

N-A-E-B NEWS LETTER

---

SEPTEMBER - OCTOBER 1952

---

OFFICIAL NAEB DEVELOPMENTS

---

NAEB AWARDS THIRTEEN RADIO-TV GRANTS-IN-AID

Thirteen grants-in-aid for radio and television projects proposed by member stations have been made by the NAEB awards committee, it was announced on October 15. The total amounts of the grants-in-aid comes to \$78,500, divided as follows: \$43,700 for television projects, and \$34,800 for radio projects.

Awards for TV programs were made to: the Universities of Miami (\$8,200); Minnesota (\$8,900); Oklahoma (\$8,900); Stanford (\$8,900); Syracuse (\$6,700); and Wayne (\$2,100). For projects in radio broadcasting, awards were as follows: University of Alabama (\$5,000); Boston University (\$5,800); University of Chicago (\$6,500); Grinnell College (Iowa) (\$3,400); Indiana University (\$3,100); University of Michigan (\$6,000); and the University of North Carolina (\$5,000).

Project Summaries

A summary of each radio and television project is given below:

Grinnell College (Iowa)--\$3,400; "Americana"; radio; Political Affairs and Humanities.

13 fifteen-minute radio programs with "intelligently patriotic" motifs plus scripts in book form (150-200 copies) for distribution to educational institutions. Production by Grinnell College Radio Players.

University of North Carolina--\$5,000; "American Adventures"; radio; Humanities.

A series of 13 half-hour dramatic productions exploring the heritage of values of Western civilization as these values affect the lives and strengthen the souls of individuals in crisis. The content of the series will consist of studies of intellectual, moral and cultural values significant in the development of American society. The form will be biographical drama.

Wayne University--\$2,100; "The Nationalities that Make America"; television; International Understanding.

Each program will take a different nationality and spotlight its collective way of life. Faculty members will trace that nationality's anthropological, racial characteristics and traits, its sociological trends and living habits, and language problems. This will present the background for an interview with a prominent member of that race who has become a citizen. 13 half-hour shows.

BE SURE TO ATTEND THE NAEB ANNUAL CONVENTION IN MINNEAPOLIS NOVEMBER 6-7-8  
PROGRAM DETAILS IN THE SPECIAL CONVENTION ANNOUNCEMENT  
BEING SENT TO ALL PERSONS ON THE NEWS-LETTER MAILING LIST

---

The N-A-E-B NEWS-LETTER, published monthly, is distributed from the national headquarters office at the University of Illinois. N-A-E-B members and associate members receive the NEWS-LETTER as part of membership service. Non-members may obtain the publication at a subscription rate of \$5.00 per year. All inquiries regarding subscriptions and distribution should be addressed to: NAEB, 119 Gregory Hall, University of Illinois, Urbana, Illinois. Editorial copy and inquiries concerning editorial matters should be sent to the Editor, Burton Paulu, Station KUOM, University of Minnesota, Minneapolis 14, Minnesota.

University of Michigan Grant

University of Michigan--\$6,000; "Freedom to Learn"; radio; Humanities.

Thirteen half-hour dramatic sketches of men whose lives and actions "under fire" made significant impacts on the development of modern education, academic freedom, and the freedom of men to know and learn. Among those included in the series are: Socrates, Abelard, Bacon, Galileo, Scopes, Hutchins, Elliott, Schaefer, Mann.

University of Alabama--\$5,000; "Document Deep South"; radio; Economics

An assessment of the economic resources of the southern states and the significance of this area in the national economy. The South is now one of the frontier areas of the nation and is playing an increasingly significant role. Eighteen half-hour tapes.

Boston University--\$5,800; "New England Renaissance"; radio; Humanities.

Thirteen half-hour tapes. A "'radio pilgrimage' of the favorite spots of the Transcendentalists, recreating as much as possible the situations and sounds the Transcendentalists knew. Into this 'tour' will be woven some of their writings and interesting background about them. We will attempt to locate their descendants and interview them as to family memories. We intend to use also the familiar techniques of the documentary: the montage, the third dimensional, the dramatic narration, to help tell the story. As much of this as possible will be recorded in the field."

The University of Miami--\$8,200; "The Sea"; television; Economics.

Ten fifteen-minute films on the economics of the sea; to inform adults of the economic effects of the sea on individuals, the nation and the world.

Stanford University--\$8,900; "People, Places and Politics"; television; International Understanding.

"The United States has moved into a position of world leadership, and has assumed large responsibilities for cooperation with other nations. Dependable facts and better understanding of all this implies are widely needed. . . . The method of treatment specifically proposed is one in which a series of speakers on fields with which they are thoroughly familiar shall make an interesting and informative approach to the various subtopics, using an informal approach. . . ." 13 half-hour kinescopes.

Indiana University--\$3,100; "Folklore of Indiana"; radio; Humanities.

Thirteen 15-minute tapes, "in which the music, legends, and customs of the various ethnic centers of Indiana would be studied, and definitive programs based on these studies will be produced." Material to be considered in series includes: Swiss, French, Rappites, Dunkards, Lithuan, Negro and "mountain" Anglo-Saxon groups in various Indiana centers.

Syracuse University--\$6,700; "Footnotes to America"; television; international understanding.

Thirteen half-hour telecasts over WSYR-TV, to "show the cultural origins of our civilization and the adaptation we Americans have made of these origins. The ultimate goal is to help the viewer-listener understand our cultural dependence on the very nations with whom we are working in the United Nations; and, in this way, to establish a feeling as well as a knowledge of our debt to others."



University of Oklahoma--\$8,900; "Camp Fires and War Drums"; television; Humanities.

Nine films in color each ten minutes in length. Four groups of films on the dances and ceremonials of the Plains Indians: Children's Dances; Social Dances; War Dances Ceremonial Dances. Filmed in color and with multi-channel sound recording. With the assistance of the Sequoyah Indian Club and 36 Plains Indian tribes in Oklahoma.

University of Minnesota--\$8,900; "A Great Symphony Orchestra and the Region It Serves"; television; Humanities.

Ten hour-long telecasts in cooperation with WCCO-TV and the Minneapolis Symphony Orchestra. The telecasts would consist of performances by the orchestra together with a series of intermission features which would review the contributions of the orchestra to the musical life of that section of the United States. The series is intended to show how television might be used in other sections of the country in developing popular support for the Humanities.

University of Chicago--\$6,500; several series on political, economic and cultural problems; radio; Humanities.

"We propose to record on the University of Chicago campus, and present on WFMT, commentaries on outstanding classical drama; talks on political, economic, social, and cultural problems; readings from great poetry and essays; interviews with scholars from all over the world who regularly visit the University of Chicago; specially edited versions of important symposiums and lectures which occur regularly on the University campus.

