

N - A - E - B N E W S - L E T T E R

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

October 3, 1947

EDUCATIONAL STATIONS NEEDED-----WALKER

Commissioner Paul A. Walker, vice-chairman of the FCC, looks to the educational stations of the country as a force for the betterment of radio. In a recent letter he said:

"It is my personal opinion that educational broadcasting stations would be a tremendous impetus to broadcasting generally and would encourage and assist commercial stations through developing listening habits and greater audiences".

Continuing, he said: "There is no proper conflict between educational and commercial broadcasting".

The advent of FM, with abundant facilities assignments in most areas, has removed the real sore spot. The FCC, in its wisdom of providing a block of frequencies for non-commercial use, has paved the way for greater cooperation between broadcasters in the interests of the listeners.

LET'S PUSH IT!

Records of the FCC last week indicated the following as the status of non-commercial educational FM stations in this country:

- 6 licenses
- 36 construction permits
- 6 applications pending

Are we doing all we can to take advantage of our FM opportunity?

"NO", SAYS MILLER

Commissioner Clifford J. Durr asked President Justin Miller of the NAB if his Association is "taking an official stand in opposition to the establishment and operation of educational broadcasting stations by state universities and colleges and public school systems.

Miller said, "Definitely, 'No'," in a September 26 NAB release.

We're still waiting for an explanation of NAB attitude toward the commercial broadcasters' actions last spring which sabotaged the University of California's attempts to build non-commercial educational FM stations for public service.

CODES AGAIN

Before the convention applause has died away, there are rumblings of grave dissent over the proposed "code" for broadcasters.

Through the years self-improvement codes have come---and been virtually forgotten except to be dusted off and proudly hailed or re-adopted when critics appear on the scene. Now we have another code---replete with the ghosts of the past.

The effectiveness, in practice, of such codes is well illustrated in the Blue-Book studies. Don't expect much from this---or any other code---which is not fortified with strong enforcement provisions.

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

U.N. RADIO KITS OFFERED

Christopher Cross, U.S. Radio Liaison Officer for the United Nations offers NAEB members help with their air efforts in behalf of the U.N. in the form of radio kits.

The September 16 kit included the following scripts:

"Let's Talk It Over": three five-minute scripts. Interviews with farmer, veteran and doctor.

"Round Table": one 15-minute script for participation by local educator, woman, newsman and merchant.

"In the Common Interest": one 15-minute script for two local personalities.

"The General Assembly": one 15-minute script for interview with prominent local person.

Spot announcements: ten spots, 20 seconds.

To get on the mailing list for these free materials and regular day-to-day releases of news, write to Mr. Cross at Radio Division, Dept. of Public Information, United Nations, Lake Success, New York.

RADIO AT BYU

T. Earl Pardoe, Chairman of the Radio Committee at Brigham Young University at Provo, Utah reports on the activities of KBYU---the five-watt IBS station on the campus. The organization of this miniature station follows the regular station management plan---with a president, production manager, continuity writers, et cetera. The Speech Department is responsible for the activity, and a radio club serves as a feeder for personnel and program talent.

Six hours of programs per day will be provided from campus studios. It is planned to sell certain spot announcements to pay the operating costs. Campus musical groups, the lecture bureau, the drama department and the Extension Division all contribute to the program fare.

Student talent is encouraged in various ways. Radio majors participate in the year's series of 36 radio dramatic productions. Original radio skits are stimulated through prizes and special recognition.

Summing it up, Mr. Pardoe says: "We have no ambitions of at any time going commercial. We are vitally concerned in serving our community on the highest possible artistic and educational level."

THE LABOR MARKET

WANTED: Script and continuity writer. Half-time with opportunity to do University work toward degree. \$1500 for ten months' appointment. Write: Dean Frank T. Stockton, University of Kansas, Lawrence.

WANTED: Radio producer: full-time, \$228 per month to start. Open now. College graduate, production experience required. Write: Burton Paulu, Radio KUOM, University of Minnesota, Minneapolis. 2750

AFM O'KS SCHOOL MUSIC BROADCASTS

James C. Petrillo on September 23 in Chicago signed an agreement with the Music Educators National Conference and the American Association of School Administrators permitting school musicians to broadcast and to cut disks on a non-commercial basis. Though NAEB had been assured its interests would be safeguarded, no representative was at the conference. Non-commercial stations have heretofore enjoyed freedom in musical matters, and the situation remains unchanged by the Chicago pact.

DUNHAM ANSWERS McCARTY

In a rebuttal to H.B. McCarty's guestitorial last month, Franklin Dunham, radio chief for the U.S. Office of Education, has this to say:

"I read your Guestitorial in the current issue of the NAEB NEWS-LETTER. It is in your usual best style and is just what the doctor ordered---and what the country needs."

