

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

SEPTEMBER
OCTOBER
ISSUE

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Edited by Richard B. Hull, President
Station WOI, Iowa State College, Ames, Iowa
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N-A-E-B DRAWS UP 1949 PLANS AT ANNUAL MEETING ON ILLINOIS U. CAMPUS

Officers, regional directors, station managers of the National Association of Educational Broadcasters met October 10, 11, 12 on the University of Illinois campus, home of member station WILL and WIUC and the Institute of Communications Research, to discuss problems, and develop plans for the forthcoming year.

Many States Represented

The 3-day session, attended by NAEB members and directors from the states of Washington, New York, Alabama, Kentucky, Indiana, Louisiana, Illinois, Iowa, Ohio, Wisconsin, Michigan, Missouri, Colorado, Oklahoma, Minnesota and South Dakota included special representatives from the U. S. Office of Education and the Federal Communications Commission in Washington, D.C., along with trade representation from Associated Program Service, Radio Music Corporation, General Electric Company, the Ohio Institute for Education by Radio and the Rocky Mountain Radio Council.

Cottone and Schramm Speak

Highlighting the sessions were addresses by Benedict P. Cottone, Chief Counsel for the FCC and Dr. Wilbur Schramm, Director Institute for Communications Research at the University of Illinois, both of whom addressed the group at its annual dinner.

New Officers

1949 NAEB officers include Richard B. Hull, Iowa State College (WOI) as president; John Dunn, University of Oklahoma (WNAD) as vice-president; and W. I. Griffith, Iowa State College (WOI) as secretary-treasurer. M. S. Novik, New York radio consultant was re-appointed as executive secretary; 1949 directors include Seymour Siegel, Municipal Broadcasting System (WNYC); Graydon Ausmus, University of Alabama (WUOA); Ralph Steetle, Louisiana State University (WLSU); Harry Skornia, Indiana University (WFTU); Irving Merrill, University of South Dakota (KUSD); and James Morris, Oregon State College (KOAC).

Cohn and Smythe Appointed

Marcus Cohn of Cohn & Marks, Washington, D.C. was appointed general counsel for NAEB, and Dallas Smythe, former economist with the FCC, now fellow with the Institute for Communications Research at the University of Illinois, as director of studies.

"No Ivory Tower"

Plans for the forth coming year stressed basic job of setting up operation and program standards for member stations, "a descent from the ivory tower" with stress on competition for audiences and public support. A plan for linking NAEB FM and AM stations first by transcription and later by relay network is now under study.

NAEB Objectives

Basic objective of NAEB station activity for the 50 member stations, located in many key population spots in U.S. is to provide, not long-hair programs for a so-called "class audience" but "special service for the general audience." NAEB maintains one-third of the U.S. is not served with special interest programs, proposes to fill that gap through member station facilities.

| VICE-PRESIDENT | TREASURER | EXECUTIVE SECRETARY | EXECUTIVE COMMITTEE |
|---|-------------------------------------|--|---|
| JOHN DUNN WNAD, UNIVERSITY OF OKLAHOMA NORMAN, OKLAHOMA | W. I. GRIFFITH WOI AMES, IOWA | M. S. NOVIK 30 ROCKEFELLER PLAZA NEW YORK, N. Y. | SEYMOUR SIEGAL, WNYC, NEW YORK CARL MENZER, WSIU, IOWA FRANK E. SCHOOLEY, WILL, ILLINOIS GRAYDON AUSMUS, WUOA-FM, ALABAMA RALPH STEETLE, WLSU-FM, LOUISIANA WILLIAM SEGER, KUSC-FM, CALIFORNIA |

UNIVERSITY OF MINNESOTA'S KUOM BEGINS NEW DOCUMENTARY SERIES

KUOM, NAB outlet at the University of Minnesota, noting the need for better educational and documentary material, especially for local station outlets, and aware of its responsibility has announced two important 13-week series of transcribed public service programs for 1948-49.

With the full educational and scientific resources of the University at its disposal, KUOM, under the direction of manager Ruth Swanson, will offer first a report on current developments in science, education, and agriculture throughout the Gopher state and second, a dramatic presentation of Minnesota's rich and colorful history as recorded in actual grass-roots accounts by Minnesota pioneers. A wide local-station usage is expected in addition to the KUOM originations.

Last February, KUOM supplied 20 Minnesota stations with a series of 15 minute documentary programs entitled, "The University Reports to the People." In May this series won The Billboard Magazine Special Award for Public Service Broadcasting in their first nationwide Annual Local Program Competition.

ADDITIONS TO KWSC STAFF IN WASHINGTON

Frederic Hayward, manager of NAB station KWSC, Washington State College, announced appointment to the KWSC staff of two new men--Hugh Rundell, radioman from West Virginia joined the station in September as director of sports and special events and Robert Baird, Idaho engineer, became chief engineer for KWSC in October.

UNIVERSITY ASSOCIATION FOR PROFESSIONAL RADIO EDUCATION (UAFRE) announced plans for setting radio teaching standards in American colleges and universities, began operation with 9 charter member institutions, and blessings of NAB. Emphasis is to create professional atmosphere, offer professional level training to radio-minded students, and eliminate racketeering radio schools in U.S. which operate without accreditation.

SCHOOL BROADCAST CONFERENCE IN CHICAGO HONORED GEORGE JENNINGS, PRESIDENT AMERICAN ASSOCIATION FOR EDUCATION BY RADIO with Annual Award of Merit in Educational Radio. Jennings is director of radio for the Chicago Public Schools. SBC viewed educational radio picture--both in and out of school broadcasting--critically and noted need for realism, improved techniques, necessity of better reaching more people with accurate information re crucial world problems.

WHAT IS FM & WHY

Strongest FM enthusiasm exists in "static filled" South and among AM stations which have poor standard broadcast frequencies.

Recurring pattern of doubt re FM is strongest in East, and strongest in network and dominant station circles--in fact strongest wherever current AM license holder has dominant position. Many "big" operations frankly admit their interest in FM is a "hedge" interest, and their holding of CP, is to "cover".

Fact remains, despite high-fidelity argument, FM is merely a "different and better" way of doing what AM does. One broadcaster recently confided to NABE "a fifty-kilowatt station dominates my city market--why should they have FM? On the other hand my own station has a lousy frequency and directional pattern. We have a top FM installation, get a good pattern, better coverage--all we're waiting for is sets--and we believe they're coming."

SEPTEMBER-OCTOBER TRADE TOPICS

RADIO MANUFACTURERS PRODUCTION FIGURES BLASTED by FMA executive director, J. N. Bailey, who criticized RMA production figures for the first 7 months of the year. Charges stated RMA figures did not release FM-television set production separately from straight television sets, and pointed out thousands of TV set owners can and do tune in FM stations during many hours TV is not on air.

FMA STATED THERE ARE NOW 607 COMMERCIAL FM STATIONS ON THE AIR, 22 non-commercial stations, and another 407 FM grants which have been issued by the FCC. During August 28 new FM stations went on the air.

HARNESS COMMITTEE IN HOUSE OF REPRESENTATIVES WOUND UP INVESTIGATION of the FCC with "Scott Decision" as springboard, lashing at Commission's "airtime for atheists" first on basis of "irreligion" and second for FCC's alleged failure to be consistent in enforcing rules. Hearing sparked and punctuated by comments of honest critics, cranks, censors, and politicians.

NATIONAL ASSOCIATION OF BROADCASTERS QUERIES MEMBERSHIP ON NEEDS, USES, AND LOCATION of relay bands for AM, FM, and television, seeking information for UHF study and other hearings before the FCC later in the fall.

FCC POSTPONES DATE FOR EQUIPMENT TESTS ONE YEAR EFFECTIVE AUGUST 1, 1949 pending appearance of needed equipment for performance measurements tests for AM & FM stations.

TELEVISION LEADERS CALL ON FCC TO MAKE EVERY EFFORT to provide more low-band television channels promising at the same time to make every effort to develop UHF area which is expected ultimately to be commercially feasible.

RADIO NEWS DIRECTORS PLANS THIRD ANNUAL MEETING IN ST. LOUIS WITH TELEVISION news techniques up for major consideration, along with special event handling, facsimile news broadcasting, and general newscasting trends. Meeting November 12-14.

TELEPHONE INTERVIEWS FEATURED IN NEW REPORTING TECHNIQUE with growing useage of two way telephone conversations now permitted by FCC. Telephone conversations may now be recorded for broadcast if phone circuit contains warning "beep" signal.

ARI STRONG-FMA PLEA FOR 44-50 MC. BAND RETENTION TURNED DOWN BY FCC with Commission explaining low-band FM must go in interest of fixed and mobile services and national security. Plea had called for 2-year extension of close-out date from December 1.