#### JEFFERSONIAN HERITAGE RECEIVES NATIONAL ACCLAIM

Favorable reviews in VARIETY, BILLBOARD and in countless local newspapers have greeted the airing of the first several programs in "The Jeffersonian Heritage," the 13-week series produced by the NAEB.

Member stations of the NAEB which have been broadcasting "The Jeffersonian Heritage" have been extremely successful in publicizing the series through their local newspapers. News releases, both those issued by NAEB headquarters and by the various stations, have brought the series to public attention throughout the country.

Following are only a few typical examples of what NAEB member stations have been doing across the country to publicize the series.

At the University of Alabama, news bureau releases on the series have been printed in a large number of dailies and weeklies throughout the WUOA(FM) listening area. WNYC, in New York, sends out its releases to the New York papers each week.

In Wisconsin, in announcing the new series to the newspapers WHA's director, H. B. McCarty, pointed out for feature coverage that the programs began the same day that inaugural broadcasts marked the completion of the final two stations in Wisconsin's state-owned FM network. Michigan's WUOM's bulletin, mailed to thousands of Michigan listeners, carried a full page announcement of "The Jeffersonian Heritage" in addition to its regular program schedules. KUSD, at the University of South Dakota, prefaced its regular weekly news releases on the series with a story on the Ford Foundation grant to the NAEB which made possible the production of "The Jeffersonian Heritage."

Newspaper columnists from the Minneapolis-St. Paul newspapers were invited to a special preview and luncheon by KUOM, at the University of Minnesota, to hear the first three of the series before they were broadcast. Each of the columnists devoted at least one column to praise for the series along with recommendations to their readers to make every effort to hear the program.

On the national level, full page advertisements were taken by the NAEB in Broadcasting, the Saturday Review, and the New York Times. The Times also printed editorials lauding the series.

#### NAEB DELEGATION RETURNS FROM EUROPE

An NAEB delegation made up of President Seymour Siegel, George Probst of the University of Chicago Roundtable, and William Harley of WHA has recently returned from a trip to Europe where it arranged for an exchange of cultural programs between NAEB and the broadcasting systems of Great Britain, France, Switzerland and Italy.

Previewing the report which the three will give at the November 8 (Saturday) afternoon session of the NAEB convention, Siegel reported that their 30-day trip operated on such a tight schedule that "out of 10 days in Britain we were allowed exactly 15 minutes of free time." But the pace paid off, he said: the group succeeded in arranging up to 8 or 10 hours a week of cultural programming from abroad.

Classic French dramas presented by top French actors will give the several million French students in this country a rare opportunity to hear the language at its spoken best, Siegel said. Opera broadcasts from Italy will provide good listening for music lovers. From BBC, NAEB will receive more full-length dramatic programs and a number of current event features including a new series on international affairs which is already being produced in England for broadcast here beginning in October.

#### NAEB to Produce for the BBC Too

NAEB on its part is recording a series on American foreign policy for broadcast by the BBC, as well as a new series entitled Talk Back in which average citizens record their comments on statements of prominent figures and topics of general concern. NAEB also is offering for use abroad The Jeffersonian Heritage series now being broadcast here.

The group also arranged for BBC to produce a series of 13 half-hour TV films on aspects of British Culture for telecast in the U.S., and in Italy, where they found film costs only about a quarter or a third the U.S. rate, they planned a series of documentary TV shows on Italian art and history, to be filmed by James Willard and David Kurland. These and other foreign programs will be ready for use by American educational TV stations by the time they are on the air, Siegel anticipates.

#### TWO NAEB MEMBERS CONTRIBUTE TO QUARTERLY

The University of California's Quarterly of Film, Radio and Television has published an article, "Give the Television Code a Chance," by Robert Swezey, vice-president and director of the WDSU Broadcasting Corporation, New Orleans, who is chairman of the television board of the NARTB, which administers the TV code. The article explains the origination of the code, and replies to criticisms of its structure and operations published in TV Magazine and other publications.

The fall issue of the Quarterly also contains "The Challenge of the 242 Channels" by Burton Paulu, NAEB Secretary, and "What Television Programming Is Like" by Dallas Smythe, NAEB studies director. Smythe supervised the New York, Chicago, and Los Angeles TV program studies of the National Association of Educational Broadcasters.

The issue is available (\$1.25) from the University of California Press, Berkeley 4, California.



---

NEWS OF NAEB RADIO

---

BOSTON SYMPHONY ORCHESTRA--YEAR'S REVIEW--MARK WGBH ANNIVERSARY

---

The opening Saturday night performance of the new season of the Boston Symphony Orchestra and a review of the past year's programs marked the first anniversary of Boston's educational FM station, WGBH, operated with the advice and cooperation of the Lowell Institute Cooperative Broadcasting Council.

The year's review of WGBH programs included the presidents and heads of the Council members as they inaugurated the station a year ago. The Coordinators of the Council, appointees of the presidents and directors of the Council members, discussed the operations and accomplishments of the station's first year.

Continuing the year's review after the officials of the Council, WGBH presented selections from the seven college and extension courses in drama, history, psychology, politics and modern literature, which were broadcast for women listeners afternoons through the year. These were followed by highlights from the late afternoon music courses in the symphony, ballet, madrigal and music of the baroque period. Professor G. Wallace Woodworth of Harvard spoke in a selection from Tomorrow's Symphony, twice weekly preparation for the Friday and Saturday symphony concerts.

Review of Programs

Nancy Harper, of the Nursery Training School, a Tufts affiliate, presented a special Children's Circle broadcast, and Louis M. Lyons, Curator of the Nieman Fellowships at Harvard, recreated his eulogy of the late Harold Ross, editor of the New Yorker magazine.

Leading college and university specialists who interpreted important issues and events nightly were heard in a review of Faculty Report. An excerpt from John Gielgud's performance in the British Broadcasting Corporation production of Hamlet was included in a review of international broadcasts of the year. Hamlet has been broadcast three times by WGBH, according to station policy of repeating exceptional programs. Another international highlight was McIntyre's Reel played by the Radio Eireann Orchestra, under the direction of Francesco Manda and selected from a broadcast prepared especially for WGBH by Radio Eireann.

WGBH feature broadcasts were also reviewed with selections from Old Books: Old Friends, New England Conservatory recitals, Lowell Institute lectures, Say It In French, a radio course in spoken French, and other series produced by the Council staff.

Symphony Broadcast Includes Silent Intermission

During the Anniversary broadcast performance of the Boston Symphony Orchestra, WGBH observed its nationally known "intermission silence." This innovation in symphony broadcasting was initiated to give listeners an opportunity to enjoy the intermission as they would if they were in Symphony Hall actually attending the performance.