"Candidly, I don't believe anyone's foot is on the brake. I rather think we are actually in second speed going up hill in a 1939 car which is doing very well after 8 years of abnormally tough going in a very much confused country---and world. Like you, I would like to see us get a new 1948 model. I don't think it will be so changed that we will have to learn to operate it all over again. Personally, I don't care very much whether it will go 80 miles an hour. I would settle for 40 and have it get me there. Perhaps it is time now to revise our ideas on how to sell the FM package. As old Doc Winship used to say 'Never get in a rut for all ruts run down hill'."

FIGURELLO LaGUARDIA

The final chimes have sounded for a fighter for the cause of public service broadcasting. "The Mayor" knew the importance of an uncontrolled radio and put his convictions into action as he vigorously defended New York City's WNYC against those who would prostitute its use.

To be remembered is his advice: "Radio is all the American people have left. We don't have the movies or the press. So the people had better hold onto to radio."

WBAA OPENS AIR SCHOOL

The Purdue University School of the Air begins its fourth year of organized school broadcasts with 15 programs for elementary and high school grades. John Henderson, WBAA educational supervisor, who has handled all School of the Air planning for the past three years, added two staff members, Eden Gray and Carole Carlson, to assist with the increased schedule this year.

Dramatic programs, using elementary school, high school, and college talent, are innovations this year. Auditions for very young actors and actresses brought a deluge of youngsters to the station. Among the programs to be dramatized are: "Lady Storyteller", "History Highlights", "Mathematics School", and "Your Indiana".

ALABAMA COLLEGE PUBLISHES SCRIPTS

Alabama College for Women at Montevallo, has published a book of script digests from its "Feature Page" series of broadcasts over WAPI and stations of the Alabama Network between October 1945 and April 1947. Miss Maryland Wilson, radio director for the College, did the editing, and state history is the central thread around which the series is motivated. This is a good example of the unique type of programs an institution can provide in the public interest.

ALABAMA PROGRAMS

The University of Alabama will open its broadcasting week each Sunday with the "Alabama Roundtable"---a half-hour discussion of state problems by experts. Week-days from 1:45-2:00 P.M. a variety of programs is to be offered: Monday--"For the Home(Home Econ.); Tuesday, "The Peter T. Allens" (PTA); Wednesday, "Little Concerts" (University Music Dept.); Thursday, "Your University"; Friday, "Life and Health". All feature state interest, according to Graydon Ausmus' report.

WUOA are the call letters assigned to the University of Alabama for the projected FM station on the campus.

HAVE YOU MADE YOUR RESERVATIONS FOR THE NAEB CONVENTION IN CHICAGO? DON'T MISS IT! OCTOBER 25-26-27, 1947
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EDITORIAL

STRAWS IN THE WIND

The storm warnings are up!

Echoes emanating from a recent radio conclave indicate that the barometer is falling fast. Broadcasters, flushed with the strength of business success, are ready to demand that they be freed from virtually all governmental program review, and that the Federal Communications Commission become merely a traffic policeman for the technical aspects of radio.

In the hysteria of the occasion, this doubtless sounded good to opportunists who refuse to tone down the cash register clatter for the sweeter music of programs truly in the public interest. To the critical observer, who recalls that the air lanes are public property used license-free through the grace of the people, the broadcasters' new defiant attitude is a warning. One is reminded of the words of Spencer:

"It is a dark sign when the owner is seen growing poor,
and his steward is found to be growing rich".

"Self-rule" is the cry, as the industry proposes to ram through Congress a measure to divest the FCC of practically all control over what may be broadcast. The industry would have carte blanche to follow its own dictates. Listeners would be left without recourse in the event of recurring abuses.

This is not "The American Way". It smacks of special privileges for the few favored with license-free grants on the public domain. Why does the steward demand to be the master? What evidence have broadcasters given that they are capable of responsible self-rule?

A new code is proposed, but it---like earlier versions which bloomed to stem criticism of abuses before fading---is doomed before it is adopted. Already it is being openly opposed because of conditions it prescribes. Adherence to the code with its non-definitive provisions would be purely voluntary, and without compulsion, general compliance would be contradictory to human nature. Can better compliance be expected of a voluntary code than is shown by the record of conformity to the Radio Act, under which stations are licensed to operate?

The quasi-public aspects of broadcasting cannot be ignored. The public has a larger stake than it realizes. Huffing and puffing phrases such as "freedom of speech", "censorship", "free enterprise", "dictatorship" and other propagandistic terms are intended to becloud the real issues.

This is a time for straight thinking and straight talk.

The storm warnings are up!

