

N-A-E-B NEWS-LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Edited by Richard B. Hull, President
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MORE NEW N-A-E-B STATIONS
MAYFLOWER HEARINGS POSTPONED
N-A-E-B MEMBERS TESTIFY

JOHNSON BILL UPSETS CLEAR CHANNELS
SENATE HEARINGS IN PROSPECT
N-A-E-B AT OHIO INSTITUTE

MARCH 20, 1948

CLEAR CHANNEL CASE GOES TO SENATE

The fight over clear channels entered another phase with the surprise intervention of the Senate Interstate Commerce Committee with the presentation of the Johnson bill (S.2231) which called for clear channel breakdown and limitation of U.S. radio power to 50,000 watts. The FCC, instructed by the commerce committee to hold up the clear channel decision (and yet needing it to meet the May 1 deadline for proposed changes in the North American Broadcast agreement) was reported in some quarters ready to seek postponement of the NARBA conference now scheduled for August in Canada.

Acting on instruction of the Interstate Commerce Committee, Senator Charles W. Tobey, (Republican, N.Y.) acting chairman of the committee, wrote the FCC to withhold its clear channel decision pending congressional hearings on Senator Johnson's measure.

Senator Edwin C. Johnson (Democrat, Colorado) introduced a measure which proposed to limit the power of domestic broadcast stations in the band from 550 to 1600 kc. to 50,000 watts and further proposes that such 50,000 watt stations shall not be protected to a contour less than 500 microvolts per meter half of the time, based on measurements made during the second hour after sunset for all seasons for the year.

EDUCATIONAL RADIO HIGHLIGHTS IN THIS ISSUE

Johnson Bill Memorandum-----	2	Radio Educators--Chicago, Apr. 2----	11
Wisconsin Files Fourth FM Bid-----	2	N-A-E-B. Salutes New Station-----	12
March Radio Clip Sheet-----	3	Durr Champions Free Speech-----	14
Second NRC Report on Radio-----	4	NYC Music Festival Stand-out-----	15
Composer Criticizes Radio-----	6	French Government Radio Plans-----	15
FMA Fears Duplication-----	7	North Carolina Views Ed. Network----	16
The Mayflower Case-----	8	N-A-E-B Business Page-----	17
Oklahoma U. Conference Report-----	10	N-A-E-B News By Districts-----	19
FCC Educational Actions-----		25	

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JOHNSON BILL MEMORANDUM

In a memorandum accompanying S.2231, Senator Johnson said that the FCC must make a decision in the matter of clear channel broadcasting prior to April 1 in order to meet the deadline (May 1) for submission of U.S. proposals for revision of NABFA.

Senator Johnson said that while the FCC is considering the question of superpower and clear channel, Congress may express with moral and legal propriety its views as a proper discharge of its duties and responsibilities.

The Senator in his memorandum added that because of political, social and economic ramifications and consequences of superpower, Congress may properly consider the problems raised, which he outlined as follows: (1) the matter of placing such great power in the hands of a few persons is to give those persons the power to influence greatly, if not formulate, public sentiment; (2) the need to furnish top programs to regional and local stations would no longer exist, thereby destroying economically 1500-1600 local and regional stations; (3) the customs, habits, occupations, economic interests, social developments and political beliefs vary from county to county, state to state and region to region, and a station of superpower could not hope to serve at one and the same time local and distant listeners; and (4) the type of allocation proposed would permit more effective and equitable use of those channels now utilized as clear channels.

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The National Association of Educational Broadcasters has petitioned Senators Johnson and Tobey for permission to present testimony in the forthcoming hearings before the Senate Interstate Commerce Committee. Hearings are expected to begin early in April.

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WISCONSIN FILES FOURTH FM BID

Harold McCarty, director of W-A-E-B Station WHA, University of Wisconsin, reports the State Radio Council of Wisconsin has filed with the FCC an application for its fourth educational FM station. It is expected that all four of the stations for which funds were appropriated by the 1945 and 1947 Legislatures will be on the air by the fall of 1948.

WHA-FM went on the air in March 1947 and is now on the air until 10:00 p.m. daily. WHAD, to serve the Milwaukee and Southeastern Wisconsin area will be on the air March 30. Northeastern Wisconsin is to be served from a site south of Green Bay. The fourth station is scheduled to be on the top of Rib Mountain, the highest peak in the state, near Wausau. These stations together will serve approximately two-thirds of the area of Wisconsin, but a considerably higher portion of population. Four more stations are planned to complete the state-wide coverage.

In the initial stages a direct off-the-air pickup will be used for rebroadcasting the programs. Later a relay station system will be put into operation.

Several small station owners in Wisconsin recently made protest to the governor of the state objecting to the FM network on the basis of "socialism" and offered as a somewhat improbable alternative to carry the "state's educational features themselves." Senior members of the industry and educators long familiar with the quarter-century contribution of the "oldest station in the nation" did not regard the comments as significant.

The new FM station in Milwaukee will broadcast with 10 KW on a frequency of 90.7 megacycles. Initial tests in relaying programs from WHA-FM (91.5) indicated the channel separation was insufficient. Plans now are to change WHA-FM, the key station at the University of Wisconsin in Madison, to 88.7 megacycles.

MARCH RADIO CLIP SHEET

Net sale of time on the air by AM radio station and AM networks rose about 5.6 per cent compared with 1946 according to an FCC report. The four big networks and their key stations reported time sales in 1947 of \$72,352,636 -- a 1 percent increase for them. A 6.7 percent rise was reported by 821 individual stations. Small part-time stations in this list showed largest gain, reported as 20 percent.

The "Mayflower" hearings before the FCC, presumably on radio's right to editorialize (actually in terms of testimony offered on many other issues) began this month with more than 100 witnesses booked to testify in this highly complex issue. Hearings began and were postponed until April 19.

Senator Tobey (New Hampshire Republican) called on the FCC to postpone decision in the clear channel case until Senator Johnson's bill (S-2231) to break down clear channel stations could be discussed in Senate hearings.

January optimism generated by the interim agreement between AFM and major networks is fading in the face of the March 31 deadline. James C. Petrillo, AFM president was advised by the networks they would seek a lower scale for television than for AM musicians. Complicating the decision was the AM-FM-TV triangle with scales and labor policies to be determined for all three facilities.

Defense Secretary James Forrestal's plan for voluntary press and radio censorship for keeping wraps on vital security information may never see the light of day unless drastically overhauled. A "secrecy seminar" with press and radio representatives was held in Washington March 3. Announcement of the plan on the heels of other government censorship plans has occasioned a great deal of concern on the part of information media all over the United States.

At least 8 network shows are now using movie technique for turning out the finished product, but the idea is not universally popular. Shows are recorded in advance and then edited to remove "fluffs" and tired jokes. The four networks are split down the middle on recorded shows. NBC and CBS flatly veto platters; AEC and MBS say they are happy with theirs.

The FCC has opened hearings on proposed standards for commercial operation of facsimile radio. Proponents of fax newspapers say adoption of standards would be a big boost for their project. Such papers have been produced experimentally for more than 10 years.

A New York research department says best present estimates indicate 25 million television sets will be in use 10 years from now (less than 40 percent of radio sets now in use). FCC now reports 7 TV station licenses...80 construction permits... 19 on the air...113 applications pending.

NORC(National Opinion Research Center) at Chicago University reported the second annual radio survey sponsored by NAB reveals 70 percent of the U.S. population thinks radio is doing a good job. Only 9 percent favored government operation of radio and only 6 percent thought the government should operate newspapers.

ATTEMPT TO BREAK PETRILLO RECORDING BAN

Standard Radio Company, prominent supplier of transcriptions to radio stations, ordered bandleader Ike Carpenter(under contract to Standard prior to the AFM recording ban) to appear for a recording date. Carpenter refused along with three other musical groups similarly approached.

Basis of request was Standard's attempt to prove individual contract rights had precedence over AFM rulings. AFM attorneys apparently advised Carpenter that the James C. Petrillo union, rather than an individual artist would be held responsible in a contract suit. Standard is apparently still seeking a court order on the issue.

AMERICAN FEDERATION OF MUSICIANS ISSUE STATEMENT ON RECORDING BAN

James C. Petrillo, AFM president, recently stated his views in the International Musician, AFM Journal which followed the lines of his recent testimony before Congress. Petrillo had told the House Committee, the AFL ban on recordings, put into effect January 1, was not directed against records made for home use. He said it was aimed at the use of records on radio, in coin-operated machines, and other ways of competition with live music.

The Industry Music Committee (speaking for radio broadcasters, transcriptions firms, etc.) said Petrillo's recent conditional offer to lift the recording ban is "not a genuine offer to bargain". They disputed his contention that recordings lessen employment opportunities for musicians, stating "the contrary is the fact." Petrillo's offer said the union stood ready to resume the making of recordings if an agreement could be reached to protect musicians from mechanical competition. (Ed. note: repeated rumors of an agreement between the radio industry and the AFM had not been confirmed when the Newsletter went to press).

