

N - A - E - B NEWS - LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

LOUISIANA UNIVERSITY
HAS NEW STATION
WLSU-FM

Edited by Richard B. Hull, President
Station WOI, Iowa State College, Ames, Iowa

N A E B ORAL ARGUMENT
CLEAR CHANNEL HEARING
JANUARY 19

JANUARY 1, 1948

NEW CHAIRMAN AND NEW MEMBERS ON FEDERAL COMMUNICATIONS COMMISSION

Wayne Coy, director of the Washington Post radio stations WJMX and WJMX-FM was sworn as new chairman of the FCC December 29, 1947. One time assistant to the late President Roosevelt, Coy replaces former Chairman Denny who is now with NBC. Formal nomination will be sent by President Truman to the Senate. Senator Taft and GOP Chairman Carroll Peerce is said to oppose his appointment. (Coy is a Democrat, originally from Indiana)

George Sterling, former chief engineer of the FCC has been appointed to succeed E. K. Jett on the Commission; Jett resigned his post to take a position as president and director of the Baltimore Sun Papers Radio Division. (Sterling is a Republican from Maine). Sterling's appointment will be sent to the Senate for confirmation along with that of Coy.

R. F. Jones (Republican, Ohio) and E. M. Webster (Democrat, Washington, D.C.) were new appointees to the FCC last year. This now brings the FCC to its full complement of 7 members. Old members include Clifford Durr (Democrat, Alabama), Paul A. Walker (Democrat, Alabama), and Rosel H. Hyde (Independent, Idaho).

Retiring Commissioner Jett had been with the FCC and its predecessor, the Federal Radio Commission, for 19 years. His association with radio dates back to 1911 when he joined the Naval Service of the United States. Jett's entire career with the Nation has been devoted to work in the radio field. During the war Jett was Chairman of the Coordinating Committee of the Board of Wartime Communications. He leaves a record of long, faithful, and intelligent service as an outstanding civil servant.

EDUCATIONAL RADIO HIGHLIGHTS IN THIS ISSUE

Louisiana State's New Station....2	FCC Clear Channel Complications....7
WNYC FM-Network Planned in East...3	N-A-E-B "Clears" Warned.....8
"Aussie" Radio Director in U.S....4	Religious Radio Workshop (N.Y.)...9
Educators Drop Station Grants....5	N-A-E-B Personal Notes.....10
Columbia U. Proceeds with FM.....5	Voice of America Okayed.....11
Schools Protest Petrillo Ban.....6	Hints for Program Managers.....15
Maddy Predicts ATM Break-up.....7	FCC Educational Actions.....17

N "...the radio, the press, the motion picture--each of these devices count their listening, reading, viewing audiences in the millions (they)... N

A can rise no higher, achieve no more significance, can reflect no more under- O

E standing or depth of purpose than the level of those who operate them." E

B "Radio, in itself, is neither good nor bad; it simply reflect the desires, E

beliefs, and ambitions of those who operate it." M

VICE-PRESIDENT
JOHN DUNN
WNAD, UNIVERSITY OF OKLAHOMA
NORMAN, OKLAHOMA

TREASURER
W. I. GRIFFITH
WOI
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WILLIAM SENER, KUSC-FM, CALIFORNIA

N-A-E-B SALUTES LOUISIANA STATE UNIVERSITY'S NEW STATION, WLSU-FM

Louisiana State's WLSU-FM Joins the N-A-E-B Parade

Station WLSU-FM greeted the 1947 Yuletide season with a new FM station operating on 91.7 megacycles. Housed in one of the most modern studio and transmitter buildings in the United States, WLSU-FM now takes its place with other non-commercial, educational, and public service stations of such institutions as Ohio State University, the University of Wisconsin, the University of Illinois, Purdue University, and the University of Michigan.

Broadcast Testing Began October 16

Station WLSU-FM commenced testing operations last October, officially taking the air during the recent holiday season. Currently transmission is from a 90 foot tower; meanwhile construction is progressing on a 400 foot guyed supporting structure for the FM antenna. Already, however, from the 90 foot radiation point, reports are being received from points as far away as New Orleans. A much greater coverage is expected from the 400 foot mast.

Congratulations to Ralph Steetle

The National Association of Educational Broadcasters offers its special congratulations to WLSU-FM's director, Ralph Steetle, for sound results from sound planning, and a good job well done.

Steetle, who is director of N-A-E-B Region V, points out that WLSU-FM, licensed to the LSU Board of supervisors and operated by the General Extension Division, is in the truest sense of the word an "all-university station," and an "all-state station."

WLSU-FM, a charter member of the Louisiana Association of Broadcasters, is committed to the development of public-interest programs, and experimentation in the techniques of presentation. Thus it is not in competition with commercial radio stations from the programs it develops and the effective techniques it discovers will be available to all stations in the state.

WLSU-FM is committed to a sound Radio Workshop training program and believes the training and experience gained by qualified students from the stations operations is a valuable by-product.

"Radio," Steetle believes, "can be an emotional force in the creation of desirable attitudes. Radio can add authority. Through its space conquering nature, radio can emphasize the truth in the phrase, "one world."

WLSU-FM Facilities Ranked High in United States

The LSU studios and transmitter are housed in a special building on Dalrymple Drive in Baton Rouge, Louisiana. Here are a transmitter room, workshop, office, two studios, an announcer's booth and control room for daily operation. The set-up is said to be one of the most perfectly built low-cost radio stations in the U.S.

Auxiliary WLSU-FM studios are maintained in the Music and Dramatic Arts Building and the LSU campus, connected to the transmitter building by high-fidelity telephone lines. Additional studios are planned to the Band Hall.

