

N-A-E-B NEWS-LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

JUNE 30, 1948

"CONSCIENCE OF THE BROADCASTING INDUSTRY--CLIFFORD J. DURR"

One of the most controversial, conscientious, and forthright figures in American public life left officialdom on June 30th when Commissioner Clifford J. Durr retired from the Federal Communications Commission. Guided by a tough and brilliant mind and illuminated by conscience and a sense of duty which knew no compromise, Durr has left a record of public service and principle which few have courage or the capability to duplicate.

Clifford Durr assumed his duties with the FCC, equipped with a tough and vital philosophy rooted in a liberal interpretation of the Bill of Rights and founded in a liberal faith born in the 19th century, maintained with difficulty in the technology of the twentieth. A casual knowledge of the difficulties and problems of a particular branch of that technology--radio broadcasting--quickly became for this Commissioner a comprehensive knowledge. And that knowledge--and its application gave American radio a system of principles and policies, which despite outraged protests and bitter objections--sometimes honest, often calculated--remain a basically unassailable ethic in this age of communications.

In a very real sense Clifford J. Durr gave radio back to the people who own it--the citizens of the U.S.--and he pointed out the way--through the "Blue Book" for U. S. Radio operators to maintain the freedom and the independence which they so loudly claim--and so often forfeit.

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N-A-E-B SALUTES 25TH ANNIVERSARY OF NEW YORK'S WNYC

Culminating a quarter-century of non-commercial, public service broadcasting one of the most unique and successful broadcasting operations in the U.S. marks its 25th anniversary on July 8th. Key unit in the New York City Municipal Broadcasting System, N-A-E-B station WNYC, under the direction of Seymour Siegel, will receive special tributes from all over the U.S. and from many member nations of the United Nations.

Mayor O'Dwyer and other city officials will take part in a day-long celebration heralded by tributes from all N.Y. stations, from the BBC, the United Nations at Lake Success, and from friends and well-wishers the world over.

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GOVERNOR DEWEY QUESTIONED ON RADIO REGULATION

(Radio Daily-June 28) "Reasonable regulation" is the role of Government in the radio field, according to GOP presidential nominee, Thomas E. Dewey. He said last week in Philadelphia that development of FM and video "is up to private enterprise" and that they represent "great potentials for service to the public and the stimulation of business."

the FCC
The New York governor has not studied nor its practices closely, but he is convinced that the Commission should in no case have power to "regulate program content." Nor does he think Congress should legislate in any way affecting the objectiveness of news broadcasts, he told a reporter. Repeating his frequent statements in the past that Government ownership of radio is repugnant to him, Dewey said, "Radio in this country made its greatest advance as an integral part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine,"

HIGH-SCHOOL GRADUATION FOR WHOLE U.S.

The National Association of Secondary School Principals arranged a national high school graduation for broadcast over the Mutual Broadcasting System on the evening of June first, Speaker was David E. Lillenthal, chairman of the Atomic Energy Commission who spoke on "Youth in the Atomic Age." The program originated from Gettysburg High School in Pennsylvania.

STUDEBAKER, U. S. EDUCATION HEAD, RESIGNS

Dr. John W. Studebaker, United States Commissioner of Education, prominent figure in the public forum and radio field, resigned from his federal duties to become Vice-president and Chairman of the Editorial Board of Scholastic Magazine. Resignation becomes effective July 15th after 14 years of service. Widely known in radio broadcasting for his interest in radio and radio education Studebaker was one of the champions of FM broadcasting for schools and universities.

STRATOVISION SUCCESSFULLY DEMONSTRATED IN OHIO

Westinghouse Electrical Corporation and the Glenn L. Martin aircraft company made a striking demonstration of "stratovision" in Zanesville, Ohio, on the night of June 23. An airborne transmitter, cruising at 25,000 feet above Pittsburgh, Pa., broadcast pictures of the G.O.P. convention in Philadelphia to viewers up and down the East Coast and to the special viewers in Zanesville, Ohio, stationed there for the experiment. Thirty-three newspaper men viewed the program from the Zanesville Country Club. The press viewing culminated three years of planning and experimentation. Actual broadcast got under way at 8:55 EDT when the plane carrying experimental station WIONXB on Channel 6 rebroadcast from the East Coast TV network. Pictures were received with exceptional brilliance and clarity.

The experiment heralds plans of Westinghouse and Martin engineers for a coast to coast "stratovision" network based on a basic service area of 500 miles in diameter. System would link New York and Hollywood which would broadcast five FM programs and four TV programs in a linkage requiring only eight planes flying about 400 miles apart. Addition of six planes to the "stratovision" network would provide added coverage in the Southeast and Northwest. This coverage would include 51 percent of the U. S. area and 78 percent of the U. S. population.

WASHINGTON LUNCHEON FOR RETIRING COMMISSIONER DURR

A testimonial luncheon was given to Clifford J. Durr, retiring Commissioner of the Federal Communications Commission who voluntarily concluded his period of service on the radio regulatory body June 30.

Attending the event, given by the National Lawyer's Guild, were several hundred government officials including members of the Supreme Court and the Court of Appeals. Former "trustbuster" Thurman Arnold, described Durr as the "conscience of the Broadcasting industry". Wayne Coy, FCC chairman called him "an exultant believer in democracy".

Senator Claude Pepper lauded Durr for his "unique sensitiveness to the public interest". Tributes were paid him from many sources including Harold Ickes, former U. S. Secretary of the Interior; Charles Denny, former FCC chairman, and many others.

Durr, who addressed the group briefly, spoke again on the theme of greatest concern to him--civil liberties and the rights of man. He decried the trend toward use of non-judicial sanctions by government and the trend toward controlling people's thinking in this country. "The trend toward controlling people's thinking," said Durr, "is as dangerous here as in Germany, Japan, or Russia--and we have less excuse for it here."

Durr, whose future plans he says are indefinite, has been sought, it was reported for the presidency of several colleges and universities.

FRIEDA B. HENNOCK APPROVED AS NEW FCC MEMBER

With Senate confirmation of her appointment to succeed Clifford Durr on the Federal Communications Commission, Frieda B. Hennock becomes the first woman to be appointed to high public office since Frances Perkins was Secretary of Labor. Miss Hennock is a Democrat from New York City, and a feminist.

Miss Hennock, attractive, personable, able, was born in Poland 43 years ago. Against the wishes of everyone but herself decided to be a lawyer when she was 18 and in Brooklyn. To pay for a night school law course she worked all day on Wall Street in a law office. Admitted to the bar at 21 she enjoyed a spectacular and financially successful career trying criminal cases.

In 1941 Miss Hennock became the only woman partner in the stately, old law firm of Choate, Mitchell and Ely. She is taking the FCC job, admittedly a financial comedown (not long ago she made \$50,000 on a case turned down by 18 other law firms), because she says the FCC needs somebody who understands constitutional law in granting licenses to radio and television stations, because she has a feeling for government, and because she is a woman.

"The FCC, says Miss Hennock, "is a quasi-judicial commission...the commission needs a lawyer--not a programming expert."