SECOND SURVEY OF NATIONAL OPINION RESEARCH CENTER ON RADIO

Seventy percent of the American public is said to think radio industry is doing its job either "excellently" or "well". And 77 percent think it would be better for the country if broadcasting were kept in the hands of private industry.* Those are two conclusions reached in the second survey of NORC--a continuing appraisal of the public attitude toward radio. The survey, suggested by the National Association of Broadcasters, has been operated by Dr. Paul Lazarsfeld, Columbia University. More than 3000 persons in all social and income groups were questioned about their attitudes toward radio's commercials, fairness, and cultural value.

In the controversial field of radio advertising, 32 percent said they favored it; another 35 percent said they didn't particularly mind; 22 percent said they were willing to put up with it, and only 9 percent wanted it abolished. However, 43 percent said they did not like singing commercials as well as straight commercials, and 37 percent liked them better.

Seventy-nine percent think radio stations are fair in news presentation. (55 percent voted to give newspapers in general a vote for fairness). Forty-four percent said they got most of their news from radio. (Lazarsfeld said a much higher percentage had considered radio a primary news service during the war).

*Editorial note: Last year's NORC survey reported radio "as doing a better job than the schools or the church." It also reported that somewhat more than 50 percent were not aware that radio was subject to government--that is this portion was not aware that radio wavelengths are public and not private property.

As to radio's cultural value, only 20 percent of those questioned wished there were more serious programs on the air. Fifty-two percent said they liked both serious and entertainment programs--and are satisfied with their present radio diet. Twenty-six percent said they seldom listen to serious or educational programs.

Dr. Lazarsfeld warned broadcasters against accepting these figures too complacently, stating that "the opinion survey is only one part of the picture." He noted the widest area of approval is in the lower educational and income groups. He pointed out "that higher--or so-called "expert" groups--were not nearly so laudatory."

HONORARY DEGREES FOR COMMUNICATIONS REPRESENTATIVES AND WORKERS

Boston University, in its fifth annual Founder's Day Institute Exercises, conferred honorary degrees on ten men, prominent in radio, motion pictures, news, public relations, and industry. An honorary doctor of law degree was awarded to Justin Miller, president of the National Association of Broadcasters; a doctor of commercial science degree went to David Sarnoff, president of RCA. Honorary doctorates also went to Spryos P. Skouras, President Twentieth Century Fox Films; Joseph Arthur Hank, British industrialist and motion picture producer; Grove Hiram Pattern, Toledo (Ohio) Blade editor; Glen Griswold, publisher, Public Relations News; George Horace Gallup, director of the "Gallup Poll"; and Earl Newsome, president, Newsome Company; Raymond Rubican, director of Encyclopedia Britannica Films and Paul Hoffman, Studebaker Company president, were also awarded doctorate degrees.

FRENCH BROADCASTING COMPANY INVITES COMMERCIAL BROADCASTERS TO FRANCE

The French government invited six prominent commercial broadcasters to visit France for the announced purpose of furthering the interchange of public service and educational radio programs between France and the United States. No educational agencies or educational radio groups were included in the invitation.

Scheduled to leave March 20 and to return March 29 were Robert Swezey, general manager MBS; William Brooks, NBC public events director; William Fineshriber, Jr., CBS national program director; John S. Mayes, manager WINX, Washington) a representative for Mark Woods, ABC president; and A. D. Willard, Jr., vice-president National Association of Broadcasters.

UNIVERSITY OF MINNESOTA HOLDS "NEWS SHORT COURSE"

A two-day session which covered problems ranging from community programming policy differentiations to radio's access to the news was held March 4 and 5 on the Minnesota University Campus. Speakers highlighting the session included Larry LeSueur, United Nations correspondent for CBS; Dr. Kenneth Baker of the National Association of Broadcasters; Dr. Wilbur Schramm of the University of Illinois; and Soren Munkhoff, WOW (Omaha, Neb.) news director. The meeting closed with the annual business session of the Northwest Radio News Editors Association, headed by Orrin Melton, KSOO (Sioux Falls, S.Dak.)

IARNE HOLDS SEMI-ANNUAL MEETING

The Iowa Association of Radio News Editors meet March 27 in Des Moines. Professor Mitchell Charnley, University of Minnesota Journalism Department, will head a news clinic. H. R. Gross, KXEL, Waterloo, will report on the IARNE road and weather services while Richard B. Hull, VOI, Iowa State College, Ames, will moderate a panel on "editorializing in the news."

COMPOSER HOWARD HANSON CRITICIZES RADIO INDUSTRY

The radio industry in the United States is "capitulating to greed" according to a leading American composer conductor, Howard Hanson. In a lecture at Harvard University, Hanson said radio has taken network time formerly used for music and turned it over to advertisers and jazz orchestras.

Hanson, director of the Eastman School of Music at Rochester, New York, also described a recent decision of the American Federation of Musicians as "unfortunate." He referred to the permission extended to broadcasters to duplicate or broadcast the same program simultaneously on AM and FM transmitters. As a result, he said, the same soap operas now may be heard on both AM and FM radio.

NETWORK OFFICIALS DON'T WANT STATE DEPARTMENT RADIO RESPONSIBILITY

Two radio network officials, Edmund Chester (CBS shortwave director) and William Brooks, turned down a suggestion that the chains take over the State Department's foreign broadcasts. Senator Joe Ball (Minnesota Republican) made the proposal at a Senate committee hearing into a State Department request for 34 million dollars to continue its information program. Ball said he would like to get the State Department out of the broadcasting business and suggested it be done by contract. Network officials said private business couldn't afford it.

UNIQUE COMMERCIAL STATION POLICY

Station WREX, new 10 KW Twin Ports, Wisconsin outlet announced it will function under the advisory surveillance of a committee of area leaders representing civic affairs, labor, industry, cultural interests, church and service organizations. This advisory board includes persons from Duluth, the Iron Range and outlying communities who will judge programs in the light of their educational and civic value as well as entertainment quality.

MUTUAL GIVES TIME FOR AND AGAINST CIVIL RIGHTS

Mutual Broadcasting System set aside three half-hour periods on successive Tuesdays for use by spokesmen of the southern opposition to President Truman's civil liberties program with broadcasts scheduled for March 23, 30 and April 6 at 10:00 p.m. EST. Twenty-one southern senators asked for broadcasting time after the network began a series on which the civil liberties report was narrated. The Senators called the issue political.

DOUBLE TROUBLE WITH DAYLIGHT TIME

With Sunday, April 25 pegged as the normal network switch to daylight time, network trafficmen were giving California dour looks. The "golden state" adopted daylight savings time March 14 as a power-saving measure, six weeks ahead of the normal switch. Since a heavy percentage of network programs originate in California it means they are performed one hour later there--by daylight time.

It is hoped if all four networks adopt the plan of delayed broadcasts (to standard time zones) followed last year, that on April 25 radio programs will be back on regular schedule. Meanwhile, broadcasters are giving considerable support to a measure now before Congress that would provide for uniform time all year. The idea would be either to eliminate daylight or else to make its observance uniform throughout the country to avoid the annual confusion with clocks.

CALL FOR STRONGER "VOICE OF AMERICA"

A statement approving a stronger shortwave service for the United States in the international broadcast field has come from a group of radiomen and other communications expert making up the State Department's advisory committee on radio. They recommend, in view of the critical world situation, the "Voice of America" be strengthened to match any other nation, and urge additional funds and facilities.

President of the National Association of Broadcasters, Justin Miller, was designated sub-committee chairman to study long-term policies for international broadcasting. Other committee members included N-A-E-B member Walter Lemmon, World Wide Broadcasting Corporation; Mark Ethridge, Louisville Courier Journal; Wesley Dunn, Associated Broadcasters, Inc.; G. E. Haggerty, Westinghouse Radio Stations; E. J. Boos, Crosley Corporation; Adrian Murphy, CBS; William Brooks, NBC; Paul Porter, former FCC chairman; Harold Laswell, Yale Law School; W. H. Dinsmore, General Electric.

STEPHENS COLLEGE PERSUES DUAL PROGRAM OF RADIO EDUCATION

Stephens College, Columbia, Missouri, operators of campus station KWVC point out in a recent statement of activities and objectives that (1) radio is playing an increasingly important role in modern life, and therefore commands greater interest in modern education and that (2) the radio industry offers expanding career opportunities for both men and women. Therefore, radio director Hale Aarnes administers the radio education program to (1) familiarize students with the functions of radio and its social significance as a modern means of communication and (2) to give students with a definite career interest in radio the necessary training for satisfying employment. At Stephens in KWVC operation and management parallels the staffing of a normal, medium-sized commercial station.

FMA FEARFUL OF DUPLICATION

The frequency modulation association has sent questionnaires to more than 400 FM radio stations to determine whether present network policies hamper programming to meet local needs. Says J. N. Bailey, FMA Executive Director: "We have had complaints from members of the FMA that some of the major networks have adopted policies of take all of our programs or none on FM. In some instances our members have complained that they would be forced to cancel many local-interest programs, such as high school sports, if they are required to carry a full network schedule on their FM stations.