NBC HOLDS ANNUAL MEETING AT SUN VALLEY WHERE NAB CODE IS BLESSED, TV CONSIDERED, WORRIED ABOUT AND APPROVED, AND AM GIVEN A VOTE OF CONFIDENCE FOR A DOUBLE DECADE

COLONIAL FM NETWORK, LINKING 5 NEW YORK STATIONS BEGINS OPERATIONS with a daily 1-hour program service from 7:00 to 8:00 p.m.

STATION KFUP HAS SPECIAL DEDICATION FOR OPENING OF NEW RADIO ANNEX

Non-commercial station KFUP, owned and operated by the Missouri Synod of the Lutheran Church at Concordia College in St. Louis, Mo., broadcast special dedication ceremonies on completion of the first of five major projects under way.

KFUP is now operating two transmitters AM and FM and broadcasting the FM program from 6:00 a.m. to 12:00 midnight. Completion of radio annex ends first phase of stations \$500,000 expansion program. Other phases include development of 1000 watt FM outlet into 10,000 watts; removal of AM plant from Concordia Seminary campus to new location; power increase for AM station from 5000 to 10,000 watts, increase of broadcasting AM station from daytime to unlimited time; and erection of a large auditorium studio.

RADIO TELESCOPE AT CORNELL UNIVERSITY

Cornell University, home of NAEB member station WICU, is installing an 8-ton "radio telescope" 17 feet in diameter with a saucer shaped antenna, similar in design to conventional radar antenna. Designed to capture radio signals from outer space, the equipment is equipped to record and scan high frequency wave for astronomical study and analysis. Equipment can penetrate cloud layers and is not affected by atmospheric conditions as are convention optical telescopes.

RADIO SERVICE AT LOUISIANA STATE UNIVERSITY SHOWS GAIN

Louisiana State University, home of WLSU, NAEB outlet in Baton Rouge, can point with pride to results of a radio survey just completed by extension radio editor Gilbert Durbin and Dr. Hitt, professor of rural sociology at the University. Only qualified graduate students were permitted to participate in survey, so entire questioning was on higher professional level than most national polls. Final results of survey will be released shortly. Initial results indicate large listenership to university material now carried by almost every station in the state.

Of special interest is WLSU, NAEB outlet on the Louisiana campus, under the direction of Ralph Steetle, also director of NAEB Region V. Steetle reports WLSU, used daily for farm and home broadcasts, radiates from an antenna 425 feet high, which puts a strong signal into New Orleans 60 miles away. Programs are picked up by another FM station and rebroadcast to embrace a still larger area.

WLSU, now a member station of the Continental FM network, foresees a plan whereby micro-wave relay points, like the New Orleans pick-up point, will be set up throughout the state to provide blanket coverage similar to the Wisconsin FM network plan.

New Orleans is one of the leading FM cities in the U.S. with more than 40,000 receivers and enthusiastic FM listening.

FORMER WSUI PROGRAM DIRECTOR HONORED WITH MEMORIAL

The late Pearl Bennet Broxam, former program director of WSUI, NAEB outlet at the University of Iowa, has been honored by the creation of a special memorial fund under the auspices of the Iowa Federation of Women's Clubs. The Broxam Memorial Fund will provide annual prizes to outstanding students of radio at the University of Iowa. Mrs. Broxam was a staff member at the university station for 12 years.

'UNITED NATIONS TODAY' CARRIED BY 100 STATIONS

One hundred stations in the U.S. and Canada are carrying a 15-minute daily report from the United Nations at Lake Success, N.Y. California leads the list of states with 19 stations taking "U.N. Today;" the state of Washington is second with 9 stations carrying the feature. (Station WQAL, Northfield, Minnesota, St. Olaf College, is the only N-A-E-B station currently carrying the feature).

"FM SCHOOL OF THE AIR" LAUNCHED IN NEW YORK

The program, "FM ^{School} of the Air" is now broadcast in 50 New York state counties and the city of New York via the 14-station Empire State FM network and the facilities of the Rural Radio Network. Developed by public school educational leaders, the series now fifteen years old, last year gave instruction to more than 30,000 elementary school pupils in the area.

NEW BRITIAN TEACHERS COLLEGE ON WDRC

Herbert D. Wolte, president of Teachers College of New Britain (Conn.) opened a new series of weekly talks on WDRC, Hartford, with a talk on the "Crisis in Teaching." Program is heard each Saturday at 6:16 p.m.

SUPREME COURT UPHOLDS FCC IN PROGRAM POLICY DECISION

The U. S. Supreme Court on October 13 uphold the FCC's right to turn ^{down} an applicant who proposed to offer 100% network programming, no local broadcasts. Station WADC now operating in Akron, Ohio on 5 kilowatts had proposed a power jump to 50,000 watts on a Cleveland frequency now used by WGAR. FCC held 100% network programming ignored local need and by-passed station responsibility. Grant instead went to WGAR which is now permitted to up its power to 50,000 watts.

FCC'S HENNOCK DESCRIBES TV POTENTIAL

Frieda B. Henneck, FCC Commissioner, addressing a luncheon meeting of the New York League of Business and Professional Women's Clubs, October 10, expressed great interest in sociological impact of television on the American family.

Convinced television will produce vital changes in U. S. way of life, Miss Henneck said, "It is particularly important to women for it will broaden their perspective right in the home. News, culture, amusement and education will be as readily available to the home as the outside. Unlike many other modern inventions which provide opportunities or incentives to leave the home for greater fields, it will have the effect of bringing the family together."

N-A-E-B'S HANNA AND LARDIE TO PARIS AS UNESCO CONSULTANTS

Mike Hanna, station WVCU (Cornell University) and Kathleen Lardie (station WDTR, Detroit Board of Education) left for Paris in late October to participate in UNESCO meetings at Paris. Lardie will represent educational broadcasters in discussing problems of creating international understanding through school broadcast outlets and Hanna will appear as a special radio consultant for UNESCO.

Hanna, originally named to represent American broadcasters at the Paris meeting of a special mass communications group of UNESCO was elevated to the post of consultant at a meeting with Julian Huxley, UNESCO director-general and State Department officials. He will advise 18 member nations of the group in their planning for a world-wide, free flow of information as a basis for peace.

CANADIAN BROADCASTING CORPORATION STUDYING TELEVISION APPLICATIONS

CBS, which to date has authorized no TV stations, has 6 applications under study, all requesting TV facilities in Montreal and Toronto. A. Davidson Dunston, chairman of the CBS Board of Governors promises an early decision.

CBS GETS ROSEBOWL TV EXCLUSIVE

Under a contract signed with the Tournament of Roses Association, Columbia Broadcasting System has exclusive television rights for all ceremonies and football play-by-play for the next 3 years.

NAB SAYS "GIVEAWAYS" NOT ILLEGAL

In a brief filed with the FCC in late September, the National Association of Broadcasters, challenged authority of the FCC to regulate specific programs or to say what broadcasting violates criminal law.

NBC'S CODE OF PRACTICE BANS "GIVEAWAYS"

At the Sun Valley meeting of National Broadcasting Company officials, the new NBC code was announced. Covering all provisions of the recent NAB standards, the code bans any give-away programs after January 1, 1949, until the FCC has finally decided the case.

1BS PREDICTS "GIVEAWAYS" WILL DISAPPEAR FROM THE AIR

Edgar Kobak, president of Mutual Broadcasting Company, predicts most "giveaway" programs will soon disappear from the air. At an Atlanta conference he told newsmen many of these programs are already beginning to lose their appeal. Kobak centered his criticisms on shows which, as he put it, "buy an audience."

JUSTIN MILLER SINGS AN OLD SONG AT SEATTLE

Speaking to a group of Seattle businessmen in early September, Justin Miller, president of the National Association of Broadcasters, says the FCC exercises a dangerous control over the broadcasting industry. He stated the very creation of the FCC was a dangerous step toward government encroachment of the Constitution's basic rights of freedom.

FIRST CHICAGO TV NETWORK PROGRAM AIRED

September saw first airing of commercial TV network shows from Chicago. Hook-up includes stations in Chicago, Milwaukee, Buffalo and Cleveland.

TV RESEARCH DIRECTOR SAYS COMPETITIVE NATIONAL TV SERVICE POSSIBLE

Dr. Thomas Goldsmith of the Dumont Laboratories told the FCC that use of the so-called UHF band (475-890 megacycles) would provide almost 70 new television channels, and urged the FCC to open those channels for commercial television.

If this were done, Goldsmith said, TV stations would become available to many new cities, smaller communities could receive service for the first time, and TV networks would become economically practical.

Testimony was part of FCC's current study to see if present 12 TV channels are adequate.

FREDERIC HAYWARD RESIGNS

Frederic Hayward, manager of KMSC, NAEB outlet at Washington State College, resigned his position early in October. Hayward is widely known in the Pacific Northwest and recognized throughout the country as one of the most progressive and able educational station directors. A widely experienced radioman, Hayward came to KMSC in 1946 and brought the station from comparative obscurity into a national prominence with training, public relations, programming, and engineering. He has made no announcement of future plans.