Miss Hennock intends to resign from her New York law firm connections, and plans to move to Washington early in July to take up her new duties with the Federal Communications Commission.

TELEVISION REPORT--UNIVERSITY OF MICHIGAN

Mr. Wesley Romaine of the American University of Washington, D.C. currently engaged in a survey of educational television programs throughout the country, has accorded top-ranking position to a University of Michigan program.

The Sunday evening series, broadcast over WWJ-TV at 6:15, is a public interest program intended to inform the TV audience on subjects of science or culture in which there is a high current interest, or a lasting educational interest.

The series in its present form has been made possible largely through the cooperation of the University of Michigan. From his findings and observations, Mr. Romaine has stated the program is the "most ambitious and impressive he has seen."

Mr. Romaine has been connected with the American University educational broadcasts from the Dumont Laboratory in Washington. His present survey to obtain an over-all picture of this radio field is the result of the recent proposal of the Carnegie Foundation to provide funds for education by television along certain lines.

University of Michigan faculty members appearing on the program have included:

Professor Ralph A. Sawyer, Dean of the Horace Rackham Graduate School; Professor Edward T. Vincent, Mechanical Engineering; Professor William Kynoch, Wood Technology; Professor Leslie A. White, Anthropology; Carleton W. Angell, artist; Professor Walter E. Lay, Mechanical Engineering; Colton Storm, Curator of Manuscripts and Maps, Clements Library; Professor R. McMath, Director, McMath--Hulbert Observatory; Wilma T. Donahue, Director, Psychological Services Bureau; Professor Otto LaPorte, Physics; Professor Wilford J. Eiteman, Finance.

Subjects televised, utilizing foregoing authorities included: (1) Peacetime Uses of Atomic Energy; (2) Jet Propulsion; (3) Wood Technology; (4) Man's Control of Energy; (5) Sculptoring as an Educational Tool; (6) Automotive Research for the Comfort of the Driver; (7) Original Source Americana for the Historian; (8) The Sun Explodes; (9) Mechanical Aids for the Blind; (10) Relativity; (11) Money.

Every possible angle of showmanship and visual aid is utilized on the one-hour program to clarify the subject to the listener. In addition to these interview and roundtable programs, the University presents occasional dramatic shows featuring students in broadcasting classes.

WWJ-TV officials state that the excellent response to the program warrants repetition of certain of the broadcasts. These University of Michigan programs may be picked up by over 6000 television sets in the Detroit area and well over 150 in Ann Arbor. The continuously increasing number of sets in the area, however, will make it worthwhile to rebroadcast talks on subjects of keen current interest.

... Waldo Abbot
Director of Radio

PLEA FOR RADIO NEWSCASTERS IN N.Y. LEGISLATION

Mike Hanna, Manager of NAEB station WHCU (Cornell University) appeared before the New York State Law Revision Commission together with E. R. Vadeboncour (WSYR), Syracuse, to plead that radio newscasters should be covered in proposed legislation enabling reporters to protect their sources of information. Hanna is also director of NAB Region II.

94.2% OF US FAMILIES OWN RADIOS-SAYS BMB

Broadcast Measurement Bureau reports that 37,623,000 U.S. families own one or more radios in working order as of January, 1948. New England is first among the 9 geographical areas in the U.S., and Massachusetts leads all states percentage-wise with 98.9% radio ownership. New York ranks highest numerically with 4,001,700.

Urban radio ownership rose slightly from 95.2% to 95.7%. Rural non-farm (village) is up from 87.4% to 94.4% and rural farm ownership stands at 88.7% which is up from 76.2% in 1946.

Utah leads all states in the percent of radio ownership among villages with 98.6%. Washington is first in percent ownership among rural farm families with 97.6%.

According to the BMB estimates, every geographic area in the U. S. gained in total number of radio families except the Mountain area. This area despite a slight loss in total families, did show a rise in radio families due to an increase in percent ownership.

Urban, village, and farm all gained both in total families and radio families with villages showing the greatest gain--1½ million more families and 2 million more radio families than in 1946.

Number of families were estimated by BMB from census according to a formula developed in cooperation with and approved by the U.S. Census Bureau. Radio ownership was determined by personal interview surveys conducted by the Market Research Company of America and Alfred Politz Research.

NATIONAL ASSOCIATION RADIO NEWS EDITORS PLANS ANNUAL MEETING

The National Association of Radio News Editors will hold its 3rd Annual convention in St. Louis, Missouri on November 12, 13 and 14. Announcement comes from NARND president, John F. Hogan, news director of station WCSH, Portland, Maine. Major emphasis in '48 meeting will be on news processing and presentation in new media. It is expected several television experts will attend the meeting to present demonstrations of television news technique. (NARND was founded in 1946 at its first convention in Cleveland. Last year's meeting was held in Washington, D.C.)

CHARLES DENNY MADE NEC VICE-PRESIDENT

The 36-year old former head of the FCC has been made vice-president of the National Broadcasting Company. Charles Denny moves up from the position of vice-president and general counsel of the network. RCA president and chairman of the board in making the announcement said the promotion is "in keeping with RCA policy for regular infusion of youth in management." Denny is replaced by Gustav Margraf, 33-year old partner in a New York law firm and by David Adams, former assistant NEC general counsel. He is 35.

NBC-NORTHWESTERN U. SUMMER RADIO INSTITUTE HITS NEW HIGH

Annual summer radio institute sponsored jointly by Northwestern University and the National Broadcasting Company opened at Evanston, Illinois, on June 28. Enrollment of nearly 100 students from 28 states found more than 50% of the enrollees are professionals regularly employed in broadcast stations.

Judith Waller, director of public affairs and education for NBC's central division, said other enrollees were persons seeking employment in radio and registrants from colleges and universities.

Twelve courses of instruction covering almost all non-technical phases of radio are being offered, including a course in radio management. Faculty includes members of NBC's central division, personnel from Northwestern University's radio faculty, and station managers from large and small stations throughout the country who will instruct enrollees on the basis of practical experience.

ABC PUBLIC SERVICE DIRECTOR CITED IN "NEWSWEEK"

Newsweek Magazine, week of June 7th, presented a detailed account of ABC policy with respect to public interest radio programs. The article, described philosophy of 37-year old Robert Saudek (vice president in charge of public affairs for ABC) with special reference to his handling of ABC documentaries.

Saudek's belief is that "documentaries should do more than present the facts by presenting conclusions and practical ones too" on the problem being examined. Policy of intensive research preceding presentation of a documentary was examined and illustrated by description of activity going into preparation of the ABC documentary, "Communism-U.S. Brand" which required more than a year of ground work in preparation.

FEDERATED WOMEN'S CLUBS HAIL NAB RESOLUTION

The General Federation of Women's Clubs meeting in Portland, Oregon, passed a formal resolution commending the National Association of Broadcasters for its recent statement urging broadcasters to give more coverage to UN activities, not only through headline news but through planned programs of discussion.