"If present network policies continue FM broadcasters taking network service might well become network outlets, depriving local communities of a large measure of programs not now available on ordinary radio." Network programs containing music were made available February 1 to FM stations for the first time since October, 1945, as a result of joint action of the four major networks and the American Federation of Musicians.

RUTGERS UNIVERSITY FORUMS

Rutgers University, N-A-E-B Member in New Brunswick, New Jersey, continues to present a well-produced and timely series of forums dealing with significant problems of our time. Using the facilities of WAAT (Newark) WTC (New Brunswick) and WSNJ (Bridgeton) programs deal with such topics as the effect of New Jersey's new state constitution on the civil liberties of residents. Forums also consider such applied aspects of issues--for instance the civil liberties discussion will consider possible areas in New Jersey in which civil liberties have been endangered or denied, and will recommend specific action for maintenance of civil rights.

THE MAYFLOWER CASE--AN EDITORIAL

During 1937 and 1938 the Mayflower Broadcasting Company in Boston followed the practice of broadcasting editorials, supporting candidates or issues favored by those in control of the station.

The matter came before the Federal Communications Commission who ordered the station to stop the practice, ruling that with the "limitation in frequencies inherent in radio" that a "broadcaster cannot be an advocate."

In hearings beginning in March before the FCC "in the matter of editorializing" more than 100 witnesses representing many points of view began testimony in hearing which will continue in April.

Radio Trade organizations have for several years been conducting a campaign which in essence stated that the FCC has in every instance (except the technical) over-ridden its authority and is interfering with "free speech" and is a threat to "free enterprise". They have made the Mayflower case the spearhead of their attack against "bureaucracy".

It should be noted also that the present FCC has been fully as interested as the NAB in having a full and complete review of the case.

Since "free speech" and "free enterprise" are assumed to be the heritage of every U.S. citizen, the answer appears simple. If a ruling by the FCC prevents free speech--strike it off the books.

However, the Mayflower ruling was an effort (an effort that may well need clarification) to guarantee free speech - to insure that both sides of a question reaches the public, and that no broadcaster abuse the temporary monopoly he enjoys BY PRESENTING ONLY HIS SIDE OF AN ISSUE, AND FORBIDDING OPPONENTS TO SPEAK.

The financial and operational requirements of broadcasting (like the press and movies) result in a very few people exercising a very great degree of control over what the public reads and hears, and sees.

In a word, any station operator or licensee has a "preferred position". The abuse he can make of his position is obvious. The alleged abuses in the KMPC newsroom (Los Angeles) as reported recently by Billboard illustrates the danger. On the other hand, this preferred position in the hands of an undeniably qualified licensee might work equally well for the common good. The position of the licensee obviously must remain a trusted position.

In other words radio has become a giant voice, millions of times louder than the voice of any single individual speaking from a single platform. A good idea or a bad idea becomes no better or no worse merely because it is amplified, but it does become enormously more EFFECTIVE for good or ill, because of its loudness.

We in America have never been in favor of the bigger man shouting down the little man, and we've written our whole Constitution, the system of checks and balances to prevent just that.

The concern in the Mayflower case in a 20th century world is that the men with the electric amplifiers be reminded the citizen holds title to his facilities. The broadcaster may own the amplifier, but his right to use it is vested in the people.

It is inconceivable in a democracy that a particular station or network should present ONLY its own point of view and no other--or ever be permitted the position whereby they COULD DENY another his right to speak.

Certainly the right to speak pro and con on public issues is a basic right of free speech and the concept (not true in fact) that the radio should offer a "milk-toast" diet is ridiculous. The protective rulings should be against discrimination and monopoly not against the vigor of ideas.

Any regulations forthcoming from the FCC, should bear in mind "not the arms, but the man", and remember a minimum of regulation based on a maximum of principle is the heart of this 500 year old experiment in democracy. And the FCC must bear in mind that it too is a trusteeship of the people.

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INTERNATIONAL RELATIONS ENTRIES SHOW LARGE INCREASE IN 12th ANNUAL PROGRAM EXHIBITION

American broadcasters were more international-relations conscious in 1947 than ever before in radio history, it was indicated recently in a preliminary survey of entries submitted for the 12th Annual Exhibition of Educational Radio Programs at Ohio State University. Of the fourteen educational and public interest classifications into which this year's programs were grouped, that of "furthering international relations" showed the largest increase, drawing approximately three times as many entries as last year. Three not too close runner-ups, which nevertheless indicated significant increases, were the personal and social problems, cultural and public issue groups.

One of the oldest and most firmly established in the exhibit-strewn radio industry, the Ohio State educational broadcasting exhibition is offered yearly in connection with the 18-year old Institute for Education by Radio, held in Columbus, and attracts sample recordings of the best program offerings of radio stations and national organizations, broadcast during the preceding year in the interest of public education. Topping all previous exhibit records, this year's total of entries is expected to near the 600 mark, when complete tabulation is available, said Dr. I. Keith Tyler, Institute head and director of the exhibition. Deadline for entering the exhibit was February 1.

Preliminary screening of entries, involving literally hundreds of listening hours, will be handled by local judges, with the exception of network presentations which are judged "live" in New York, and three "in-school" program groups which are to be evaluated by a Detroit committee under the direction of Mrs. Kay Lawrie, supervisor of radio in the Detroit public schools. A final judging committee will consist of at least one national authority in the field of school broadcasting and possibly two network representatives, chosen because of their ability to judge educational value, radio quality and audience appeal.

Exhibit awards are to be announced during the 1948 meeting of the Institute for Education by Radio, April 30-May 3, at the Deshler Wallick Hotel in Columbus, and winning programs will be available for audition during the 4-day meeting.

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Personnel Wanted

Continuity-News Director, housing available, one-month annual vacation, \$3600 (plus), to teach radio writing and supervise students in writing at KWSC.
Production Manager, housing available, one-month annual vacation, \$3600 (plus), to teach live production and supervise students and faculty in production directing on KWSC.
Educational-Events Director, housing available, one-month annual vacation, about \$4000 to teach radio education production, public events and supervise students and faculty in educational programming on KWSC.
Special Events-Sports Director, housing available, one-month annual vacation, about \$3900, to teach sportscasting and supervise students in special events for KWSC.

Address application to: Frederic Hayward, Radio Station KWSC

The State College of Washington, Pullman, Washington

1948 RADIO CONFERENCE - NORMAN, OKLAHOMA
Reported by Ed Wegener, KOI Production Manager

Sherman Lawton has done it again! This year's radio conference at Norman was up to the usual high standards one expects when the folks at the University of Oklahoma get their annual meet organized. Commercial, educational and network radio folks were there, as well as the usual complement of agency and other allied industry representatives.

This year's meeting, held on the University's North Campus, all took place in one building--the Extension Study Center, which fact probably accounted for consistently high attendance at the individual sessions.

Worth the Price of Admission Alone

Outstanding for this observer were the first noon luncheon, to which Tom Rishworth of Radio House, University of Texas, made an excellent after-lunch talk on what the colleges can do for radio; the session on religious broadcasting; the meeting devoted to women's programs where Julie Benell of KOMA laid down the formula for success for women broadcasters; the session on music where Edward Dunham, producer on the "Voice of Firestone" and Roy Harlow of BMI, both had challenging and important things to say about music on the air; and finally, the closing dinner meeting where television was dealt with by Mr. Straker of BBC and Ardien Rodner of the Chicago Television Advertising Production Company. Unfortunately, I missed the meeting on music where representatives of BMI and ASCAP took off their gloves for a bit of "hand-to-hand" discussion.

It seemed to me that college radio was inadequately represented at Norman in terms of numbers of representatives. Tom Rishworth was there, as before noted. Baylor was represented well by John Bachman and, of course, the Oklahoma crowd was much in evidence; but other than that, our commercial friends and the NAB took the limelight. What were all the college people doing on February 26, 27 and 28?

In some ways, this meeting was even more stimulating than the Ohio State conference, because it was more intimate and less distracting in terms of alternates...that is, other sessions you feel you should be attending while you're sitting in on this particular one. For that reason, I felt that the NAB folks were missing a good bit by not being down at Norman in greater numbers. After all, someone has to speak for sanity when the NAB "big guns" start sounding.

Needs Correction

The most serious criticism that can be made of the speeches that were part of the meetings is that too many of the speakers read from prepared statements as if they were making a formal report to a board of directors. Outstanding in this respect was one representative of a network whose material was excellent, but his presentation made it difficult for one to stay around for the material.

This Is What They Said

"This is the best conference Sherman Lawton has ever got together."

"Wish we weren't way out here in the country,"

"It looks like the whole University of Texas came up."

"That man Hardy, of KSL, speaks well, but what did he say,"

Final Decision

Orchids to the folks at Oklahoma!!!