WNYC PROVIDES COMPLETE COVERAGE OF PARIS UN MEETING

Seymour Siegel, director of WNYC, NAEB outlet in New York City, continued the pattern of special United Nations coverage which the station has featured with arrangements to broadcast overseas meeting of the United Nations General Assembly in Paris. The general sessions as well as important sub-committee meetings are being carried in their entirety whenever scheduled. WNYC broadcast the sessions via the continuous circuit linking the United Nations Headquarters at Lake Success with the Paris proceedings, through an arrangement with RCA and NBC. During this period, WNYC's regularly scheduled local programs were aired over WNYC-FM.

WOI-FM CONSTRUCTION PROCEEDS AT IOWA STATE COLLEGE--NO DUPLICATION

Station WOI, NAEB outlet at Iowa State College, is proceeding rapidly with construction of new FM facilities, and plans to be on the air with a complete schedule of programs sometime after the first of the year. WOI-FM will broadcast on Channel 211 with an ERP of 15,600 watts using a supporting tower 520 feet high.

Engineering calculations indicate rural coverage area for the FM outlet will be 12,500 square miles embracing a population of 600,347. WOI-FM program plans call for a broadcast schedule completely independent of the WOI schedule. Officials feel special programming, not otherwise obtainable, will be greater motivation in FM set purchase. The "Iowa Radio Audience Survey" indicated in March, 1948 that between 7 and 8 percent of Iowa radio homes are FM-equipped. Figure currently is thought to be much larger with 24 FM stations now on the air or soon to be on the air.

WOI-FM construction plans embrace a three-part plan: new transmitter house is being constructed 3 miles from present studio site. The FM supporting structure, 520 feet in height is also designed to serve as the AM antenna and the supporting structure for TV. Studio-transmitter connection will be by radio relay link. Station will be Collins-equipped throughout with exception of General Electric radio link. International Tower and Derrick Company is constructing the new tower.

ILLINOIS BELL TELEPHONE COMPANY PREDICTS CROSS COUNTRY TV NET

Illinois Bell Telephone Company says a TV network, made up of channels in 7 cities, connecting Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland, Buffalo, and New York will be in operation by December. Part of the link is now connected. TV shows will be sent by coaxial cable throughout the system except for the Toledo-Detroit leg and the Chicago-Milwaukee leg where transmission will be by radio relay.

WTEW MAPPING NEW SCHOOL ROOM SERIES

WTEW, New York, is cooperating with WNYE-TV, New York Board of Education outlet in mapping a new schoolroom series in building a program of kindergarten and first grade appeal for more than 1000 classrooms. Ted Cott, WTEW vice-president is building a series for Sunday airing on WTEW and rebroadcast to schoolrooms weekdays.

Called "Sing a Song" program will be participation built around folksong themes. Studio program will omit key words in stanzas, and children will chime in as program hits classroom receivers.

LILITANT SOAP OPERA CRITICS LASH WEST COAST STATIONS

Protest action is expected to be taken by social service, religious, PTA, and other groups, members of the "Soap Opera Committee of the Radio Listeners of Northern California."

In a report just issued, the committee indicts West Coast station for "overloading" schedules with serial drama, pointing out a San Francisco station broadcasts 18 such programs daily.

Committee's report pointed out survey showed only 7 percent of available listening audience was tuned in on soap operas, and accused stations of mercenary motives in continuing to serve so small an audience segment, and maintained "there is no excuse for any station to accept 18 soap operas from a network."

Committee then criticized prevalence of morbid and negative themes in soap opera offering and objected to use of murder, insanity, infidelity, and neurotic maladjustment as major story materials.

EDUCATORS INVITED TO NEWS DIRECTOR'S CONVENTION

Invitations have been sent to deans and directors of major journalism schools in the U.S. to attend the annual convention of the National Association of Radio News Directors meeting in St. Louis on November 12, 13, and 14.

Noting this is the first time such invitations have been issued, John Hogan, NARND president, explained it is the feeling of the organization that the NARND must work closely with the schools of journalism which serve as a manpower pool for training radio news personnel.

NARND officials are expecting some 200 radio news directors in addition to journalism school personnel and network and management representatives.

The meeting is expected to devote special attention to the problems and opportunities presented by television news broadcasting.

RCA PLACES NEW CHILDREN'S DISC SERIES ON 150 STATIONS

RCA has announced a new plan whereby free discs are supplied to cooperating stations who release a five times per week children's show in 15 and 30-minute segments. Broadcasters using the series agree to use script material prepared by RCA and are provided with a basic library of 46 sets of children's records. Shows may be sold to local sponsors after January 1.

WORLD SERIES FINAL SEEN ON STRATOVISION

Final game of the 1948 World Series in Boston was seen in the home city of the victorious Cleveland Indians via Stratovision relay of the television pick-up from Braves Field, marking the first time a major East Coast event was seen on TV in the mid-west.

Original plans to feed the signal from the Stratovision plane to the midwestern coaxial network via WEWS was abandoned because the picture was not of sufficient quality to justify the relay. Reception was "grainy" and sometimes out of synchronization, reports from Cleveland said.

Westinghouse equipment, aboard a B-29 bomber, flying at about 20,000 feet over Pittsburgh, picked up Baltimore's WJAR-TV signal and relayed it on TV channel 6 over a radius of approximately 250 miles.

RIA DISCLOSES ELECTRONICS WAR MOBILIZATION PLAN

Radio Manufacturer's Association in a Washington, D.C., announcement on October 15 made public its overall war mobilization plan for the electronics industry.

This was the first such industry plan to be presented by any group since the close of the last war. Objectives say RIA Industry Mobilization Policy Committee are to spread the military preparedness production load broadly throughout the radio industry.

The plan has been presented to the munitions board and discussed with various representatives of the military services.

The report pointed out only a minority of radio and electronics manufacturers are currently engaged in government work despite the sharp increase in military requirements.

Plan's objective, committee said, is to create as many prime contractors as possible and to get the industry as a whole back into government business.

RIA pointed out government is presently placing millions of dollars in contracts on basis of competitive bids with all of speculative hazards for both the government and the contractors. Committee believes the radio industry cannot be induced to participate wholeheartedly in current procurement under this method.

FI TO GAIN BY TV FREEZE

William Bailey, director of Frequency Modulation Association (FMA) believes the current TV "freeze" will be beneficial to the future of FI. Reports from many radio manufacturers indicate plans to soft-pedal television receiver production pending clarification of TV status by the FCC.

RISCHMILLER TO HEAD COLLEGIATE NETWORK SALES

Joyce Rischmiller is the new sales manager for Intercollegiate Broadcasting System, according to George Abraham, IBS president. A new dramatic script library was opened recently for use of 30 full-member stations of the network.

IBS is composed of "gaspipe" or "wired-wireless" stations which comprise a transcription network student-operated radio laboratories, serving campus audiences.

IS THERE A DOCTOR IN THE MICROWAVES?

The Federal Communications Commission has approved an experiment in paging doctors by radio. A New York firm, Telanserphone, Inc., was authorized to build a radio station for broad casting code numbers assigned to doctors. Physicians would carry small radio receivers. Code number would be repeated until doctor answered the telephone.

CBS TRYs NEW TYPE OF FOOTBALL COVERAGE

Saturday, November 1, found CBS trying a three-hour experiment in football coverage called the "Football Roundup". Twenty-nine major football games will be reported either by direct pick-up, telephone conversations, feature accounts, or press association wire reports. Show's idea is to emphasize highlights of country's top games, instead of single game play-by-play accounts.

BOSTON UNIVERSITY OFFERS ON-JOB TRAINING

Field work with stations in and around Boston will augment classwork this fall and winter for radio students at Boston University. Arrangements have been completed with 7 stations. Professor S.B.Gould, radio division director stated, and approximately 45 senior and graduate students will spend a two-week training period with these stations.

Covering all phases of station operations, procedures will vary in separate stations. Basically students will apprenticeship in various departments. Stations will report on each station's work.

NEW COOPERATIVE STATION IN WASHINGTON, D.C.

A new FM station, WCFM, which will invite "back talk" from listeners has taken to the air in the nation's capital. Guided by a listener's council, expected to guide and criticize station policy, station will get reactions from 34 organizations including civic, philanthropic, educational, veterans, labor and religious groups.

Among them are 21 associations which 3 years ago first drew plans for the station. Five of them are cooperatives in the field of food, health insurance, housing, art, garages and credit unions and own all of the station's cotton stock. They represent about 40,000 persons in Washington and vicinity.

Members of the same cooperatives hold about 80 percent of the station's 12,000 outstanding shares of preferred stock.