CBS REGIONAL DIRECTOR NAMED SPEECH HEAD AT MINNESOTA U.

Dr. E. W. Ziebarth, director of education for CBS Central Division and WCCO (Minneapolis) has been named Chairman of the Department of Speech at the University of Minnesota. Confirmation and announcement of Ziebarth's new duties came from the University Board of Regents. In addition to his new task at the University, Ziebarth will continue with his CBS air duties.

Dr. Ziebarth has been associated with the University of Minnesota as a faculty member since 1936. He has served as director of the school of the air for N-A-E-B station KUOM, owned and operated by the University and also as a member of the Department of Speech. Prior to his coming to Minnesota, he was associated with WHA and the Department of Speech at the University of Wisconsin in Madison.

FCC'S COY MAKES PLEA FOR DISCRIMINATING RADIO LISTENERSHIP

Wayne Coy, chairman of the Federal Communications Commission, speaking at the 70th commencement exercises of the Cincinnati College of Music, made a plea for "educated" listening as a basic part of American citizenship.

He pointed out that every citizen should know and understand that the radio frequencies are part of the public domain and therefore part of every citizen's heritage. Coy also stressed that every citizen should be familiar with the relationship between the FCC and private broadcasters and should know something about broadcasting, programming and production methods.

Emphasizing the importance of radio as an educational force, Coy said, "The broadcasters, the schools, and the parents, working together, can make radio an increasingly effective force in American life." This remark underscored an earlier OBSERVATION THAT "every schoolroom in America, should, by now, be equipped with a radio set. It should be freely integrated with the classroom work...as a major educational tool. As soon as television becomes available in a community, the schoolroom should be equipped with a television screen--the electronic black-board of the future..."

The Cincinnati College of Music conducts a special radio department made possible by cooperation of commercial broadcasters in this Ohio city. One highlight of this year's Commencement exercises (the 70th) was awarding of the degree of Bachelor of Fine Arts in Radio Education--the first time such a degree had been granted anywhere in the country. FCC Commissioner Coy hailed the event as "a great compliment to Cincinnati's radio broadcasters as well as to this institution (the College of Music)"

Coy emphasized the heavy responsibilities of the radio broadcasters (to the public and to the society in which he functions)..."in this day of increased radio facilities and of heightened social, economic and political problems."

"These problems" he said, "call for more attention by the radio listener. In a democratic society where the people own the radio channels but entrust them to private individuals for operation the people have a real responsibility in a common effort to insure maximum benefit from those channels."

"It is futile to assume, as some have in the past," Coy said, "that the listeners can discharge this responsibility merely by tuning in the programs they like and tuning out the ones they don't like. The listener can play a far more effective and intelligent role than that."

To illustrate his point, Coy described the work of the Cleveland Radio Council as an example of "organized community effort" to achieve this end. "Broadcasters, he declared, "for their part, can help by providing suitable programs as an incentive to intelligent juvenile listening. And they can cooperate in every sound endeavor with the schools and the parents to meet the radio needs of the community."

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SETON HALL COLLEGE OFFERS SPECIAL SUMMER RADIO COURSE

Seton Hall College with the aid of leading network and agency specialists is offering a six-weeks course in radio advertising at its Newark Center. Course began June 28. Subjects covered include agency operation, commercial copy writing, program production, publicity and promotion. Coordinator for the course is Joseph F. Keating of the Mutual Broadcasting System's program department.

VOICE OF AMERICA RECEIVES ANOTHER SENATORIAL KICK

The Voice of America, State Department overseas shortwave information project, is still receiving what some regard the slings and arrows of outrageous fortune-- in any event the blunt and hardy criticism of Senator H. Alexander Smith.

Senator Smith told the Senate in mid-June that "final and unmistakeable responsibility" for the alleged blunders by the Voice of America rests upon the Department of State. He further states "an important collateral responsibility for the failure of the programs rests with the National Broadcasting Company." Senator Homer Ferguson voices the same opinions as his colleague, stating both senators were committed to continuing study of the program.

Meanwhile NBC and CBS foreign broadcast sections, who had been producing programs on contract for the "Voice" severed relations as of October 1, disclaiming any further willingness to assist in the project.

"SEMI-ANNUAL" INVESTIGATION OF FCC--HOUSE

Investigations of the FCC, like the seasons, seem to roll around periodically. Current examination by the House Rules Committee was approved in mid-June. A resolution by Rep. Forrest Harness of Indiana called for a special committee to investigate the FCC between now and the coming winter.

Subjects for investigation are the controversial "Blue Book" and the FCC's right to issue it; the question of possible Communist favoritism by the FCC in license-grants, possible FCC influence over programming; charges that of concentration of licenses in a limited number of persons or corporations, rather than a distribution of such licenses on a more equitable basis, geographically and ownership-wise.

Rep. Harness, 53-year old Kokomo lawyer, member of the House Rules Committee, who at one time blamed the FCC for "Voice of America" programs, would probably chair the investigation committee. Some observers believe charges by Rep. Edward Hebert that Edward Lamb, Toledo, Ohio (licensee of WTOL and holder of TV permits in Columbus, Ohio and Erie, Pa.) had worked with the Communist Party, was basis of resolution for investigation.

PLANS PROCEED FOR BAPTIST FM NETWORK IN TEXAS

With the recent grant by the FCC of conditional approval for a local FM outlet for the San Antonio Baptist association, developing plans for a Southwest religious web took further shape. This is one of a number of grants made to Baptist institutions in Texas. Others include Howard Payne College (Brownwood), First Baptist Church (Beaumont), Buckner's Orphan's Home (Dallas), Wayland Baptist College (Plainview) and the Southwestern Baptist Theological Seminary (Ft. Worth, Texas).

OHIO STATER WINS KDKA SUMMER APPOINTMENT

Ralph L. Hamilton, Ohio State University, was winner of one of three KDKA (Pittsburgh) summer appointments to that station's farm department. He will work with KDKA's agricultural director, Homer Martz.

FCC APPROVES COMMERCIAL FACSIMILE FOR JULY 15

The Federal Communications Commission announced approval of facsimile for commercial FM stations beginning July 15. Commissioners Durr, Hyde, and Sterling are primarily responsible for the decision with Coy, Walker, and Webster not participating, and Jones dissenting in part. (Jones would have banned multiplex during the day).

The decision to permit multiplex programming (which means facsimile broadcasting may be carried on while regular aural FM programming is in progress on the same frequency) was taken, the FCC explained, in the hope that ultimately a suitable multiplex system will be developed which will not cause any degradation of the full FM tonal range.

Either simplex or multiplex operation was approved with simplex limited to one hour during the day and multiplex to three hours with no limit after midnight. Use of the 8.2 inch paper, as advocated by the John Hogan interests and by Finch Telecommunications, Inc. was approved.

Daytime hours, for purposes of this decision, are held to extend from 7:00 a.m. until midnight, during which time one hour of simplex transmission is permissible (this means no aural FM sending during that period) and three hours of multiplex. Between midnight and 7:00 a.m. there is no limit on either simplex or multiplex service.