Following the concert, the Honorable Paul A. Walker, Chairman of the Federal Communications Commission, delivered a special message to conclude the Anniversary program.

### Lowell Council Organized in 1946

The Lowell Institute Cooperative Broadcasting Council, which presents the major part of WGBH programs, was organized in September, 1946, by Boston College, Boston University, Harvard University, Lowell Institute, Massachusetts Institute of Technology, Northeastern University and Tufts College. The Boston Symphony Orchestra, the New England Conservatory of Music and the Museum of Fine Arts, Boston, joined the Council during the year. Today the Council is the only organization of its kind in the United States, and is generally recognized as being unique in the history of American education and broadcasting. The Council continues to present programs over cooperating commercial stations in Boston which provide time and facilities without cost.

### WISCONSIN NET AIRS "FRESHMAN FORUM" PROGRAM

Radio listeners throughout Wisconsin join University of Wisconsin freshmen in Madison and Extension Centers to make up the "student body" for a course this year outlining resources for richer living. Starting Tuesday, September 23, listeners at home or in class are hearing 17 outstanding university faculty members, teachers of this semester's "Freshman Forum."

Included in course subject matter are such topics as philosophy, music, dance, literature, art, and politics. Lectures are carried on the two state AM radio stations and the eight-station FM network at 11 a.m. Tuesdays and Thursdays. Thursday is discussion day for classroom students. Moderator for the program will be Frederick Haberman, professor of speech.

#### Program Goals

"Freshman Forum," Haberman explained, has two major purposes:

1. To stimulate the freshman's interest in various subjects offered by the university
2. To introduce the freshmen to a selected group of renowned university professors

Previous forums have centered around the themes of freedom, what it means and how it came to be, and modern science related to human needs.

Some topics to be studied this fall are: "The Uses of Philosophy"; "Enjoying Plays On and Off the Stage"; "Why Men Dance"; "Literature as a Personal Resource"; "The Opportunities of Citizenship"; "Art - Why Don't We Live Without It?"; and "Moral Force and Atomic Energy in the War of Ideas."

#### Forum Speakers

Lecturers will be Dean John Guy Fowlkes, education; Walter R. Agard, classics department; Julius Weinberg, philosophy; Ronald E. Mitchell, speech department; Mrs. Shirley B. Genther, physical education; Robert J. Francis, physical education; and Roe-Merrill Heffner, German department.

Other speakers are Paul Wiley, English; James S. Watrous, art history; Richard Church, music; Chester Easum, history; David Fellman, political science; Graham Hovey, journalism; Erwin Gaumnitz, commerce; Elizabeth Brandeis, economics; Edmund Zawacki, Slavic languages; Lt. Col. Jack C. Jeffrey, Corps of Engineers ROTC.



## UNIVERSITY OF ALABAMA NAMES HARWOOD RADIO HEAD

Dr. Kenneth Harwood has been named head of the University of Alabama Department of Radio. He also was promoted to the rank of full professor.

During the 1951-1952 academic year Dr. Harwood was acting head of the department and associate professor of radio. He joined the University of Alabama faculty in 1950 as director of radio and television research with rank of assistant professor.

The department operates carrier-current station WABP and is an associate member of NAEB.

### Alabama Documents Series Continued

The Radio Broadcasting Services of the University Extension Division will again produce the "Alabama Documents" series this fall. The series which won national recognition last Spring will again be directed by Walt Whitaker and written by LeRoy Bannerman. In the past, Alabama's natural resources have been the subject of the program. This fall, the "Alabama Documents" series will go beyond the state and will analyze the natural resources of the deep South as well.

### Faculty Summer Activities

Two professors in the University of Alabama Department of Radio have completed summer study of radio-TV topics.

Assistant professor W. Knox Hagood, who has been a radio-television combat correspondent in Korea, studied television at Ohio State University in the summer. He holds a Northwestern University master's degree in radio. As a part of his summer research Professor Hagood designed a student-operated television station.

Don C. Smith, veteran newscaster and assistant professor of radio, began a year's leave of absence with summer study at Ohio State University. During his leave for pre-doctoral work, Professor Smith is specializing in program research. His master's degree in radio was earned at Ohio State.

### JOHN BACHMAN TAKES OVER AS SPEECH--AUDIO-VISUAL HEAD AT UNION THEOLOGICAL

The Rev. John Bachman, appointed recently Head of the Speech Department and Director of the Audio-Visual Program at Union Theological Seminary, began his work this fall. Professor Bachman was formerly Chairman of the Radio Department at Baylor University, Waco, Texas.

Professor Bachman is a graduate of Capital University, Columbus, Ohio, where he later was Chairman of the Department of Speech. He received a master's degree in speech and radio from Ohio State University. In April this year, Bachman was elected Vice-President of the University Association of Professional Radio Educators. He has served on the Faculty of Workshops sponsored by the Radio and Film Commission of the National Council of Churches and has represented the American Lutheran Church on the same Commission. He is also a member of the Educational Committee of the Broadcasting and Film Commission of the National Council of Churches, a member of the Board of Trustees of the Junior Town Meeting League of America, and an Associate Editor of Player's Magazine.

Erection of the Mills Memorial Audio-Visual Center of which Bachman will have charge was made possible by a Davella Mills Foundation grant of \$165,000. It occupies 68,000 cubic feet on the ground floor of Auburn Hall, a five-story addition to the Seminary Administration Building dedicated a year ago.

The center includes a lecture room for choral practice and lectures, a music studio for recordings and reproductions, and a preaching studio for teaching and practice in all aspects of public worship. There is also a radio control room, a music record library, a film library, and two studios for individual practice and listening.

## WKAR CELEBRATES THIRTY YEARS OF BROADCASTING

August marked the thirtieth anniversary of radio broadcasting for WKAR, Michigan State College. The station was first licensed August 18, 1922. On the anniversary a special program was aired with congratulatory messages from the President of Michigan State College, the Extension Director and the Director of the Experiment Station. Newspapers and magazines ran feature stories on the contributions of WKAR to the Michigan community it serves during the past thirty years.

## MINNESOTA'S KUOM SETS RADIO-TV FALL PROGRAMMING

A television series aired weekly over a local outlet, a radio lecture broadcast thrice weekly from a classroom on the campus, and a full schedule of children's programs and adult education series make up KUOM's fall program offerings.

Time for the television series, which will run for 13 weeks, was offered by WCCO-TV to the University of Minnesota's radio station KUOM. A previous 12-week television series over the same commercial station a year ago received national recognition in VARIETY magazine. This new series will be in the fields of World Affairs, Child Development, and Conservation. University, Minnesota State Department, and World Affairs Center personnel will advise and appear on these programs.