Station will not be operated for profit, other than a 6 percent cumulative dividend to investors, while other earnings will be plowed back into station operation. Station president is C. Edward Bohre; station manager is H. F. Kern.

NAB AND "VOICE OF DEMOCRACY" DISKS

The National Association of Broadcasters announced it has distributed five minute discs on democracy as models for high school students competing in second annual "Voice of Democracy" contest during National Radio Week, November 14 to 20. Film star James Stewart, NAB president Justin Miller, Junior Chamber of Commerce president Paul Engwell, and former Commissioner of Education, John Studebaker will appear in the new discs.

COY APPRAISES FUTURE OF AM & FM--SEE TV AS SEPARATE ENTITY

Speaking at an October meeting of the New York Radio Executives Club, Wayne Coy, FCC chairman, attracted industry wide attention with three predictions:

1. Television will probably never replace sound broadcasting completely.
2. Television will probably eventually operate separately from sound broadcasting--either AM or FM.
3. Sound programming which appeals to special groups will continue to have an eager, if not a mammoth audience.

Coy estimated that the next seven to eight year period will see 1000 television stations on the air. He pointed out, however, these stations will not cover the entire country, and that large areas will be unserved by television.

FM was described as a service which is meeting the need in a real way with communities of 30 and 40 thousand marking some of FM's greatest success stories. These are communities which have heretofore not had primary radio service of any kind.

WORLD HIGH FREQUENCY CONFERENCE ORGANIZES

Preliminary work of the World High Frequency Broadcasting Conference, now in progress at Mexico City, D.F., continued last week with formation of committees, after unresolved disagreements over seating of delegates.

Disagreements arose when the Soviet Union objected to the seating of a delegate for Japan from the Supreme Command, Allied Powers, and when Great Britain objected to seating of a delegate from Israel. The Soviet Union also objected to an observer from UNESCO.

Both disagreements were referred to the Credentials Committee, and the Conference proceeded to formation of other committees and the naming of officers.

Gracia Lopez, Mexican Minister of Public Works, was elected honorary president, with Miguel Pureyra, of Mexico, as active president. Lazaro Barrajas, also of Mexico, was named vice president.

The draft of Rules of Procedure adopted was drawn principally from those used in the Atlantic City conferences. Four working languages, English, French, Spanish, and Russian, were adopted. Eight working committees were established.

DAVY IN OREGON RADIO CENTER

The University of Oregon at Eugene has appointed Robert L. Davy to the staff of the Speech Department. Davy is WHA (University of Wisconsin) product, having received his masters degree in Madison, June 19. At Oregon, he will instruct radio courses and take part in the supervision of public service programs. These programs, produced in the University studios, are aired over state station KOAC, Corvallis, and commercial stations in Eugene and Portland.

The Speech Department is now building a new speech plant in Villard Hall, which includes a set of new radio studios and radio equipment. The new production unit is scheduled to be in operation by January 1.

FMA ENDS SECOND ANNUAL MEETING ON OPTIMISTIC NOTE

In the face of free predictions by the trade press that Chicago would be the scene of FI's official funeral, more than 500 FI broadcasters, engineers, manufacturers, and agency personnel ended a three-day session in Hotel Sheraton on a note of confidence and dogged determination to continue FI's expansion, prove it the best facility.

Although frankly admitting FI was a red ink operation to date, FMA members declared no lack of confidence the tide would change, and pointed to transit radio, "store-casting", and other "tie-in devices" now successfully operating as "insurance" cover for otherwise non-profit or losing FM operations.

FI leaders pointed out FI had encountered and survived several major catastrophes including FCC "spectrum" change", TV "publicity paralysis", and had continued to grow at rate of 1 new FM station per day over past year.

Highly touted was now emphasis on national and regional FM promotion, and apparently confirmed was rumor one major manufacturer was changing advertising emphasis advertising emphasis from TV to FI.

FCC'S Wayne Coy, major speaker of meet, indicated his sympathies lay with FMA in matter of returned CP's and lengthy oral programming by TV stations. Coy also said, "until we have FM sets in quantity and quality we're not giving FI a square deal."

FMA executive board asked for FCC rule to prohibit granting FI construction permit for two-year period to anyone who turns in FI construction permit.
Leonard Parks, FMA counsel, recently petitioned FCC officially to this effect.

Clarification of FCC rules was asked with respect to whether TV stations can broadcast extensive aural programs while merely beaming test patterns.

Fear of TV smothering FI obviously underlies feeling FCC should clarify TV sound rules. Sound programming by TV, FMA feels is "offside play."

Many broadcasters, FMA feels, have simply asked for CP on "hodge basis" and not for honest broadcast intent, thus turn back of CP's cloud and confuse picture.

New Officers for FMA include: William E. Ware, president (KFMY, Council Bluffs, Ia.); E. Z. Jones, vice president (WBBB-FM Burlington, N.C.); Emil J. Hodel, secretary, (WCFC, Beckley, W. Va.); Thomas F. McNulty, treasurer, (Boston). Directors for three years: Matthew H. Bonebrake (KOCY-FM Oklahoma City); Robert F. Wolfe, (WFRO-FM Fremont, Ohio); Edward A. Wheeler, (WEAW, Evanston, Ill.); Leo McCanno, (Vice president of Stromberg-Carlson Co., Rochester, N.Y.); Frank Gunther, (Vice president of REL). Directors for one year: Marion Claire (WGNB, Chicago) and Morris Novik, (Unity Broadcasting Corp., New York).

NIELSEN RADIO INDEX MARKS MYSTERIES

July Nielsen Radio Index report lists ten radio mystery shows among the top twenty shows in total audience. Thursday night schedule on CBS and Friday night schedule on CBS made high ratings. Six shows, three on each network were among the first ten in both total and average audience lists. (Nielsen, incidentally is reported to be revamping its survey schedule to include TV).

SPECIAL HOUSE COMMITTEE INVESTIGATES FCC 'ATHEISM' POLICY

A committee investigating the FCC, chairmanned by Forest Harness (Ind. R.) opened an inquiry into the FCC's so-called Scott decision of 1946. In this ruling the FCC turned the plea of an atheist that the licenses of three California radio stations be revoked because they refused to allow him to discuss atheistic doctrines over the radio. The FCC, however, indicating the situation as "controversial" said radio stations should make it a policy to allow all sides "advocate" time to present their views.

At the hearings atheism was presented by Charles Smith, president of the American Association for the Advancement of Atheism, Inc. Religion was represented by Rev. Ignatius Smith of Catholic University; Rev. Edmund Walsh, vice-president of Georgetown University; Dr. Herbert Calhoun of Yale Divinity School; and Rabbi Paul Richman of Washington, D.C.

Other scheduled witnesses included Don Petty, NAB general counsel; CBS commentator, Earl Godwin; and Frank Robinson, Washington attorney.

RELIGIOUS RADIO ORGANIZATION SENDS ATHEIST "ANSWER" FROM FCC

The Religious Radio Association, composed of various Protestant, Catholic, and Jewish groups has asked the FCC whether radio stations have to give atheists a chance to reply every time they broadcast a religious program.

The president of the association, Edward Hoffron, asked the FCC to clarify the stand it took on atheist radio programs two years ago, expressing the association's fear that the ruling might be interpreted in a way detrimental to religious programs.

In the 1946 decision the FCC held that not every organization of itself is entitled to time on the air, but it said that "an organization or idea may be projected into the realm of controversy by virtue of being attacked. The holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number."

Hoffron said members of the association fear that broadcasters might interpret this language to mean they must give atheists an opportunity to reply to every single church program. Such a move, he felt, might make broadcasters shy away from religious programs altogether.

NBC TO FORM SIGNAL CORPS RADIO COMPANY

Chief Signal Officer, Major General Spencer D. Alkin, U. S. Army announced that the National Broadcasting Company has accepted sponsorship of a Signal Corps reserve unit under the Department of the Army affiliation program. The organization is to be a mobile radio broadcasting company to be organized in New York City as a part of RCA participation in this phase of national defense.

ULTRAFAX--A MILLION WORDS A MINUTE--TELEVISION PLUS

RCA's new Ultrafax system, demonstrated October 21 at the Library of Congress, is another of the new 20th century technological devices, creating new problems and new opportunities.

Using ultra-high frequencies, combining television principles with radio relay and high-speed photograph, the device will transmit printed messages and documents at the rate of a million words a minute.

Possible developments dependent on proper relay facilities in new service include the following:

1. International exchange of TV programs on a transoceanic basis.
2. Household reception of books, magazines and newspapers without interruption of aural program.
3. World-wide military communications, scrambled for secrecy, which with 10 transmitters could carry in 60 seconds, peak load of messages sent from Pentagon in 24 hours during height of war emergency.
4. Transmission of one full-length motion picture simultaneously to thousands of theaters throughout the country.
5. A new radio-rail system combine with vast pick-up facilities of the Postoffice Department.