NAB'S JUSTIN MILLER BLASTS PUERTO RICO GOVERNMENT STATION PLAN

Plans of the Puerto Rican government to operate WIPR- its 10 kw outlet now under construction--on a commercial basis were viewed with extreme disfavor by Justin Miller, president of the National Association of Broadcasters. Meanwhile commercial broadcasters on the island have begun a legal study to find possible ways and means to proceed against the project. Initially, the island radiomen voiced no objection, it was reported, because of their alleged understanding the project was cultural and educational in nature.

Judge Miller said, "Operation of a commercial broadcasting station by an arm of the government is as dangerous a precedent as publication by such an agency of a commercial newspaper. It is one more step threatening, not only the American system of radio, but our traditional system of free enterprise."

UNION STATION SEEKS WFDR CALL LETTER

The International Ladies Garment Worker's Union which holds a construction permit for a New York City FM station assigned the call letters WMKA, have asked the FCC permission to use the letters WFDR.

The past several years have seen a number of requests for the FDR call letters but they have been turned down. This new application, however, carries with it a letter from Mrs. Eleanor Roosevelt expressing her approval and saying her children have no objection to assignment of the letters to the Union station.

STANFORD-NBC SUMMER RADIO INSTITUTE OFFERS 14 COURSES

The 1948 Stanford-NBC Summer Radio Institute is offering 14 courses of study in commercial and educational radio from June 17-August 28. Courses range from professional management sequences to radio program planning and scheduling. In addition to the usual subjects of announcing, music, writing, etc., the Institute will have a special section in public interest broadcasting and radio for teachers.

Institute teaching personnel includes Allen Miller, director of the Institute (also director Rocky Mountain Radio Council); John Elwood, general manager, KNEC; Mrs. Inez Richardson; Hal Wolf; John Grover; Tony Freeman; Budd Heyde; Dr. Jan Pepper; Dick Bertrandias; Malcom Meacham; John Thompson; Alfred Crapsey, and Marjorie McGilvrey.

COLUMBIA RECORDS TO MARKET NEW TYPE PLATTER

A new type phonograph record which plays 45 minutes on one 12-inch double-face platter will soon go on the market. Produced by Columbia Records, Inc., the new record is known as the "Columbia LP (long-playing) Micro-groove" record.

Platters turn at 33 1/3 RPM as compared with 78 RPM for conventional records. They will retail for as much as 62 percent less than the price of the usual record. A newly-developed record-player readily attachable to any radio or combination is required for the Microgroove records. Players retail for \$29.95 and will be manufactured by Philco and Columbia Records.

LP Microgrooves are grooved three-thousandth of an inch wide and contain about three times to the inch as many grooves as the conventional phonograph record. The player mentioned above measures 15 by 14 by 6 inches.

NYU WORKSHOP HEADED BY LANDRY

Robert J. Landry, author of "This Fascinating Radio Business" and former secretary of the CBS program board, is director of New York University's Summer Radio Workshop which began June 28. Dean Paul A. McGhee, Division of General Education at NYU in announcing Landry's appointment, stated that the workshop is a six-week group of courses for professional radio people.

Previous instructors at the NYU Workshop have included Burton Paulu, director of N-A-E-B station KUOM (University of Minnesota) and Seymour Siegel, director of N-A-E-B station WNYC (New York Municipal Broadcasting System).

EPISCOPAL CHURCH PLANS NEW RADIO APPROACH

A new type of appeal is being attempted by the National Council of the Episcopal Church in conjunction with the Mutual Broadcasting System. A budget, reported to range upward of \$15,000 per week with 500 MBS stations tied in, will have its first airing in October.

Initial program will feature Walter Hampden, emcee for the series, who will star in "Cyrano de Bergerac. Dramatic approach will see selection of plays with spiritual appeal. This theme will be re-emphasized in closing announcement pointing out solace church offers people in a troubled world. The Episcopal Church has no proselyting in mind--instead will extend direct invitation to people not affiliated with any church.

STATION POLICIES--POLITICAL & RELIGIOUS--STUDIED AT OHIO STATE

Dr. Harry B. Summers, in charge of radio division, Department of Speech at Ohio State University, reports completion of an extensive study of radio station policies with respect to political, religious, and other controversial program situations.

LARGE STATIONS "CONSERVATIVE"

Large stations were reported as much "tighter" in applying policy restrictions than smaller stations. Only 19% of the 50 kw stations will accept dramatized political programs as compared with 42% of the 5-kw stations, 67% of the 1-kw stations and 78% of the 250-watt stations. However, 96% of all stations queried announced they expected to sell political broadcast time during the 1948 campaign.

Dr. Summers, formerly public service director of both NBC and AEC and pioneer in rural radio survey work, queried 158 full-time AM stations during the first week of June, 1948. The project, undertaken by the radio division of the Department of Speech included a comprehensive sampling of 50 kw, 1 kw, and 250 watt stations with respect to geographical distribution, city size, etc.

WILLING TO SELL RELIGIOUS TIME

Sixty-five percent of those queried will sell time for religious programs but an additional 9% qualified their "yes" response, and 26% refused to sell time for religious programs. Sixty-four percent refused to sell time to an atheist organization but 13% replied "yes" to the question and 17% "yes" with qualifications. When asked if time would be sold to a known Communist at times other than a political campaign 9% of the stations replied "yes", 21% "yes" with qualifications, 62% replied "no" and 9% did not answer.

"New" Stations Less Liberal

A comparison of policies of "new" and "old" stations ("new" stations are those licensed since the end of the war) showed surprisingly enough that the "new" stations are somewhat less liberal in accepting paid controversial programs than the "old" stations.

General Acceptance Policy Excludes "Church Raffles" & Bingo Games

Other portions of the study dealt with commercial policies in general and the acceptability of products and sponsors in general to the stations questioned. Such topics as acceptance of "telephone participation" shows, the acceptance of mortuary, tavern, or fortune telling, etc., accounts were studied. Rejected with the most unanimity were "church raffles", bingo games, "hard" liquor, palmists, and fortune tellers.

KUSD DIRECTOR ELECTED TO S.D. RADIO ASSOCIATION

Irving R. Merrill, director of N-A-E-B station KUSD (University of South Dakota) is the newly elected secretary-treasurer of the South Dakota Broadcasters Association. At their June 13 meeting a constitution was adopted, a state-wide radio network was discussed, and other plans laid for future cooperation and development. Association president is A. A. Fahy, manager of KABR (Aberdeen); vice-president is Robert Tinchner, manager of WNAX (Yankton).

HINTS FOR THE PROGRAM DIRECTOR

VETERAN'S DISC SERIES

Ninth series of "Here's to Veterans" is now in production it was reported by Charles E. Dillon, Assistant Director of Information for Radio and Television, Veteran's Administration, Washington, D.C. Series No. 8 has just been distributed to radio stations. Series No. 7 is being carried by a total of 1,503 AM and FM stations. Each series runs 13 quarters. (Recommended by NAEB).