Twelve different series make up the offerings of the Minnesota School of the Air, broadcast over KUOM for in-school listening. These series are also distributed via tape to schools in the five-state area of Minnesota, Wisconsin, North and South Dakota and Iowa, through the services of the Minnesota State Department of Education's Tape exchange.

KUOM's adult education programming includes a series by Alistair Cooke, correspondent for the Manchester Guardian. This program is a delayed transcription offered to KUOM by the local ABC outlet which cannot broadcast it due to other commitments for that time.

"American Political Parties," the classroom lecture, and talks on law and medicine are three discussion programs featured this quarter. "The Legal Handbook" is distributed by the Minnesota Bar Association to 20 commercial stations throughout the state.

Criticism and analysis of news, politics and the arts round out the news programming. Two shows--"Background of the News" and "Critically Speaking"--are heard daily after the afternoon newscast. "Critically Speaking" received an award at the IERT Columbus 1952 convention.

## U. OF WISCONSIN'S SCHOOL OF THE AIR OPENS 22ND YEAR

The University of Wisconsin's "School of the Air" is bringing 10 different radio programs each week into Wisconsin schoolrooms to supplement the offerings of local teachers this year. H. B. McCarty, director of the State Radio Service, has announced. The courses range from art to science, and individual courses are aimed at different grade-levels, from the first to the 10th.

The in-school listening programs are available for the first time this year to all schools in the state, since the last two stations in the State Radio Council FM network have been completed. The programs this year are being broadcast over the state's two AM stations, WHA, Madison and WLBL, Auburndale; and its eight FM stations at Madison, Delafield, Chilton, Rib Mountain, Colfax, West Salem, Highland and Brule.



#### ST. LOUIS SCHOOL BOARD INCREASES USE OF RADIO STATION

Increased and more effective use of the St. Louis, Mo., Board of Education's FM Radio Station, KSLH, is being made this year, public school principals were told at a conference recently by Superintendent of Public Instruction Philip J. Hickey.

It was made plain at the meeting that KSLH is regarded as an important audio-visual aid which will continue to receive more attention and which will not be displaced by the expected local educational TV station.

#### MIAMI UNIVERSITY'S RADIO-TV CHAIRMAN RESUMES POSITION

Professor Sydney W. Head has resumed chairmanship of the Radio and Television Department of the University of Miami after a year leave of absence to work on his Ph.D.

Professor Head has completed his course work in mass communications at New York University under Prof. Charles Siepmann. He expects to complete his thesis by the end of 1952. His thesis is in the area of the sociology of mass communications and deals specifically with a content analysis of the social aspects of television drama.

In addition to supervising the instructional and program production work of the Radio and Television Department, Prof. Head will teach "Survey of Broadcasting," conduct a senior seminar in "Communications and Society," and direct research, special projects, and internships.

During Prof. Head's absence, O. P. Kidder, Jr., associate professor of Radio-TV, was acting chairman in charge of academic phases of the department, and Oliver Griswold, program coordinator, handled administration.

#### TV Programs Back on the Air

The University of Miami Radio and Television Department has been asked by WTVJ to return all of its TV programs to the aid this fall.

Lee Ruwitch, vice-president and general manager of WTVJ, has written Oliver Griswold, Radio-TV Department program coordinator, that each university program has added prestige to the schedule.

"Naturally, we want to make sure that the University of Miami will be represented again this year," Ruwitch wrote. "All of the programs presented by the University during the past three years have been well received by the viewing public and we at WTVJ are proud to have had the facilities for their presentation. Each new University program has added prestige to our schedule."

The Radio-TV Department starts its Television Workshop Series of programs on Sunday, Oct. 26, with a "Science Show Window," featuring Allan McNab, Director of the Lowe Gallery, interviewed by Oliver Griswold in a demonstration of "Art Records the Progress of Science."

#### FCC GRANTS FM CHANNEL CHANGE TO U. OF MICHIGAN

The University of Michigan was recently given authority by the FCC to transfer its non-commercial, educational FM station WFUM in Flint from channel 209 to commercial channel 296. The station will continue non-commercial operations. The change was made to eliminate some interference in Flint to reception of television station WJIM-TV in nearby Lansing.

### KANSAS U. BEGINS FM BROADCASTING

The University of Kansas has gotten into FM radio. Its new station, KANU, began regular broadcasting Sept. 10. R. Edwin Browne, director of radio, announced recently.

KANU operates at 91.5 megacycles on the FM dial, with a clear signal receivable over a 70-mile radius from Lawrence. It broadcasts by means of a 10,000-watt transmitter and a 511-foot tower.

The station is a gift to the Kansas University School of Journalism by John B. Harris and Sydney F. Harris, Hutchinson and Ottawa publishers, as a memorial to their uncle, Fred M. Harris, a former member of the state board of regents.

For many years, Kansas University has owned and operated KFKU, an AM station, which splits time with WREN, Topeka.

### DULUTH FM STATION TO CARRY WISCONSIN PROGRAMS

WERC-FM in Duluth, Minnesota, which was wrecked by a storm some months ago and has since been silent, is being rebuilt and will soon return to the air on a regular basis. The station has expressed an interest in rebroadcasting the Wisconsin School of the Air for children in Northern Minnesota, and will be given permission to do so. An FM sales campaign is being staged at present in Duluth-Superior and surrounding communities.

### FAR MORE FM

More than 40,000 classes in New York City grade schools and high schools will listen each week during this school year to the Board of Education's WNYE (FM) programs, according to the 1952-53 program bulletin. Rapid growth from 9,000 classes in the 1947-48 school year was attributed by school officials to the greater availability of FM radios in schools and to improved programming.

### POSITIONS WANTED

TV and radio writer with 12 years of commercial radio experience seeks connection with university or other educational station. Experience with creation and writing of all program and commercial types both in radio and TV. Executive experience: commercial production manager for TV station, continuity director in local and regional stations. Available immediately. Frank C. Hart, Box 93, Route #3, Batavia, Ohio.

Music Program Director, A.B. cum laude, 1949, A.M. 1952, Harvard University, ass't. to A. V. Frankenstein, H.U. 1951 and 1952; married; will travel; wide musical experience; for further information and references write: Victor Yellin, 653 Concord Ave., Cambridge 38, Mass., Tel: TR6-6095; New York address: 211 E. 14th St., New York 3, N. Y., Tel: OR3-9345.

Former Director of Promotion for Broadcasting and Film Commission, National Council of Churches seeks position in educational radio. Has experience in audience promotion, radio, TV and TV films; also, programming, continuity and dramatic writing, teaching experience in radio and TV workshops. Master's degree from U. of Chicago. For more details write to: Miss Marjorie Hyer, 520 East 12th St., New York City, N. Y.