EDUCATIONAL RADIO MEETING IN CHICAGO, APRIL 2 and 3

Hale Aarnes, Chairman, Radio Education Department, Stephens College, announces a two-day meeting in the Parliament Room of the Congress Hotel, Chicago, Friday and Saturday, April 2 and 3. The theme for the Friday session is "Building an Educational Radio Unit". Featured speakers include: Phil Spradling, Chief Announcer, WLL, University of Illinois; Robert Harmon of the Harmon Electric Company; F. Virginia Howe, Acting Head, Radio Section, Speech Department, Kansas State College; and Kathleen Ann Lardie, Manager, WDTR, Detroit Public Schools.

Beginning at 2:30 p.m., Saturday, the conference will get under way on its discussion of "Operating an Educational Radio Unit." Topics and speakers on the agenda include: "Organization and Operation" by Kenneth Christiansen, Radio Education Department, Stephens College; "Radio Public Relations" by John Dunn, Manager, WNAD, University of Oklahoma; "Audience Measurement for the College Station" by Dr. Joseph Seibert, Chairman, Department of Marketing, School of Business Administration, Miami University; and "Making the Radio Workshop Serve the Public Interests", by D. F. Feddersen, Chairman, Department of Radio, The School of Speech, Northwestern University.

WESTERN RADIO CONFERENCE IN CALIFORNIA

William Sener, Director, KUSC-FM, University of Southern California and N-A-E-B Director, Region VI, reports that the Western Radio Conference will be held Saturday and Sunday, March 20 and 21 at the Marines Memorial Building in San Francisco. Conference participants arriving Friday are invited to witness and join in a discussion following a roundtable broadcast over KNEC, "World Affairs Are Your Affairs," with Dr. Eugene Staley, educational director of the World Affairs Council of Northern California and Frank A. Clarvoe, editor of the San Francisco News.

Featured on Saturday's program in a discussion "Toward a More Responsible Use of Radio" are Watt Long of the San Francisco Schools and A. John Bartky, Dean, School of Education, Stanford University.

At the noon luncheon on Saturday, Richard Reeve, director of Radio, Sacramento College, will act as chairman and introduce Luke Roberts, director of education, KOIN, Portland, who will address the members of the Association for Education by Radio. Bill Sener, manager, KUSC-FM, University of California, will be one of the featured speakers in the afternoon discussion "The Local Station and Community Education." Chairman of the afternoon meeting will be Francis Noel, director, Audio-Visual Education Division, California State Department of Education.

On Sunday a Forum discussion on "Radio and the School" will include Margaret Painter, Modesto High School and Marjorie McGilvray, Mountain View High School. Herbert C. Clish, superintendent, San Francisco Unified Schools, will be chairman of the closing meeting on Sunday. Among the featured speakers will be Peter Odegard, president, Reed College, Portland.

MINNESOTA LISTENERS RESPOND TO NEWSPAPER POLL ON "COMMERCIALS"

Some 40 percent of Minnesota radio listeners think commercials are "uninteresting"; 29 percent would limit radio sales stories to five minutes in each half-hour seg, but 66 percent don't want to pay a monthly fee for radio programs in lieu of listening to commercials. Those were the highlights of a state-wide survey made by THE MINNEAPOLIS TRIBUNE'S poll on the question of radio commercials.

In age groups, the greatest distaste for commercials--48 percent--were those 21 thru 29 years old. Farm folk plumped for the commercials more than city dwellers. Chief complaints were that commercials were "boring...too much and too often...an insult to normal intelligence...dull and program spoilers."

Commercials won approval from 23 percent of those polled, while 20 percent of dislikers said they'd be willing to pay a monthly fee to get away from the commercials. Next to five-minute spots, two and three-minute commercial periods per half-hour was thought "fair" by 15 percent. In the indifferent class were 29 percent.

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N-A-E-B SALUTES A NEW STATION ON THE WEST COAST

The National Association of Educational Broadcasters salutes KCVN-FM for a double-first and a new and important outlet for West Coast educational radio listening.

First, as a California College--1851! Second, to possess a non-commercial frequency modulation collegiate radio station -- 1947! The College of the Pacific and the students enrolled are mighty proud of KCVN. Moving into the second school semester of broadcasting, KCVN is serving two worthy purposes; first, the training of students in all phases of radio operation and broadcasting; second, providing a broadcast service to the people of Central California with educational and informational features as well as entertainment.

To view the present modern studios and equipment at KCVN; to see the course offerings in the Radio Department, one can scarcely believe such phenomenal success and progress in a decade, under the guiding hand of John C. Crabbe, director.

KCVN, 91.3 megacycles, broadcasts with 3400-watts to serve Stockton and the surrounding communities with 6 to 10 p.m. programming each day. Saturday WAS the sole day "of rest" for equipment and operators until athletic schedules included Saturday with football and basketball. Student producers, operators and sportcasters take over to give a play-by-play account of events together with pre-broadcast, half-time and post-game activities.

Over forty percent of the programs are produced and presented by students in the Radio Workshop. Consistently, an ever-increasing number of requests for program logs, testifies to the growing popularity of KCVN, pride of the College of the Pacific!

RADIO WAGES AND NUMBERS

The FCC reported full-time radio workers in October last year totalled 34,720 for seven networks and 12,260 stations. Average salary for staff employees was \$72.40 weekly while non-supervisory employees received \$62.60.

WHITE BILL LIKELY TO DIE IN COMMITTEE

Reports from Washington indicate the White Radio Bill is likely to die in Senate Interstate Commerce Committee. Advices indicate that committee opinion is split on the measure; meanwhile Senator Wallace White (Republican, Maine) is too ill to attend meetings and may be away from the capital the rest of the session.

NEC RINGS THE CASH REGISTER

Gross income of the National Broadcasting Company for 1947 was \$65,690,001, greatest in net's history, and 7.6 percent ahead of 1946 (1946 income was \$61,067,034. Figures were disclosed in the annual statement of Radio Corporation of America.

OIL PLUS ELECTRONICS

Millionaire oilman Edwin Pauley, wants to go into the television broadcasting business. A three-man partnership asked the FCC for authority to construct a new television station in San Francisco. Capitalized at \$400,000 the development is known as "Television California".

SIGHT TO REPLACE SOUND

NEC Executive vice-president Frank Mullen predicted that television ultimately will completely replace sound broadcasting. However, he stated it may be 10 or 12 years before this happens.

CUBA CHROMIUM PLATES

The Republic of Cuba officially opened a new three-million dollar headquarters for C-M-Q, the Cuban network. Ceremonies were attended by U.S. radio and advertising executives. C.M.Q with 7 affiliates has made a tie-up with NEC and now begin an all-out effort to up its monthly billing from American advertisers, already at the \$100,000 mark.

U.S. HIGH FREQUENCIES CAUSING TEMPEST

Efforts of certain communications interests to obtain a change in the table of frequency allocations agreed upon at the Atlantic City communications conference last year, may have major repercussions at Geneva and Mexico City communications meetings. Some sources indicate ultimate disposition of U.S. High frequencies may be in the balance. A letter from Senators Tobey and McFarland was reported as having been sent to the State Department with the admonition that changing the Atlantic City agreement might play into the hands of other countries and that governmental and general U.S. commercial requirements will be better served by preserving the agreements reached last year.

The Geneva conference is empowered to recommend a plan of sharing frequency hours among various nations. This will determine whether U.S. stations get wider shortwave usage of whether the advantage will go to point-to-point users, maritime services, etc.

DURR SPEAKS FOR FREE SPEECH

FCC Commissioner Clifford J. Durr, speaking in Chicago at the eighth annual convention of the National Lawyers Guild, stated that more and more problems affecting network operation are brought to the FCC, among them operations under AM-FM duplication, network television, and the operation of high-power clear channel stations.

He expressed his feeling that there was a need for network hearings before the FCC in the near future.

Continuing to champion his philosophy favoring freedom of expression on the air regarding all social, economic and political matters, and groups, Durr stated: "To withhold from the people any information or ideas on the supposition that they have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely."

"To the people as a whole must be left the decision as to what is good and what is bad. They must know the bad, if for no other purpose than to be able to oppose it intelligently. To suppress the advocacy or rational consideration of any ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."

NBC SHAKES UP PUBLIC SERVICE DEPARTMENT

Additional changes in the National Broadcasting Company's public service set-up were effected this month following appointment of Sterling Fisher, formerly adviser on public affairs and education, as manager of the public affairs and education department. Margaret Cuthbert was named director of public affairs; Doris Corwith, director of talks and religious broadcasts, and Jane Tiffany Wagner, director of education.

Dwight Horrick, public service executive, is now on vacation and according to reports, will be given a new assignment on his return. This shake-up is the second since the NBC vice-president Kenneth Dyke took over the top programming job in the network.

Dyke, committed to a policy of streamlining NBC public service offerings, has already revamped "Salute to Veterans," "Doctors Today," and is reported to have "University of the Air" up for an overhaul. Elements of this show, including certain objectives of "Your United Nations" and "Our Foreign Policy" have already been inserted into NBC's new public service sustainer, "Living-1948."

DRYS ARE PUSHING CAPPER BILL THROUGH SENATE

Reports from Washington indicate dry forces are quietly rallying strength backstage in a last-ditch effort to push through the perennial Capper Bill to ban liquor announcements on the air. Drys are reported bombarding congressional committees with petitions to extricate the Capper Bill from the committee for a floor vote.

