 hours

49 of the 84 hours taken care of just like that! Sure, it will require some work---possibly the equivalent of one full-time clerk each week to handle these services. But what about the cost? Let's look at that too. These are estimates only:

	<u>Minimum</u>	<u>Maximum</u>
Transcription service	\$1200 yearly	\$1800 yearly
News service	1200 "	1800 "
Various transcriptions	free	free
TOTAL COST	\$2400 yearly	\$3600 yearly
One file clerk	1650 "	2000 "
TOTAL COST FOR 49 HOURS	\$4050 yearly	\$5600 yearly
Average per hour cost of service	\$0.95	\$1.45
Average per hour cost of employee	0.65	0.80
AVERAGE PER HOUR COST	\$1.50	\$2.25

All of which means that if you have a program budget of 15,000 yearly (exclusive of operating costs) you will only have spent 1/3 of your budget for nearly 2/3 of your time on the air. Conversely you can spend 2/3 of your budget on 1/3 of your time and improve the real thing we're trying to do namely---to present educational broadcasts that educate.

-----Jim Miles, Radio WEAA, Purdue

Next month's Guestitorialist: Russell B. Potter, Columbia University

### DIVIDE AND CONQUER

That was the technique which Hitler and his fanatic followers used to overrun their neighbors. They turned countrymen against their fellows---to their own sorrow.

Now we see the pattern again. Broadcasting headlines its lead story (April 21) "Durr Charges Colleagues With Laxity". This would tend to imply serious internal feuding, which a reading of the story itself fails to reveal. It is, in fact, convincing evidence that differences in opinion are a good thing---when the dissension is based on as sound a basis as those in this case.

If the FCC can be split internally, it will be easier to break down its creditable stand in relation to the radio rights of the American people and the responsibilities of broadcasters to them. The Commission members must not become mere pawns in a game. They must be permitted to work together---and disagree when they honestly do so---in the interests of the public they represent.

"Divide and Conquer"---remember that formula well.

### HANNA-WHCU WIN AWARD

Mike Hanna has scored again! His name and that of Cornell's WHCU won a Peabody Award for "Radio Edition of The Weekly Press". Sam Woodside, assistant to Hanna, did the quarter-hour program each Sunday, presenting comments, ideas, suggestions and personal items culled from the weekly papers.

This program was characterized as a step in the direction of bridging the gap between press and radio.

Congratulations to WHCU.

### OBOLER ASKS

In reply to a call for questions from a proponent of the "purely-for-profit-and-business" philosophy of radio, Arch Oboler poses a good one. He says (Variety, April 26, '47):

"-----Is it not true that if a larger percentage of the same cleverness and ingenuity which goes into entertainment was diverted into an education of our people, we would soon have an alert, informed voting majority which would make democracy work on all levels, and thus fill the terrible vacuum in our national life, a void which can never be filled by ephemeral entertainment or an increase of deep-freeze refrigerators or television receivers, which must be filled by giving a greater percentage of us the knowledge, and the opportunity of being of service in peacetime to our nation and to our world?"

### FCC REVOKES LICENSE

WOKO, Albany, will cease operation on August 31 as the result of a Supreme Court decision that the FCC has the right to refuse to relicense a station guilty of misrepresentations in its reports. WOKO concealed the fact that Sam Pickard, a former Federal Radio Commission member and former CBS vice-president owned 24% of the station's stock.

Two years of litigation followed the FCC decision. Meanwhile Pickard sold his stock for \$108,000.

This Supreme Court decision tends to strengthen the FCC power to regulate radio in the public interest.

NAEB INVITES TO MEMBERSHIP EDUCATIONAL INSTITUTIONS OPERATING OR  
ANTICIPATING THE OPERATION OF THEIR OWN AM OR FM BROADCASTING STATIONS.  
WRITE FOR AN APPLICATION BLANK.

### SMOKESCREEN IN CALIFORNIA RADIO

Following the disclosure in the press of plans by the broadcasters' associations of Northern and Southern California to kill off the plans of the University of California and the State Department of Education, the campaign has apparently gone under cover. Despite the assertions of non-opposition to educational broadcasting, the hearing on the enabling bill in the state senate was tabled (May 1). Without a highly geared machine to exert influence, it is difficult to understand how the recommendations and advice of respected and duly constituted educational interests can be so lightly brushed aside.

The tactics used followed the usual pattern. Delay---to keep the bill from coming up for a fair vote through a "survey" requiring time. Amendments----to remove from the bill anything which might in any way be offensive to the opposition. Aspersions----that the measure would have dire results if passed.

The delay would be brought about by authorizing a survey to determine whether or not a "need" existed for the proposed FM stations. Educational agencies previously studied the matter and made their report which showed the need and use.

Amendments were thrown in to confuse the issue. One such says "Communications facilities to the jurisdiction of Communications (Board) shall never under any circumstances be used for political, sectarian or propaganda purposes". The profundity of such thinking! It would leave the station with little except innocuous music to broadcast. Red Cross program or a talk on soil-erosion would be barred because they would fall within the definition of a "method for spreading a certain opinion or belief".

The seeds of suspicion sown through aspersions concerning auspices of the proposed stations took leaf in the California Senate Education Committee hearing (May 1) when Senator Jack Tenney (D-L.A.) "wondered whether programs would be guarded against Communism". Senator Chris Jespersen (R-Atascadero) protested, saying he would not "stand for having the University of California called communistic". In argument ensued, harmony was lost, the bill was tabled, and the proponents of the commercial opposition had won another heat.

The story of this California development---with the opposition running counter to the very thing which critical observers and enlightened broadcasters recognize as definitely "in the public interest" ---is a classic. It needs to be told in its entirety for the record!

### HITS AND MISSES

Now it's a "mischievous" document! The "Blue Book" scores again in the adjective column. (Broadcasting, April 21, '47).

"Radio is all the American people have left. We don't have the movies or the press. So the people had better hold on to the radio".

.....F.H. LaGuardia in the New York Post

"Repetition is the pernicious anoma of radio. The repetition of mysteries, of quizzes, of soap operas and of rowdy breakfasts results in \$64 morons".

.....Edward Weeks, Editor, Atlantic Monthly

"With the "ins" and the "outs" equally unstable and irrational, who is to be allowed to administer this heavy weapon, radio?"

.....Carroll Carroll, Variety, 'pr. 23 '47

Weapon oh, let's try disarming a bit!

Scanned from the National Association of Educational Broadcasters Records  
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