LSU-FM Staff has Basic Staff of 13

Operation of the station is under the direction of Ralph Steetle (NAEB Director for Region V), assisted by Program Director, Lucile Ruby; Chief Engineer, E. L. Gibson; Continuity Editor, Martha Warner Matrailler; Script Writer, Frances Jones Butler; Transcription Librarian Vivian Dyer Thornton; and Office Manager, Mrs. Sally Chappuis. In addition the staff includes two transmitter engineers, George Perry and James Ford; two control operators, Kenneth Byrd and Thomas O'Quinn; two announcers, Buddy Campbell and Franklin Lewis, assisted by qualified students.

Louisiana Radio Development Planned Since 1945

First formal steps toward LSU-FM development were taken April 7, 1945 when the Board of Supervisors resolved to authorize the General Extension Division to apply for a construction permit from the FCC. Prior to this a great amount of preliminary planning and investigatory work had been done. The former director of General Extension, Dr. Marion B. Smith and the Dean of the University, Major Fred C. Frey had directed preliminary studies. Dr. J. W. Brouillette, director of the General Extension Division together with two acting directors of radio, Miss Charlotte Searles and Miss Nora Landmark conducted the research and made all preliminary preparations for FCC application. The late Dr. William B. Hatcher lent the project his warmest support.

Why Frequency Modulation?

The University chose to construct an FM station rather than an amplitude modulation station because FM is the newest and finest form of the broadcast art. LSU feels that FM is superior to ordinary radio; it will in 5 to 8 years, to a large extent, replace radio as we know it now. FM high fidelity with its capacity for authentic reproduction of music and its static-free characteristic were important considerations.

NYC-FM NETWORK PLANNED SOON ON EASTERN SEABOARD

Plans for an Eastern FM network to emphasize educational and public service programs are being developed by Seymour Siegel, director of WNYC, New York City municipal station.

The proposed network is to be purely an "off-the-air" operation without actual physical connections. The Continental Network, now in operation, uses the same method for some of its pick-ups.

The non-commercial, public service network, keyed by Station WNYC, will have coverage in 3 or 4 Eastern states. The City of New York is expected to further participate through the City Education Department's Station, WTE-FM.

The National Association of Educational Broadcasters (N-A-E-B) will cooperate in the development, and will have an announcement on further extension of the network in an early Newsletter.

Nearly all of the N-A-E-B AM stations, notably those in Iowa, Minnesota, Illinois, Michigan, Ohio, Wisconsin, and Indiana are in the process of planning, constructing or operating FM stations in addition to their AM outlets.

AUSTRALIAN FARM RADIO DIRECTOR VISITS THE UNITED STATES

John Douglass, Director of Rural Broadcasting, Australian Broadcasting Commission, was in Washington, D.C., the first week of the New Year, visiting the United States Department of Agriculture, transcribing programs including an interview with Secretary of Agriculture Clinton Anderson, for Australian re-broadcast. He has been doing spade work toward getting more cooperation with farm broadcasters in various countries. His visits here followed the visit of Wallace Kudderly, former radio chief for the USDA to Australia last summer.

Douglass would appreciate having accounts of N-A-E-B rural broadcasting activity forwarded to him at the A.B.C. Building, William Street, Sydney, Australia.

Australia's radio farm director reports his chief interest was to see and investigate U.S. Farm radio. He reports he likes the "friendly approach" but not the "super-super-sponsored-pusher." He liked those farm broadcasters who had a good story to tell--an interesting important agricultural story--in a way that would hold the urban audience and also included important technical material.

Outside of farm radio, Douglass reports he finds the ordinary commercial hard to listen to, but reminds U.S. radio people that Australia has just as many commercials in their commercial radio as the U.S. does. He believes "blatant, over-prolonged, and commercial plugs are of doubtful merit, and not good sales talk." He believes "subtle ads" are best.

The Australian Broadcasting Commission is the Australian equivalent of the BBC in Great Britain. Australia does, however, have a number of commercial and individual stations. The ABC is financed by a tax of about \$3.25 per radio set. The ABC does not carry sponsored programs, but does maintain rather rigid program standards because of strong competition from commercial broadcasters. The ABC, having neither sponsors nor Governmental directives, gives maximum time to public service programming.

ABC, like the British Broadcasting Corporation, is a governmental corporation roughly equivalent in the United States to an agency such as the Tennessee Valley Authority.

COLUMBIA BROADCASTING COMPANY SHIFTS STAFF

Frank Stanton, CBS president, has announced major changes in the network organization. Howard Meighan, former vice president in charge of company-owned radio stations, becomes a general executive of the company, supervising a number of major departments.

Other promotions include: James Seward, Director of Operations to become Vice-president in Charge of Operations; S. R. Dean, assistant Treasurer to Treasurer; J. L. Volkenburg, General Sales Manager, Spot Sales Department, to be Supervisor of Company Owned Stations.

BBC SYMPHONY FOR NEW YORK

A series of full-hour symphonic broadcasts, furnished by the British Broadcasting Corporation, will begin on WINS and continue for 13 weeks. A unique feature of the transcribed series is personal commentary by the BBC conductors, Sir Thomas Beecham, Clarence Raybould, and Sir Malcolm Sargent. These conductors will personally read program notes before each number.

RADIO FARM DIRECTORS APPOINT TELEVISION COMMITTEE

The National Association of the Radio Farm Directors, headed by Charles Worcester, commercial station WMT, Cedar Rapids, Iowa (former director of farm broadcasting for CBS) has appointed a committee to study TV activities and opportunities in the farm field.