Veteran's Administration reports 24 TV stations currently carrying VA film spot series, "Your VA Visitor." June 11 was the date of VA television conference for the eastern seaboard.

FARM SAFETY COUNCIL MATERIAL

National Safety Council and U. S. Department of Agriculture together with American Farm Bureau Federation, National Grange, Farmer's Union, and other rural organizations are sponsoring National Farm Safety Week (July 25-31). Special spots and transcribed material (also spot and short talks) are available from National Safety Council. Address them at 20 North Wacker Drive, Chicago 6, Illinois. (Activity recommended by NAEB. Program directors, however, will want to check ET spots in terms of own audience and policy format).

COMMUNITY CHEST SERIES

Community Chests and Councils of America, Inc., is sending to local chapters this month a series of four minute transcriptions in which 18 radio personalities narrate human interest stories, highlighting the work rendered to communities by various welfare services. There are 18 different stories which can be used as five-minute features, as spots in a recorded musical show, as inserts by local commentators, or as opener for a 15-minute program. Title is "Red Feather Story Tellers". For details see your local Community Chest organization. (Activity recommended by NAEB, but series has not been checked by NAEB. Local policy will determine).

'RESEARCH REPORT' ON NAEB'S KOAC

KOAC (Oregon State College) is featuring a news series called "Research Report", an accounting of activities and achievements in the field of medical science. Information for the series is prepared on authority of the National Society for Medical Research with the endorsement of the University of Oregon Medical School, the Oregon Medical Society, and the State Board of Health. Programs are aired at 8:00 p.m.

FARM & HOME RADIO SURVEY INFORMATION

"Radio as a Source of Agricultural and Homemaking Information" is the title of a talk given by Gladys Gallup, assistant chief Division of Field Studies and Training, United States Department of Agriculture. A summary of recent extension radio surveys, gives some very worthwhile information on (1) radio and its importance as an educational medium for farm families, (2) general studies covering U.S.D.A. extension work, including radio, (3) studies limited to radio alone.

May 31, 1948

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

June 28, 1948

NOTICE OF FM ALLOCATION PROPOSAL GIVEN

Notice of proposed rule-making which would amend the Revised Tentative Allocation Plan for Class B FM stations was given last week by the FCC. The amendment would add Channel 233 to Sandusky, O., allocate Channel 277 to Coram, N.Y.

Interested parties of the opinion that the proposed amendment should not be adopted, the FCC said, may file written statements or briefs with the Commission on or before June 28, 1948.

TELEVISION CHANNEL HEARING IS CONTINUED

At a meeting of the FCC June 8, the hearing in the matter of Amendment of Section 3.606 (table showing allocations of television channels to metropolitan districts in the United States) of the Commission's Rules and Regulations was continued to June 29, 1948 at 10:00 a.m., at the Commission's Headquarters in Washington.

The continuation of this hearing date resulted from the numerous notices of appearance which had been filed and the fact that the Commission staff had not had enough time to study the statements filed with notices of appearance.

The Commission also ordered that interested persons who wish to present testimony in opposition to or in support of any proposal submitted by other interested persons on or before May 28, 1948, will be permitted to do so if notices of appearance are filed by such persons not later than the close of business on June 18, 1948, except that no new proposals will be accepted.

SUN TABLE ADDED TO ENGINEERING STANDARDS

The Federal Communications Commission on May 27 issued an order, effective immediately, amending Section 26 of the Standards of Good Engineering Practice Concerning Standard Broadcast Stations so that the reference to Mimeograph 85120 (FCC number) is deleted and in place thereof there is inserted a table (revised and enlarged) containing average sunrise and sunset times.

It is understood that copies of this table are not available from the Commission. However, the table appeared in the Federal Register of Saturday, June 5, 1948, and within the next few weeks will be available in printed form from the Superintendent of Documents, Government Printing Office, Washington 25, D.C.

APPLICATIONS (AMPLITUDE MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

1250 KC - CP Modification

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

1030 KC - SSA Extension

KWBU-Baylor University, Corpus Christi, Tex.-Extension of Special Service Authorization to operate on 1030 kc power of 50 KW using non-directional antenna, during the hours from local sunrise at Boston, Mass., to local sunset at Corpus Christi, Tex., for a period not to exceed 12 months.

APPLICATIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

Extension Completion Date

WUCM-The Regents of the University of Michigan, Ann Arbor, Mich. - Modification of construction permit (B2-PED-26, as modified, which authorized a new noncommercial educational FM broadcast station) for extension of completion date.

For FM Permanent License

WBOE-Cleveland City Board of Education, Cleveland, Ohio (Mark C. Schinnere, superintendent) - License to cover (BPED-71 as modified) which authorized changes in noncommercial educational broadcast station.

Modification of Construction Permit

WHSE-STATE OF WISCONSIN, State Radio Council, Madison, Wisc., - Modification of construction permit (BPED-89, which authorized a new noncommercial educational station) to change frequency from 89.7 mc., to 91.3 mc., and make changes in antenna system.

Extension Completion Date

KMHB-Mary Hardin-Baylor College, Belton, Texas - Modification of construction permit (B3-PH-1033, as modified) which authorized a new FM broadcast station for extension of completion date.

Modification of Construction Permit

WBEZ- Board of Education, City of Chicago, Chicago, Ill. - Modification of construction permit (BPED-80, as modified), which authorized changes in noncommercial educational broadcast to change ERP from 14.5 to 15 KW and make changes in antenna system.

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ACTIONS (AMPLITUDE MODULATION) COLLEGE, UNIVERSITY, AND INSTITUTIONAL

1250 KC - Modification of Construction Permit

KFKU- University of Kansas, Lawrence, Kans. - Granted modification of license to correspond to WREN license so that share-time operation may continue (BML-1274).

FINDINGS OF FACT RE HEARING

Kansas City Broadcasting Co., Inc., Kansas City, Mo., Graceland College of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. - Granted joint petition for extension of time to submit proposed findings of fact in re their applications (Dockets 8415 and 8870), and the time was extended to June 24.

ACTIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

Granted Construction Permit

Providence College, Inc., Providence, R.I. - Granted CP for a new station; Channel No. 210 (89.9 mc.); 3.1 KW; 200 ft.; estimated cost: \$27,708. (BPED-98)

Granted FM License

KCVN- College of the Pacific, Stockton, Cal. - Granted license for new non-commercial educational FM station. (BLED-22)

Granted CP Modification

KUHF- University of Houston, Houston, Tex. - Granted modification of CP for extension of completion date to 12-28-48 (BMPED-125).

Granted CP Modification

WUOA - The Board of Trustees of the University of Alabama, Tuscaloosa, Ala. - Granted modification of CP for extension of completion date to 11-27-48. (BMPED-126)

Granted CP for New Station

Tacoma School District No. 10, Tacoma, Wash. - Granted CP for a new station; Channel No. 219 (91.7 mc.); 3 KW, 450 feet. (BPED-96; estimated cost \$20,420.

