

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

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Representing non-commercial, educational AM, FM, and TV broadcasting stations,
workshops, and production centers, owned and operated by colleges,
universities, school systems, and public-service agencies.

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NAEB NEWS

NAEB RELEASES LOS ANGELES TV STUDY

Approximately one-fourth, or 26 per cent, of the total Los Angeles TV program time during the week of May 23rd - 29th, 1951, was devoted to adult drama programs, it was found by the National Association of Educational Broadcasters in its survey of the eight television stations serving the Los Angeles area. These programs were largely motion pictures. Within the broad classification of Drama, Western Drama led all other types with slightly more than ten per cent of the total program time of the test week.

These statistics were disclosed when Seymour N. Siegel, Director of Radio Communications for the City of New York and NAEB President, released Study #2 in the organization's projected series of television monitoring surveys. Study #1 was made in New York City during the week of January 4th - 10th, 1951. The Los Angeles study was financed by a grant from the Fund for Adult Education.

Probst Explains Purpose of Studies

According to George E. Probst, Chairman of the Committee to Supervise Monitoring Studies, "the NAEB is making these studies because of its interest in serving the entire broadcasting industry, the Federal Communications Commission, and the public by increasing the knowledge of current television programming. The Los Angeles monitoring study, along with the previous New York study and other projected television monitoring studies, should be useful in identifying trends in television broadcasting and should provide a basis for more intelligent planning by commercial and educational broadcasters alike."

Other members of the Monitoring Studies Committee were Richard B. Hull, Director of Station WOI-AM-FM-TV, Ames, Iowa; Harold McCarty, Director of Station WHA, Madison, Wisconsin; Parker Wheatley, General Manager of Station WGBH, Boston, Massachusetts; and NAEB President Seymour N. Siegel.

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Study Made by Smythe and Campbell

The Los Angeles study was made by Dallas W. Smythe, Research Professor at the Institute for Communications Research and Professor of Economics at the University of Illinois, and Angus Campbell, Director of the Survey Research Center and Professor of Psychology and Sociology at the University of Michigan.

Professors Smythe and Campbell set up a monitoring room with nine television sets in a large suite of the Chateau Elysee in Hollywood, and employed a corps of 40 trained monitors. These were graduate students and advanced undergraduates at both the University of California at Los Angeles and the University of Southern California, as well as professional research interviewers.

These monitors operated under three basic rules:

1. All time when the station is on the air (not counting test patterns) was credited to some program.
2. Time used for advertising was carefully defined. ("Advertising" meant the time used by a station on behalf of commercial purposes other than its own. That is, the promotion of the station or its programs was not considered to be advertising.)
3. Classification of a program in accordance with the nature of its predominant elements. (Where a program contained two or more characteristics, each of which would suggest placing it in different classifications, the decision was made on the basis of the predominant element.)

Domestic Programs--16%

The NAEB Los Angeles TV Report shows that after Drama programs, the next largest single portion of the week was devoted to Domestic programs (16 per cent) including telecasts on cooking, shopping, personal care, variety programs for housewives, and similar presentations.

News reports contributed 12 per cent of the total, a proportion considerably inflated by the telecasting over two Los Angeles stations of a series of "special events" programs in connection with a kidnapping in Southern California which shortly preceded the test week. These broadcasts amounted to approximately eight per cent of the total time on the air.

Children's programs and Variety programs for general audiences each occupied ten per cent of the total time. Music of all types, although largely popular, took six per cent of the total programming. Eighty per cent of the total television time during the week of monitoring was taken up with the above type of programs.

The remaining time was taken up by a variety of program classifications, none of which commanded more than a small amount of the total programming. Information programs, including travelogues, scientific presentations, information programs for children, and the like, took approximately three per cent. Programs dealing with Public Institutions (i.e., the Police Department, Los Angeles Harbor Authority, etc.) took almost two per cent. Religion as a program class had less than one per cent of the total time. Public Events and Weather each amounted to less than one per cent.

No Fine Arts or Dance Programs

Some types of programs which had been observed in other monitoring studies did not occur at all during the test week. There were no programs dealing with the Fine Arts or the Dance. There were no programs during the week produced by or identified with an educational institution.

Fifty-eight per cent of all time during the so-called "adult hours" (seven to eleven each night) was devoted to Drama, Variety and Popular Music. Programs classified as Information, Public Issues or Public Events took approximately the same proportion of time during these hours as they did during the week as a whole.

About three-fifths of the programming after eleven o'clock at night was given over to some form of Drama, Variety or Popular Music. During the test week, a fifth of the time available during these late hours consisted of re-broadcasts from the scene of the Buena Park kidnapping. Among the late hours Drama programs, Crime Drama had a preferred place with 11 per cent of the total program time, a higher proportion than in any other period of the day.

Approximately one-fifth of the so-called "domestic-hour" programming (week-days from sign-on to five p.m.) was devoted to Housewives' Variety programs. Cooking programs amounted to 11 per cent of the Domestic time. Shopping and Merchandising programs accounted for an additional three per cent.

Fifty-five per cent of all the program time devoted to children (five to seven p.m. week-days and from sign-on to seven a.m. Saturday and Sunday) was occupied by Drama, half of which was Western Drama.

Eighteen Per Cent of Total Time Devoted to Advertising

During the week monitored by the NAEB social scientists, one minute in six of Los Angeles television was devoted to advertising. Putting it another way, 18 per cent of the total time on the eight TV stations serving Los Angeles was taken up with advertising in one form or another, over 19 per cent if the Buena kidnapping broadcasts are not considered. However, the different stations varied substantially in this regard with one giving 26 per cent of its time to advertising as compared to approximately 14 per cent for another.

The greatest proportion of time given to advertising was in the domestic-hours, closely followed by the adult hours. Both of these periods devoted approximately one-fifth of their time to advertising.

For the purposes of this study, all televised advertising was classified by the scientists as either primary or secondary. Primary advertising consisted either of direct sales statements which occurred at points within programs or of similar statements less than three minutes in length during the station breaks between programs. Secondary advertising consisted either of straight advertising programs (longer than three minutes), the content of which was primarily concerned with the sales message of the sponsor, or of so-called "inter-mixed" background advertising amounting to more than 50 per cent of the total time of the program.

There was a total of 551 hours and 49 minutes of TV programming available to Los Angeles viewers in the study week from the 7 Los Angeles stations, as compared with 564 hours and 35 minutes of programming available to New York viewers during the test week of January 4th - 10th, 1951, from the same number of stations.

Still Leaves Unanswered Questions

The National Association of Educational Broadcasters has had in mind, during the New York and Los Angeles surveys, and will have in mind during future surveys, several pertinent questions to which they are seeking answers. As Monitoring Studies Committee Chairman George E. Probst puts it:

"The Committee believes that only through intensive research work . . . can the industry secure the necessary facts for an identification of the answers to such questions as: 'Has the pattern of American television programming already been molded?', 'What is this pattern?', 'What are the changes in American television programming?', and 'How does the American television programming relate to and reflect the needs of the community?'

"It is often said," Mr. Probst concludes, "that television is a window on the world. The purpose of these studies is to show the shape of the world that is there revealed."

WILL PROMOTION DEVICE DOUBLES AUDIENCE

A single printed booklet distributed by direct mail--plus spot announcements--more than doubled the number of listeners in a survey sample tuning in three programs of the University of Illinois non-commercial radio station WILL according to a study recently released by the University's Institute of Communications Research.

At the same time the total of WILL listeners in the sample went up approximately 60 per cent as a result of the promotion for the three programs, it was reported in the new University of Illinois bulletin, Building Audiences for Educational Radio Programs, by Professor C. H. Sandage.

Illustrated and printed in two colors the eight-page booklet gave detailed information about the three specific programs, their content, personalities involved, specific mention of musical selections to be presented, and the satisfactions and benefits these would bring. It was distributed by mail and through the schools of Champaign County, Illinois, where the sample audience resided.

Diary Method Used

The sampling used included 647 urban, village, and farm residents, selected at random, who kept a diary of radio listening during four selected survey weeks, and who were unaware of any connection between the research project and Radio Station WILL. The booklets were distributed just prior to the third survey week. A special distribution went to one-half of the survey panel with a letter from the station manager but in no way identified with listening diary.