Rumor has it, because of military implications, whole Ultrafax development may be put under wraps by War Department.

NEW TELEVISION MARKET SEEN FOR MEDICAL TEACHING

New and rich market with television as a highly important educational aid in surgery were forecast after a two-day October meeting at the University of Pennsylvania School of Medicine.

Sponsored jointly by RCA and Smith, Kline, and French, pharmaceutical house, demonstrations had camera suspended directly above an operator table. Images carried by coaxial cables furnished close-up views of procedures to an audience of more than 5000 members of the state medical society and students and nurses located in university halls and in Convention Hall where the pictures were relayed by micro-wave and projected on a large screen.

NOVELTY FACTOR IN TELEVISION VIEWING STILL SAYS RESEARCHER

Dr. Peter Langhoff, research director of Young & Rubican speaking to the AAAA Pacific Council in October revealed an analysis made available by Hooper, Inc., which he said gave a preliminary answer to the question "How well does television wear?"

Level of set usage by three groups of owners--each containing 500-600 TV homes--was tested by Hooper's phone survey between 8:30 and 9:15 p.m. during September 8-14. Of those who owned sets three months or less, 60 percent were viewing when the checks were made. Same level of usage was recorded for second group, owning receivers 4 to 12 months.

Significant fact, Langhoff stated, was that 54 percent of "year or more owners" were viewing, only six points below new owners.

AGRICULTURE GEARS FOR TELEVISION

Dana D. Reynolds, In Charge of Operations
Radio Service, U. S. Department of Agriculture

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(This is a special guest article revealing some of the plans and policies for the important new television study project now being conducted by the USDA)

Television Accepted

Television has been accepted in the Department of Agriculture's thinking and planning as a new major informational medium to reach both farm and urban people.

Rural Coverage Still Limited

With rural television station coverage still limited, present emphasis is on programs for the general audience in urban-suburban areas. This emphasis coincides with greater attention to the consumer-general audience field in all informational activities. It reflects increased activity in that direction through Federal-State Extension's embryonic urban Extension program, through directives under the Research and Marketing Act, and otherwise. So we hope that the ground-work we lay in television programming for the general audience now will carry over into the period when we get into extensive general farm television. In other words, this temporary delimiting of our television activities has some advantages.

USDA Foresees Full TV Rural Service

The Department, however, is gearing for full-scale farm television service. Already, nearly all of New Jersey is under television signals. WTAN-TV's transmitter is midway between Cleveland and Akron, with many farms in its coverage area. Whether it comes through piece-meal extensions such as those, or wide-scale extension of coaxial cable, ground-located micro-wave relay, or airborne relay service, we assume that that general farm television service is just a matter of time.

Large Audience Expected

As urban and rural television expands, the Department expects to be able to carry farm and homemaking information into millions of homes reached inadequately through meetings, demonstrations, and other media. Also, in some ways, television may do a better job than previously done with families actually reached in other ways.

All of the foregoing is said with full appreciation of problems and unpredictables ahead.

Serious Factors - Cost and Production

Along with those optimistic views about television, a good many Department people are recognizing two sobering facts: 1) Television programs will be much more costly than radio, at best; and 2) we will need much higher program standards than we have had in much of our radio work to hold an audience and station time. Meeting those conditions calls for the closest cooperation between agricultural agencies and television stations, whether they be commercial or educational. It also presumes greater financial support for television service by agricultural agencies, commensurate with the big informational and educational responsibility to be placed upon this new medium.

"Practicality First"

Meanwhile, we are trying to find ways to make television -- with its very high time value, and various programming "extras" for visual materials, etc.---- practical and effective for various levels of operation: Department, State agencies, county workers.

One of the many problems in programming is to find how to adapt the vast amount of economic reports and other current information to day-to-day news and other shows.

Ways and Means

In our television research project financed under the Research and Marketing Act, we are searching for effective ways to use television in promoting more efficient marketing, greater use of farm products, and information for consumers. As we test various program techniques, we will carry on program analysis at various levels; information technicians, administrative and professional personnel, general audience. As time and money permit, we expect to get into general audience surveys, including a study of the effectiveness of television in changing practices and selling ideas.

FARM RADIO OWNERSHIP INCREASES

BIB figures on radio ownership as of January 1948 show changes. Estimates of the total number of United States families were made from census data in accordance with a formula developed in cooperation with the U. S. Census Bureau. Personal interview surveys by private research organizations provided the radio ownership data. The figures show that a total of 37,623,000 United States families owned one or more radios in working order in January. According to the BIB statement, radio ownership in urban districts rose slightly over that of 1946, from 95.2 to 95.7 percent; rural nonfarm (village) ownership climbed from 87.4 to 94.4 percent; and farm family ownership made the greatest increase of all, from 76.2 to 88.7 percent. Massachusetts was top State in percentage of urban radio ownership, Utah ranked highest in village radio ownership, and Washington was first in percentage of ownership among farm families. Details of the survey are being published by BMB.

NATIONAL COUNCIL OF PARENTS & TEACHERS ASK FOR STATE LAW ON COMICS-RADIO

PTA'ers have demanded state laws be passed prohibiting objectionable comic books, and urged the formation of local committees to evaluate comics, radio programs and motion pictures. Action was also requested on the national level. Resolutions were passed at a Chicago meeting in September.

The committee further suggested that studies in evaluation of radio programs and movies be included in school programs.

REPORT: EMORY UNIVERSITY WORKSHOP

(This special report covers initial activities of a new NAEB member station WABE)

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Station WABE, the new Board of Education FM station, owned and operated jointly by the Atlanta and Fulton County Public Schools, prepared for its opening this fall by holding a radio workshop in connection with the General Educational Workshop at Emory University for six weeks, beginning June 14.

Under the guidance of Dr. I. Keith Tyler, radio consultant for the Atlanta and Fulton County Schools, about forty teachers from the area met with various experts in program planning, production, script writing, school radio workshops, and radio program utilization. Many of the teachers will take an active part in the operation of the station which is under the direction of Mr. Walter Bell, assisted by Mr. Alvin M. Gaines.

The workshop brought in as instructors Miss Ola Miller, Pontiac, Michigan, to direct groups in production; Mr. Elmo Ellis, Station WSE, Atlanta, as script instructor; Miss Marguerite Fleming, St. Louis, and Mr. Edwin F. Holman, Station WBOE, Cleveland, to take charge of groups in program planning and radio workshop. Dr. Tyler and Mr. Gaines initiated teachers in radio program utilization. A daily orientation session, handled by Mr. Floyd K. Baskette of Emory University, brought speakers on various phases of radio from Atlanta's AM and FM commercial stations. The entire six weeks radio workshop was set up under the administrative direction of Dr. John A. Dotson, dean of the School of Education at Emory. Mr. George Broad of Corpus Christi, Texas, was director of the General Education Workshop.

The great majority of the educational series for elementary and high school classes with which WABE opens up its first year broadcasting were planned by the summer workshop and scripted in part during the months of July and August.

-- by Edwin F. Holman
Director of Radio
Cleveland Board of Education

WESTINGHOUSE STRATOVISION PLAN SUPPORTED BEFORE FCC BY NATIONAL BUREAU OF STANDARDS and Cowels Broadcasting Company who also urge hasty development of UHF and opening of bands by FCC

FREQUENCY MODULATION ASSOCIATION HOLDS SECOND ANNUAL MEETING IN CHICAGO with Wayne Coy, FCC Chairman as headline speaker before more than 400 broadcasters, agency men, and manufacturers. "FM", says Coy, "is in broadcasters hands and holds great potentialities for regional and local service. Stereocasting and Transit Radio get a big pitch from FM broadcasters. Duos are raised. Meeting ends on high note.

FEDERAL COMMUNICATIONS ORDER PUTS "FREEZE" ON TELEVISION CONSTRUCTION, while announcing studies of UHF, further studies of present TV performance with background of effort to provide sufficient TV channels, protect and service mobile and special service needs, and generally look the situation over before moving on.

EDUCATIONAL RADIO--SEPTEMBER-OCTOBER

UNIVERSITY OF CHICAGO MAKES AWARDS TO SEVEN CHURCH GROUPS for best religious programs in second annual religious radio workshop. First awards went to Troy, N.Y. Council of Churches, Tri-City Radio Commission, and Station WTRY, Troy for the program, "Religious View the News".

MAEB STATION, WHCU, CORNELL UNIVERSITY PRESENTED PRESS AWARDS TO SIX N.Y. news papers in second annual Press Leadership Awards at a Cornell Press-Radio Dinner. Mike Hanna, WHCU director presented awards to editors for outstanding leadership.

MUTUAL BROADCASTING SYSTEM BEGINS USE OF POPULAR PROGRAM FORMATS, "designed to entertain as they educate" in a new four-part information series, "The Atom and You." Under direction of MBS's Elsie Dick, shows will be produced by Sherman Dryer.