Land Grant N-A-E-B stations with strong farm broadcasting programs will do well to keep in contact with this group. Whether or not they plan to operate their own TV stations, they may well serve as production centers in cooperation with their Agricultural Extension Services for network feeds or "film feeds" to cooperating commercial stations.

WHAT HAPPENED HERE?

Grants of non-commercial educational FM stations to the Buffalo, N.Y. Board of Education and the Sacramento, California City Unified School District were vacated by the FCC. Stated reason: dismissed without prejudice for failure to proceed with construction of the stations.

N-A-E-B understands the difficulty--the red tape--the "through channels" necessity of applying for and proceeding with institutional stations, but points out "without prejudice," educators have a unique opportunity with 20 educational FM channels to secure a "voice." A radio station is an incomparably valuable facility to any institution as those who have "loved and lost" well know.

N-A-E-B stands ready to extend any possible aid in advising, facilitating, helping applications which are in difficulty or plans which are faltering. Let us know

RADIO PIONEER DIES

Frank Butler, pioneer radio engineer and close associate of Dr. Lee DeForest, died January 7 in Toledo, Ohio, after an illness of two weeks. The 70-year old inventor together with Dr. DeForest are credited with setting up the first broadcasting station in the world in Toledo in 1907. Previously they had collaborated in developing the first audio tube which made modern radio possible.

COLUMBIA UNIVERSITY PROCEEDS WITH FM DEVELOPMENT

Major Edwin H. Armstrong, inventor of FM and member of the Electrical Engineering staff at Columbia University, New York City, reports the transmitter and the antenna system at Alpine for the University have been in operation for a number of months making propagation studies.

These facilities, it was explained, will be put into utilization for Columbia University broadcasts when plans for radio program production and organization are further perfected. Columbia University as one of the major institutions in the United States will have rich resources to tap for the production of public service and educational programs.

Armstrong also reports the production of good FM sets at reasonable prices is now in sight. Later in the year good tuners in large quantities at reasonable prices should be available.

TELEVISION, CENSORSHIP, AND THE MORALS OF CHILDREN

A report was circulating through Hollywood that Los Angeles County was considering censorship of video programs. County Supervisor Roger W. Jessup, according to BILLBOARD, proposed the censorship to prevent "Blood and thunder" programs from entering homes where children might see them. Jessup's proposal was referred to the County Youth Commission which will study the matter and issue a report. The Commission is already analyzing the effect of radio and flickers on small fry.

The only two active television broadcasters in the area, Klaus Landberg of KTLA and Harry Lubcke of Don Lee radio, replied that television must remain free of governmental censorship as must other media of communication if it is to operate in the best interest of the public.

This is a reiteration of the age-old argument of protecting the young which within contemporary memory has assailed the works of Horatio Alger, "yellow-backed novels," Wild West tales, and children's radio serials, not to mention Dick Tracy.

Thought might be given to the remarks of sharp-tongued Philip Wylie in the January issue of HAPPER'S Magazine with respect to cotton-wool rearing for a long view on one side of the issue.

Further thought might well be given by all who deal with press, radio and movies, either as practitioners or guardians to the proposition that failure to emphasize the "good" and failure to program positively in the public interest may be a far greater sin than any number of violations of good taste.

CANADIAN RELIGIOUS BROADCASTERS MAKE U. S. - CANADA SURVEY

"Evangelical Radio Programs of Canada", a non-profit service for religious and educational broadcasters, is making a survey through the United States and the Dominion of Canada for a long and short-wave station project in one of the West Indies. They say the policy of the operators of the new station will be to give precedence to "programs of high cultural value, and to encourage public service, and religious broadcasting."

ERPC has been compiling a comprehensive list of program types and sources in the public service field. It is to be published at cost for those interested in this type of program.

Evangelical Radio Programs of Canada may be addressed at 1102 Seventh Street West, Calgary, Alberta, Canada.

SCHOOLS OF MUSIC PROTEST PETRILLO BAN

The 22nd annual convention of the National Association of Schools of Music protested Petrillo's "anti-recording" ban as "selfish and unwarranted." The protest came in the course of their Boston meeting, December 30.

The Association contends that records are as essential to the music teacher as microscopes to the scientist.

Petrillo issued an order, effective January 1, forbidding American Federation of Musicians members to make further phonograph recordings.

PETRILLO DECISION EXPECTED JANUARY 14

Testimony in the U.S. District Court in Chicago in the trial action charged James C. Petrillo, (American Federation of Musicians) with violation of the Lea Act. The government charges Petrillo with having called a strike May, 1946 against Chicago station WAAF when its officials refused to hire 3 additional members of the AFM. The defense held the AFM's action against WAAF was in keeping with normal labor activity.

The Lea Act, known as the "anti-Petrillo law" specifically states unions cannot force any company to hire more persons than they normally need in their business. The act was previously held unconstitutional by Judge Walter La Buy (judge also in current case) but the U.S. Supreme Court reversed his decision.

MADDY PREDICTS RECORD BAN WILL BREAK AFM

On the heels of Petrillo's January 1 order calling all AFM musicians out of recording studios and declaration that they will "never again" cut a phonograph disc came a ruling restricting all network transcribed "repeat" programs after January 31. All "repeat" shows, he says, will have to be done "live."

Meanwhile Dr. Joseph Maddy, head of the Interlochen, Michigan Music Camp, and long-time foe of Petrillo, predicts the "record ban" will "break" the AFM in one year. "Leading recording artists will break away from AFM and form an independent union. The two-year backlog the record companies claim to have won't keep leading performers from breaking the union. The ban on records won't stick."