During the third survey week the number of hours of listening to WILL on week-days was increased over the first listening period more than three-fold for the group receiving the booklet by direct mail, and more than doubled for the other group. The fourth diary, kept a month later, showed both groups maintaining a healthy increase, although all special promotion was discontinued after the third listening period.

From the study results it was found that "left to their own devices, relatively more college-trained than non-college-trained persons will select educational radio programs." With the promotion, however, non-college-trained persons were added to

the audience of educational programs in about the same proportion as they held in the sample.

Also from the study it was indicated that the audience for educational radio programs is normally composed of a disproportionate number of persons in the "40 or more" age category, and that this ratio cannot be permanently affected by promotion for adult programs.

TWO NAB MEMBERS--WNYC AND WFUV--COMMENDED BY "NEW YORK TIMES" RADIO CRITIC

Jack Gould, New York Times radio critic, took occasion to compliment two NAB active members in a recent article in his daily column in the Times, "Radio and Television." Mr. Gould wrote:

A long-overdue drive to advance frequency modulation radio, which, in the New York area in particular, offers a listener an almost sublime escape from routine-broadcasting drivel, is scheduled to be started next month /January/ by the set manufacturers and FM broadcasters.

The initial promotion efforts are to take place in rather widely scattered points--North Carolina, Wisconsin and Washington, D. C.--but there are other evidences of increasing interest in FM on a broader basis.

Significantly, the Radio Corporation of America, which wields a strong influence in set manufacturing circles and in recent years understandably has been somewhat preoccupied with TV, has brought out an excellent combination FM and standard receiver. With TV set sales having subsided in recent months, apparently there is at least an even chance of the FM field enjoying more attention.

WNYC Music Mentioned

Actually, the attractions of FM for the discriminating listener in New York have increased rather than lessened with the advent of TV. For what never has been generally understood is that many of the types of programs for which a substantial minority of listeners have been pleading already exist in generous quantity on FM.

Fine music? There is an abundance to be found on FM. Not only are all the programs of WQXR and WNYC duplicated on FM, with its far greater freedom from interference and superb fidelity of reproduction, but there are also WFDR and WABF, FM outlets only, with a wide choice of classical fare. After WNYC signs off at 11 P. M., its FM affiliate goes on for four more hours with music.

Believe it or not, the millenium for many a listener is to be had on FM, too. Station KE2XCC, the experimental station of Major Edwin H. Armstrong, inventor of the modern FM system of broadcasting, plays music--popular, light and classical--hour after hour without so much as a word spoken.

Another station, WGHF, is the outlet of "Storecasting" during the daytime hours, which means there's music and plugs for grocery products. In the evening hours it provides virtually straight restaurant music.

WFUV Language Lessons

Does a listener favor cultural programs apart from music? A housewife may be delighted to learn that instead of a soap opera she can take her pick on FM of lessons in Italian, Spanish, French, Russian or German. WFUV, owned by Fordham University, offers them on successive mornings at 11:30 o'clock.

WFUV also enlists its faculty members for talks in the sciences, literature and art, and many of them are excellent indeed. In covering local dinners and meetings, WFDR usually shows more enterprise than all the standard radio outlets put together. Books, discussion of the dance, liberal commentary and poetry? A careful perusal of the FM programs over a few days will turn up these, too. . . .

For those who want them, of course, the network radio shows also are available on FM in New York. But for additional programs to provide for more balanced listening, exploring the FM dial is an experience that is not only rewarding but also relaxing.

NEW KUOM AND WOSU BULLETINS PLUG NAEB TAPE NETWORK

The lead story in the winter quarter bulletin issued by the University of Minnesota station KUOM is devoted to the tape network.

The inside cover page, headed "KUOM Salutes the NAEB Tape Network," states:

If you have been a fairly regular listener to KUOM during the past two years, you may have noticed a significant increase in top-level programs originating outside of Minnesota.

From New York you have heard the voices of world-famous authorities in many fields of interest via the stimulating, thought-provoking Cooper Union Forums. From New York too come the witty, urbane commentaries of David Randolph on Music for the Connoisseur. From the famed Lowell Institute Cooperative Broadcasting Council in Boston, you have heard challenging documentary programs concerned with a wide variety of human problems. From London, KUOM listeners can now hear the finest radio drama in the world, produced by the British Broadcasting System for its outstanding World Theatre series.

Correspondingly, listeners in other parts of the nation will soon be hearing programs originating from the University of Minnesota--programs produced at KUOM--which best represent the contribution of our state to the welfare of the nation as a whole.

This revolutionary new development in educational broadcasting has been made possible through the creation of the NAEB Tape Network, a cooperative radio organization operated by the National Association of Educational Broadcasters for its 75 member stations throughout the United States. The Network provides for the mutual exchange of the finest programs of its member stations. It also procures and distributes programs from other agencies engaged in the production of radio material of serious purpose and mature content.

The NAEB Tape Network is founded on the simple belief that the use of radio exclusively for entertainment and the selling of merchandise is a serious waste of a major national resource. In addition to these uses, radio broad-

casting can be an important instrument in the dissemination of information, opinion, discussion and interpretation essential to the solving of today's complex problems. Radio can also offer, and on a vast scale, meaningful cultural experiences to the listener. To this kind of radio broadcasting, the NAEB and KUOM are dedicated.

On the following page, we call your attention to some of the outstanding NAEB programs you will hear during the coming quarter. To the interested listener, they will bring rich rewards in stimulating thought and high inspiration.

WOSU Also "Plugs" NAEB

The January program bulletin of the Ohio State University Station WOSU also devotes much space to the tape network. The WOSU story begins:

WOSU now broadcasts over six hours of NAEB programs each week. These programs originate among the seventy-five NAEB tape network educational stations, British Broadcasting Corporation, Canadian Broadcasting Corporation, Cooper Union, Twentieth Century Fund, Lowell Institute, Rocky Mountain Radio Council, commercial stations and networks, and university sponsored conferences like Ohio State's Institute for Education by Radio and Television.

NAEB tape network disseminates outstanding radio programs produced by the above listed resources by means of magnetic tape recordings. These programs are not intended to entertain. They provide information, opinion, discussion, and interpretation needed to help solve today's complex problems. Cultural broadcasts such as the best in music and drama also are scheduled.

CONNECTICUT TALKS WITH SOUTH DAKOTA VIA FM

Two members of the Stamford, Connecticut police department were recently tinkering with their fifty-watt FM receiver when they suddenly found themselves party to a conversation with the Great Plains.

The New Englanders normally find their radio contacts within a radius of twenty miles of Stamford but at 11:18 on the morning of December 16 they kept hearing "South Dakota" and "Minnesota" and descriptions of weather so cold it made them wonder if the temperature was not lower than 20 degrees right there in Stamford.

Morristown, New Jersey, and Ithaca, New York, crackled into the chit-chat too. This was not so unusual for Stamford, but the Western stuff was strictly new.

Peculiar atmospheric conditions presumably combined to vastly increase the range of the little set. No names were exchanged, but the two New Englanders insist they were talking briefly with members of the sheriff's office in Sioux Falls, South Dakota, and with police authorities in Worthington, Minnesota. They have a clear, slightly shivery recollection that the temperature was said to be minus 15 in Sioux Falls and minus 20 in Worthington, a figure much more frightening to men from Connecticut than it is to those from Minnesota!

Morristown and Ithaca were equally surprised, although none of the Eastern listeners recorded more than the fact that small talk about the weather was exchanged. But, as the local policeman put it, "If it was twenty below where you were, what would you talk about?"

KWLC (LUTHER COLLEGE) MARKS TWENTY-FIFTH ANNIVERSARY

Station KWLC, Luther College's 250-watt station in Decorah, Iowa, marked the 25th anniversary of the first broadcast from Luther College in December.