---

NEWS OF NAEB TELEVISION

---

EDUCATIONAL TV BOX SCORE AS OF OCTOBER 20, 1952

As we go to press the FCC has granted a total of 10 television construction permits, 9 for educational noncommercial stations and 1 for a station on a commercial channel (which will be operated noncommercially, however). These have been given to 5 licensees as follows:

CP's on Reserved Channels

Los Angeles, California - Channel 28

The Allan Hancock Foundation of the University of Southern California

Manhattan, Kansas - Channel 8

The Kansas State College of Agriculture and Applied Science

New York State

Albany - Channel 17

Buffalo - Channel 23

Binghamton - Channel 46

New York City - Channel 25

Rochester - Channel 21

Syracuse - Channel 43

Houston, Texas - Channel 9

The University of Houston with the Houston Independent School District

CP on Commercial Channel

East Lansing, Michigan - Channel 60

Michigan State College

Action Is Pending on Five Other Applications for Reserved Channels

San Francisco, California - Channel 9

The Bay Area Educational Television Association

Miami, Florida - Channel 2

The Lindsay Hopkins Vocational School of the Dade County Board of Public Instruction

New Brunswick, New Jersey - Channel 19

The State Department of Education

New York State

Ithaca - Channel 14

Utica - Channel 25

The Board of Regents of the University of the State of New York

Note: The Board of Regents also is preparing applications for reserved channels in Malone and Poughkeepsie

Applications Have Been Filed by Educational Institutions for Non-Reserved Channels

Cornell University, Ithaca, New York - Channel 20

University of Missouri, Columbia, Missouri - Channel 8

Port Arthur College, Port Arthur, Texas - Channel 4

Loyola University, New Orleans, Louisiana - Channel 4

COMMISSIONER WEBSTER MAKES CORRECTION

The August 1952 News-Letter carried on page 3 the following statement:

"Commissioner Edward M. Webster, in a dissenting opinion, asserted that permits for state-supported educational television stations should not be issued until state legislatures had appropriated funds for construction and operation of the stations. Channels set aside for education, Webster said, should be kept open for other applicants until the appropriation of funds assured that they would be used."

Commissioner Webster Writes to Comment

Under date of September 8 Commissioner Webster wrote to the editor of the News-Letter stating that this did not properly represent his opinion in the matter. For the record the Commissioner's complete letter is reprinted herewith:

"On August 14, 1952 I dissented from the Commission's decision to grant the applications of certain financially unqualified state-supported educational groups requesting authority to construct and operate educational television stations. State legislatures, which must appropriate funds necessary for the construction and operation of such stations, meet only once every two years, or possibly every year - depending upon their state constitutions. I was and am of the opinion that the granting of construction permits to applicants who have received no appropriation for this purpose might prevent privately endowed educational organizations from going forward with plans to construct and operate educational television stations during this time because of the lack of facilities. I stated further that I considered it in the public interest to keep these channels open for use by as many varied educational groups as possible. In other words, I took the position that smaller schools, with private capital, also have something to offer the public, and I consider it my duty to see that an opportunity is afforded them to construct and operate educational television stations if they are qualified to do so. I also said that I recognized that there is a substantial difference in the manner in which private capital and public funds are obtained and conceivably a situation may develop where it would be in the public interest to grant construction permits to educational groups before they are definitely in possession of funds necessary for the construction and operation of educational television stations.

"I feel constrained to call your attention to the wording in the August NAEB NEWS LETTER which sums up my dissent by stating that I said educational channels should be kept open for other applicants until the appropriation of funds assured that they would be used. The omission of the word educational between other and applicants abridged my remarks to the point where, in my opinion, their real meaning is lost. While I am sure this was not intended by your publication; nevertheless, inasmuch as the Commission's 6th Report and Order with respect to the television frequency assignment plan permits commercial interests to seek reassignment of educational channels for commercial purposes after one year, anyone not having access to my dissent might easily assume from the NEWS LETTER item that the 'other applicants' mentioned therein referred to commercial interests.



"Since, as I stated in my dissent, it is my opinion that the public interest will be served best by keeping channels open for use by as many varied educational groups as possible until a trend or development in the educational television field can be observed, undoubtedly, for the present, I will be expressing myself in the same vein in connection with other financially unqualified educational applicants. The NEWS LETTER will, I assume, have reason to again refer to my remarks. I will appreciate it if my position is made unequivocally clear to your readers."

WISCONSIN TV PLANS: TV PROJECT DIRECTOR NAMED; SEMINAR HELD

Raymond J. Stanley, a member of the Wisconsin faculty since 1946 and production manager of the University's radio station, WHA, since 1948, has been named project director of the University of Wisconsin Television Laboratory by the University radio-television committee. He will coordinate the operations of the UW's closed-circuit television operations, which will be located in the former Chemical Engineering Building, near the WHA studios.

Dean John Guy Fowlkes of the UW School of Education, who will head a special television research committee, recently named as members of the committee: Professors Richard C. Church, School of Music; Burton R. Fisher, sociology; Chester W. Harris, School of Education; M. Leslie Holt, chemistry; Bryant E. Kearn, agricultural journalism; Lowell E. Noland, zoology; Robert L. Reynolds, history; William H. Sewell, rural sociology; Kurt F. Wendt, College of Engineering; and Dean William S. Middleton of the Medical School.

Consultants for the committee will be Professors Glenn Koehler, College of Engineering; Walter Wittich, Extension Division; Raymond J. Stanley, the project director; and Harold B. McCarty, director of WHA.

Stanley, who was prominent in radio work as a UW student, received his bachelor of science degree in education at the University in 1939, and his UW master of philosophy degree in 1940.

He taught at the University of Nebraska and at Michigan State, where he was program supervisor for WKAR, before he entered the Navy for war service in 1942.

The television research committee, Dean Fowlkes said, was set up as a special group to help guide research into television. "We will try to learn something about the effectiveness of television presentations and techniques, and perhaps develop new methods. It is our hope that we can throw some light on the educational values of the medium," Dean Fowlkes said.

Summer Seminar Held

Several outstanding planners and producers in educational television were brought to the Wisconsin campus last summer by the Television Committee of the University Extension Division. The purpose was to provide guidance and stimulation for those concerned about the possibilities of television as an extension tool of the University.

The series opened with two sessions conducted by Armand Hunter, director of television research and television at Michigan State College. Speakers were: Barclay Leatham, Western Reserve University, Cleveland; John Ross Winnie, State University of Iowa; Garnet Garrison, Director of Television, University of Michigan; and Colby Lewis, Producer-Director, WTMJ, Milwaukee.

### WNYE RESUMES TV SERIES

On October 6th the New York Board of Education resumed its television series "The Living Blackboard." The programs, produced in cooperation with the New York Daily News television station WPIX on Channel 11 are telecast every Monday, Wednesday, and Friday of the school year at 11:30 A.M.