Harold A. Engel
President, NABE

NAEB MEMBERSHIP BY REGIONS
(as of October 1, 1947)

<u>CALL</u>	<u>INSTITUTION</u>	<u>ADDRESS</u>	<u>DIRECTOR</u>
<u>REGION I -- Chairman, M. S. Novik</u>			
WNYC-FM	Municipal Broadcasting System	New York, N.Y.	Seymour Siegal
WHCU	Cornell University	Ithaca, N.Y.	Michael R. Hanna
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WRUL	World Wide Broadcasting Found.	New York, N.Y.	Walter S. Lemmon
WCUV-FM	Columbia University	New York, N.Y.	Russell Potter
WHAZ	Rensselaer Polytechnic	Troy, N.Y.	W. J. Williams
(ASSOC.)	U.S. Office of Education	Washington, D.C.	Frank Dunham
(ASSOC.)	Pennsylvania State College	State College, Pa.	J. O. Keller
(ASSOC.)	Melvin R. White (Univ. of Md.)	College Park, Md.	
(ASSOC.)	M. S. Novik	30 Rockefeller Plaza New York, N.Y.	
(ASSOC.)	Syracuse University	Syracuse, N.Y.	Kenneth G. Bartlett

REGION II -- Chairman, Elmer Sulzer, WBKY

WRUF	University of Florida	Gainesville, Fla.	Garland Powell
WBKY	University of Kentucky	Lexington, Ky.	Elmer Sulzer
WUOA	University of Alabama	University, Ala.	Graydon Ausmus
(ASSOC.)	Alabama College for Women	Montevallo, Ala.	Maryland Wilson
(ASSOC.)	University of North Carolina	Chapel Hill, N.C.	Earl Winn

REGION III -- Chairman, Jim Miles, WBAA

WUOM	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
WKAR	Michigan State College	East Lansing, Mich.	R. J. Coleman
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WBEZ-FM	Chicago Radio Council	Chicago, Ill.	George Jennings
WBOE-FM	Board of Education	Cleveland, Ohio	Wm. B. Levenson
WHA	University of Wisconsin	Madison, Wis.	H. B. McCarty
WILL-FM	University of Illinois	Urbana, Ill.	Frank Schooley
(FM)	Indiana State University	Bloomington, Ind.	H. J. Skornia
WBAA	Purdue University	Lafayette, Ind.	Jim Miles
(ASSOC.)	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
(ASSOC.)	Jim Ebel	Peoria, Ill.--WBBD	

REGION IV -- Chairman, Richard C. Hull, WOI

KWLC	Luther College	Decorah, Iowa	Karl Hanson
WCAL	St. Olaf College	Northfield, Minn.	M. L. Jensen
WSUI	State University of Iowa	Iowa City, Iowa	Carl Menzer
KUSD	University of South Dakota	Vermillion, S.D.	Irving Merrill
KUOM	University of Minnesota	Minneapolis, Minn.	Burton Paulu
KFJM	University of North Dakota	Grand Forks, N.D.	Donald L. Robertson
WOI	Iowa State College	Ames, Iowa	Richard C. Hull
(ASSOC.)	Drake University	Des Moines, Ia.	E. G. Barrett

<u>CALL</u>	<u>INSTITUTION</u>	<u>ADDRESS</u>	<u>DIRECTOR</u>
<u>REGION V -- John W. Dunn, WNAD</u>			
KFKU	University of Kansas	Lawrence, Kan.	Frank T. Stockton
KOAG-FM	Oklahoma A & M College	Stillwater, Okla.	H. H. Leake
WLSU-FM	Louisiana State University	Baton Rouge, La.	Ralph W. Steetle
KWGS	University of Tulsa	Tulsa, Okla.	Alan Beaumont
WNAD	Oklahoma University	Norman, Okla.	John W. Dunn
(ASSOC.)	Rocky Mt. Radio Council	Denver, Colorado	Allan Miller
(ASSOC.)	Oklahoma College for Women	Chickasha, Okla.	Francès D. Davis
(ASSOC.)	East Central State College	Ada, Okla.	Oscar L. Parker

REGION VI -- James Morris, KOAC

KWSC	State College of Washington	Pullman, Wash.	Fred Hayward
KUSC-FM	University of South. Calif.	Los Angeles, Calif.	Wm. H. Sener
KOAC	Oregon State College	Corvallis, Ore.	James Morris
(ASSOC.)	University of California	Berkeley, Calif.	Hale Sparks
(ASSOC.)	University of Washington	Seattle, Wash.	Edwin H. Adams
(ASSOC.)	University of Hawaii	Honolulu, T.H.	Joseph Smith
(ASSOC.)	Brigham Young University	Provo, Utah	T. Earl Pardoe

(Please report corrections or changes promptly)

MEMBERSHIP APPLICATIONS

The publication of the following applications for membership in the National Association of Educational Broadcasters constitutes notice to all members. Unless negative votes are received within thirty days, all members will be recorded as voting in favor of granting such membership, and the Constitutional required will thus be complied with.