Luther College, with an enrollment of some 600 since Korea, maintains a 4-hour broadcasting day, sharing time with local commercial station KDEC in Decorah, Iowa. KWLC carries original student programs of news, comment, and religious activities, with occasional use of original manuscripts. Daily programming offers convocation programs, news, serious music, student musical programs, religious programs by local pastors and campus special events. With access to network and news service and with equipment including professional console turntables, tape recorders and microphones, KWLC does a constant service to its listening area, what it calls "programs with a conscience." Recent moves include expansion into selected night-time spots on station sharing time, including a popular science quiz.

Radio pioneer at KWLC is chief engineer Oliver Eittreim, responsible for keeping the signal going with some kind of words or music to maintain the station license back in its incubator days. A dinner and program marking the occasion is slated for January 18. Principal speaker will be Dr. Orville Dahl, Director of Higher Education for the Evangelical Lutheran Church, which owns Luther College.

Luther College and KWLC have produced a number of radio and TV men now employed in religious and secular broadcasting in the Upper Midwest. Present director is Lee Eitzen, a Luther alumnus who finished graduate work in music at the University of Michigan in 1950.

SIEGEL APPOINTED RADIO-TV CHAIRMAN FOR UNESCO CONFERENCE

Seymour N. Siegel, NAEB President and Director of Radio Communications for the City of New York, has been appointed Chairman of the Radio and Television Committee for the Third National Conference of the United States National Commission for UNESCO. The meeting will be held at Hunter College, 69th Street and Park Avenue, Manhattan, January 27-31.

The following industry committee will serve with Mr. Siegel: Arnold Hartley, Program Director of WOV; Carl S. Ward, General Manager of WCBS; Charles Baltin, Vice-President of WHOM; Leon Goldstein, Vice-President of WMCA; Dave Driscoll, Director of News and Special Events for WOR; Richard Park, Program Director of WNEW; Chris J. Whitting, Director of the DuMont Television Network; Ted Cott, General Manager of WNBC; Helen Sioussat, Director of Talks for CBS and Doris Corwith, Supervisor of Talks for NBC.

The purpose of the conference is to bring together a group of leaders, broadly representative of American life, to consider ways to improve our understanding of and participation in world affairs, particularly through the United Nations and the Specialized Agencies. Some two thousand persons are expected to attend.

WOSU DOES NEW POLIO SERIES

For several years Ohio State University's WOSU (Columbus) has broadcast special programs and spot announcements about infantile paralysis. Then polio became a personal matter to William Ewing, Program Supervisor, when his daughter Lorita was attacked by the disease. He and Mrs. Ewing made daily visits to the Children's Hospital in Columbus where Lorita was confined.

Believing that many WOSU listeners would like to know more about polio, especially during this annual period of the March of Dimes drive, Ewing took a tape recorder on his daily visits to the hospital for the purpose of preparing a documentary series on polio. That series of four programs will be broadcast on "WOSU and You" which is aired each Wednesday afternoon at 2:30 and repeated Saturday mornings at 10:00.

The first program on January 9, is entitled "It Couldn't Happen to Us." In this program parents of polio patients tell of their experiences in the beginning of the illness before the children were hospitalized. A resident doctor answers the questions: What are the early symptoms of polio? What should parents do when they suspect polio? Actual sounds of the hospital waiting room were recorded for this program.

On January 16, the program is "They Live in Lungs." It's the story of polio patients in the critical stage of isolation. One interview is with a patient in an iron lung; another is with a patient who just passed the respirator stage. The nurse supervisor tells about the special nursing care that's needed.

"The Long Road Back" will be aired on January 23. It explains the various treatments given patients after the isolation period. Included are interviews with the head therapist of the polio floor in the hospital and a patient who is receiving water therapy. An interview with a seven-year-old girl just ready to go home closes the program.

The final program, "Those Who Wait," will be broadcast January 30. On this program parents tell of the impact of this experience on them and how it affects their routine of daily living. They also point out how the polio foundation helps them to solve their financial problems.

These programs are being offered other NAEB stations via the tape network.

POWERFUL RADIO FREE EUROPE TRANSMITTER STARTS BROADCASTS TO HUNGARY

The signal power of Radio Free Europe's short-wave transmitter to Hungary, located in the Frankfurt area of Western Germany, has been increased from 10,000 to 50,000 watts, it was announced on Christmas Day by General Lucius D. Clay, national chairman of the Crusade for Freedom.

"This tremendous increase of transmitter power is a Christmas gift from the American people to the victims of Communist oppression behind the Iron Curtain--a gift that will give no comfort to the men in Moscow or their puppets," General Clay said. "The stopped-up transmitter, made possible by the millions of Americans who supported the 1951 Crusade for Freedom, now has sufficient power to saturate all of Hungary with messages of freedom and hope. It marks the first tangible results of the 1951 Crusade drive, which promised an intensification of the Cold War against the Kremlin in the Iron Curtain countries."

The new 50,000-watt Radio Free Europe transmitter broadcast almost a full day of Christmas programs to Hungary. The programs included carols, religious music, drama, news and commentary by Hungarian exiles about Christmas--all forbidden by the Communist rules who have launched an all-out campaign to liquidate the keeping of Christmas.

"The Communists have gone as far as to announce that Stalin's birthday must be substituted for Christmas," Clay said. "They have banned Christmas cards and trees

because these traditions are contrary to the materialistic Communist ideology-- which destroys human freedom, dignity and individualism in favor of complete subservience to the regime."

The 50,000-watt transmitter directed at Hungary, which broadcasts at least twelve hours a day, seven days a week, is following the successful pattern of hard-hitting psychological warfare against the Kremlin waged by Radio Free Europe's Munich station (to Czechoslovakia), made possible by the American people through their support of the Crusade for Freedom. The writers and broadcasters of programs are democratic Hungarian exiles who speak to their enslaved compatriots in their own idiom.

BRITISH SCHOOLS PLAN VIDEO EDUCATION

Plans are now being made by the BBC for education by television for a group of schools in Kent, Southern England. The first "pilot" program is expected to go out for a four-week period during next summer, so it is reported by the British Information Service.

By the fall of 1952, a large number of Britain's schools will be able to take the televised educational programs. It is estimated that by that time 80 per cent of the population will be within television range. There are more than 6,000,000 school children in Britain, so it is possible that more than 4,000,000 children will have a chance of video education, by next fall.

The schools chosen for the experiment are comparable to American high schools. Each will receive, from 3:00-3:30 p.m. daily for a five day week, a program of instruction either prepared in a BBC television studio or directly televised from some outside scene. The subjects these programs will cover are listed as travel, science, current affairs, aesthetics and industry.

In this small-scale test the entire costs will be borne by the British Broadcasting Corporation, but by the time the national test takes place - in the late autumn of next year - the schools will be expected to provide their own receivers.

CHICAGO SCHOOL BROADCAST AWARD TO DUNHAM

Franklin Dunham, Chief of Radio and Television, United States Office of Education, was presented the School Broadcast Conference annual Award of Merit for outstanding service to educational radio.

The award made at the annual luncheon of the Conference on December 5 was voted by the Advisory and Executive Committees, a group of sixty nationally known educators and radio executives. The presentation was made by Miss Judith Waller, public affairs and education director for the National Broadcasting Company in Chicago.

For many years Dunham was Educational Director for the National Broadcasting Company in New York; during the war he was special consultant to the Secretary of War and served as a staff member of the joint army and navy Committee of Welfare and Recreation. He established the GI radio system, the Star-Spangled Network, in which qualified men in the service were encouraged to develop their own radio programs. In 1945 he was made Chief of Radio in the United States Office of Education, and since that time has been instrumental in establishing radio stations in schools and colleges throughout the country. More recently he has devoted considerable time to the problems of television in education.

Dunham is a graduate of Columbia University, holds a Doctorate in Music from the New York College of Music, and honorary doctorate degrees from St. Bonaventure and St. Michaels Colleges. He is an honorary fellow of Trinity College and was decorated by the French government as Officier Instruction Publique.

Station and Program Awards Also Announced

Citations were given to fifteen networks, stations and programs including the following:

To Station WLS and its WIS-SCHOOLTIME series, NEW WORLDS OF ATOMIC ENERGY. The station and Mrs. Josephine Wetzler, director of education are to be commended for bringing to the schools of the middle-west this up to the minute, authoritative program on a current problem of interest to every citizen.