SECRETARY

MAEB EXECUTIVE/REPRESENTED THE LATE MAYOR LAGUARDIA'S FAMILY in the "One World Award" tour which took him to five European capitals.

SIX GERMAN BROADCASTERS COMPLETE AMERICAN TOUR AFTER STUDYING U.S. radio for the past 5 months on an extended tour of American educational and commercial stations. Tour was jointly sponsored by Rockefeller Foundation, Columbia University, and National Association of Educational Broadcasters.

VOICE OF AMERICA TAKEN OVER BY STATE DEPARTMENT concluding arrangements whereby department depended on "farming out" scripts and production to foreign departments of commercial networks. Latin American shows will be cut; European schedule will remain intact and given greater impetus by addition of BBC relay facilities. Far Eastern programs will continue in Chinese, Korean, Russian and English but will eliminate Malay, Siamese and Annamese transmissions.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS HOLD ANNUAL MEETING AT URBANA on University of Illinois campus where resolutions were adopted for strong representation to FCC to reserve certain TV channels for educational and non-profit purposes. Plans for an FI-AM transcription network, linking educational outlets in major cities were approved, and Dallas Smythe, former FCC economist, appointed to direct study of facilities for proposed net.

MORRIS S. NOVIK, N.Y. RADIO CONSULTANT WAS REAPPOINTED executive secretary for the group. Re-elected as officers and directors were Richard B. Hull, president (WOI, Iowa State College); John Dunn, vice president (WVAD, University of Oklahoma); W. I. Griffith, secretary-treasurer (WOI, Iowa State College); and directors:- Seymour Siegel (WNYC, City of New York), Graydon Ausmus (University of Alabama), Ralph Steetle (Louisiana State University), Harry Skarnia (Indiana University), Irving R. Merrill (University of South Dakota), and James Morris (KOAC, Oregon State College).

MIKE HANNA (WHCU, CORNELL UNIVERSITY) AND KAY LARDIE (WDTR, DETROIT BOARD OF EDUCATION) represented U.S. radio at UNESCO meetings in Paris

PRONOUNCING GUIDES--NAMES AND PLACES

Three N-A-E-B stations have now compiled and made available to commercial station news departments in their areas, accurate listing of town, city, and county designations together with river and lake names and pronunciations.

Station WHA, University of Wisconsin, led the parade with a compilation which first appeared in 1938, and appears in now and revised form as of May, 1948.

Station WILL, University of Illinois, followed the parade with guide prepared by Frank Schooley, assistant director of the station, and staff member journalism department.

Station WSUI, University of Iowa, followed with pronunciation guide prepared by Arthur Barnes, WSUI news chief and staff member journalism department.

NEW JUDGING PROCEDURE FOR 1949 OHIO INSTITUTE EXHIBIT

Ohio State University, sponsoring the annual Institute for Education for Radio and the annual Exhibition of Educational Radio Programs, will follow a new judging procedure this year according to Dr. I. Keith Tyler, institute director.

Programs heard on nation-wide networks in the U.S. and Canada will again be judged "live" by special committees in the New York area. Judging of all other entries will be handled by cooperative evaluation centers throughout the country. There will be no preliminary local screening.

Under direction of competent authorities in radio evaluation each center will be responsible for the entire process of evaluation and selection of awards for a particular class of programs. In that way all programs will be considered by the same judges who make the final selections of awards and honorable mentions.

Awards will be made for each of 14 different program types in four classifications-- (1) national networks, (2) regional networks, organizations, and stations, (3) local organizations and stations, (4) organizations preparing transcribed series for broadcast over local stations.

Deadline for submitting entries is January 15, 1949. Awards will be announced during the Institute for Education by Radio, to be held in Columbus, Ohio, May 5 through 8.

BOOKS FOR BROADCASTERS

Communications in Modern Society. Fifteen studies of the mass media prepared for the University of Illinois Institute of Communications Research, and edited by Wilbur Schramm, Director of the Institute. c1948. 252 p. \$4.00. University of Illinois Press, Urbana, Illinois.

Notable research men in education, radio, journalism, psychology and public opinion conferred at the University of Illinois for an over-all discussion of the status of press, radio and motion pictures. Dr. Schramm felt that it was time for communications men to look around, take stock, and ask: "Where do we go from here?" Such questions as: "What culture and value patterns are being presented by the media to the audiences who give them one-fifth of their waking hours? How much bias, if any, are they introducing to the national tradition? What does mass communication do to an individual?" As opposed to government control and regulation, private administration and responsibility of mass communications are facing a challenge of unrivalled opportunity.

STATION REPORTS - STATION PROMOTION

"THIS IS THE MUNICIPAL BROADCASTING SYSTEM"

Foregoing is title of annual report of WNYC & WNYC-TV, Official radio outlets of the City of New York. Prepared by Seymour Siegel, director; and John De Prospe, executive officer, the 36-page report is one of the clearest, most explicit and most dramatic reports of non-commercial radio service yet to appear, a solid report to New York City officials and still simple and lucid picture of a complex subject.

To secure copies or further information about this report, write to Seymour Siegel, director WNYC AND WNYC-TV, Municipal Building, New York City.

"UNDERSTANDING OURSELVES"

centers
Alabama College for Women, long one of NAEB's leading production, has from time to time released an excellent series of brochures covering various series of broadcasts.

"Understanding Ourselves", a compilation of psychology broadcasts, previously announced for distribution, has been temporarily delayed due to unusual pressure on the institutions publications board. Detailed information may be obtained from Helen Parrish, radio assistant, Alabama College, Montevallo, Alabama.

WBAA OPERATION PORTFOLIO

Station WBAA, Purdue University, is recognized as one of NAEB's most efficiently operated member stations. At the request of NAEB headquarters WBAA director, Jim Miles, prepared a portfolio covering detailed aspects of WBAA operation from logging to station break policies and procedure.

Information on the portfolio may be obtained from Jim Miles, director, Station WBAA, Purdue University, LaFayette, Indiana.

FCC'S WAYNE COY ON EDUCATIONAL BROADCASTING

The FCC has given NAEB permission to duplicate and distribute the convocation address of Wayne Coy, Federal Communications Commission Chairman, made at the Second Annual Conference on Radio in Education at Indiana University last summer.

The address is by no means an ordinary speech--it embodies the careful and thorough thinking of Mr. Coy with respect to the whole complex of questions called up by educational, public service and school broadcasting.

While it cannot necessarily be construed to represent the "official" thinking of the FCC, it is perhaps the most important single statement made by a Commission representative in many years.

NAEB commends it to the very careful study, not only of station managers but to the administrative heads of any college, university, or public agency which has an interest in radio broadcasting.

NAEB will distribute copies to each member, and will be happy to make copies available on request to non-members. Write to NAEB central office, Station WOI, Ames, Iowa

STAFF ANNOUNCER WANTED

KOAC, Oregon State College, Corvallis wants a staff announcer by November 1. Prefers applicant to have college degree and genuine interest in educational broadcasting, and background in agriculture. Duties include announcing two farm shows, assisting KOAC agriculture broadcast director in planning farm broadcasts. Other duties include a routine announcing and newsschedule. Opportunity, if desired, to work on music and dramatic programs. Starting salary \$2735. Applicant should send statement of experience, photo, and voice transcription to James Morris, Program manager, KOAC, Corvallis, Oregon.

RADIO AND THE 1950 CENSUS

One vital question the 1950 census study should answer is the actual number of FM, AM, and TV radio receivers owned and used by U.S. citizens. We are informed from a number of sources including the Bureau of Census itself that no such question is scheduled for inclusion in the forthcoming census.

Failure to include such a radio^{question} can seriously hamper communications studies over the next 10-year period. It is suggested that members who share this concern should communicate their wishes in the matter to their duly elected representatives in the Congress.

UNITED NATIONS RADIO PROGRAM HELPS

Follow-up to project begun at Ohio Institute last May by Dorothy Lewis has resulted in appointment of Olive McHugh, Toledo, Ohio, radio educator to develop and coordinate a new UN radio service. This weekly radio kit will include:

1. Weekly news summary provided direct from radio news bureau at Lake Success, edited for school use and integration in local news programs.
2. Background sheet giving information on various UN agencies and commissions interpreted for students and the general listener.
3. Script for use in schools and other radio education centers.

Program directors who wish to be put on the mailing list for the radio kit, a detailed listing of long and shortwave offerings from Lake Success, etc., should write RADIO DIVISION, UNITED NATIONS, LAKE SUCCESS, N.Y.

WNYC--N.Y. ACADEMY OF MEDICINE BROADCASTS

A special series, supplementing regular WNYC medical series, will be broadcast November, December, January and February. Topics commend themselves to attention in other NABE regions: "Law and Medicine," "Endocrines--Masters of Servants," "Science Under the Dictatorships," "Blood & Pan," "Atomic Energy," "The Criminal in Our Midst."