Modification of CP Granted

WKAR-FM-Michigan State College, East Lansing, Mich. - Granted modification of CP change transmitter site and make changes in antenna system (BMPED-124)

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FM-Miscellaneous Actions

Radio Corporation of the Board of Missions and Church Extension of the Methodist Church, New York, N.Y. - Granted petition insofar as it requests reinstatement of application (BPH-1008) for Class B FM station, subject to filing within 60 days of an amendment specifying the channel requested.

WVFC- Rural Radio Network, Inc., Ithaca, N.Y. - Granted special temporary authority for 90 days to operate a studio transmitter link circuit on frequency of 87.5 mc., subject to condition that no interference is caused to other stations operating on this or adjacent frequencies.

*** **

Studio Link CP Granted

Iowa State College of Agr. and Mechanic Arts, Ames, Iowa - Granted CP for a new ST link broadcast station to be used with WOI-FM (BFST-22)

LOW-POWER FM BROADCASTING IS PROPOSED

The FCC June 17, 1948 proposed to amend its rules to permit FM broadcasting by non-commercial educational stations with 10 watts or less of power, and to waive certain requirements to promote this type of service.

Favored by the U. S. Office of Education, low-power transmitters are already in application stages at several universities, including Syracuse and DePauw. Syracuse has conducted experiments for the past year with a 2½ watt transmitter.

Low-power FM broadcasting would be authorized in the 88-92 mc. band now allotted to the non-commercial educational service. The FCC notice said that "such a station could get on the air for an expenditure of a few thousand dollars." It added that such a station could cover "two to five miles."

Statements or briefs are to be filed by those interested on or before July 26, 1948.

GRADUATED SCALE OF TELEVISION BROADCASTS AUTHORIZED BY COMMISSION RULES AMENDMENT

Adoption of rules amendments providing a graduated scale of television broadcast programming during early license periods were announced by the FCC. The amended rules, proposed May 6, 1948, would permit a program operation schedule beginning with a 12-hour week schedule, distributed over five days with not less than two hours daily.

Only comment filed in the proceeding, the FCC said, was one from Paramount Pictures, Inc., which asked a 28-hour program week, particularly for stations operating in metropolitan areas of 500,000 population or more. This comment was rejected without prejudice to later petition for further amendment.

The operating schedule set up by the new change in the rules is as follows:

- (1) First 18 months: Not less than two hours daily in any five broadcast days per week, and not less than a total of 12 hours a week.
- (2) Between 18 and 24 months: same as above, but not less than 16 hours per week
- (3) Between 24 and 30 months: same, but not less than 20 hours per week.
- (4) Between 30 and 36 months: same, but not less than 24 hours per week.
- (5) After 36 months: not less than two hours in each of the seven days of the week, and at least 28 hours per week.

GENEVA CONFERENCE COMPLETES ASSIGNMENT

The High Frequency Broadcasting Conference ended its work in Geneva, Switzerland, last week, with a unanimous vote to submit to the nations of the world the frequency assignment plan developed in Working Group 3, under the leadership of Curtis Plummer, vice chairman of the planning committee, in accordance with the Atlantic City directive.

The plan, which is not yet available for detailed study, will be submitted to the Mexico City Conference October 1.

The United States Delegation to the Geneva Conference was under the chairmanship of Forney A. Tankin of the State Department.

LOW-POWERED AND LOW COST FM BROADCASTING FOR EDUCATION

With FCC approval in June of low-powered FM transmission and licensing, the Syracuse University experiment vindicated, and the way is open to literally hundreds of school, college, and university FM stations. Low-powered educational broadcasting now has the official approval of the FCC and the U. S. Office of Education.

Syracuse University in April, 1947 installed a new type 2½ watt (low-powered) transmitter with studios in the main library building of the university, and commenced experimental operations using a General Electric transmitter.

Operating under experimental call letters WAER, the station transmitted on a wavelength of 88.1 megacycles. The station signal is clearly heard over a 3 mile radius on all FM receivers. In many places it can be heard at a distance of 6 miles.

In other words, a transmitter of this type can cover the average school system in cities of from 5,000 to 50,000 throughout the United States.

If expansion is desired later, additional power units can be added to the basic transmitter unit to step up radiation to 250 watts or more with the aid of separate power stages to cover areas of 50 to 75 miles.

The cost is not high! Basic cost for the low-powered transmitter is less than \$2000, and that of the additional power unit for 250 watt operation less than \$3000. Studio expenses and equipment and input equipment vary according to the needs and wants of the institution. A basic installation can be made for under \$3500 complete.

This 3500 dollar cost compared with \$15,000, \$25,000, and \$100,000 for higher-powered installations simply means it is feasible now, for the first time, for hundreds of institutions to begin radio operations where previously financial ceilings prevented this development.

General Electric Company reports to N-A-E-B, delivery can be made with 30 to 60 days on this new type transmitter. Installation of the complete transmitter unit and antenna can be made in a single day.

N-A-E-B Headquarters--Iowa State College, Ames, Iowa-- is prepared to furnish information to member stations and others interested in FM and AM educational broadcasting. With over 90 member institutions in 30 states, N-A-E-B is singularly well-equipped through experience and philosophy to offer aid, comfort, and advice to prospective educational broadcasters.

TWENTY YEARS OF BROADCASTING AT CORNELL UNIVERSITY

Charles Taylor, extension editor and pioneer radio broadcaster at Cornell U., home of N-A-E-B member station, WHCU, has just prepared and printed a 44-page bulletin, "Twenty Years of Extension Broadcasting." In this bulletin he reports almost everything Cornell has done in radio--services to stations throughout the state and operations of the college station, WHCU. He reviews activities ranging from college radio courses to TV experimentation. To secure a copy write to New York State College of Agriculture, Cornell University, Ithaca, New York.

ADULT EDUCATION PLANS ANNOUNCED BY NBC

In a special story to the N-A-E-B Newsletter, Sterling Fisher, manager NBC Public Affairs Department, described plans for an adult educational project with the first experimental series to be conducted this summer at the University of Louisville in cooperation with Station WAVE, under his direction.

NBC's motives, Fisher said, rest on the desire of thousands of citizens to increase their education with respect to the world at large in order that they may act as more intelligent citizens of a democracy. Despite progress in adult education in recent years nearly half of our 85 million adults have not completed high school, and about 25% have not complete 8th grade. Consequently millions of adults have no facilities for continuing their education. NBC hopes to meet this need.

NBC believes, Fisher said, "without diminishing...the general appeal of the programs ...the network can immeasurably increase the value of the programming it does in the field of education and public affairs by providing ways for listeners to make use of the broadcasts. Home study courses have been set; listeners may register; certificates will be provided. Results of Louisville case study will be made available to NBC affiliates and colleges and universities in the fall.

ONE HOUR OF TELEVISION--MICHIGAN STATE REPORT

Michigan State College took its first dip into television recently in an hour-long broadcast over WMJ-TV, Detroit. W. Lowell Treaster, director of public relations for the college, worked out arrangements with the station for staging the program. Theme of the program was the story of Michigan State College services to the people of the State. Special emphasis was given to interpreting agricultural information for the urban televiewers.