To the Radio Division of the United Nations for its series, "Citizens of the World." The basic philosophy of this program is, "through knowledge you will understand." Applying as it does to figures from many countries, backgrounds and aspirations, this program is helping to dispel fear of other peoples and understanding them.

To Station WABE-FM, owned and operated by the Board of Education of the City of Atlanta, Georgia, and to Margaret A. Kilian, producer, for the TELL IT AGAIN series. A regional program designed to familiarize children of the schools with the cultural heritage of the region.

To Station WMEZ, Boston, and to Robert Schimmel, director of radio for the Boston Public Schools, for the program "The Cricket on the Hearth," one in a series designed to bring outstanding but seldom heard classics of literature to the classroom and general public.

To Station WILL, owned and operated by the University of Illinois, for the program series, "Stories 'N' Stuff," a program for children with much basic information told in an interesting and entertaining fashion. This program series disproves the theory, sometimes held, that university and other educational stations operate in the cloud-cuckoo land of class-audience only. "Stories 'N' Stuff" has an appeal for every youngster.

To WHCU, Ithaca, New York, and Joseph A. Short, Assistant Production Manager WHCU and teacher in the Ithaca High School - for the program series "ACCENT ON YOUTH!" presented by the students of the Ithaca High School Radio Workshop in cooperation with WHCU. Actual student experience in writing, producing and appearing in radio programs of the "ACCENT" series and also the "YOUTH BEHIND THE EIGHT BALL" student talent programs.

To Station WTCN-TV, Minneapolis, Minnesota, and to Miss Madeline Long, Consultant in Radio-TV education for the Minneapolis Public Schools, for the program series, "Video School"; an outgrowth of a school situation which proved that television can teach. The program series has now become an established feature of WTCN's schedule and also the viewing schedule of a vast audience.

LAWYERS CRITICIZE TV COVERAGE OF PUBLIC HEARINGS

The television, radio, newsreel and camera reporting of hearings by executive and legislative bodies was condemned recently by a committee of New York lawyers. In a report growing out of the recent Senate crime committee inquiry, the lawyers held that abuses of such reporting invaded individual rights and diminished the effectiveness of investigations.

Four Recommendations Made

Four measures were recommended for adoption by the New York State Bar Association in the report from its committee on civil rights:

1. No photographs, moving pictures, television or radio broadcasting of Congressional or executive hearings should be permitted while any witness is testifying, except at public hearings on pending legislation.
2. Where hearings are conducted on pending legislation, the necessary apparatus for photographs, moving pictures, television and radio broadcasting should be as inconspicuous as possible.
3. No radio broadcasts or telecasts of Congressional or executive hearings should be commercially sponsored.
4. All Congressional and executive hearings should be governed by a code of procedure embodying the above rules.

The committee consists of thirty men and women from various parts of New York State. Louis Waldman is chairman. Members of the association will vote on the recommendations at its annual meeting from January 24-26 inclusive. According to the report, its proposals are applicable to state as well as Federal investigations.

"Grave Questions" Involved

At the "sensational" Kefauver committee hearings, the report said, "witnesses were required to testify against their will before television, newsreel, klieg lights, flash bulbs and nation-wide radio." It asserted this had given rise to "grave questions of constitutional law and public policy."

The committee reported it had not found "any sound constitutional basis for the assertion sometimes made that television newsreel, radio or the camera have rights guaranteed by the first amendment to record proceedings which are a part of official governmental investigations."

Public Not Really Served, Says Report

It expressed doubt that the value of such reporting to public education was enough to make up for the loss to individual rights.

"Equally doubtful," it added, "is the existence of any right in the public to hear the legislative or executive proceedings while they are in progress."

"Only those moods of the witness or the committee which appeal to the current popular fancy are caught and reproduced, particularly in the case of newsreel and camera," continued the committee. "Even as to radio and television there is great pressure on members of the committee to telescope and compress the hearings, selecting for their public sessions the most sensational witnesses and the most spectacular part of their testimony, in a measure staging the hearing to accommodate the media over which it is carried."

Search for Truth Impeded

The committee pointed out the "danger that legislators may use the tremendous national audience for personal advantages at the cost of a dignified and fair proceedings."

It held that the search for truth probably was impeded when a witness was "compelled to testify" in proceedings "conducted in an atmosphere of klieg lights, clicking cameras, flash bulbs, and the mechanical devices used by radio and television." There is increased danger, it added, that "reputations and careers will be blasted."

In hearings to find facts and recommend legislation or to inform the public, the committee held, widespread coverage by television, radio and newsreel "may violate the most basic rights of a witness being questioned about details of his personal and business life." It cited the pressure of "stage" fright and "mike" fright as affecting calm reflection and ability to answer questions properly.

Television and radio coverage, the report added, multiply the "unfairness" to witnesses inherent in Congressional hearings, because of their limitations on defense witnesses and cross-examination.

Constitutes a "Third Degree" Procedure

Commercial sponsorship, it continued, impairs the dignity of proceedings and also may force a witness "to testify under compulsion for the financial benefit of a purely private business concern."

"A serious constitutional question arises," the report went on, "when a witness appearing under subpoena refuses to testify on the grounds that television, radio and newsreel subject him to severe mental and physical strain and he is unable to think clearly--that the lights, cameras, microphones and recording devices, the thought of millions of watchers and listeners, and the heat and confusion, make the hearing a 'third degree.' The 'third degree' method of eliciting information has been roundly and universally condemned by bar and bench as inimical to the interest of justice and violative of due process."

Propose Only Limited Radio-Tv Coverage

When public hearings are conducted in administrative investigations, said the committee, there should be no television, newsreel, camera or radio if the hearings are judicial or semi-judicial in nature. In non-judicial hearings of this type, it held, procedures should be established to protect individual rights and prevent the Government "being held up to ridicule and contempt."

In hearings on pending legislation, where "inconspicuous" cameras and microphones are recommended, the reported added that these machines should be shut off in "unusual" cases if a witness so requests. Witnesses at such hearings whose reputation is damaged by testimony, it held, should have a chance to "rehabilitate" themselves.

WHEN WILL THE COMMISSION MAKE ITS DECISION?

FCC Commissioner Sterling in New York City (October 31, 1951) said: "We are striving to issue our final order and table of allocations by some time in late February or the early part of March, 1952, and I think we will do it unless we encounter an unforeseen booby-trap."

Chairman Coy in Biloxi (November 3, 1951) told the NAEB convention: "Suppose that the Commission . . . could resolve the problems and announce its decision by February 1. Then if we were to allow, let us say 60 days for the filing of applications, we would come to the first of April before the first grants could be made."

Coy in Washington (November 27, 1951) stated: "We hope to be able to issue our new assignment table, the engineering standards and our decision on the educational reservation within the next sixty days or so. A reasonable period, perhaps 60 days, will be allowed for the filing of applications. This would mean that we could resume issuing construction permits even as early as the first of April."

TV Digest (December 1, 1951) guessed: "Target date for the final decision is February 1 with grants to start April 1. Some at FCC agree that those dates are "targets" but consider them optimistic."

JCET is making no definite predictions, but in December mentioned "the first part of next year, possibly by March." The majority of inquiries directed to JCET are in regard to the decision rather than the issuing of grants.

YOU: What's your forecast???

"JAZZ IS MY BEAT" OVER WNYC TO FEATURE JAZZ EXCHANGE GUESTS AND JAZZ PERFORMANCES

Broadening its policy of presenting varied forms of music, and acceding to the many requests of its listeners, WNYC started a new series of programs titled "Jazz Is My Beat," every Monday and Friday at 5:00 to 5:30 P. M., on Friday, January 4. As the name suggests, the program will cover all aspects of jazz: new and rare discs, current news, interviews with prominent jazzmen and on-the-spot recordings of jazz performances.

The program will be conducted by Jerry White, who has been active on the jazz scene since 1938. Mr. White's most notable accomplishment in this field has been the promotion of the careers of such personalities of the jazz world as Billy Eckstine, Sarah Vaughn, "Dizzy" Gillespie, "Flip" Phillips and Charlie Parker.