MAKE YOUR PLANS NOW TO ATTEND N-A-E-B'S MIDYEAR MEETINGS AT THE OHIO INSTITUTE FOR EDUCATION BY RADIO IN COLUMBUS, APRIL 29 TO MAY 3

ANNUAL DUPONT AWARDS

Yearly awards were made to radio commentator Edward Murrow and stations WBEN(Chicago) and WFL(Philadelphia). Each will receive one thousand dollars plus a plaque for distinguished public service. The award to Murrow was presented "in recognition of his initiative in aggressive, independent, meritorious, gathering, interpretation and presentation of news through the medium of radio." Awards to the two stations were "in recognition and appreciation of outstanding public service in encouraging, promoting, and developing American ideals of freedom and for loyal devoted service to the nation and the community it serves."

WNYC'S ANNUAL MUSIC FESTIVAL

NAEB station, WNYC and WNYC-FM made its Ninth Annual American Music Festival a memorable occasion for all concerned, receiving well-deserved praise for this gigantic presentation. The Festival, held as in previous years from Lincoln's Birthday through Washington's Birthday, was a gala 11-day radio spotlight on American music.

More than 100 specially programmed broadcasts of American compositions were performed by American artists of every race, creed and color. Highlight of the 1948 Festival was the record number of premiere performances of compositions by Americans.

Participating groups included such headliners as the U.S. Army Band, the Philharmonic Symphony of New York, Stuyvesant String Quartet, Juilliard School of Music, National Orchestral Association, American Youth Symphony Orchestra, any number of participating colleges and universities, and the Metropolitan Opera Association.

WNYC-FM GOES 20 KW.

New York's Municipal Broadcasting System, under the direction of director, Seymour Siegel, completed installation of a new Western Electric 20 KW transmitter in time to broadcast the Festival. In special ceremonies February 11, attending throwing of the switch, Col. John C. Bennet brought Mayor O'Dwyer's greeting. Special guests included Frederick Lack, vice-president of Western Electric, and Major Armstrong, inventor of FM. This New York NAEB outlet now enjoys as much power as any other metropolitan radio outlet in the city.

RADIO DIFFUSION FRANCAISE PLANS COMMERCIALS

Pierre Crenesse, war correspondent and French radio commentator, was introduced in mid-March as new director of the French Broadcasting System in the United States. He indicated plans for the inauguration of advertising on Radio diffusion Francaise, the French government-owned broadcasting system. Under the plan, expected to begin in the near future, French radio will remain under government ownership, and all accounts will be placed through a government advertising agency. Income received will be used exclusively for upkeep, improvement and expansion of broadcasting facilities throughout France,

Before the war there were several privately-owned French commercial stations which were taken over by the government during the conflict. RDF now has 37 stations which form 3 networks. RDF is completely divorced, Crenesse reports, from partisan politics. There is no political censorship of any kind, and all shades of opinion are presented in news and forum programs. Objective of new revenue plan is to make French radio system completely independent.

CBS ADVENTURES IN SCIENCE CELEBRATES ANNIVERSARY

"Adventures in Science", oldest coast-to-coast science radio program (CBS) will mark its 18th anniversary on March 27 with the same speaker who launched the program in 1930--Dr. Warren S. Thompson of Miami University in Oxford, Ohio.

FREQUENCY MODULATION ASSOCIATION MARKS THE 1948 SCOREBOARD

Everett Dillard, president and William Bailey, secretary of FMA report the following facts to show how FM is growing:

1. FM stations increased from 136 to 412 during past year.
2. FM service already available to 60,000,000 listeners.
3. FM networks "in the making" number nearly 12.
4. FM facilities investment now totals \$100,000,000.
5. FM equipped receivers last year number 1,175,000.
6. FM stations to be on the air by January 1 will number 1000.

Mr. Bailey made these predictions:

1. One-thousand FM stations will be on the air by next January 1.
2. FM will reach 117,000,000 listeners or 84% of the U.S. population.
3. FM business in 1948 will run \$500,000,000

SOUTH DAKOTA COMMERCIAL BROADCASTERS MEET AT N-A-E-B STATION KUSD

Led in discussion by John F. Meagher, (KYSM, Mankato, Minnesota) NAB District 11 director, South Dakota Broadcasters have formed the South Dakota Broadcaster's Association at a meeting called by N-A-E-B station KUSD, University of South Dakota. Secretary of the new organization is Irving Merrill, KUSD director. Resolutions passed included one urging the University of South Dakota physics department to initiate courses leading to the degree of communications electronics engineer. Rates for political broadcasts were determined following a discussion of NAB standard of practice.

UNITED NATIONS USING CANADIAN SHORTWAVE

The United Nations radio division is making experimental use of the big CBC transmitter at Sackville, New Brunswick, to beam its broadcasts to Australia and New Zealand. UN is trying the experiment because CBC's strong signal has been reaching into Central Europe, and Russia. (UN broadcasts to the Antipodes have, in the past, been carried to the U.S. West Coast and relayed from Hawaii.)

RURAL FM NETWORK TO GO ON AIR IN NEW YORK IN MAY

The Rural Radio Network, composed of ten different cooperative farm organizations including the New York State Grange and the New York State Farm Bureau Federation, will go on the air early in May using radio relay links instead of the usual telephone lines. With headquarters in Ithaca, N.Y., three of the six FM stations in the net will be operating by that time. There will be stations in Newfield, Hermitage, Bristol Center, DeRuyter, Cherry Valley, and Turin, New York.

NORTH CAROLINA VIEWS EDUCATIONAL FM NETWORK

Governor Cherry of North Carolina has appointed a State Education FM Radio committee to explore the advisability of the state entering the educational FM field and joining the expanding list of universities, colleges, and city school systems who find FM radio a unique and valuable tool as an educational and public service device.

Named as chairman of the committee is Dr. Clyde Erwin, State Superintendent of Public Instruction. Meeting, which took place March 2, was for the purpose of looking over performances of FM stations in other areas of the country and studying the prospects and opportunities for educational FM radio as they exist in North Carolina.

(National)

N-A-E-B BUSINESS PAGE

(Regional)

N-A-E-B Clear Channel Hearings (Senate).

N-A-E-B president Hull filed an official statement with the Senate Interstate Commerce Committee re S-2231, requesting permission to testify in any hearings in connection with the Johnson bill and the matter of clear channels. In a reply from the committee such permission was granted; the final date, however, of the hearings has not been set. It is expected to be early in April. It is requested copies of individual station correspondence on this matter be sent to the president at WOI.

Columbus Radio Institute (April 30 - May 3)

You have all received copies of the correspondence sent from N-A-E-B president's office to Keith Tyler, Director of the Ohio Radio Institute and William Levenson, president of the A-E-R. Plans calls for a jointly-sponsored meeting the afternoon of May 3 under the general heading of "Serious Radio in America--The Responsibility of the College, the University, and the Citizen."

PLEASE MAKE A SPECIAL NOTE OF THIS: N-A-E-B WILL HAVE ITS OWN BUSINESS MEETING ON FRIDAY, APRIL 30 AT 2:00 P.M. IN THE DESHLER-WALLICK HOTEL. THIS MEETING WILL OCCUR BEFORE FORMAL INSTITUTE SESSIONS BEGIN. EVERY REGIONAL DIRECTOR SHOULD BE ON HAND, AND EVERY MEMBER WHO CAN POSSIBLY MAKE IT. THE FOLLOWING ITEMS WILL COME UP FOR SERIOUS CONSIDERATION:

- (1) Washington Office and Representative
- (2) Constitutional amendments, and fund-raising
- (3) A working system of self-aid (engineering, legal, etc.)
- (4) State as well as regional directors
- (5) N-A-E-B Foreign Scholarship Program

MAKE ANOTHER SPECIAL NOTE: THERE WILL BE AN N-A-E-B LUNCHEON SATURDAY AT 11:50 A.M. IN THE DESHLER WALLICK. (THIS MAY BE A JOINT N-A-E-B -- A-E-I LUNCHEON, OF IT MAY NOT BE -- FINAL WORD IS NOT YET IN) HOWEVER PLAN TO BE ON HAND IN FORCE FOR THE SATURDAY LUNCHEON.

Annual Dues

W. I. Griffith, N-A-E-B treasurer, reports that about 90 percent of the members have now paid their 1948 dues. He is most anxious to be able to report a 100 percent collection with no delinquent accounts in time for the N-A-E-B meeting at Columbus. Cooperation on the part of those who have not yet paid their 1948 dues will be appreciated.

Foreign Scholarship Program of N-A-E-B

Harold Engel (VHA), Carl Menzer (WSUI), and Keith Tyler (Ohio Institute) will have a report on the scholarship program for the Columbus meeting. Developments have taken a new turn with the entrance of Rockefeller Foundation into dealings with the Army and the State Department for exchanges of radio personnel and for bringing some key German personnel to this country.