Dr. Maddy, member of the University of Michigan faculty (N-A-E-B Station WUOH), was ousted from the union in 1946, four years after Petrillo had barred his student musicians from radio broadcasting. Maddy will testify later this month before the House Labor and Education Committee in Washington. He says he will provide information to help Congress enact legislation to curb what he calls "Petrillo's one-man rule in the AFM."

FCC CLEAR CHANNEL DISPUTE COMPLICATED BY NEW MEMBERS

The FCC faces a new tangle in the long-standing clear channel controversy with only two of its members (Durr and Walker) having been present since the beginning of the hearings. Rosel Hyde joined the FCC in time to take part in the last portion of the hearing.

The last four members (Coy, Webster, Jones, and Sterling) have appeared on the scene only in time to sit through the oral argument (begins January 19) although Sterling as former chief engineer for FCC is well acquainted with the technical aspects of the case.

Previous bets on clear-channel breakup for at least two frequencies are now being hedged by close observers, because of new FCC commissioners. Any change in present allocations must be placed before NARBA (North American Regional Broadcasting Agreement) in August; so FCC is racing against time.

If Clear Channel Decision is delayed status quo would probably prevail until next NARBA meeting, probably 1949.

Three possible courses exist, observers say: (1) Complete breakdown of U.S. Clear Channels (2) Dissolve or re-allocate some or present clear channels. (3) Go along with CCBS (Clear Channel Broadcasting Service) which asked FCC for 750 KW for two clear channel stations each in 10 regions of country making total of 20 such super-power stations.

PRESIDENT HULL WARNS N-A-E-B

Richard B. Hull, N-A-E-B President, warned N-A-E-B member stations who testified in the October Clear Channel hearings, appealing for night-time and special exception for their stations in any re-allocations of U. S. Clear Channels that the decision expected at the end of the oral argument (beginning January 19, scheduled to end in 60-days) is a highly involved affair and no predictions are possible.

The Clear Channel dispute, now 3 years in progress, is a highly complex affair. There is question in some quarters, Hull says, whether or not the stated issues are the real issues in the minds of all parties concerned.

It was pointed out that the CCBS (Clear Channel Broadcasting Service), in effect the publicity and lobby "front" of 26 clear channel stations, was content for a long time to hold a "defensive position." When it became apparent there was some actual likelihood of clear channel frequencies being "broken down," the CCBS reacted aggressively urging that super-power or 750,000 watts be given to stations now using 50,000 watts.

Some observers, Hull reports, feel the CCBS contention that duplicate operation involves interference is only one factor in their thinking argument, and that their other stronger motive may be (1) to maintain through high-power and protection superior competitive advantage in their respective radio markets.

The whole issue is a complicated one, technically and policy-wise. There are thousands of pages of exhibits and testimony which have to be studied by the FCC. There are many points of view dictated by lack of information, mis-information, and understandable self-interest, not to mention honest confusion.

Hull pointed out that of the original number of educational stations on the AM band (numbering nearly 200 twenty years ago) only 30-odd survive. Nine of these non-commercial, educational stations in New York, Michigan, Iowa, Oklahoma and Ohio are on disputed clear channel frequencies. They have managed not only to weather the storm, but to provide worthwhile and unique program service for their respective tax-paying citizens. They now seek equal rights to serve their audiences in the most important part of radio's daily 24 hours -- at night.

It is hoped the willingness and ability of these 9 educational stations to serve the special interests of thousands of people with farm and market information, good music, and education will not be denied them. This is the first objective of these college and university stations. With the 26 opposing clear channel stations, the primary objective necessarily is first to sell time and only secondly--except emergency-wise -- to furnish public service.

The N-A-E-B clear channel stations have not challenged the American system of radio, nor the abolition of sponsored programs, nor asked for the break-down of clear channel service, nor assaulted the rights of listeners in the major service areas of the contending clear channel stations. The NAEF again reiterates its stand against government-owned or government-controlled radio.

These 9 N-A-E-B stations have simply asked for equal opportunity -- equal rights on the channels they use -- to serve citizens within their own states and areas.

TELEVISION SET CENSUS -- DO YOU HAVE ONE -- DO YOU WANT ONE?

A plan to survey cities with television stations and cities anticipating television stations by the nation's electrical companies is already in operation through the American Television Society.

Under the plan, residents in these cities will receive a questionnaire asking if they own a video receiver, what brand, etc. In other cities public utilities are running newspaper ads with the same questions, promising respondents priority on television set purchase, free tickets to video shows, etc.

SURVEYS - HOOPER, NIELSEN, ETC.

The discussion about best methods of surveying audiences continues to grow more heated. C. E. Hooper, whose "Hoopering" is perhaps best known of the methods, finally answered criticism by pointing out other methods, particularly the "electronic" method (refers to Nielsen system) does not actually measure actual listening. Hooper's coincidental telephone call measurement, he says, gives actual evidence of listener reaction whereas Nielsen's system of measuring "sets in use" may find the listener elsewhere in the house and not by the radio. Critics of the Hooper system point out dependence on the telephone sample leave out large segments of audience.

RADIO MUSIC FIGURE DIES

Cesare Sodero, 61, conductor and composer, died December 18 after a long illness. Widely known in radio and opera circles he conducted 600 concerts for NEC from 1925 to 1934 and directed for Mutual from 1934 to 1940. He specialized in reducing full-length operas into 60-minute shows for broadcast.

SPECULATION ON NEW CHIEF ENGINEER FOR FCC

With appointment of George E. Sterling, former FCC chief engineer, to the Commission itself, informed parties predict that James Barr is expected to move from assistant to chief engineer of the broadcast branch of the Federal Communications Commission.