Jerry White believes that "Jazz Is My Beat" will be the means of bridging the gap, not only between the fan and the music, but between the fan and the musician as well. To accomplish this, one of the features of the new program will be the "Jazz Exchange" - a means by which the musician himself will be able to express his opinion. As Mr. White puts it, "The people who talk about jazz to the public are usually critics or fans. The musicians don't often have the opportunity to talk about their music in a public "forum." This forum WNYC will provide.

An impressive list of jazz musicians signed the guest register on the premiere broadcast January 4. These included: Billy Taylor and George Wallington, pianists; Joe Thomas, trumpet; Kenny Clark, drummer; and Freddy Green, trombonist. In addition, there were two interviews from France with trumpeter Bill Coleman and Charles Delaunay, French jazz critic.

FM IN TUSCALOOSA SUBJECT OF HARWOOD STUDY

In April 1951 the Department of Radio of the University of Oklahoma went into 400 Tuscaloosa homes to conduct a survey about FM. The results are summarized as follows by Kenneth Harwood, acting head of the University of Oklahoma radio department.

1. The proportion of homes with FM receivers is far above the estimated national average. Industry spokesmen say that 7.5% of homes in the U.S. can receive FM, but we found FM receivers in 16.5% of Tuscaloosa homes. To put it another way, the rate of set ownership in Tuscaloosa is more than double the national rate.

2. FM is used less often than AM or TV. People who have FM use it on about two days of each week. Where an AM set or a TV set is available it is used on about five of every seven days. FM sets are used less than half as often as AM sets or TV sets are used.
3. FM holds listeners' interest for about as long as TV does but for less time than AM does. On days when people listen to FM or on days when they watch TV, the FM set or the TV set is turned on for one to two hours. On days when the AM set is used it is turned on for from two to three hours.
4. Considering both how often it is used and how long it is kept on when used, the average FM set is used less than either the average TV set or the average AM set. The TV set is used more than twice as much as the FM set and the AM set is used more than four times as much as the FM set.
5. On an average day, FM is heard in about 765 homes or by about 2250 people in Tuscaloosa. The FM audience during an average hour is estimated to be about seventy-seven homes or 225 people. (The population of Tuscaloosa is about 46,400.)
6. People in FM homes are a select market. About nine out of ten FM sets in Tuscaloosa are in the homes of white people, and about seven out of ten of these people are middle-class.

ALABAMA COLLEGE CAMPUS STATION

To provide experience and training in the commercial aspects of radio, WRSD, Alabama College's campus station, has received College administration approval to accept a limited amount of advertising. Commercial policies for the station were drawn up to provide as wide experience as possible for the nearly 50 women who operate the station.

According to Ralph W. Sears, Director of Radio at Alabama College (an NABE associate member), the acceptance of advertising will provide training and experience in such fields as continuity writing, radio sales and salesmanship as well as general business experience in radio. Local sales will be obtained by a student staff, while the Intercollegiate Broadcasting System will act as agent for national advertising.

WRSD, one of the two campus stations in Alabama is operated entirely by women, and currently is completing a "Hooper type" survey of its broadcast schedule. Other types of surveys to determine program and time preferences and a general audience analysis are planned in cooperation with the station's commercial activities.

WABP, University of Alabama Campus Station, Celebrates Anniversary

The other Alabama campus station, WABP, at the University of Alabama celebrated its fourth birthday on Tuesday, November 20, with the presentation of Miss WABP, an annual feature of the anniversary celebration. Open house was held during the evening. Tapping ceremony of Alpha Epsilon Rho was another event of the evening.

STATE RADIO COUNCIL REPORT FROM WISCONSIN

The December 20th report of the Wisconsin State Radio Council provides information about the development of the Wisconsin FM network and other matters of interest to News-Letter readers.

Construction Proceeds in Spite of Bad Weather

In spite of severe weather, the V & E Concrete Construction Co., which was awarded the contract for the Highland station, has gone right ahead. Transmitter house foundations were completed some time ago, and wall blocks are now being laid. Tower foundations have also been completed to the point of installing anchor bolts and pouring concrete for the legs at the first sign of moderate weather. The tower is scheduled for delivery during the first quarter of 1952, and Westinghouse has been requested to deliver the transmitter in March. Copper priorities may cause some difficulty in procuring the transmission line, but this hurdle does not seem insurmountable.

In Brule an excellent cooperation working relationship has been established with the State Conservation Department, a relationship which will result in mutual advantage and economy.

Site is Near Brule

The site selected by Technical Director Glenn Koehler and Chief Engineer John H. Stiehl is about eight miles south of Brule, in the vicinity of a tower maintained for forest fire prevention by the Conservation Department. The 400-foot steel tower to be erected for the FM station can provide higher observation facilities and improved Forestry Conservation Communications through mounting an antenna and transmission line on the radio tower. In return, the Conservation Department will build an all-weather road from Highway 27 to the site and assist in arrangements with Douglas County authorities for snow clearance. The Conservation Department is also cooperating in arrangements for a three-phase power line to the site.

Ideco Division - Dresser Equipment Co., which has fabricated and installed all of the other state FM towers, has agreed to provide the Brule tower at the same price quoted for the Highland tower plus only a small addition for the extra freight charges. The necessary allotment of steel has been made by the NPA. Essentially the same transmitter house and tower foundation specifications will simplify construction problems. Chief Engineer Stiehl is scheduled to make an early trip to the northwest area to confer with builders and prospective bidders on the contract.

Broadening the Base of Program Participation

With the addition of Deallton Neher as Program Coordinator in September, the radio staff has been able to take significant strides forward in the extension of participation in programming the state network. This is in line with one of our original goals as defined in the 1945 legislation which created the Wisconsin State Radio Council and listed as one of its functions:

"To coordinate the radio activities of the various educational and informational agencies, civic groups, and citizens having contributions to make to the public interest and welfare."

On November 26th Mr. Neher completed a series of scheduled visits to all nine state colleges. These trips were planned to assist the college faculty staffs in the evaluation of their radio resources and facilities and to offer suggestions and help on equipment and production problems. Conferences were held with the college presidents, members of the faculty radio committees, and other faculty people concerned. Mr. Neher looked over physical equipment such as microphones and recorders, inspected auditoriums and rehearsal rooms to evaluate their acoustical properties and fitness for broadcasting, and attempted to help determine the program resources which would produce the best contribution to state-wide listening from each college.

Four Ways to Increase Participation

There appear to be four ways in which the colleges may increase their participation in the State Broadcasting Service:

1. Make tape recordings of notable speakers, outstanding concerts, or other features or events which would be of interest to the state as a whole.
2. Join with other state colleges in planning and presenting a "State College Hour," wherein each college would contribute a half hour program every ninth week.
3. Contribute to the adult education features of the Wisconsin College of the Air, by recording outstanding lecturers and courses for broadcast over the network.
4. Give additional help to teachers-in-training in the use of the School of the Air as a classroom teaching supplementary aid.

The State College Hour is scheduled to begin January 8 and will be heard at 2:00-2:30 each Tuesday. Present planning indicates that there will be broadcasts in the field of speech correction, folk music, classic drama, vocational guidance and teacher recruitment, and the value of sports and extra-curricular activities for citizenship.

The activity mentioned above as item 4 has already resulted in the scheduling of School of the Air and state station staff members for demonstrations and utilization workshops during the summer sessions of three state colleges, and others will undoubtedly be arranged. Each of the teacher training directors has expressed enthusiasm and great willingness to expand School of the Air service by increased attention to radio utilization in their methods courses and by assisting in arranging more demonstrations and workshops.

Outside Programs Listed

Outstanding programs presented recently from the Wisconsin State Colleges include:

- a. Concert by the Apollo Club of Minneapolis recorded by Eau Claire State College at the Northwestern Teachers Convention.
- b. Gerhart Seger, main speaker at the convention of the Northeast Wisconsin Educational Association in Oshkosh.
- c. Stevens Point State College assembly programs--D. C. Everest, President of the National Forestry Association; Colonel Don Mendoza, Peruvian Minister of Education; and Dr. Adams speaking on the "Bounties of Nature."

- d. River Falls State College mixed choir Christmas concert broadcast during the holidays.