Judging from the following remarks from Lowell we gather that both the college and the station really went to the whole hog in this show:

"It took 10 engineers, two directors, and one producer to stage it, using two studios located two blocks apart. We used movie film, slides, still pictures, demonstrations, student dramatists.

"The first 15 minutes involved film taken by one of our students on the campus, with a message from President Hannah. The second 15 minutes was a dramatized version of the founding of M.S.C., the Nation's oldest agricultural college. We used radio students for that segment. The last half hour told the story of present services, particularly in the Extension Service and the Agricultural Experiment station. Director R. J. Baldwin and a number of our specialists participated with demonstrations. Earl Richardson (Extension Editor) worked up the agricultural section."

Was it a success? We'll let Lowell do the talking:

"It occurred to us some time ago that we should be feeling our way along in this new medium so that we would be familiar with it when it becomes a really potent tool...We feel that the program was reasonably successful, particularly in view of our lack of experience in television. It certainly served to teach us a lot about the many problems, limitations, and advantages of this medium. We will be in much better position to use television when it becomes a really useful tool. In the meantime we plan to study methods and practices and avail ourselves of any opportunities for reaching the public with materials that adapt themselves to television."

SURVEYS AND GRADUATE STUDENTS????

An increasing number of stations report a continuing flood of requests for survey information from students of all ages and levels in scores of institutions. Typical request from a student who may be (1) an advanced graduate student; (2) a casual graduate student; (3) any radio course enrollee, high school or junior college, involves spending 15 minutes to 2 hours filling out questions on staff, policies, salaries, etc., of the educational station being queried. Much of this material will be turned to good useage as in the case of advanced students to wit, studies such as those conducted by Indiana University under Skornia or the University of Wisconsin under McCarty. At the same time much of it is strictly waste motion on the part of both the student and the station; it is time-consuming and unwarranted.

Suggestions for some central method of handling this problem will be appreciated. Should N-A-E-B set up a clearing house to evaluate or clear such inquiries? If such a plan were in operation any station manager could simply refuse to answer inquiries unless the letter carried N-A-E-B certification. That refusal could carry the admonition to clear with the N-A-E-B Survey Committee

SURVEYS, QUESTIONNAIRES, AND NEW EDUCATIONAL STATIONS

Inquiries of another kind are also flooding N-A-E-B stations. Consensus of most members is that every attention should be given to properly and adequately answering these questions. For instance a Board of Education in some major U.S. city sends a detailed questionnaire about salary, staff, operating policy, etc., with respect to your station, or a college or a university makes the same survey approach.

Again suggestions as to how some simple and basic method of handling might be adopted would be appreciated. For one thing members might well send to N-A-E-B headquarters a list of studies they have done and whether or not reprints or copies of such studies are available.

N-A-E-B is still waiting for permission to distribute Skornia's study of 20 educational stations made at Indiana University. This study and others such as the one recently completed by Robert Davy at WHA (University of Wisconsin) will do much to simplify answering questions of this kind.

PROGRAM DIRECTOR WANTED AT KUSD, SOUTH DAKOTA

Irving Merrill, director of N-A-E-B station KUSD, University of South Dakota at Vermillion, S.D. has an opening for a program director. Position involves direction of programs and teaching of orientation course in radio at the University. Vermillion is located 30 miles from Sioux City, Iowa. KUSD has new studios, transmitter, and participates in comprehensive radio teaching program operated by university department of speech. Contact Irving Merrill, KUSD, Vermillion, S.D.

PROGRAM MANAGER WANTED AT N-A-E-B STATION

N-A-E-B station located in Midwest, operating with 5000 watts, serving large rural-urban area wants program manager January 1, 1949 or shortly before. Applicant should have both commercial and educational station experience, bachelor's degree in science or arts, be prepared to show record of previous administrative responsibility and experience with program and production problems. Job will entail supervision of program department and coordination of FM and AM program operation. Excellent salary, permanent tenure if satisfactory. Contact either M.S. Novik, NAEB Secretary, Room 370 at 630 Fifth Avenue, New York City or Richard Hull, N-A-E-B Headquarters, Station WOI, Ames, Iowa.

Before the
FEDERAL COMMUNICATION COMMISSION
Washington 25, D. C.

In re

Clear Channel Hearings

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Docket No. 6741

MEMORANDUM BRIEF ON BEHALF OF
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

The National Association of Educational Broadcasters is composed of 65 members, which include universities, colleges, and other educational or public service agencies engaged in the ownership or operation of educational or non-commercial broadcasting (Ex. 383). The membership comes from 24 states and the Territory of Hawaii, and at the present time operates 22 AM and 19 FM stations (R. 6016). Of the 22 AM stations, only four operate unlimited time. The remaining 18 operate either daytime only, or on a share-time basis (Commission Records).

The stations licensed to the members of the NATEB are especially equipped to serve, and in fact, do serve specialized local and regional audiences (R. 6017). The programs broadcast over these facilities include a wide range of subjects, such as, for example, special farm and market reports, classroom lectures, educational talks and discussions on matters of public interest which are not generally carried by other stations (R. 6017). However, the ability of the stations to perform their outstanding and unique service has been circumscribed by the limitations imposed upon the hours during which they may operate. Not only are the hours confined to daytime, but are irregular and vary from month to month. Some of the results of these limitations are to deprive the listeners in the Columbus, Ohio area of concerts by the Columbus

Philharmonic Orchestra or by organizations of the School of Music at Ohio State University, of evening radio courses in adult education, of evening sports and special events at the University, and of an evening farm and home service program (R. 6048 - 6052); listeners in the vicinity of Ithaca, New York, cannot hear the great musicians and renowned lecturers appearing on the campus of Cornell University, or participate in the activities of the Colleges of Agriculture and Home Economics, or the work of the College of Industrial and Labor Relations (R. 6039); listeners in the heart of Iowa cannot hear WOI farm programs at night which are demanded, as a recent survey shows, by nearly 65% of Iowa's farmers, and other types of programs adapted for the needs of the area (R. 6136-6139); listeners in the area of Lansing, Michigan, cannot hear evening programs available from Michigan State College or the various departments of the state government at the capital city of Michigan (R. 6127-6132).

The service offered by Station WOI, Ames, Iowa, is typical of the operations of NAB stations (R. 6134-6141). This non-profit, State supported station devotes itself to the broadcast of educational public service, good music, farm and market information programs. The station subscribes to two national wire news services in addition to the leased wire facilities of the marketing section of the United States Department of Agriculture. For music, Station WOI has available two transcriptions services and its own library of more than 15,000 records. In addition, it utilizes to a maximum the musical resources and skills of the faculty and students of Iowa State College. Exhibits in this hearing offer conclusive proof that Station WOI renders a unique program service to the state of Iowa, and that there is an overwhelming demand that

this program service be made available during nighttime hours (Exs. 397-402). Another typical station is Station WCAL, licensed at St. Olaf College, Northfield, Minnesota. This station was first licensed in 1922, following the establishment of an experimental station in 1918 at the college (R. 6093). Since it has been on the air, it has been the consistent aim of WCAL to present a broadcast service to meet the needs of its service area (R. 6096). Its record throughout the years speaks for itself. Today, WCAL devotes a substantial portion of its time to agricultural programs presented in conjunction with local county agents and the University Farm Extension Service (R. 6096 - 6097). Over its facilities are heard the nationally famous choir and other musical organizations of St. Olaf College, and the musical groups of other organizations as they participate in the annual Musical Festival at St. Olaf College (R. 6097). From this station listeners may hear educational, religious, and other types of programs unavailable over any other station (R. 6097 - 6099).