Copyright Questions and Answers

Burton Paulu, manager of KUOM, University of Minnesota, has prepared a very thorough and careful analysis of copyright law as it relates to stations in the N-A-E-B. This will be distributed to each member in the very near future. It is now being prepared for final release. Heretofore this has been a major area of concern with lots of questions and no answers, and Paulu has done an admirable job of bringing us up to date.

Membership Lists and New Members

A new and corrected list of N-A-E-B members (now number 81 in 26 states) is being sent to all members and directors and will be in the mail in the very near future. All present members are urged to study these lists and also the roster of FCC educational actions in the Newsletter, and to encourage every new aspirant to educational radio to join N-A-E-B.

This is a particular responsibility of regional directors--and the way this has been fulfilled by many of them to date is very gratifying.

It is highly important that every broadcasting or producing agency be affiliated with N-A-E-B, not only to strengthen the common cause, but for self-help. In the last three months N-A-E-B headquarters has been able to offer helpful engineering advice to two stations in Texas, a station in South Dakota, a station in Kansas, and to offer policy advice with respect to the FCC and other matters to stations in six other states.

Station Costs and Staff

Harry Skornia, director of radio at Indiana University now reports the study conducted by George Willeford on educational radio stations is ready for release in final form. If the cooperating stations voice no objection to its release (and they should not since a variable code conceals individual station identity) we should have the basis for a set of standards on salaries, equipment, and other items for those of us now operating stations and those who plan to get into educational broadcasting.

Membership Processing?????

Each regional director (regions 1-2-3-4-5-6) should now have in his hands, the application form for new members. (If any director is without this supply he should contact the president's office immediately). It is suggested the regional director should approach the prospective member with this form, have it filled out, keep duplicate records for the regional office, and then forward the original to W. I. Griffith, N-A-E-B treasurer, WOI, Ames, Iowa. Griffith will then write the new member, arrange the billing, file the master copy, send copies of his correspondence to the regional director so everyone is informed all around. (Individual members as well as regional directors are urged to write for a supply of these blanks if they do not have them).

STATION MANAGERS: PLEASE NOTE AND RESPOND!!!

N-A-E-B headquarters is compiling complete sets of data on stations and station coverage in two master files--one of which will follow the president's office from location to location each year--and the other which will remain in the treasurer's hands.

A major aspect of this file is STATION COVERAGE. Will each of you please furnish N-A-E-B headquarters the following information in the form suggestion?

1. An outline of your primary, secondary, and tertiary area in millivolts on a Rand McNally County Outline Map, 8 x 11 size (obtainable at any bookstore). Please send two copies of these coverage circles. In case you are directional, please be precise about the contour.
2. Any data on actual audience you may have in the form of mail-count maps, BMB reports (1946) or any other survey information.
3. Please also furnish an accurate listing of your call letters, your power (day and night), and--if FM--both your rated and effective power, and location.

A ROUGH PRELIMINARY CHECK--WHICH WE WANT TO CONFIRM--WOULD INDICATE N-A-E-B STATIONS POTENTIALLY COULD REACH 16 MILLION PEOPLE WITH PRESENT FACILITIES.

NEWS FROM REGION I -- Regional Director - Seymour Siegel, WNYC, New York City
(Maine, New York, Connecticut, New Hampshire, Massachusetts, Vermont, Rhode Island, Pennsylvania, New Jersey, Delaware and Maryland)

Connecticut

University of Connecticut's Ft. Trumbull campus has started a new campus station, WRUM (the state's fifth campus station). It broadcasts nightly Monday through Thursday. Station manager is Henry Morgan of Stamford.

Massachusetts

World Wide Broadcasting Foundation, Boston, is applying to FCC for power increase of N-A-E-B station, WRUL, for increase to 250,000 watts. Outlet is used by State Department and United Nations as well as by Foundation.

New York

Syracuse University, N-A-E-B member in Syracuse is operating a new-lower power experimental FM station ('EAR-FM) in connection with radio instruction offered at the University, and is instrumental in planning and developing Empire State (FM) Network. (Full details to be available in next issue of Newsletter).

New York

Veteran's Vocational School of the New York State Education Department at Troy is constructing a new FM radio station, operating under a non-commercial, educational license with 1000 watts. Station manager is William P. Saunders and director is George E. Holliday.

New Jersey

N-A-E-B member Rutgers University, acting as "home team" have set up a series of debates with NYU, Columbia University and Hunter College over WHN on Sundays at 2:20. Series began March 7.

New York

In cooperation with N-A-E-B member WNYC the American Book Publishers Council is preparing a series of programs about books and authors to be made available to interested stations. Council undertook project to increase circulation via free air plugs. Shows are being tape-recorded for WNYC airing.

Massachusetts

Junior League of Holyoke has arranged program series concerned with problems encountered by parents and pre-school children, titled "Education Begins in the Nursery." Broadcasts to be aired over WHYN.

New York

"America's Town Meeting of the Air" celebrated its 500th broadcast on March 16 when George V. Denny, moderator, presented Raymond Moley, Norman Thomas, Dr. Leon M. Birkhead, and Martin Ebon in a broadcast on "Which Way America--Facism, Communism, Socialism or Democracy?"

NEWS FROM REGION I(Cont.)

Pennsylvania

The state's oldest Catholic College, Marywood, is expanding broadcasting work on a state-wide basis by presenting a new 15-minute program series carried by seven stations in eastern and central Pennsylvania. A project of the classes in radio technique, the programs are produced and transcribed at WARM by George Perry, education director.

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NEWS FROM REGION II -- Regional Director - Graydon Ausmus, WUOA, University, Alabama
(Virginia, W, Virginia, Alabama, Kentucky, Tenn., North & So. Car., Georgia, Fla. & Miss.)
North Carolina

Governor Cherry has appointed a State Education FM Radio Committee to explore advisability of the state entering the educational FM radio field.

Georgia

The Atlanta Area Teacher Education Service brought I. Keith Tyler, Director of Radio Education at Ohio State University, to Atlanta in connection with the projected opening of the new FM educational station WABE. This station was presented to the Board of Education of the Atlanta City schools by the Rich Radio Foundation. Rich's is an Atlanta department store which has long been interested in furthering educational broadcasting. The gift included not only the complete transmitter but also two hundred "School Broadcast Conference" AM-FM receiving sets for the schools of Atlanta and Fulton County. The station is for the joint use of the city and county. Mr. Tyler was brought in to aid in the planning for the education of teachers in both production and utilization. The station is expected to go on the air experimentally by May and to be in regular service at the opening of school in the fall.

Alabama

N-A-E-B station WUOA, University of Alabama, greets a sister broadcasting enterprise on its campus with entrance into N-A-E-B associate membership of wired station, WABP, to be used as a laboratory tool for the university radio instructional program. WABP is under the direction of Leo Martin, head of the radio department, Martin was formerly an instructor at the Northwestern University radio school and prior to that on the staff of commercial station KFJB (Lincoln, Nebraska).

Alabama

Alabama College, N-A-E-B member in Montevallo, continues to produce and present an excellent series of educational features over cooperating commercial station, WAPI, Birmingham. Under the guidance of Maryland Wilson, director of radio service for the institution, the programs heard include "Understanding Ourselves," a guidance series; "Alabama Music Time", a regular course in public school music; "Concerts and Drama"; "Stories of Long Ago and Far Away"; and "Alabama Feature Page", stories of Alabama people, places and events in the news. An especially attractive brochure describing all of these programs and including scripts was made available recently. The institution offers a major in speech with specialization in any of six speech fields including speech correction, theatre, teaching, interpretation, public speaking, and radio.

NEWS FROM REGION III - Regional Director - Frank E. Schooley, WILL, Urbana, Illinois
(Ohio, Michigan, Indiana, Illinois and Wisconsin)

Michigan

WKAR also reports Michigan State held its Third annual radio conference sponsored by the departments of speech, dramatics and radio on March 5. An excellent attendance was reported with such speakers as Robert Saudek, ABC public service director; Ken Bartlett, Dean of Adult Education, Syracuse University (WEAR-FM) and Mark Haas, Education director, WJR, Detroit.

Indiana

Franklin College, Columbus, Indiana, has completed arrangements with the staff of WOSI-FM for a weekly half-hour segment on Sundays in which they may program any material they desire.

Michigan

N-A-E-B member station WKAR, Michigan State College, reports construction is proceeding on WKAI-FM. Some delays have ensued because of tardy arrival of equipment from manufacturers. Michigan State expects its FM station to be in operation by late March. Plan is to run duplicate programs until WKAR (daylight station) goes off the air at sunset and then to continue until 10:00 p.m. with FM.

WKAR reports increase in requests for mail copies of WKAR program has increased since October from 9,300 to 16,000 with postcards still coming in. Distribution has ranged from East Lansing, Michigan (WKAR home) as far south as Columbus, Ohio and Bloomington, Indiana.

Wisconsin

N-A-E-B station WHA reports through the State Radio Council of Wisconsin has filed with the FCC an application for its fourth educational FM station. All four stations are expected to be on the air by fall of 1948. WHA-FM went on the air March 1947. WHAD-FM (Milwaukee) is expected to go on the air March 30. Initially direct-off-the-air-pickup will be used between WHA-FM, University of Wisconsin, Madison and WHAD-FM, Milwaukee.