In addition to increased activity among the state colleges, other state agencies and institutions are participating in the program expansion:

State Highway Commission--A daily report of the condition of major highways in Wisconsin, broadcast at 9:20 A. M. over the state stations and rebroadcast by five commercial stations.

Board of Health--Two special programs on home safety for the holiday season.

Wisconsin Colleges--Milton College choir performance of the "St. John Passion" by Bach broadcast November 22nd. Lawrence College choir performance of the "Messiah" broadcast Christmas Eve at 9:00 P. M.

Service to Commercial Stations Increases

Commercial stations in increasing numbers are taking advantage of the availability of state station programs for rebroadcast. A short summary:

Sports--University of Wisconsin basketball broadcasts are now carried by 26 commercial stations, all of them cooperating in the Department of Agriculture plan which takes care of the normal charges for line costs and expenses of the Athletic Department in return for the broadcasting of several announcements in promotion of dairy and other agricultural products. The list includes two Illinois stations and one in Iowa.

Weather Forecasts--Rebroadcast by five commercial stations.

Daily Highway Reports--Rebroadcast by four commercial stations.

School of the Air--Rebroadcast in its entirety by three stations and partially by two others. WATW, Ashland, has just given notice of cancellation of the series, however, because the time has been sold.

Farm Program, Homemakers' Hour--Rebroadcast entirely by one station each, partially by several others.

Views of the News--Daily cross section of editorial opinion presented by Roy Vogelman, rebroadcast by WEAW, Evanston, Illinois.

Manufacturers Plan Special FM Promotion

Wisconsin has been named as one of three special areas chosen for test campaigns to promote FM radio set sales. The campaign is a joint project of the Radio Manufacturers' Association and the National Association of Radio--Television Broadcasters, and will have the cooperation of broadcasters, set makers, distributors and dealers. The campaign will open in North Carolina January 21, Wisconsin February 4, and the District of Columbia March 1. One manufacturer reports that recent intensification of sales efforts in Wisconsin has increased sales four to five times over the rate of several months ago.

The moral: When people know about the availability of receivers and a distinctive program service in the same area, there is no "FM problem."

Milwaukee Conference

Civic and educational authorities in Milwaukee have been making an intensive study of educational television under the auspices of the Milwaukee Educators' Committee on Television. In furtherance of the inquiry, the Committee conducted a "Conference on the Needs, Potentialities and Means of Providing Education by Television in the Milwaukee Area" on November 14, 1951. The State Radio Council was represented by H. B. McCarty, who was invited to review the development of educational radio and explain the functioning of the state FM network.

RESEARCH REPORT

by

Dallas W. Smythe

NAEB Director of Studies

Institute of Communications Research

University of Illinois--Urbana

The educational broadcaster has a characteristic advantage over his commercial broadcaster friends in that the former is located in an institution devoted to learning. He has easy access to specialists in all fields of science. But this close proximity to experts makes it desirable, if not necessary, for the educational broadcaster to be able to talk a little bit of the specialized language of each of the fields of science. While it would be humanly impossible for him to be a universal expert in all these fields, it is obviously desirable that he understand quite a bit about some of the fields, and something about most of them. One function which this column might perform is to call to the busy educational broadcaster's attention some of the outstanding books in some of the fields most closely connected with educational broadcast policy. Last month's column dealt with some social science research bearing on the meaning of imaginative material in programs listened to or viewed by children.

This month, I want to call to your attention another recent book dealing with a topic which ought to interest all of you. It's title is Childhood and Society. It's author: Erik H. Erickson. It's publisher: W. W. Norton & Company, New York. It's price: \$4.75.

If you are associated with an institution of higher education there may be in your minds the question: why should I be particularly interested in a book on childhood? That's o.k. for the school broadcaster, but I have different and perhaps bigger fish to fry than that. Erickson meets such a question head-on, for he says in his Foreword,

"This is a book on childhood. One may scan work after work on history, society, and morality and find little reference to the fact that all people start as children and that all peoples begin in their nurseries. It is human to have a long childhood; it is civilized to have ever longer childhood. Long childhood makes a technical and mental virtuoso out of man, but it also leaves a life-long residue of emotional immaturity in him."

In short, all adults once were children. And the anxieties common among adults today in our society have their roots in the childhood of our culture. If we would stand off and get a perspective on these anxieties of adults, it will help to look

for their origins in childhood. And, further, to get a perspective on the problem, it will help to examine the differences between the child training practices and policies of our culture and those of other cultures. For as Erickson says,

"While tribes and nations, in many intuitive ways, use child training to the end of gaining their particular form of mature human identity, their unique version of integrity, they are, and remain beset by the irrational fears which stem from the very state of childhood which they exploited in their specific way."

Thoughtful consideration of such a book as this, therefore, is relevant to such adult problems as what kind of broadcast series to plan on the subject of our foreign policy. A series on relations between the US and the USSR might be planned differently after than before reading Erickson. We take it as axiomatic that knowledge leads to understanding; that understanding has a way of relieving irrational anxiety and tensions.

The author is a psychologist, and a psychoanalyst (specializing in children's disturbances) and a cultural anthropologist. With this background it is refreshing to find that he rejects the easy and superficial concept that such cultural problems as war, racial discrimination, revolutionary movements, etc. are analogous to neuroses in the individual. Rather, as I have indicated above, he treats such problems as related to the values nurtured in the individual's childhood by the customs of his society. As he puts it, "In a sense, this is a psychoanalytic book on the relation of the ego to society."

The book's basic chapters are analyses of illustrative anxiety situations drawn from the author's own work: anxiety in young children in "ordinary" American homes; apathy in two very different tribes of American Indians; the Sioux and the Yurok; disturbances in veterans of World War II; and the arrogance of young Nazis.

The core of the book comes in Chapter 7, "The Eight Stages of Man." Here the author offers a systematic structure of the dynamic development in the individual of the ego in relation to his society. Psychologically, the eight stages of human life are: (1) oral-sensory, (2) muscular-anal, (3) locomotor-genital, (4) latency, (5) puberty and adolescence, (6) young adulthood, (7) adulthood, and (8) maturity. As the individual passes through these stages different ego qualities are formed. The particular formation of the ego quality in the individual at each stage may have connotations of health or illness. These qualities may be expressed in terms of their healthy-versus-illness meanings as follows: (1) trust vs. mistrust, (2) autonomy vs. shame and doubt, (3) initiative vs. guilt, (4) industry vs. inferiority, (5) identity vs. role diffusion, (6) intimacy vs. isolation, (7) generativity vs. stagnation, and (8) integrity vs. disgust and despair.

No brief summary can do justice to his treatment of this unfolding process and the mere recital of the terms is more provocative than informative. Let me then quote briefly from the conclusion of this chapter:

"Each individual, to become a mature adult, must to a sufficient degree develop (the healthy side of) all the ego qualities mentioned, so that a wise Indian, a true gentleman and a mature peasant share and recognize in one another the final stage of integrity. But each cultural entity, to develop the particular style of integrity suggested by its historical place, utilizes a particular combination of these conflicts, along with specific provocations and prohibitions of infantile sexuality. Infantile conflicts become creative only if sustained by the firm support of cultural insti-

tutions and of the special leader classes representing them. In order to approach or experience integrity, the individual must know how to be a follower of image bearers in religion and in politics, in the economic order and in technology, in aristocratic living and in the arts and sciences. Ego integrity, therefore, implies an emotional integration which permits participation by followership as well as acceptance of the responsibility of leadership. Webster's Dictionary is kind enough to help us complete this outline in a circular fashion. Trust (the first of our ego values) is here defined as 'the assured reliance on another's integrity,' the last of our values. . . . And it seems possible to further paraphrase the relation of adult integrity and infantile trust by saying that healthy children will not fear life if their parents have integrity enough not to fear death." (underlining supplied)

Thus far in the book Erickson has been developing his analytical tools. And formulation of these tools is the book's most important offering to the reader such as I am, and I suspect, you are. For they serve to help understand how we got this way. We can borrow them, adapt them if we please, and use them, individually. They alone justify the reading of the book.