RELIGIOUS RADIO WORKSHOP

A workshop on religious broadcasting met the week of January 4 in New York at the Prince George Hotel. Under the direction of Rev. Everett C. Parker, director of the Joint Religious Radio Committee, guiding personnel included Elinor Iman, CBS director of religious broadcasts; Dr. Ross Snyder, of the theological faculty at Chicago University. They seek higher "listenability" in religious broadcasting.

Parker points out polls show religious programs rank last or next to last in listener interest. Their concern at the meeting, he says, is improvement of religious programs. A station offering free broadcast time has right to expect a program of high listener interest.

Morris L. Ernest, attorney, author of "The First Freedom", will discuss radio and freedom of speech. Other scheduled talks include personnel from NBC, CBS, and other radio and religious organizations.

N-A-E-B PERSONAL NOTES

Seymour Siegel, WNYC (Municipal Broadcasting System, New York City) Manager, plans a visit to Iowa State College (WOI) the end of February. He will be guest speaker at an ISC Social Science Seminar.

Harold Engel, Assistant Director WHA (University of Wisconsin) reports a study of school listening to be available for Newsletter publication in the near future. "It sets a pattern", he says, "which may prove of considerable value to those who plan school broadcasting activities."

L. L. Lewis, WOI Chief Engineer, plans a tour of Iowa and adjoining states to study FM installations in progress and in operation. WOI will begin construction on WOI-FM, January 19.

Irving Merrill, Director KUSD (University of South Dakota) visited WOI during the Christmas holidays. He reports he and his family find Vermillion, South Dakota, a very pleasant place to live. College staff and townspeople are showing an increasing interest in the expanded plans, new equipment, and more comprehensive program of KUSD. N-A-E-B members will find Merrill's radio Workshop worth considerable investigation. It's a fine operation.

We wish to express our deepest sympathy to Michael A. Hanna, Director, Station WRCU (Cornell University) in his recent bereavement. His wife, Hazel Hanna, died December 29, leaving three sons. Funeral services were held in Ithaca, New York.

Dr. I Keith Tyler, Director Ohio State Institute for Education by Radio writes entries are coming for the "Twelfth American Exhibition of Educational Radio Programs." He says that entry blanks are still available, but that entries close February 1, 1948.

Frank T. Stockton, Dean of University Extension at the University of Kansas (Owns and operates Station KFKU) sends his regrets at his inability to attend the recent N-A-E-B Convention in Chicago. Dean Stockton, recently appointed as Dean has supervision over KFKU.

John Dunn, N-A-E-B Vice President and Director WNAD (University of Oklahoma) writes his conviction is we must continue to expand our membership. Dunn will have a full report soon on the progress of WNAD's FM station now in process of construction.

Carl Menzer, Director WSUI (State University of Iowa) writes that their new FM station, KSUI, is giving good service and good coverage. He promises a report soon on the entire operation.

FM STATION APPLICATIONS LARGELY URBAN TO DATE -- STATION TOTALS

FCC's annual report to Congress reported 75% of FM applications are for stations in metropolitan areas. May, 1947, saw applications for class B stations outnumbering those for class A by almost 6 to 1. (The higher-powered B stations are primarily for metropolitan service). Seventy-five percent of applications were from standard broadcast stations while one-third were from newspapers. The FCC indicated no concern about the situation; its feeling is that FM channels permit so many more stations there is little danger of present-day AM interests monopolizing FM.

This end of the year (May, 1947) report showed 1,795 stations licensed, or authorized, and 918 FM grants.

"LAST CALL" FOR ENTRIES IN OHIO INSTITUTE PROGRAM EXHIBIT

Purpose of this annual recording exhibition is to further the broadcasting of significant educational radio programs in the U.S. and Canada by calling attention to outstanding programs in four groupings--national networks, regional networks and clear-channel stations, local stations and organizations preparing transcribed shows for individual stations.

Dr. I. Keith Tyler, Director, Institute for Education by Radio, meeting April 30-May 3 in Columbus, reports entries for the Twelfth American Exhibition of Educational Radio Programs will close February 1.

Complete details on how to enter a program in this exhibition, precise nature of classification, entry forms, etc., may be obtained by addressing the Institute.

SENATE FOREIGN RELATIONS COMMITTEE OKAYS "VOICE OF AMERICA".

A bill giving the State Department permanent authority for its much disputed "Voice of America" was approved by the Senate Foreign Relations Committee. It will now be submitted to the Senate, according to Senator H. Alexander Smith of New Jersey, who sponsored the measure.

Administration quarters report Secretary of State Marshall has selected George Allen, U. S. Ambassador to Iran, to take over the program. He will hold the post of Assistant Secretary of Foreign Affairs. This post has been vacant since William Benton resigned last October to return to private business. Allen, it is said, plans to return early in February from Iran to the United States.

The bill's backer, Senator Smith said, he hoped the bill would be enacted in time to correct what he called the "current misstatements of some nations, mainly Russia", about the long-range Marshall plan for European recovery.

N-A-E-B Shortwave Station WRUL (New York & Boston) is seeking locally originated, transcribed programs which give a true picture of American culture, educational and daily activities of people in the United States. Other member stations are urged to contact WRUL's New York Offices for more information about this overseas program project.

NEW APPOINTMENTS TO "VOICE OF AMERICA"

Charles W. Thayer, Villanova, Pennsylvania, has been appointed Acting Chief of the International Broadcasting Division of the Office of Information and Educational Exchange in the Department of State. Thayer will succeed Kenneth Fry who resigned effective January 16, to return to private business.

Leland Barrows, Hutchinson, Kansas, was named Deputy Director of the OIE to succeed G. Stewart Brown who resigned effective January 9 to become head of the public relations division for the Standard Oil Company in California.