Ohio

N-A-E-B member station WOSU, Ohio State University, is producing an unusual series of Easter season broadcasts including the complete presentation of the 3-hour long "Passion According to St. Matthew" by Bach, Couperin's Third Tenbrae Service" for Wednesday of Holy Week, Wagner's "Parsifal" and other similar works.

WOSU, is putting out an unusually attractive program bulletin from which all NAEB members could well take hints and suggestions. Station is directed by Robert C. Higgy, bulletin edited by William Rounds, and program arranged by William Ewing.

Dr. I. Keith Tyler reports plans for the Ohio Institute for Education by Radio are reaching final form. The complete printed programs will soon be available. He urges all interested parties to make room reservation immediately.

Indiana

N-A-E-B member, Indiana State Teachers College, at Terre Haute, reports some new developments under the able direction of Dr. Clarence M. Morgan, Hoosier Schoolmaster of the Air". They are now producing the seventh in a series of special broadcasts on instrumental appreciation for elementary children. These programs

News From Region III (Cont).

Indiana (Cont)

are being presented as a part of our "Story Princess of the Music Box" offerings. Post card reports show that 300 schools are participating in our service with over 3000 children hearing the shows. The broadcasts are given each Friday afternoon and we are entertaining over 100 children at each broadcast. Following the broadcast these children make a tour of our studios during which tour we present a sound effects demonstration which always meets with the approval of the children. In addition to this series we are continuing our 12 other regular series of programs into the classrooms.

Our second development is the erection and licensing of an amateur station, W9DAK, as a unit of our radio experiences for college students. The station operates on ten meters under the auspices of the Indiana State Radio Amateur Club, a unit of our Radio Division. Our students are meeting each week to study code and theory in order to qualify for amateur licenses of their own while the station continues its operation under the licensed trustee. We are having much fun in talking with all parts of the continent.

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NEWS FROM REGION IV - Regional Director - Carl Menzer, WSUI, Iowa City, Iowa
(Iowa, Minnesota, North and South Dakota, Nebraska and Wyoming)
Minnesota

Seventy-five radio news editors and reporters met on University of Minnesota campus (operator of N-A-E-B station KUOM) for the second annual Radio News Short Course sponsored by the University. Speakers included Larry LeSueur, CBS correspondent to UN; Dr. Kenneth Baker, NAB research director; and Dr. Wilbur Schramm, head Communications Institute, University of Illinois.

Iowa

The Iowa Tall Corn Network is going to broadcast programs originated by N-A-E-B member Iowa State Teachers College. Herbert Hake, the College Radio Program Director, says that stations KAYK in Waterloo, KUDM in Des Moines, KFVD in Fort Dodge, KFJB in Marshalltown, and KSIB at Creston will carry the afternoon classroom series. The series is designed for all grades from kindergarten through high school. Station KWVL at Waterloo will also carry an adult education series five days per week in the afternoons. The college will be producing eight hours of radio broadcasts per week. The college will make the programs available without cost except for line charges.

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NEWS FROM REGION V - Regional Director - Ralph W. Steetle, WLSU, Baton Rouge, La.
(Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas & Louisiana)
Oklahoma

John Dunn, N-A-E-B vice president, and director of N-A-E-B station WNAD, reports that Oklahoma School of the Air broadcasts are currently being heard in 74 Oklahoma schools throughout 16 counties, according to a report by Director Jesse E. Burkett. As of February 3, a total of 4,459 pupils were participating in the In-School listening programs offered by WNAD. The number of pupils actually served greatly exceeds this total, Mr. Burkett pointed out, since many teachers who are utilizing the broadcasts have not submitted reports. Over a hundred teachers have responded enthusiastically to the School of the Air series. Participants are now listed in the following counties. Cleveland, Comanche, Grant, Love, Oklahoma, Pontotoc, Caddo, Canadian, Grady, Kingfisher, Lincoln, McClain, Okfuskee and Payne Counties.

NEWS FROM REGION V (Cont.)

Missouri

Laboratory equipment for use in transmitting a daily facsimile newspaper at the University of Missouri school of journalism is being installed through arrangements with the St. Louis Star Time Publishing Company, operators of KFRU, Columbia. School of Journalism now writes all newscasts as journalism project for KFRU.

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NEWS FROM REGION VI - Regional Director - William H. Sener - KUSC, Los Angeles, California (Montana, Washington, California, Idaho, Oregon, Nevada, Arizona, Utah and Territory of Hawaii)

Oregon

N-A-E-B station, KOAC, Oregon State College, features a new program series devoted to women over the state entitled, "Clubwoman's Half Hour". Program specializes on topical material, serious and light. Serious side will feature problem areas such as "Color Blind", Halsey's book dealing with race problems, pegged on basic book material.

N-A-E-B station, KOAC, Oregon State College, has 5000 watts and fan mail indicates a greatly increased range for the state-owned radio station KOAC since night-time power was increased to 5000 watts, according to James M. Morris, program manager for the station. The increased power went into effect December 7, 1947, when permission was granted by the Federal Communications Commission following completion of engineering for the new power by Grant Feikert, chief engineer, and his staff. Edgar F. Smith, president of the state board of higher education pushed the button changing the station to its new high power on the occasion of the Station's Silver Jubilee December 7.

Washington

Louis Clements, engineer, has left WOR, New York City, to assume position on February 1st of Chief Engineer at N-A-E-B station KWSC, Pullman, Washington. Appointment of a new chief engineer was one of five new assignments at KWSC. Clements will head the technical division of the station, bringing to it 19 years of experience. Prior to his work as studio operations engineer with WOR, Clements was a technician in recent CBS color television experiments. During the war he served in the Army as tower construction and ground system chief for the American Expeditionary stations in the Mediterranean; earlier, transmitter engineer with WCCO, Minneapolis.

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Bob Bingham, station Manager of WGAI, Elizabeth City, N.C. has joined KWSC to fill new position of Events Director. Bingham will supervise the station's expansion into sports, news, and special events coverage, in which he has specialized for 23 years. A well-known sports and news announcer with WINZ Hollywood, Fla., and WMCA, New York City, Bingham held the position of sales promotion director of WBT, Charlotte, N.C. before putting WGAI on the air last fall.

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Robert Concie, former KWSC staff announcer and more recently on the announcing staff of KFIO, Spokane rejoins KWSC, Pullman, Washington, as Chief Announcer on February 1st. A production man as well as a fine studio announcer, Concie will direct the announcing staff and supervise a new tie-in between announcing and studio production.

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Leonard Hegnauer, KWSC Farm Editor moves to KNEW, Spokane, same duties. New farm editor of KWSC, Pullman, Washington, effective February 1st is Paul Spechko.

NEWS FROM REGION VI (Cont.)

Washington

Ira Myers, KWSC, Pullman, Washington, staff engineer and acting chief engineer until recently has been given new permanent position at the station of Assistant Chief Engineer, effective February 1st.

California

The WESTERN RADIO CONFERENCE will be held at the Marines Memorial Building in San Francisco March 20 and 21. On the agenda are topics of general interest including: "World Affairs Are Your Affairs"; "Toward a More Responsible Use of Radio"; "The Local Station and Community Education"; "Radio and the School"; and "Of Mikes and Men's Minds."

Washington

N-A-E-B station KWSC, Washington State College (Pullman) has embarked on an office building program doubling the station's present space, due for occupancy April 1. Occupants will include station manager Blake; engineer Myers; secretary Nuttall; chief announcer, Condie; stenographers and continuity writers. Present office space will be converted into an enlarged record library, audition room, and offices for traffic and music sections.

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USA REGISTERS GROWTH

In its seventeenth year of broadcasting the Wisconsin School of the Air has recorded its greatest enrollment. A total of 427,050 listeners are registered as hearing the 10 programs offered each week, according to H. B. McCarty, director of the project. This is a substantial increase over the 361,257 reported in 1946-47. The figures are based on actual reports from teachers using the programs in their schoolrooms, and do not include regular out-of-school audience. Largest class is "Journeys in Music Land" with Professor Gordon, in which 66,767 are registered. Some singing class!

SCHOOL BROADCASTS IN COLORADO

The age-old problem of "What Should I Study and Why," will be viewed objectively on YOUR CAREER a new University of Colorado (N-A-E-B Member in Boulder) radio series aimed at answering "career" questions of high school students and graduates. The programs which started the first week of March over eight Colorado stations will feature educators from the University and specialists in each of the thirteen fields of knowledge to be presented.

According to Ellsworth Stepp, head of radio at the University of Colorado, "One of the greatest problems facing the high school graduate has always been a lack of exact knowledge of the studies he might pursue in college, and the opportunities offered by each."

Recognizing the immediate need for such broadcasts, Mrs. Nettie Freed, Superintendent of Public Instruction for Colorado, stated she will urge school superintendents throughout the state to take full advantage of the program.