Erickson goes on further, however, with three more chapters in which he tries out his tools on three contemporary cultures. Chapter 8, "Reflections on the American Identity," explores polarities in our culture with particular reference to "Mommism," John Henry, and the Adolescent, Boss and Machine. Chapter 9 deals with the values in Nazi culture. And Chapter 10 he devotes to the values in the life of the Russians. His final chapter is an over-view of the conceptual and methodological aspects of the book and its thesis, entitled "Conclusion: the Fear of Anxiety."

In recommending this as "must" reading, one final word on its readability. The author writes well, by which I mean he writes clearly. He has to use a good many technical terms from the field of psychology, but he explains them adequately for the general reader as he introduces them. You will, I think, find this a book you'll want to own, and refer to many times after a first reading.

NEWS FROM THE JOINT COMMITTEE ON EDUCATIONAL TELEVISION

SUMMARY OF JCET STATEMENT ON TV CHANNEL RESERVATION IN MAJOR EDUCATIONAL CENTERS WHICH ARE NOT IN METROPOLITAN AREAS

The JCET recently informed the Federal Communications Commission that, after "continuing study," it had come to the conclusion that if an educational station is the sole source of programs for a major educational center, it should be "permitted to broadcast programs which at present are available only from commercial network sources."

Problem is That of the Single Station Area

Although in its original statement to the Commission the JCET had requested the reservation of some VHF channels by use by educational institutions in standard metropolitan areas to which only a single VHF allocation was to be made, it subsequently withdrew that request and recommended instead that such a single VHF channel be available both for educational and commercial use. In its recent statement the JCET

reviewed the fact that it had originally asked the Commission "for the reservation of one VHF channel in all major educational centers outside the metropolitan areas," even though such VHF channel might be the only one in its locality. The JCET then went on to say:

The Commission, in its tentative allocation plan, reserved for educational use the single VHF channel allocated in a number of major educational centers outside metropolitan areas. In others, a single UHF channel was similarly reserved. For example, in . . . the southeastern portion of the United States, some of the major educational centers to which the Commission has allocated a single channel and reserved it for education are University, Alabama, where VHF Channel 7 has been reserved, State College, Mississippi, where VHF Channel 2 has been reserved, and Chapel Hill, North Carolina, where VHF Channel 4 has been reserved.

In the continuing study which the JCET has given to the entire problem of educational television, it has come to the realization that a special problem exists in major educational centers which do not receive television service from other television stations.

Commercial Tie Ups on Interim Basis Only

The JCET supports the concept of making available a full television program service. The JCET believes that the one best hope of providing the citizen in a democracy with the background information he requires to cope with his problems lies in the provision of a sufficient number of non-commercial educational television stations whose primary aim is the fulfillment of his needs. In the standard metropolitan areas potential full program service is available by the provision of channels for both commercial stations and non-commercial educational stations. In the major educational centers a full program service can be provided during the interim before additional channels can be utilized only if the single educational station operating in the area is permitted to broadcast programs which at present are available only from commercial network sources. . . .

The Commission in considering the development of television in each educational center could make it possible for the educational television station to render a full television service. The Commission should consider the needs of a public dependent on a single station for all television service. In placing this problem before the Commission, the JCET states unequivocally that the major educational centers under discussion have a continuing need for the insurance of orderly development of educational television made possible by the reservations proposed. Precisely the same process of organizing, planning, and cooperative development is required in the major educational centers as in the metropolitan areas. The reservations proposed by the Commission are indispensable if educational institutions are to have a fair opportunity of moving forward in the field of educational television. Whatever temporary arrangements must be considered in light of this problem of the major educational centers should be construed neither as a method for financing operations of non-commercial educational stations nor a departure from the basic philosophy of the Commission's proposed reservations for non-commercial educational purposes.

JCET Still Requests Non-Commercial Educational Reservations

The JCET reaffirms its conviction that education has an unparalleled responsibility in the field of television. The impressive evidence provided by the educational establishment to the Commission, as summarized in the eight-part Brief of the JCET, proves conclusively and without question that educators have accepted their responsibility. The Joint Committee on Educational Television is convinced that the public can best be served through the reservation of channels for non-commercial educational television, and that reservations are indispensable, both in standard metropolitan areas and in major educational centers, for the development of television that will be truly in the public service.

JCET OPPOSES COMBINED HEARINGS FOR UHF AND VHF APPLICANTS

The Joint Committee on Educational Television, representing American education in the current television allocation proceedings, recently filed a statement with the Federal Communications Commission emphasizing the importance of a rapid development of television service in the Ultra High Frequency band. One hundred and twenty-seven of the 209 channel assignments proposed for education by the Commission last March are in the higher frequency band, and the JCET is looking out for the interests of hundreds of educators already planning for the utilization of those channels. At the same time, JCET reminded the Commission, a complete nation-wide television service is possible only with the use of the UHF band.

The seven Commissioners, now considering evidence in support of educational reservations in both VHF and UHF broadcasting bands, besides statements from those who want to operate the proposed 1800 commercial television stations, must also plan for the processing of applications which will be filed after the "freeze." It is in this connection that the JCET presented its argument strongly opposing combined hearings for UHF and VHF applicants.

The "one-pot" theory advanced by the Federal Bar Association, says JCET, would put both types of applicants in the same hearing; the best qualified to receive VHF assignments, the lesser qualified, UHF. Hearings may take two or more years, during which time no grants would be made to anyone in the cities involved. Such a delay at this critical period would discourage educators to move toward the utilization of their reserved UHF channels, according to JCET.

"The only effective way of removing the experimental tag from the UHF band is to have as many UHF stations as possible on the air as quickly as possible. The operation of such stations, particularly in the large cities, will also give manufacturers the necessary incentive to produce and market UHF converters and all-band television receivers. For an educational station in the UHF band to do a significant educational job, it must have a large audience equipped with sets capable of receiving educational programs."

The educators state that since the demand for UHF facilities is not as great as that for VHF, "it is conceivable that in large cities a number of UHF grants could be made without hearing, thus stimulating earlier development of the UHF service."

VHF channels in the Very High Frequency band are numbered 2 through 13. UHF channels in the Ultra High Frequency band are numbered 14 through 65. VHF channel No. 1 has been deleted from television service and turned over to the mobile radio service. The 108 television stations now in operation are in the VHF band.

Complete Text of JCET Statement

The complete text of the JCET's statement follows:

"The Federal Communications Bar Association has filed with the Federal Communications Commission recommendations relating to procedures to be followed in the processing of television applications. The Joint Committee on Educational Television believes that certain of those procedures, if adopted, will have a most detrimental effect on the development of a nation-wide television service, and for this reason, the Joint Committee is making its views on the subject known to the Commission.

Opposes FCBA Position

"The Federal Communications Bar Association has recommended that in a competitive hearing all television applicants should be considered as requesting a television facility rather than a specified television frequency regardless of the channel specified in the application and that the Commission should designate the channel to be assigned to each successful applicant. Such a procedure would mean that in all communities where VHF and UHF assignments have been intermixed, all applicants for both VHF and UHF channels would be consolidated in the same competitive hearing.

"The JCET believes that there should be no consolidation between the two categories of applications. If the VHF and the UHF applications are considered separately, it is conceivable that in large cities a number of UHF grants could be made without hearing, thus stimulating earlier development of the UHF service. Adoption of the Bar Association's proposal would guarantee as a practical matter that no UHF grants could be made in any city of substantial size until the consolidated competitive hearing was concluded. Since such hearings may well take two or more years after the lifting of the "freeze" and another year or so would be required for construction, the JCET believes that to delay the development of UHF service at the outset may well deliver it a blow from which it may never recover.