Following the successful pattern set last year, three subject areas are explored each week. On Mondays there is a new guidance program, Your Life and Your Living, featuring sequences from selected educational films, live dramatic episodes, student participants and interesting guests from many fields of work. Dr. Frances M. Wilson, Director of Guidance for the Board of Education, serves as moderator.

On Wednesdays, Louis Kleinman, the Coordinator of the High School of the Air for Home Instruction, airs the program he initiated last year, Science At Your Fingertips. Topics in the area of General Science are covered in these broadcasts during this school term. A study guide has been prepared to supplement the telecasts.

### New Topics

A new offering in the field of the arts is the Friday presentation, Hobbies and Crafts. As the name implies, the program will explore such fascinating and varied fields as jewelry-making, ceramics, photography, ornamental painting and "ham" radio operating.

The topics for the new "Living Blackboard" series were not chosen at random by the producers of the programs but were selected on the basis of preferences indicated by the high school students on home instruction via a poll conducted last spring.

Although "The Living Blackboard" is designed to supplement the work of the home instruction teachers and the radio broadcasts of the High School of the Air, James F. Macandrew, Director of Broadcasting, and Mrs. Dorothy Klock, Television Supervisor for the Board of Education, hope that teachers and pupils in the schools of the city will use the programs this year wherever television receivers are available.

### KPRC OFFERS EQUIPMENT TO EDUCATORS

Television facilities valued at more than \$150,000 have been placed at the disposal of the Houston, Texas, School Board by the Houston Post Co., licensee of KPRC-AM-FM-TV in that city.

The offer was made by former Governor W. P. Hobby, Houston Post president, and Oveta Culp Hobby, executive vice-president. A similar offer was made to the U. of Houston Board of Regents. The two educational organizations are joint licensees of Channel 8, Houston's non-commercial educational outlet.

Acceptance of the offer was indicated by Holger Jeppesen, chairman of the school board's TV committee, who said: "I find this one of the most generous offers we've ever had. There was no price tag on this, but by checking I've found that we stand to get equipment valued in excess of \$150,000."

The Hobbys in a letter to the board noted their interest in educational TV and "for these reasons, the Houston Post Co. has decided to offer to you, as a gift, certain of its present facilities....These include without attempting to be specific, the studio building; sets and props; transmitter building; office, storage and shop space; 500-foot tower and its facilities...."

The letter pointed out that should the offer be accepted, Channel 8 would be on the air sooner than anticipated. The gift will be effective about Feb. 1 when a new plant being constructed for KPRC-TV will be ready for occupancy.



ILLINOIS U'S PROF. GOBLE WRITES ON 'TV--AN EDUCATIONAL FUNCTION'

George W. Goble, Professor of Law at the University of Illinois, wrote a letter to the editor of the Champaign-Urbana News-Gazette commenting on the propriety of an educational institution's operating an educational television station. Because of its application to situations which may arise elsewhere in the country, Goble's letter--originally published on April 10, 1952--is reproduced here for News-Letter readers who may have missed it when it recently was circulated by the JOET.

Letter Makes Four Points

"Much has appeared recently in the public prints on the relative claims of the University of Illinois and private business to a license to operate a television station in this locality. As against the University's claim it has been urged that the operation of a station by the University would be an interference with freedom of enterprise, that it is not an educational function, that it would involve an unjustifiable expenditure of public funds, and that the people do not want educational programs. Hence, it is asserted private business has a clear priority over the University for obtaining a license from the federal communications commission. I would like to make some observations on each of these points:

"(1) It is difficult to see upon what theory a commercial agency has a priority over a public institution to the free use of air space which is a part of the public domain. Private business does not own the space through which it must propel electrical waves in order to transmit its services to the people. This space is at the disposal of the government for the public good, and the University being a public agency ought to have a claim to its use for educational purposes superior or at least equal to the claim of a private institution.

University TV Not Unfair Competition

"Moreover if the University enters the telecasting field it will not come into unjustifiable competition with business, as some critics have charged. The principal objective of the University in operating a television station will be to provide the people with educational and cultural programs. In doing this it will not engage in private business. It will not compete in selling the air as an advertising medium, nor as an agent for the purchase or sale of goods or services of any kind. The primary purpose for which private enterprise proposes to use the air is advertising. It will sell time on the air at so much per minute, during which the merits of various commodities and services will be repeatedly extolled and proclaimed. Between commercials, programs of a type primarily calculated to attract other and bigger commercials will be planned and staged. This is not said disparagingly. The procedure must necessarily be of this type because of the nature of the enterprise. In no other way can the business be conducted profitably. In no other way can many costly and valuable programs be placed on the air. But these considerations serve to point up the fundamental differences in the objectives of a University and a commercial television station. There is an overlap. There are conflicts. But each has its place. There is no unjustifiable invasion of the freedom of enterprise by the University. It must not be overlooked that public education is as deeply rooted in the American tradition as private enterprise.

TV Station Operation Within Education's Orbit

"(2) Is operating a television station a University function? The function of a university is education, and education consists at least partly in the dissemination of information and ideas by means of lectures, demonstrations, books, movies, radio and other methods of communication. Television is one of the most effective forms of communication yet contrived by man. Its educational potentialities are still beyond the reaches of the imagination. It has the power to place hitherto unavailable educational opportunities within the homes of thousands of people, young and old. Should this valuable educational device be denied to the University because private business desires it for use as an advertising medium?

Fund Appropriation Also Proper

"(3) It would seem to follow that if the operation of a television station is an educational function, the appropriation of public funds for its operation would be justifiable. Of course the legislature would still control the purse strings, and would have the ultimate power to determine the allocation of funds to it. The vote of legislators on the matter, no doubt, would be determined by its proved value to the people of the state. The objection by commercial stations to the expenditure of funds by the state for television is no more valid than an objection by privately owned technical and engineering schools to state expenditures for engineering shops and laboratories.

Critics On Horns of Dilemma

"(4) Do the people of the state want educational programs? On this point the representatives of private business are on the horns of a dilemma. If they say the people do not want educational programs, a University station would offer them no competition in public appeal, and their objection on this score would have to be withdrawn. If they say a University station will offer them competition then they must recognize that the people want educational programs. Now if privately operated stations propose to sponsor educational programs then it is admitted that telecasting is an enterprise, into which the University, as an educational institution, has a right to enter. If the people of the state want educational programs and are willing to pay the costs to enable the University to supply them, why are they not entitled to them? It can hardly be contended at this late date that education is not a matter of public concern or that it should not be supported at public expense.