FEDERAL COMMUNICATIONS COMMISSION
(Educational)
NEWS--APPLICATIONS--ACTIONS

March 15, 1948

Text of S-2231 (Johnson Bill)

To limit power of radio broadcast stations -- Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that subsection (c) of section 303 of the Communications Act of 1934, as amended, is amended by inserting before the semicolon at the end thereof a colon and the following: "Provided, that no broadcast station operating in the amplitude modulation broadcast band on frequencies ranging from five hundred and fifty kilocycles to sixteen hundred kilocycles shall be granted a license to operate with power in excess of fifty thousand watts, and in the granting of instruments of authorization for such stations no station's skywave signal shall be protected for a signal intensity of less than five hundred microvolts per meter 50 per centum of the time based on measurements made during the second hour after sunset for all seasons of the year."

AMPLITUDE MODULATION APPLICATIONS

1380 KC - New Station

NET-The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.- Construction permit for a new standard broadcast station to be operated on 1380 kc., power of 5 KW, and daytime hours of operation (Graceland College)

930 KC - Measurement Authority

WLBL - State of Wisconsin, Department of Agriculture, Stevens Point, Wis.- Authority to determine operating power by direct measurement of antenna power.

1450 KC - Designated for Hearing

KBPS - Benson Polytechnic School, Portland, Ore.- Hugh Francis McKee, Portland, Ore.- Designated for hearing application of KBPS(BUL-1280) for modification of license to change the specified hours of operation of KBPS, in consolidated proceeding with application of McKee for new station to operate on 1450 kc., 250 watts, sharing time with KBPS (BP-3225); further ordered that hearing now scheduled for February 23, 1948, on application of McKee be postponed and the consolidated hearing be scheduled for May 26 and May 27, 1948, at Portland, Ore.

APPLICATIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, AND INSTITUTIONAL

Applications Accepted For Filing

KHBE - Mary Hardin-Baylor College, Belton - Modification of construction permit (B3-PH-1033, as modified) which authorized a new FM broadcast station to change type of transmitter, ERP from 2.9 KW to 12.0 KW, antenna height above average terrain to 317 feet and make changes in antenna system.

Application Accepted For Filing

WDET - The Board of Education of the City of Detroit, Detroit, Mich. - License to cover (B2-PED-34, as modified) which authorized a new non-commercial educational FM broadcast station.

FM - Applications Accepted For Filing

NEI - Science Education Foundation, Inc., Shaker Heights (P.O. 7301 Euclid Ave., Cleveland 3) - Construction permit for a new FM broadcast station (Class A) to be operated on 93.5 mc., Channel #228, ERP of 637 watts and antenna height above average terrain 305 feet.

New - For Construction Permit

First Baptist Church of Beaumont, Beaumont - Construction permit for a new FM broadcast station (Class B) to be operated on 92.3 to 107.9 mc., ERP of 2890 watts. Amended to change frequency from 92.3 to 107.9 mc., to Channel #300, 107.9 mc.

The Southwest Baptist Theological Seminary, Fort Worth - Construction permit for a new FM broadcast station (Class B) to be operated on 92.1 to 103.9 mc., and ERP of 2890 watts. Amended to change frequency from 92.1 to 103.9 mc., to Channel #227, 93.3 mc.

NEI - Howard Payne College, Brownwood - Construction permit for a new FM broadcast station (Class B) to be operated on 92.1 to 103.9 mc., and ERP of 2890 watts. Amended to change frequency from 92.1 to 103.9 mc., to Channel #290, 105.9 mc.

San Antonio Baptist Association, San Antonio - Construction permit for a new FM broadcast station (Class B) to be operated on 92.3 to 107.9 mc., ERP of 2890 watts. Amended to change frequency from 92.3 to 107.9 mc., to Channel #289, 105.7 mc.

Wayland Baptist College, Plainview - Construction permit for a new FM broadcast station (Class B) to be operated on 92.3 to 107.9 mc., ERP of 2890 watts. Amended to change frequency from 92.3 to 107.9 mc., to Channel #297, 107.3 mc.

For License

WNYC-FM-City of New York, Municipal Broadcasting System, New York - License to cover construction permit (B1-PH-1067, as modified) which authorized changes in FM broadcast station.

For License

WVCU-FM- Cornell University, Ithaca - License to cover construction permit (B1-PH-248, as modified) which authorized a new FM broadcast station.

ACTIONS (AMPLITUDE AND MODULATION) COLLEGE, UNIVERSITY, AND INSTITUTIONAL

900 KC - New Station

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn. - Construction permit for a new standard broadcast station to be operated on 900 kc., power of 1 KW and daytime hours of operation. Amended re officers and directors.

Miscellaneous Actions

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn. - Granted petition for leave to amend applications for CPS (BP-5273, Docket 7922; BPH-970, Docket 7923) to show the election of Rev. William Graham as president and

director in place of Dr. W. B. Riley, deceased, the resignation of H. B. Prince from Board of Directors and the election of Frank Clawson thereto, and add biographical information with respect thereto; accepted said amendment.

VHA- State of Wisconsin, Madison, Wisc. - Granted authority to take depositions at Oregon, Ill., on February 21, in re application in Docket 8043, et al.

WMPC - The Liberty Street Gospel Church of Lapeer, Lapeer, Mich. - Granted petition for leave to amend its application (BML-1271; Docket 8632) to specify as hours of operation 9 a.m. to 10:30 p.m., daily except Saturday, instead of unlimited time, except Saturday.

830 KC - Special Service Authorization

WNYC - City of New York, Municipal Broadcasting System New York City - Granted special service authorization to operate from 6 a.m. to 10 p.m., EST, for a period of 6 months from March 2, subject to same terms and conditions as previous grants. (BSSA-181)

640 KC - Temporary Authorization

VOI - Iowa State College, Ames, Iowa - Granted temporary authority to broadcast Ninetieth Anniversary Ceremonies of the College and address by Senator Bourke B. Hickenlooper, March 20 and High School Basketball Tournament, March 17-18-19-20 (7:15-10:00 p.m.)

ACTIONS (FREQUENCY MODULATION) COLLEGE AND UNIVERSITY

FM Construction Permits

KAMT - Agricultural and Mechanical College of Texas, College Station Texas, Class A; 98.3 mc., (Channel 252); 210 watts; 270 feet. (BMPH-1206)

Granted License

VHA-FM - State of Wisconsin, State Radio Council, Madison, Wisconsin - Granted license for new non-commercial educational station (BLFS-20).

Granted CP Modification

KOKH - The Board of Education of the City of Oklahoma City, Okla. - Granted modification of CP to change studio and transmitter sites and changes in antenna system, and completion date to be 7-21-48 (BMPED-108).

Granted CP Modification

KALW - San Francisco, Calif., - Granted modification of CP for extension of completion date to 5-10-48. (BMPED-91).

Granted Further Hearing

Friday, March 5 -- Further Hearing, 10:00 a.m. - NEW - School of Radio Arts, Beverly Hills, Calif. - For FM facilities.

NEW - Veterans Vocational School, Troy, N.Y. (P.O., Corner of Seventh Avenue and Broadway) - Construction permit for a new FM broadcast station, non-commercial educational to be operated on Channel #211, 90.1 mc., with operating power of 1 KW.

Granted Continuance of Hearing

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn. - Granted petition for continuance of hearing now scheduled for Feb. 25 to April 28 in re its applications and FM stations (Dockets 7922 and 7923).

TELEVISION APPLICATIONS

NEW - The State University of Iowa, Iowa City (P.O., Iowa City) - Construction permit for a new commercial television broadcast station to be operated on Channel #11, 198-204 mc., ERP of visual 32,26 KW, aural 16.13 KW, and unlimited hours of operation.

REINSTATEMENT - WOXBV - Kansas College of Agriculture and Applied Science, Manhattan - License to cover construction permit (BFVB-227) which authorized reinstatement of construction permit.

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RADIO IN SCHOOLS

The increased use of radio in Iowa schools raises the question of how much of the teacher's job it will take over. Four frequency modulation stations are broadcasting in Iowa and construction permits have been approved by the Federal Communications Commission for 23 more. Counting the 33 standard stations now operating, a total of about 56 radio stations may be operating in Iowa in the near future.

Virginia Peterson, writing in the Iowa State Education Association magazine, says a recent survey at Iowa State College showed that 27 of the 34 schools in towns over five-thousand have radio receivers for class use. The survey showed a considerable difference as to the use of the radio. But it indicated that music, social science, speech and vocational guidance classes are being aired over the radio.

In the same article, Richard Hull, The Director of N-A-E-B Station WOI at Iowa State College, said most radio people and educators agree that radio does not do an effective job of direct teaching. However, they vouch for its place as a teaching aid. They also believe that as a potent social force in forming public opinion, radio has no equal. Hull concludes that radio, like other teaching aids, places greater responsibility on teachers for fitting programs effectively into the teaching program.

"The ether is a public medium and its use must be for the public benefit. The use of radio channels is justified only if there is public benefit. The dominant element for consideration in the radio field is, and always will be, the great body of the listening public, millions in number, countrywide in distribution"

-- Herbert Hoover (As Secretary of Commerce)

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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