Its Plan Would Hasten UHF, Says JCET

"The JCET is interested in the development of television on a nation-wide basis to provide a well-rounded commercial and educational television service to the people of the United States. In its allocation report of 1945 the Commission itself recognized that it would not be possible to establish a thoroughly nation-wide television service in the VHF band alone. Such a service will not come into being until after the UHF band has been developed. With respect to educational television stations, the Commission has proposed the reservation of some 127 UHF channels for non-commercial educational television stations. Educators may be naturally reluctant to move forward with the necessary plans to develop television stations in the UHF band so long as that service is considered experimental. The only effective way of removing the experimental tag from the UHF band is to have as many UHF stations as possible on the air as quickly as possible. The operation of such stations, particularly in the large cities, will also give manufacturers the necessary incentive to produce and market UHF converters and all-band television receivers. Without the mass production of such UHF converters and all-band receivers, the development of the UHF band might very well be inhibited for many years. If proof on this point is required, one need only look to FM where what has been characterized as the finest aural broadcast service has been

effectively throttled by a shortage of FM receivers. A similar shortage of UHF converters and all-band receivers would not only delay the development of a nation-wide television service but would also operate to the detriment of many prospective educational television licensees.

Educators--Like Commercial--Telecasters Seek Large Audiences

"For an educational television station in the UHF band to do a significant educational job it must have a large audience equipped with sets capable of receiving educational programs. While some educational programs such as in-classroom programs and formal courses on television might be said to appeal to a well-defined specialized audience, such important programs as those dealing with adult education are designed to meet the needs of the general audience. An educational television station therefore must be able to appeal to different interest segments of the total public. An educational television station in the UHF band will be able to attract a large audience only if large numbers of UHF converters and receivers are available to the public. And the public will not be interested in such converters and receivers until after some UHF stations get into operation.

"The JCET believes, therefore, that the adoption of the recommendations of the Bar Association would greatly delay not only the early development of the UHF band, but also the provision of a truly nation-wide television service, and the growth of educational television stations in those cities in which UHF rather than VHF channels will be reserved for education."

LANDIS BECOMES JCET COUNSEL

The Joint Committee on Educational Television has named James M. Landis, New York attorney, as its legal counsel in behalf of the nation's educators in their efforts to have television channels reserved for educational use. Landis will be associated with Seymour Krieger in the absence of General Telford Taylor, counsel to the JCET since November 1950, now Administrator of the Small Defense Plants Administration.

The switch in attorneys was announced simultaneously with the JCET report that close to one-fourth of the 1500 legal petitions for television channels were filed by educational groups. 552 colleges, universities, school systems and public service agencies have provided the Federal Communications Commission with written arguments in support of the 209 channels tentatively set aside by the Commission in March 1951.

"This represents a major accomplishment on the part of the educators," says Landis. "They have accepted the Commission's challenge to state their intentions toward the utilization of reserved channels. I feel sure that the majority of the proposed reservations, ten per cent of those available, will be upheld in the Commission's final plan, which is expected to be announced by February or March of next year."

JCET's new counsel is well-known in both the academic world and in government; he was dean of the Harvard Law School from 1937 to 1946, and has served as a member of the Federal Trade and Securities and Exchange Commissions. During World War II he was Director of Civil Defense and Economic Minister to the Middle East. He has law offices in New York and Washington.

JCET Made Up of Seven Organizations

The Joint Committee on Educational Television, partially financed by the Fund for Adult Education established by the Ford Foundation, is made up of seven educational

organizations as follows: The American Council on Education, The Association for Education by Radio-Television, The Association of Land-Grant Colleges and Universities, The National Association of Educational Broadcasters, The National Association of State Universities, The National Council of Chief State School Officers, and The National Education Association.

These organizations, prior to the formal organization of JCET in April 1951, were instrumental in presenting testimony, beginning in November 1950, which led directly to the Federal Communications Commission's proposal for educational television reservations.

Executive Director of JCET is Ralph Steetle, who is on leave from his permanent post as director of Louisiana State University's FM station WLSU. The JCET mailing address is 1785 Massachusetts Avenue, Washington 6, D. C.

TV CONFERENCES AND INSTITUTES DEVELOPING

Word comes of several conferences about television education.

In Pittsburgh there was a recent conference with the Mayor, the Mayor's Committee and some smaller administrative groups. Emphasis was on (1) development of mechanism for cooperation; (2) financing; and (3) training personnel for educational television.

Milwaukee had a TV Institute in the form of a Debate on the merits of educational television on commercial stations vs. non-commercial educational television station operation. McCarty, Hull, Tyler, Rasche, and Steetle opposed Wilkes and De Grace (Hearst Radio).

In East Lansing, Michigan, a meeting of the Big Ten American College Public Relations Association devoted a full session to television. There was a good closed circuit demonstration by Michigan State and talks by Hunter (Michigan State), Garrison (Michigan), Rickard (Wayne), Armsey (Illinois Tech.), and Steetle.

In Birmingham, Alabama, at a meeting called by Leslie Banks, local superintendent, the superintendents of the area and representatives of Birmingham College discussed problems of television operation including the financing of a station. They favored corporate organization with all groups contributing.

In Memphis, Tennessee, there was a meeting with Julian Bondurant, President of the School Board, and a representative of Southwestern at Memphis, which discussed the recent attempt of commercial interests in the area to persuade educators to relinquish the asterisked frequency.

In a meeting at Memphis State College the dean and some department heads attended. This group agreed that the Memphis Board of Education would probably take the lead in educational television in that area, cooperation from the College.

In St. Louis, Missouri, there was a meeting in the Office of the St. Louis Board of Education. Present were Raymond Wittcoff, President, Adult Education Council of Greater St. Louis, and Chairman of Mayor's Committee on Educational Television; representatives from Washington University and St. Louis University, school superintendents of area and representative of commercial station. The group will report back to Mayor who will coordinate plans. Another meeting was held January 7 to discuss a national television network.

NAEB PRESIDENT'S PAGE

Prepared by

Seymour N. Siegel
WNYC, Municipal Broadcasting System
New York

Among the many plans advanced at the Biloxi Annual Meeting, for the coming year, those in attendance remember the emphasis placed on the necessity for research and promotion by individual member stations.

In the improvement of management of any radio station . . . whether it be commercial or educational . . . certain basic facts must be available on a dependable, continuous basis. All of the most wonderful programs in the world mean very little if the audience does not know of their availability. Furthermore, in order to program properly, management must have certain basic facts.

It is a matter of deep-seated curiosity to the officers and directors of NAEB as to just how many individual member stations have something as fundamental as a knowledge of their service area. In emphasizing the need for research and audience building, perhaps it might be advantageous to reduce the problem to simple terms. How many member stations can answer the following questions:

Does your station have an engineering map or a mail-pull map?

Does it have any other index of the physical area covered by your signal?

How much of your listening area is urban and how much is rural?

How many radio homes are there in your area?

Do you have certain quantitative information, such as the number of retail stores, sales value, per capita income, automobile registrations, bank deposits, etc., all of which might determine the economical pattern of your listeners?

What local or civic interests or problems are more or less peculiar to the people in your listening area?

Are they home owners or renters? Are they eater-inners or eater-outers? Do they go for Cadillacs or Fords? Are they friendly or aloof? Do they stay at home or do they entertain outside the home?

What about local customs and mores?

What about local civic pride?

What are their program preferences?

Does your station have any high degree of loyalty among all the listeners in your area?

If you know the answers to such basic questions as these, would you be good enough to prepare a one page summary, and send it to National Headquarters at Gregory Hall, University of Illinois, Urbana?

If you do not have the answers, why not set about getting them? This may influence all of your planning and programming, and take such activity out of the vacuum in which it must necessarily exist without such information.

Member stations might do well to carefully examine individual program structures, and ascertain just exactly how effective local programming is in reflecting and developing the local homespun interests of your listeners.

What measurements of program acceptance have you ever put down in a formal report? Have you considered doing a diary study or a series of personal interviews or telephone interviews . . . or do you have a local program panel that you might use as a guinea pig in deciding about programs before you present them? What about your own personal experience, correspondence and research?

It cannot be emphasized too strongly that individual member stations must think in terms of obtaining audience information independently. Without this information it is extremely difficult to effectively promote or build audiences. It is the intention of NAEB to engage in aggressive audience building activities. But this requires complete cooperation by individual member stations.

Dallas W. Smythe, our Director of Studies has many elaborate plans for fostering research which will prove of great benefit to NAEB and to individual stations. It is an excellent suggestion to carefully read the research page of the News-Letter in each issue. If you have any comments, by all means address them direct to Smythe.

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NOTE: The list of standing committees, now undergoing revision, will be given in future issues of the News-Letter.

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