FOR ASSOCIATE MEMBERSHIP

Oklahoma College for Women	Chickasha, Oklahoma	Dean Frances D. Davis
Melvin R. White	University of Maryland	College Park, Md.

MEMBERSHIPS ACCEPTED

Brigham Young University	Provo, Utah	T. Earl Pardoe
University of North Carolina	Chapel Hill, N.C.	Earl Winn

OKLAHOMA COLLEGE FOR WOMEN - Located at Chickasha, Oklahoma, this institution broadcasts frequent dramatic and musical programs over KWCO, the local commercial station. The activity is under the supervision of Dean Frances D. Davis, of the School of Fine Arts.

MELVIN R. WHITE

"Mel" was formerly vice-president of NAEB and is now concerned with the "furtherance of broadcasting activity" at the University of Maryland (Dept. of Speech and Dramatic Art), College Park, Maryland. His earlier radio activities found him Production Director of KWSC, Director of the broadcasting service at Indiana University, and dramatics producer at the University of Wyoming. He reports that Maryland does broadcasts of athletic events and occasional "specials". "Further activity is planned for the future", says Mel, and you can look for things to begin to happen.

WE'LL SEE YOU IN CHICAGO

This month our annual fall meeting will be held in Chicago. The program is outlined on the next sheet. George Jennings and WBEZ will serve as member-hosts at this Convention which immediately precedes the 11th Annual School Broadcast Conference.

A top-notch program has been arranged----and we have considerable Association business to take care of. To make the meeting a success a really big attendance is needed. Early reports indicate that this will be the largest NAB meeting ever held---even surpassing the record turn-out at Ohio last May. Several old-timers are bringing with them younger staff members. This is a splendid device for strengthening a station staff by giving a better understanding of the over-all picture.

Look at the program. Everyone should hear those speakers and become personally acquainted with our guests and fellow members. It still isn't too late to make hotel reservations. Write: Sheraton Hotel (formerly Continental), 505 N. Michigan Avenue, Chicago, Illinois. This is the convention hotel where the meetings will be held.

Here you have an opportunity to attend two conventions on one trip. Take it!

We'll see you in Chicago!

KFKU PLANS EXPANSION

Dean Frank T. Stockton of the Extension Division at the University of Kansas, reports that efforts are being made to expand the operations of KFKU to full-time. He says, "I am anxious to make KFKU a strong and worthy member of the educational broadcasting group."

Miss Mildred Seaman is program director for the station. Additional personnel is sought to help with the enlarged activities. Harold Ingham, who is known to many NABers, is now engaged full-time in other activities.

HITS AND MISSES

The "curfew" on crime shows on the air before 8:30 P.M. may keep the little dears up an hour longer to hear their "favorite" programs.

Behind the 8-Ball may be a good description of the plight of "kid-programs" producers if they adhere to Item #8 of the proposed NAB code which says: "No program or episode should contain material, or end with an incident which will create in the child's mind morbid suspense or other harmful nervous reactions."

Things are slipping. It was recently noted that one issue of a well-known "trade publication" neglected to wave the "freedom of speech" headlines!

Why, if the Blue Book is all wrong as its critics imply, do broadcasters continue to point proudly to their new activities along the lines recommended in this much maligned opus?

"E.Q."---that's the new enthusiasm quotient you'll be hearing about. Gallup radio surveys now under way will sample the "qualitative aspects" of radio to find the EQ for radio performers.

Introspection is a good thing. If "American Radio" would stop arm wrenching through patting itself on the back and do a bit of spade work in the good earth of basic values, the listeners---as well as the industry---would profit thereby.

SPOTS-BEFORE-YOUR-EYES DEPARTMENT: Word has leaked out that more than 26,000,000 spot announcements were broadcast last year by American radio stations. We thought it must be even more than that!

CONVENTION

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
October 25-26-27, 1947
Hotel Sheraton(Continental), Chicago, Illinois

Saturday, October 25

8:00 - 11:00 P.M.

Informal Evening

Sunday, October 26

10:00 A.M.

Facilities, Budgets and Standards for the Educational Station
....Harry Skornia, University of Indiana

F.C.C. Services to Educational Broadcasting
....Benedict P. Cottone, F.C.C. Chief Counsel

U.S. Office of Education Radio Services
....Franklin Dunham, Chief, U.S. Office of Education

2:00 P.M.

The Commission and Educational Radio
....Commissioner Clifford J. Durr, F.C.C.

FM Large-Area Coverage Potentialities
....C. M. Jansky, Jr., Consulting Radio Engineer

N-A-E-B- Services
....Richard B. Hull, WOI, Iowa State College

4:30 P.M.

Business Session---(Members) Election of Officers

6:30 P.M.

Banquet

Guest of honor: Dr. Lee de Forest, "The Father of
American Radio."

Monday, October 27

9:00 A.M.

Business Session---(Members)

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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