TV Station Operation May Be Private or Public

"It is not denied that television is a legitimate and desirable field in which private enterprise may operate, or that television advertisement is not a beneficial and an essential branch of that business. The contrary is true. Nor is it contended that the University should have exclusive telecasting rights in this area of the state. The contention is simply that the operation of a television station comes within the proper sphere of education and that the University, in order to perform its educational responsibilities should be granted either full or part time control over a television station. If all available practicable air channels were awarded to commercial institutions then the vesting of substantial interests in reliance thereon could forever block education from entering the field. This might well have serious consequences. A monopoly in television by business would be as harmful as monopoly in television by the state."

NARTB REQUEST DENIED BY FCC IN SCHOOL BID

The request of the NARTB for reconsideration of the FCC's grant of a television construction permit to Kansas State College of Agriculture and Applied Science, Manhattan, Kansas, was denied recently by the Commission.

The NARTB had claimed the FCC's July 23 grant had violated the Commission rules requiring all TV applicants, without distinction between commercial and educational applicants, to be legally, technically and financially qualified as a condition to grant without hearing.

The Commission rejected the NARTB claim that the grant actually affected an amendment of the rules and was, therefore, a rule-making matter. In such case, NARTB had contended, the association and/or individual persons could be parties in interest.

NARTB had explained, after polling its board on the proposed protest, that the petition was not filed in opposition to the Kansas State College grant but to the manner of FCC handling.



COMMISSIONER WALKER ADDRESSES WOI-TV WORKSHOP

The TV Workshop held in August at WOI-TV, Ames, Iowa, under the sponsorship of the NAEB and WOI-TV, was addressed by FCC Chairman Paul A. Walker on "The Job Ahead for Educational TV." Following are some of Commissioner Walker's remarks:

Meet Here to Learn How to Build and Operate Stations

"For the first time in the history of television, we have here a national meeting of educators called not to consider whether they should build educational television stations or if they can build stations, but to study how to build and how to operate educational television stations. . . .

Need to Do Careful Job With Form 301

"The novice in these matters may find it hard to believe, but I assure you there is a very good reason for all the questions on Form 301. Our experience is that when a school files an application, it is anxious to get action from the Commission forthwith. I offer you this earnest suggestion: Do not do a superficial job. The better job you do on your application form, the more complete your information is, the less corresponding we have to do, the faster you can expect action. . . .

"Please keep these three basic inquiries in mind: The Commission must know exactly who is asking for the construction permit. . . Sometimes two or more educational institutions apply jointly but unless they have banded together to form a corporation or some other form of single organization, how can the FCC look to any one unit as the responsible party?

"Then, even if there is some kind of organization, you must make it clear just how the several schools, colleges or other units have the authority to join and pledge funds.

"The third basic point is to inform the Commission as to the source of the funds for your station and how they will be obtained. . . .

Impact on Both Commercial and Educational TV

"I do not minimize your responsibilities. You are being entrusted with much-sought-after channels in one of the nation's most valuable resources--the radio spectrum. This whole movement is a bold experiment. The whole nation, and indeed, nations beyond the seas, are watching your progress.

"I have commented on the influence you can have on educational television. But I believe that you are destined also to have a significant impact on commercial television. I am sure that you are going to develop many ideas which commercial broadcasters may find worthy of adoption. And thus, the creative work that you are soon to be launched on will enrich the whole fabric of American television broadcasting. . . .

"You are preparing to use the mighty power of television to help correct weaknesses in our educational system--weaknesses which are among the most glaring in our society.

"You are stepping up your attack on these problems through television under the pressure of the world crisis which demands immediate strengthening of our democracy.

"First, there is the insistent challenge of illiteracy. . . .

### Educational Challenge of Overcrowding

"Then there is the challenge of over-crowding in our elementary schools and high schools: 300,000 classrooms are needed immediately. And, because of the increase in population, another 300,000 will be needed in 1958.

"There is the challenge of the shortage of elementary school teachers, now estimated at 53,000.

"There is the challenge represented by the millions of eligible young men and women who are unable to go to college mainly because of economic reasons. For every American boy and girl now in college, there is another boy and girl qualified to attend but who is not attending because of lack of funds. . . .

"Implicit in all these problems is this challenge: In a democracy we are extremely sensitive to the rights, the privileges, the potentialities and the aspirations of the child or the adult as an individual. As a general principle, we believe in equality of opportunity in education. In addition, educational leaders point out the value of an educated citizen to his community and to his nation.

"Every time we fail to capitalize fully on the minds of our youth by not giving them the fullest educational opportunities that they are capable of employing, we are guilty of a monstrous waste of human resources. . . .

### Important Role of Adult Education Overlooked

"The Report of the President's Commission on Higher Education had this to say of the role of the colleges in this field:

"The present status of university extension service makes it painfully clear that the colleges and universities do not recognize adult education as their potentially greatest service to democratic society. It is pushed aside as something quite extraneous to the real business of the university."

"The President's Commission pointed out that elevating adult education to a position of equal importance with any other function would require more teachers, more manpower in administration and a very considerable increase in budget. But the Commission did not concede that this is the biggest obstacle.

### Should Broaden Concept to Include TV

"The principal obstacle, it asserted, is the limited concept that higher education still holds of its role in a free and democratic society.

"It must broaden that concept," the Commission declared. "It must cease to be campus-bound. It must take the university to the people wherever they are to be found and by every available and effective means for the communication of ideas and the stimulation of intellectual curiosity. . . ."

"As directors of these educational stations, you have your work cut out for you in helping Americans to adjust themselves to their new responsibilities as citizens of a nation commanding world leadership, citizens who must study and solve correctly many knotty international problems. . . .

"Ladies and gentlemen, the beginning of educational television in America is in your hands. The children of America, the grownups of America, hungry for the benefits you have to offer, await the fruit of your efforts. Nowhere in the world have educators been armed with the power you now have at hand to speed the education of an entire nation. I know that you approach the fulfillment of your mission with a sense of high resolve, of humility and of dedication. And knowing this, I know that success will crown your labors."



## ST. LOUIS TV. STATION FORECAST WITHIN ONE YEAR

Opening of a St. Louis educational TV station within a year appears to be a virtual certainty. Chairman Raymond H. Wittcoff of the Mayor's Committee on Educational Television said, "There is every reason to believe we will have it."

Wittcoff, a manufacturer and president of the Adult Education Council of St. Louis, said the project is materializing in large part because of "magnificent cooperation" from area public and parochial schools and Washington and St. Louis universities. In this venture they are united "in an almost unprecedented way," he declared. He gave an indication of the initial cost when he said that each of the area's approximately 400,000 TV sets "will become a classroom for less than a dollar each."

Though Channel 9 has been reserved by the Federal Communications Commission for a non-commercial educational station, granting of a license and actual operation was until recently little more than a hope. Now, Wittcoff said, there are "tangible prospects" for adequate financial support, including some from a foundation. He said planning has gone ahead rapidly. The two universities already are setting up television courses. Washington U. recently hired a television producer with broad network experience.