Thayer is an expert on Soviet affairs and supervised the State Department's broadcasts to Russia. He is a graduate of West Point and joined the foreign service in 1933. He speaks several languages and spent 5 years in Russia.

EX-BBC OFFICIAL JOHN SALT DIES

John Salt, former North American director of the British Broadcasting Corporation died suddenly at his home in Manchester, England, December 27. A veteran radio executive in the United Kingdom, Salt joined the BBC in 1936 and was a director in his home region until 1939. From 1940 to 1942 he was director of the European service of BBC and served in the United States in a similar capacity until 1945.

TEMPLE UNIVERSITY RADIO WORKSHOP

Temple University, Philadelphia, Pennsylvania, begins Radio Workshop activities January 23. Armand Hunter, former radio instructor in Northwestern University's Department of Journalism and now director of Radio at Temple U. announced Ira Marion, ABC staff writer, will begin instructing an advanced course in radio writing for the University.

83% of U.S. FARMS HAVE RADIOS

BAE (Bureau of Agricultural Economics, U. S. Department of Agriculture) has just released a report on a sampling survey made in July (1947) showing 83 per cent of farms in the U.S. have radios in working order.

According to U.S. census reports, the percentage of radios on farms has increased in the following order:

1930 -- 30%	1945 -- 75%
1940 -- 60%	1947 -- 83%

The range of distribution is from 66 percent in Mississippi to 96% in Washington.

N-A-E-B members in every state are finding, unless their station coverage is exclusively metropolitan, that the rural audience, both farm and non-farm, cannot be neglected as a program and audience factor. The largest cluster of N-A-E-B stations is in the central or "heart" states where the bulk of the nation's agricultural cash crops are produced. These same N-A-E-B stations find that serving a rural audience means meeting a cultural demand as well as providing farm and market news.

STATION KUSD ADDS FARM FEATURES

Station KUSD, non-commercial public service outlet of University of South Dakota, has a new working arrangement with South Dakota (A.&M. College) whereby information from the Agricultural Extension Service is broadcast regularly. Irving Merrill, KUSD director, acts as farm reporter. (A full report on KUSD's unique Workshop activities is scheduled for a later N-A-E-B Newsletter).

RADIO MEETINGS PLANNED FOR 1948

April 30 - May 3 -- Institute for Education by Radio, Columbus, Ohio. More details on this annual nation-wide gathering in forthcoming issues.

April 27 - 29 -- Three-day for RFD's (Radio Farm Directors) in Washington, D.C. Get details of meeting from Chuck Worcester, WMT, Cedar Rapids, Iowa.

COUNCIL ON RADIO JOURNALISM ELECTS OFFICERS

The Council on Radio Journalism has elected new officers and authorized arrangements for internships of journalism in commercial radio stations.

The new officers are Mitchell V. Charnley, University of Minnesota Journalism professor, President; E. R. Vadeboncoeur, MSYR, Syracuse, N.Y., Chairman of the NAB News Committee, Vice-Chairman; and Arthur Stringer, NAB Staff Director, Secretary and Treasurer.

Internships in previous years were held by at least two NAEB members, Frank Schooley (WILL, University of Illinois) and Jim Schwartz (WOL, Iowa State College).

NEW YORK PEABODY AWARD COMMITTEE CITES WNYC

New York City's non-commercial, public-service outlet WNYC was recommended to the National Peabody Awards Committee for "public service rendered by a local station" 1000 watts or under -- for live coverage of United Nation meeting with a special commendation for the station's airing of city transit hearings.

Also recommended by the New York Committee as the outstanding educational program was ABC's "Town Meeting of the Air," and for "outstanding children's program" ABC's "Land of the Lost." Special recommendations in the same classification were made for WQXR's "Youth Forum" with Dorothy Gordon.

NEW TRANSCRIPTION SERIES ON RACIAL TOLERANCE FOR SPRING OF 1948

New Tolerance Series Ready Next Spring.

Next album of 13 quarter-hour transcriptions produced by the Institute for Democratic Education to aid in racial problems will be ready for release in the Spring of 1948, it was announced at the Institute's board of governors meeting in New York. Board members present included Robert Saudeck, ABC; Lyman Bryson, CBS; and Elsie Dick, MBS.

New series called "Stories to Remember," contains radio adaptations of short stories written by such writers as MacKinlay Kantor, Irwin Shaw, Dorothy Canfield Fisher and Claudia Cranston. Series was conceived and produced by Harold Franklin, program director of the Institute, and directed by Earle McGill. Programs feature stars of stage and screen in leading roles.

WOI INCREASES EMPHASIS ON FOOD PRODUCTION

Station WOI, non-commercial public service outlet of Iowa State College serves a rural and small-town audience numbering 189,000 radio families according to Broadcast Measurement Bureau. Programs aimed at increasing Iowa food production goals have been implemented by farm editor, Dale Williams and Market News Editor, R. C. Bentley, for the 1948 winter and spring program schedule.

Kindful of Sir John Orr's (Food and Agricultural Organization) report issued Christmas Day, a more complete market news program which reports buying, selling, and production activity throughout the day has been put into effect.

The FAO report said world food production will have to be doubled or mankind will suffer dire calamities in the next 25 years. The United States is providing a necessary stop-gap for the immediate present, but the future depends on total world food production.

N-A-E-B station managers interested in obtaining details of WOI's Market News Service which involves the USDA leased wire, Western Union, AP & UP, and two TMX facilities, may obtain schedules by addressing R. C. Bentley, Station WOI, Ames, Iowa.