The record contains innumerable illustrations of the unique program services offered and proposed to be offered by Station KUOM, licensed to the University of Minnesota (R. 6066 - 6074); Station KOMG, authorized to Oklahoma A and M. College (R. 6079 - 6087); Station WNYC, licensed to the City of New York (R. 6101 - 6111); Station WJAD, licensed to the University of Oklahoma, (R. 6114-6118); and each of the other NAB stations scattered throughout the United States.

However, because of the limited time that these stations are now permitted to operate, the listeners in their respective service areas are deprived of this unique program service at nighttime. The record in this proceeding offers a large number of instances in which these stations cannot broadcast

forum, music, sports, and other programs for which there is a large demand nighttime. Moreover, even daytime programs presented during the summer months must be discontinued with the approach of winter and a shorter broadcast day. The experience of Station WKAR is typical. At a time when these programs would be of most value to shippers, Station WKAR had to curtail its early morning broadcasts of market information (R. 6127). The Farm Radio School which used to be broadcast during evening hours, had to be shifted to early morning, and eventually discontinued.

The question naturally arises: What is the rule which prevents listeners in the various cities and states in which NAB stations are located, from hearing the programs of such unique and local interest during nighttime hours? The answer is: The clear channel doctrine which reserves certain channels for the exclusive nighttime use of only one station in the entire country. Since a number of NAB stations are licensed to operate daytime only on clear channels, they are required to sign off at local sunset or at sunset at the dominant station. The result is, for example, that Station WOI, Ames, Iowa and WNAD, Norman, Oklahoma, cannot operate at night because of protection afforded to the signal of Station KFI, Los Angeles, California, in areas hundreds of miles from Los Angeles. Stations WHCU, Ithaca, New York, and WKAR, East Lansing Michigan, cannot operate at night because they are required to protect the signal of Station WFL, New Orleans, Louisiana, hundreds of miles from New Orleans. Stations WCAL, Northfield, Minnesota, and KUOM, Minneapolis, Minnesota, cannot operate nighttime because they protect the signal of Station WJZ, New York City, hundreds of miles from New York. Station WOSU, Columbus, Ohio, cannot operate nighttime because of protection afforded to the signals

of stations in Fort Worth and Dallas, Texas, in areas hundreds of miles from both of these cities.

The NAB does not take the position that clear channel assignments, as such, are not in the public interest. They may be necessary in order to insure a satisfactory signal in some rural areas which must depend largely upon distant stations for radio service. NAB, however, is of the conviction that the clear channel rule should be administered in accordance with the purpose for which it was established -- to insure adequate program service to rural audiences. Each clear channel should be examined to determine the extent to which duplicate nighttime operation would result in loss of existing service to primary and secondary areas. The nature of the program service offered by the dominant station to those areas should be examined to determine the extent-- if any -- to which it serves the needs of the areas hundreds of miles away from the station and this should be compared to the availability of other signals and program sources available to the areas affected (R. 6019-6020). In fact, there have been no complaints of interference by the operation, under a special service authorization (R. 6110), of one of these daytime only stations at night.

In determining the extent of interference from another station on the channel, the interfering signal should be based on the present location of all NAB stations now operating daytime or part-time only (R. 6028). This class of stations, more than any other, is in need of additional hours of operation in order to present its unique type of program service, particularly to rural listeners. Insofar as it is feasible from an engineering standpoint, these stations should be permitted to meet the local and rural needs of their radio audiences at night just as they now do during the day (R. 6019). The program service offered by each particular NAB station on the channel should then be compared to the ef-

fect its nighttime operation would have on the areas where there may be audiences now receiving service from the dominant station, so that on a comparative basis in each case, a proper decision may be made as to whether the public interest would be better served by permitting such duplicate operation (R. 6035).

In this connection, it is the contention of the NAB that program services should be correlated as much as possible to the particular local needs of the area in which a station is located. The operations of NAB stations are specially geared to fulfill this function.

The programs of clear channel stations which would be subject to interference by the simultaneous operation of an NAB station nighttime, are not of particular interest to the listeners residing in the areas of interference. Listeners in these areas necessarily rely upon stations located in their immediate vicinity for news, market, weather, other items of information, and general entertainment programs -- network and non-network. A clear channel station located hundreds of miles away cannot serve this function. Just as it is impossible for metropolitan newspapers to effectively cover the needs of particular rural areas hundreds of miles away, it is impossible for a clear channel station in Los Angeles, for example, to broadcast farm news of local interest to rural listeners in other states. This is evident from merely inspecting a recent map of the Bureau of Agricultural Economics, Department of Agriculture, which shows the diversity of agricultural pursuits in the various states (Ex. 384). Granted that clear channel stations do provide some general form of program service to distant areas, it is submitted that the public interest would better be served by permitting an NAB station to serve its own area with its unique type of service at the cost of depriving some clear channel station of a comparatively small number of listeners in

distant areas of a general type of program service, particularly when such listeners have available to them programs from other stations closer to them.

In reaching its conclusions in this matter, the Federal Communications Commission is urged to consider the unique public service rendered by educational and non-profit stations and the principle that the resources of American educational institutions should be available to the citizens which support them. The quality of program service should be the determining factor, rather than the technical and arbitrary yardstick of protecting the coverage of clear channel stations to unreasonable limits. Upon this basis, there would be an improved broadcast service to the rural audiences, with programs designed to meet their special local needs. This proceeding could not achieve a more worthy goal.

Respectfully Submitted,

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

By

Marcus Cohn
Cohn and Marks
1420 New York Avenue N. W.
Washington 5, D. C.
Its Attorney

January 9, 1948

AFFIDAVIT OF SERVICE

CITY OF WASHINGTON }
 ss:
DISTRICT OF COLUMBIA)

Katherine Frank, being duly sworn upon oath, deposes
and says that she has on the 9th day of January 1948, sent by
regular United States mail, postage prepaid, a copy of the fore-
going Memorandum Brief to the following:

Louis G. Caldwell, Esq.
Clear Channel Broadcast Service
914 National Press Building
Washington, D. C.

Paul D. Spearman, Esq.
National Broadcasters' Committee
Munsey Building
Washington, D. C.

Katherine Frank

Subscribed and sworn to before me this ____ day of January, 1948.

Notary Public

My commission expires 12/14/51.

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."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

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