NEW "LEST WE FORGET" ET SERIES

"Stories to Remember" is the 12th in a series of "Lest We Forget" programs produced by the Institute for Democratic Education. Thirteen platters in the new series deal with general theme of intergroup relationships featuring such artists as Geraldine Fitzgerald, Raymond Massey, Ralph Bellamy, and Everett Sloan.

NAEB highly recommends this series, suggests station managers make direct contact with the Institute for Democratic Education at 415 Lexington Avenue, New York 17, N.Y.

N-A-E-B BUSINESS PAGE

REGIONAL DIRECTORS ATTENTION!

Please re-check each member station in your area and secure all of the following data available for both FM and AM station coverage and response.

- A. Either the official engineering map or a copy showing the 0.5 mv primary coverage circle or the primary area of coverage served by the station. This is highly important to any further planning by NAEB headquarters.
- 1) Every FM station has this data as a license requirement by the FCC
 - 2) Every AM station should have this data, but may not, if it has not been required to prepare such data for hearings, etc.
 - a) In the event an AM station does not have an official 0.5 mv map its chief engineer should calculate the area and send you the data on a good state-county map.
- B. Broadcast Measurement Bureau maps and supplements for country-wide study made in 1946.
- 1) In the event a station does not have this data, it should by all means secure it. Price for this data has been reduced to a nominal figure, and no NAEB station can operate realistically or intelligently without it. Write to Broadcast Measurement Bureau, 270 Park Avenue, New York.
- C. Any data similar to BMB such as Conlan, Hooper, etc., or copies of the station's own audience and utilization surveys if any have been conducted.
- 1) Mail response maps will also be useful in this connection.

It is requested a deadline of December 31, 1948 be set for collecting this data. Several follow-up letters may be required in some cases. A double set of data should be requested from each station--one copy for regional director files and one copy for NAEB headquarters files.

SWAP AND EXCHANGE REQUESTS

Many NAEB members have equipment acquired from War Assets or surplus equipment acquired from other sources. Some NAEB members have equipment they wish to buy or sell or exchange.

Case in point is Bowling Green State University in Ohio. Radio director Sidney Stone is studying construction of a non-commercial educational station. He has acquired War Assets radio equipment including a high-power short wave transmitter. A complete inventory of all the component has been made listing many parts such as transformers, relays, etc., which may be of use to other NAEB members but are not of use in the particular situation at Bowling Green. Material can be exchanged for other equipment but not sold.

NAEB headquarters will be glad to route such requests and to serve as a central point for exchange and trade to member stations. Anyone interested in the Bowling Green equipment should write directly to Sidney Stone for an inventory list.

September 1, 1948

FEDERAL COMMUNICATIONS COMMISSION
MEM'S--APPLICATIONS--ACTIONS
EDUCATIONAL

October 30, 1948

FCC CLARIFIES TV APPLICATION PROCEDURE

Denials of three petitions that action be withheld on all pending television applications for a single city until action could be taken on all such applications simultaneously were handed down by the FCC in a Memorandum Opinion and Order October 21.

In denying the petitions, the Commission said the suggested procedure would result in unnecessary delay in acting upon applications. In the established procedure for the processing of TV and FM applications, the Order stated, they are considered to be mutually exclusive only:

"Where two or more applications request the same channel in the same area.

"Where the total number of applications for an area exceed the number of channels available for assignment."

Further clarifying procedure, the Commission said that the processing applications is effected according to their file numbers and upon completion they are presented to the Commission for action. They are then acted upon without regard to other applications for the same city.

PROPOSE FCC ENGINEERING STANDARDS CHANGES

Notice of proposed rule making to amend the FCC's Standards of Good Engineering Practice dealing with methods of computing groundwave field intensity contours, where the radiated signal from a transmitter traverses a path having more than one ground conductivity, was given October 1 by the Commission.

The FCC notice said that it was believed that the use of the new method would produce results "more in keeping with the facts as determined by actual field measurements than either the so-called 'two-thirds' rule or the 'decibel' method described in the present Standards."

AUTHORITY DELEGATION ORDER

The FCC has amended Section 1.142, Part 1 of the Rules and Regulations, by deletion of 1.142 (a) (6), and has amended Section 1.144 by the addition of a new section (k) to read as follows:

"(k) Applications for remote pickup, ST, and experiental TV relay broadcast stations."

The order in effect delegates to the Secretary of the Commission authority to process such applications after approval of both the Engineering and Law departments.

ORAL ARGUMENT RE FM RULES

The Commission scheduled for October 15, 1948, at 3:00 p.m., in Room 6121, New Post Office Building, 12th and Pennsylvania Avenue, Washington, D.C., the oral argument previously scheduled for October 11 in the latter of Promulgation of Rules and Regulations concerning the origination point of programs by standard and FM broadcast stations. (Docket 8747)

ORDER DELAY ON NEW FORMS

The Commission adopted an Order extending to December 1, 1948 the required date of use of FCC Forms 301, 302, 303, 313, 314, 315, 321 and 701 (Docket 8978), as revised June 16, 1948, as it appears these forms cannot be distributed to the public in time to begin their use by the prescribed date of October 1, 1948.

** **

PART I of COMMISSION'S RULES ARE AMENDED

Amendment of Part I of the Commission's Rules and Regulations was announced October 21. The changes are organizational or editorial in nature and designed to improve the internal administration of the Commission.

The amendments reflect "changes of nomenclature with respect to organizational units within the Commission to make the names of these units consistent with suggestions of the Senate Committee on Expenditures in the Executive Departments, and changes in organization of the Engineering staff of the Commission," the order stated.

The principal units of the Commission's organization will be Bureau of the Secretary, Bureau of Accounting, Bureau of Law, Bureau of Administration, Hearing Division and Office of Information.

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FCC PROTESTS MEXICO'S USE OF 540 KC

Vigorous protests against the proposed assignment of 540 kilocycles to a 150-kilowatt station to be located at San Luis Potosi, Mexico, were announced by the FCC.

"The frequency 540 kilocycles is not presently a part of the standard broadcast band under existing international agreements and the Commission's Rules and Regulations. However, under agreements reached at the International Radio Conference in Atlantic City in 1947, the frequency was made available for such use, subject to agreement among the interested countries. The subject of its utilization is expected to be one of the major items to be considered at the next North American Regional Broadcasting Conference, to be held in Canada in September 1949."

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ORAL ARGUMENT FCC LOTTERY RULES UPCOMING

A proposed order of appearance at the oral argument in the matter of promulgation of rules governing the broadcast of lottery information was announced by the FCC Tuesday, October 12.

The argument which was scheduled for October 19 at 9:30 a.m., was limited to thirty minutes each, unless prior arrangements were made with the Commission.

The following have expressed a desire to appear and will be heard in the order named: American Broadcasting Company; National Association of Broadcasters; Maryland Broadcasting Company; Radio Features, Inc.; Radio Council of National Advertisers; Columbia Broadcasting System; National Broadcasting Company; W. Theodore Pierson; Arthur W. Scharfeld; Symons Broadcasting Company; Associated Activities, Inc.; Louis G. Cowan, Inc.; and Premium Advertising Association, Inc.

FCC APPLICATIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

Application Accepted for Filing

WOI-FM-Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa - Modification of construction permit (BPED-39, as modified) which authorized a new FM non-commercial educational broadcast station to change frequency from 91.3 mc., channel #217 to 90.1 mc., channel #211, ERP from 8.3 KW to 15,624 KW, antenna height above average terrain from 520 feet to 526.5 feet and make changes in antenna system.

Application Accepted for Filing

WUGS-The University of Tulsa, Tulsa, Okla. - Modification of construction permit (BPED-62, as modified) which authorized a new non-commercial educational broadcast station for extension of completion date.

NEW-Ithaca College, Ithaca, N.Y. - Construction permit for a new FM broadcast station non-commercial educational to be operated on 91.7 mc., Channel #219 and power of 10 watts.

WEVR-Veterans Vocational School, Troy, N.Y. - License to cover construction permit (BPED-92) which authorized a new non-commercial educational FM broadcast station.

WNST-State of Wisconsin-State Radio Council, Madison, Wis. - Modification of construction permit (BPED-89 as modified), which authorized a new non-commercial educational FM broadcast station to change frequency from 91.3 mc., Channel #217 to 91.0 mc., Channel #220.

CP to Reinstate CP

WCTF-The Board of Directors of the Chicago Theological Seminary, Chicago, Ill. - Construction permit to reinstate construction permit (BPED-477, which authorized a new non-commercial educational FM broadcast station).

Modification of Construction Permit

WMVE-Board of Education, City of New York, Brooklyn, N.Y. - Modification of construction permit (B1-PED-72, as modified, which authorized a new non-commercial educational FM broadcast station) for extension of completion date.