UNITED NATIONS SHORTWAVE STATION

The United Nations at Lake Success has established an amateur radio station with the call letters K2UN--meaning "come to the United Nations." Operations will begin February 15 and the United Nations staff members who are licensed amateurs will be able to broadcast to their families and friends as well as the 100,000 radio "hams" in countries throughout the world.

ALABAMA APPEAL FOR "FAIR SHARE" OF CLEAR CHANNELS

Governor James E. Folsom of Alabama sent letters to the governors of 10 other southern states, asking their intervention with the FCC for a "fair share" of the high-powered radio channels for the South. Included with the letter was a copy of the statement submitted by him to the FCC during the recent Clear Channel hearings.

N-A-E-B members will recall their own testimony submitted to the FCC October 30 and 31, pointing out the unique program service rendered by 9 of the N-A-E-B member stations and the limitation on the services they are able to render listeners under the present clear channel rulings.

N-A-E-B stations in New York, Minnesota, Oklahoma, Ohio, Michigan and Iowa, now operating daylight only on clear channel frequencies, sought permission to continue broadcasting after sundown.

HOOPER TO OFFER POLL ON RURAL LISTENERS

C. E. Hooper of the radio research firm told the Des Moines Advertising Club last month that he hoped soon to provide an accurate means of measuring rural audiences. The method is said to be perfected, and according to Hooper would enable measurement of network station's audiences outside the 80-odd city areas now covered by the Hooper coincidental telephone survey.

Announcement of the new plan was regarded as significant in view of Hooper criticisms and many proponents of the new Nielsen audiometer research system.

HINTS FOR THE PROGRAM MANAGER

SHOW FORMAT

NAB does a deft public service show Sundays at 1:00 p.m. (AMERICA UNITED). Coming programs will utilize 5 national organizations representing labor, management, and agriculture. American Farm Bureau Federation has 10 programs; AFL, 13; National Grange, 10; CIO, 13; and U.S. Chamber of Commerce, 6.

TRANSCRIPTIONS

The third annual series of transcribed dramatizations by the National Tuberculosis Association is now ready for release. The 1948 series features Herbert Marshall as narrator; Hu Chain is the author-producer, and Ben Ludlow composed and directed the original music. Title: "Constant Invader."

TB Association distributes platters through state organizations, wants to begin airing February 1. Contact your local TB Association Chairman or your State Director. Transcriptions are without cost to the station.

FRENCH NETWORK

The North American Service of the French Broadcasting Company explains recent delays in the distribution of their transcribed programs arise from difficulties raised by the U.S. Customs Office. Apparently objection is voiced by U.S. Customs in connection with importation into U.S. of French-originated master records.

MORE TRANSCRIPTIONS

The Institute for Democratic Education, producers of the splendid series, "Lest We Forget," is releasing a new sequence of programs under the title, "Stories to Remember." The current productions will be the 12th series of "Lest We Forget" presentations and will consist of radio adaptations of stories written by MacKinley Kantor, Irwin Shaw, Dorothy Canfield Fisher, Claudia Cranston, Carl Ewald, and B. J. Shute. The series is designed to remind Americans that prejudice and discrimination have no place in a democracy. Transcriptions will be available, free of charge this spring. A good bet for a good schedule spot.

STILL MORE TRANSCRIPTIONS

The National Foundation for Infantile Paralysis is distributing a single 15-minute platter for use in plugging the 10th anniversary drive of the foundation for funds. Title: "Saturday Night Party." N-A-E-B Headquarters will appreciate program director's comment on this show.

PUBLIC SERVICE WITH BACKBONE

Listen to "Meet the Press" on Mutual Broadcasting System, Friday nights at 10:00 p.m. (Eastern Standard Time). This is Edgar Kobak's (MBS President) idea of technique for doing what many radio forum formats try to do and don't.

Big need for most educational, non-commercial public service stations is more production "know-how." Here's a good sample.

WHAT'S YOUR BMB INDEX?

Non-commercial, educational stations can get special rates on BMB maps and coverage index. For information on costs and availability write Hugh Feltis, President, Broadcast Measurement Bureau, New York City.

SATURDAY EVENING POST PUBLICIZES REGIONAL RADIO PROGRAMING

Regional programing to keep American radio on its toes is advocated in the January 10th Saturday Evening Post by Paul Schubert, Mutual network news commentator, in discussing a 30,000-mile tour which took him into 44 of the 48 United States.

"I wish the city of St. Louis could be handed the challenge of entertaining the United States for a week, and after that Seattle, and after that Atlanta, and on around the nation," Mr. Schubert writes. "We might hear some mediocre stuff, but we get that anyway. I believe the mediocre would be far outbalanced by a wealth of new ideas and performers as local talent rose to the big occasion.."

Regions Coincide with Time Zones

"National programs are, of course, important. I am not sure, however, that American radio would not be greatly improved if we could change over to a much greater proportion to regional programing..."

"The great American regions coincide more or less naturally with the American time zones...Personally, I think the greater bulk of each zone's entertainment and news should originate specifically for that zone. I think the Middle West is just as capable of originating its own entertainment as are Hollywood and New York - perhaps more so. I think the Mountain States would rise to the occasion with special verve..."

"Top flight artists will always be heard nationally. But I suggest that we would all benefit if radio would develop regional opportunity for new talent... At the moment, almost the only way for a gifted entertainer to work into the evening hours is to go on as a stooge for one of the big names, where his or her talents are usually devoted to helping the star's never-ending buildup..."

Divide Up the Talent Money

"I would like to see talent money divided up and used to originate four... regional network shows...I would like to see each regional show run thirteen weeks and then switch to another region. Four times a year the listener would have a fresh cast competing for his listening pleasure...The artist would need to produce only thirteen weeks of new shows every year(which) would lift the level enormously..."