For Construction Permit-New

School City of New Albany, New Albany, Ind. - (P.O. 802 East Market) -- Construction permit for a new non-commercial FM broadcast station to be operated on 88.1 mc., Channel #201, and power of 2.5 watts.

For Construction Permit-New

The Ohio State University, Columbus, Ohio (P.O. North High Street, Ohio State University Campus, Columbus, Ohio) -- Construction permit for a new non-commercial educational FM broadcast station to be operated on 89.7 mc., Channel #209, and power of 14.4 KW.

FCC APPLICATIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL (CONT.)

New Station

School City of New Albany, New Albany, Ind. - Construction permit for a new non-commercial educational broadcast station to be operated on 88.1 mc., channel 201 and power of 2.5 watts.

CP Modification

MBEZ--Board of Education, City of Chicago, Chicago, Illinois--Modification of construction permit (BPED-80, as modified), which authorized changes in non-commercial educational broadcast) for extension of completion date. 9-6-48

CP Modification

WMH--Loyola University, New Orleans--Modification of construction permit (BPH-201, as modified, and which authorized a new FM broadcast station) for extension of completion date. (9-6-48).

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FCC APPLICATIONS (AMPLITUDE MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

1250 KC

KPAC - Port Arthur College, Port Arthur, Texas - License to cover construction permit (B3-P-5125, as modified) which authorized increase power, install a new transmitter and change transmitter location.

870 KC

WECU - Cornell University, Ithaca, N.Y. - Granted license covering installation of new transmitter, changes in vertical antenna, and mounting FM antenna on AM tower and change in transmitter location.

850 KC

KFUO -- Evangelical Lutheran Synod of Missouri, Ohio and Other States, Clayton, Mo. - Construction permit to change power from 10 KW to 5 KW, change type of transmitter and change transmitter location from "to be determined" Clayton, Mo., to Near U.S. #40 at Bonks Round, Nameeki Township Ill. AMENDED to change name of applicant from Evangelical Lutheran Synod of Missouri, Ohio and Other States to the Lutheran Church--Missouri Synod.

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FCC ACTIONS (AMPLITUDE MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

560 KC - Frequency Change

WMBQ- Harding College, Memphis, Tenn. - Granted request for permission to change frequency from 1400 kc. to 560 kc., power from 250 watts to 1 KW night, 5 KW-LS, DA. conditions.

FCC ACTIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL

Granted Construction Permit

WLLH-Loyola University, New Orleans, La. - Granted modification of CP to change power from 15.3 KW to 20 KW; antenna from 500 ft. to 300 ft. (BIPH-2408)

Granted License Renewal

WHSB-Board of Education, Sewanhaka High School, Floral Park, N.Y. - Granted renewal of non-commercial educational FM station for the period ending September 1, 1951

Granted CP Modification

WJGS-Tulsa, Okla. - Granted modification of CP for extension of Completion date to 2-8-49. (BIPED-142)

License Renewal

KSUI-The State University of Iowa, Iowa City, Iowa - Granted renewal of license for non-commercial educational FM station to September 1, 1950. (BPED-6)

Granted CP For New Station

Syracuse University, Syracuse, N.Y. - Granted CP for new non-commercial educational FM station; Channel 201, 88.1 mc.; transmitter power output 2.5 watts; estimated cost \$2,000 exclusive of studios and equipment already installed for radio construction and training. This is the first low powered less than 10 watts non-commercial educational authorization. (BPED-93).

CP Modification

KSDS-San Diego Unified School District, San Diego, Calif. - Modification of construction permit (BPED-88) which authorized a new FM broadcast station, for extension of completion date.

CP Modification

MSOU-Seton Hall College, South Orange, N.J. - Modification of construction permit (B1-PED-78, as modified) which authorized a new FM broadcast non-commercial educational station, to change ERP from 1 to 2 KW, and make changes in antenna system.

Construction Permit-New

New-Ithaca College, Ithaca, N.Y. - Construction permit for a non-commercial educational broadcast station to be operated on 91.7 mc., Channel #219, with power of 10 KW.

Granted CP

The Regent of the University of Michigan, Ann Arbor, Mich. - Granted CP for New studio link broadcast station.

Granted Temporary Extension

WFUV-Fordham University, New York, N.Y. - Granted temporary extension of license for non-commercial educational FM station to December 1, 1948, pending receipt of application for renewal.

FCC APPLICATIONS (FREQUENCY MODULATION) COLLEGE, UNIVERSITY, INSTITUTIONAL (CONT.)

Granted CP Modification

WKW--State of Wisconsin, State Radio Council, Madison, Wis.--Granted modification of CP to change frequency type of antenna and its overall height, make changes in antenna system, and extend completion date to 3-29-49.

Granted CP Modification

WSOU--Seton Hall College, South Orange, N.J.-- Granted modification of CP to change type of transmitter and to increase effective radiated power to 1 KW and for extension of completion date to 1-1-49.

Granted CP Modification

WEEZ--Board of Education, City of Chicago, Chicago, Ill. --Modification of construction permit (CPED-80, as modified), which authorized changes in non-commercial educational broadcast) for extension of completion date.

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FCC TELEVISION APPLICATIONS--COLLEGE, UNIVERSITY, INSTITUTIONAL

Missouri

Lutheran Church-Missouri Synod of Missouri, Ohio and Other States, Clayton-- Construction permit for a new commercial TV Broadcast station to be operated on Channel #2, 54-60 mc., ERP of visual 0.98 KW, aural 0.639 KW and unlimited hours of operation. AMENDED to change corporate name from Evangelical Lutheran Synod of Missouri, Ohio and Other States to Lutheran Church-Missouri Synod.

Tennessee

NEW--Harding College, Memphis (P.O., Hotel Gayoso) -- Construction permit for a new commercial TV broadcast station to be operated on Channel #2, 54-60 mc., ERP of visual 15 KW, aural 7.5 KW. and unlimited hours of operation.

BOX SCORE ON EDUCATIONAL TELEVISION STATIONS

The following institutions have applications for Television stations:

| | |
|-------------------------------------|---|
| Cornell University, Ithaca, N.Y. | Concordia College(Missouri Synod), St.Louis |
| Harding College, Memphis, Tennessee | State University of Iowa, Iowa City, Iowa |

The following institutions have construction permits for television stations:

Iowa State College, Ames, Iowa

WHAT IS THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS?

HOW DOES IT SERVE EDUCATIONAL RADIO?

The National Association of Educational Broadcasters during the past three years has steadily increased its number of active and associate institutions and individuals to a total of more than 95 members in 32 states, Hawaii, and the District of Columbia.

N-A-E-B represents the non-commercial educational AM and FM radio stations, workshops, and production centers owned and operated by colleges, universities and public service agencies.

N-A-E-B represented 9 member stations in Clear Channel hearings before the Federal Communications Commission in 1947-48, appeared before the Senate Interstate and Foreign Commerce Committee hearings on the Johnson Bill in 1948, and has had observers and participants in the FCC Mayflower hearings, the newly-formed University Association for Professional Radio Education, the FCC television hearings, and numerous conferences and radio meetings.

N-A-E-B sponsored a special session at the Ohio Institute for Education by Radio and maintain liaison relationships with the School Broadcast Conference, the Association for Education by Radio, the Federal Radio Education Committee of the Office of Education, the Canadian Broadcasting Corporation, the British Broadcasting Corporation and the North American Service of Radio Diffusion.

N-A-E-B, acting through its central office and regional directors has supplied through correspondence and by special consultant trips a free-consulting service to members and to colleges and universities establishing or planning to establish for the first time their own broadcast outlets.

Complete detail on membership in the N-A-E-B may be obtained by contacting W. I. Griffith, Secretary - Treasurer, Station WOI, Iowa State College, Ames, Iowa.

The N-A-E-B has regional directors who are ready and willing to extend information and advice to prospective educational broadcasters or to answer questions on membership and policy. Their names and locations:

| | |
|-------------------|---|
| <u>REGION I</u> | - Seymour Siegel, Station WNYC, City of New York |
| <u>REGION II</u> | - Graydon Ausmus, Station WUOA, Alabama University |
| <u>REGION III</u> | - Harry Skornia, Station WFTU, Indiana University |
| <u>REGION IV</u> | - Irving Merrill, Station KUSD, South Dakota University |
| <u>REGION V</u> | - Ralph Steetle, Station WLSU, Louisiana State University |
| <u>REGION VI</u> | - James Morris, Station KOAC, Oregon State College |

WASHINGTON, D.C. REPRESENTATIVE --- Cohn & Marks, Attorneys, Evans Bldg.

NEW YORK CITY REPRESENTATIVE --- M. S. Novik, Room 370, 630 Fifth Ave.

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,
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