Many American Radio Faults From Network Operation

"All this would disrupt the radio industry as it now exists. And perhaps it is too much to expect any radical change..."

Mr. Schubert criticizes "tired and jaded" disk jockeys, saying the only one in the United States he enjoyed listening to was broadcast from a Nashville, Tenn., station. There are too many formula soap operas, he declares, not enough good sports broadcasts, and radio news commentators are out of touch with the significant story of the United States. He regrets that big-name talent has acquired "what amounts to a vested interest in the evening ether."

"A great many of the faults of American radio are the direct result of national network operation, with headquarters in New York and Hollywood," Mr. Schubert says. "At present, almost all network shows are built on the resources of those two cities, which, though considerable, are only a fraction of our real talent."

December 15

FEDERAL COMMUNICATIONS COMMISSION
Applications & Actions
Educational Stations

January 5

AM - Application Accepted for Filing - 830 KC

WNYC - City of New York, Municipal Broadcasting System, New York, N.Y.- Extension of special service authorization to operate additional time between the hours of 6:00 a.m. EST, and sunrise at New York, N.Y., and between the hours of sunset at Minneapolis, Minn., and 10:00 p.m., EST, using directional antenna designed therefore, for the period beginning 3:00 a.m., EST, 3-3-48.

AM - Miscellaneous Actions

WSOH - The Ohio State University, area of Columbus, Ohio - Granted CP to install new transmitter equipment and increase power to 50 watts. (SPRY-257)

AM - Modification - 1250 KC

KPAC - Port Arthur College, Port Arthur, Texas - Modification of construction permit (B3-P-5125, as modified, which authorized increase power, install new transmitter and change transmitter location) for extension of completion date.

AM - Applications Tendered for Filing - 850 KC

KFUC - Evangelical Lutheran Synod of Missouri, Ohio and Other States, Clayton, Mo. - Construction permit to increase power from 5 KW to 10 KW, install a new transmitter and change the transmitter location.

AM - License Extensions

KFJM - University of North Dakota, Grand Forks, N.D. - Held in abeyance action on KFJM's application for renewal of license, pending securing of further information, and present license was extended on a temporary basis only to March 1, 1948.

ACTION

AM - Docket Cases - 920 KC -- (Shares Time KUSD, South Dakota University)

The Commission announced its Final Decision granting application of Lee-Smith Broadcasting Company for a new station in Faribault, Minn., to operate on 920 kc., 1 KW, unlimited time, DA day and night (BP-4581; Docket 7875), subject to approval of transmitter site and antenna system by the CA; and denial of the application of KFNF, Inc., for a construction permit to change transmitter site of station KFNF, Shenandoah, Iowa, install a new antenna system, and increase daytime power to 5 KW (presently operating on 920 kc., with 1 KW day, 500 watts night), without prejudice to the immediate filing of an application specifying operation which will provide the operation of Lee-Smith Broadcasting Co., and other proposed and existing stations with protection in accordance with the Commission's standards. (BP-5840; Docket 8164) (Comrs. Coy, Jett and Jones not participating.)

HEARINGS - Friday, January 9, 1970 KC (University of Wisconsin, WHA)

NEW - Rochester Broadcasting Company, Rochester, Minnesota CP 970 kc.
WDAY - Fargo, North Dakota, Party Respondent
WHA - Madison, Wisconsin, Party Respondent
*** **

FM ACTIONS - Noncommercial Educational

WJOM - Ann Arbor, Mich. - Granted modification of CP for extension of completion date to 6-16-48. (BMPED-97)
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WJUN - Philadelphia, Pa. - Granted modification of CP for extension of completion date to 5-27-48. (BMPED -86)
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WTDA - Board of Education, Toledo City School District, Toledo, Ohio - Granted modification of CP to change studio location and transmitter site, make changes in antenna system, and change commencement and completion dates.

FM -APPLICATION - Remote Pickup

NEW - Wausau, Rib Mountain, Wisc. (State of Wisconsin State Radio Council, Studio - Madison, Wisc., transmitter) - Construction permit for a new noncommercial educational FM broadcast station to be operated on Channel 209, 89.7 mc., power of 10 KW.

FM - (Conditional Grants)

Agricultural and Mechanical College of Texas, College Station, Tex. - authorized conditional grant for a Class A station in lieu of existing Class B authorization outstanding, subject to further review and approval of engineering details; proposed channel: 252 (98.3 mc.) (BMPH-1206)

FM - (Applications Accepted for Filing)

WPTL - Providence Bible Institute, Providence, R.I. - Modification of construction permit (B1-PED-55, which authorized a new noncommercial educational broadcast station, as modified) for extension of completion date.
*** **

NEW - The County of Los Angeles, Calif., Mt. Wilson, Calif. - Construction permit for a new FM broadcast station (non-commercial) to be operated on 88.5 mc., 203 channel, power of 1 KW. amendment correcting resolution.
*** **

FM - (Application Dismissed)

NEW - Lewis College of Science and Technology, Chicago, Ill. - Construction permit for a new noncommercial educational FM broadcast station to be operated on frequency to be assigned by FCC power of 52.2 KW, Dismissed without prejudice at request of applicant. December 2, 1947.
*** **

Radio Primer on Sale by Superintendent of Documents

"Radio - A Public Primer" is now being sold by the Superintendent of Documents for 10 cents a copy. The latest FCC general information pamphlet traces the development of radio, explains its operation, and reviews broadcasts and other types of radio services. It is a companion to "An ABC of the FCC," obtainable from the same source at five cents a copy. The Commission is unable to distribute either. Order should be addressed to the Superintendent of Documents, Government Printing Office, Washington, 25, D.C.

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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