### No Divided Time

It has been agreed, he disclosed, that programs will not be on a divided time basis. That is, there will be no programs exclusively for any one group of schools or for any religious group. "We are agreed," he said, "that our productions will cover educational ground common to all."

Channel 9 is on very high frequency (VHF) which all existing sets in St. Louis can receive without adjustment. Programs during school hours would be designed for pupils and students. Evening programs would be for adults.

"This is one of the greatest educational and cultural opportunities ever offered our people," Wittcoff told a meeting of public school principals. "Its success, once the license is applied for and issued, will be in the hands of your own and other educational systems. The station will be non-profit, cooperative and completely independent of government--city, state or federal--except for policing by the FCC."

To support the venture, Wittcoff said, it is planned to seek private financial help, both from individuals and organizations such as P.T.A. groups. Donations both large and small will be sought.

"The cost will be considerable," Wittcoff said, "but it will be only a tiny fraction of the community's total educational expenditure. And the cost does not in any way involve shrinkage of teachers' salaries or measures of that sort."

## W. VA. APPROVES \$250,000 FOR MARSHALL COLLEGE TV

The West Virginia Board of Education recently approved funds for the development of educational television at Marshall College. The center, to be located in the new science hall on the Marshall campus, will be a further expansion of the recently completed modern educational radio studios.

Raymond D. Cheydleur, Director of Educational Radio and Television, said that the \$250,000 the Board of Education has approved for the development of TV will enable educators in West Virginia to keep abreast of educational trends. Because of serious geographical problems in this state, television will become one of the least expensive educational "Tools." Eventually, educators expect to offer programs and classes to at least 136,000 students.

### POOLE TELLS SCHEDULE FOR "SCIENCE REVIEW" SERIES

Topics for the fall and winter schedule of the Johns Hopkins Science Review, produced in the WAAM studios for DuMont network release, have been announced by producer Lynn Poole. The series returned to the air September 15.

The fourth program, October 6, presented "How We Will Conquer Space," and the October 13 and 20 broadcasts also dealt with outer space. Upcoming programs include: "George--The Mechanical Mind," October 27; "X-ray--by Motion Pictures," November 3; "Man Against Cancer," November 10, 17, and 24; "100,000 Colors to See With," December 1; "Seeing Is Not Believing," December 8; "New Developments in Psychiatry," December 15; and "Ask Your Dad," December 22.

### Johns Hopkins to Build TV Equipped Auditorium

Johns Hopkins University recently announced that construction would begin soon on what the university believes to be the first academic auditorium to be built with permanent installation of television broadcasting facilities. The building, Shriver Hall, is to cost more than \$1,000,000, and is to be completed by the autumn of 1953. It will have video cabling facilities and microwave facilities so that the university can broadcast nationally or locally from its stage.

### UNIVERSITY OF MICHIGAN OFFERS TELECOURSES OVER THREE STATIONS

Telecourses--college courses via television--will be offered by the University of Michigan over WWJ-TV, Detroit; WJIM-TV, Lansing; and WKZO-TV, Kalamazoo.

This is the third year the program has been telecast. During the 1951-52 season, 3800 registrations were received for the courses which originate in the WWJ-TV studios.

Science will be emphasized in the opening courses. Half-hour weekly lessons in "Modern Physics," a 15-weeks course, and "Understanding Our Natural Resources," seven weeks, will inaugurate the fall semester. The resources program will be followed by an eight-weeks course in understanding music.

Prof. Ernest F. Barker, chairman of the University's Department of Physics, will deal with the atom and atomic energy, light and radio waves, radar, and the use of the electron microscope, during the 15 lessons. Use and waste of natural resources will be discussed by Shirley W. Allen, professor of forestry, in the seven weeks telecourse. Forests, minerals, water and wildlife will be included in his list of subjects. Members of the School of Music faculty will present the music course emphasizing the vocal arts.

Weekly lessons on the one-hour program have been extended from 20 to 30 minutes this year because of popular demand, according to Garnet R. Garrison, director of television. A third portion of last year's show, The Teletour, will be carried by WWJ-TV at another time, he said.

Supplementary written material on the courses may be obtained by enrolling with the U-M Extension Service in Ann Arbor. Fees of two dollars for 15-weeks courses and one dollar for the short courses are charged. Upon completion of a course, a Certificate of Participation is sent enrolled persons.

### NEWARK OUTLET SCHEDULES EDUCATION DISCUSSIONS

School issues and new developments in education were shown in six weekly TV programs over WATV, Newark, N.J., last July. The series, titled "Summer Session," was presented by the Institute of Administrative Research of Teachers College, Columbia University, in cooperation with the station.

Members of the institute staff, school superintendents, teachers, and other educators participated in the discussions which featured the half-hour programs.



---

## GENERAL NEWS OF BROADCASTING

---

### RESEARCHER TABULATES RADIO COMMERCIAL VOCABULARY

Writers of radio commercials have some standard ideas on the subject of words you like to hear, according to a survey of 303 commercials made by David L. Thompson, graduate student researcher in the University of Wisconsin School of Journalism.

The word most used is "you." It appears eight times a commercial on the average. "Wonderful" is next, a total of 167 times by the 303 commercials. Then come--in order--"new," "good," "better," "fine," "best," "effective," "natural," "big," "fast," "finest," "great," "efficient," "improved," "nice," and "favorite."

But the words that writers thought listeners like the best--just for the sound when they are spoken--are these: "Pleasant," "sparkling," "beautiful," "lovely," "refreshing," "perfect," "delightful," "loveliest," "pleasure," and "pleasing."

For his study, Thompson picked only the most successful network commercials of 14 advertising agencies submitting the commercials for examination. Eighty-seven were for food products, 94 for soaps and cleansers, 31 for smoking materials, and 91 for drugs and toiletries.

### Purpose of Study

"The purpose of the study was to learn which of the words and phrases comprising the vocabulary of radio commercials have the greatest appeal," Thompson said. "Appeal was determined by measuring the repetition of words and phrases in the most effective and successful commercial continuity on the airwaves."

None of the words was used less than 10 times and most were used much oftener. Thompson found that radio writers have an array of favorite words for use in specific instances.

To establish a congenial atmosphere the announcer addresses the radio audience with "you," "ladies," "folks," or "families." The time for action is "today," "now," "tomorrow," or "daily."

Listeners are most often commanded to "try," "remember," "get," "buy," "enjoy," "use," "serve," "take," and "taste." The reasons for the commands are provided by "words of factual reference"--"easy," "American," "doctors," "tests," "facts," "economical," "world," "guarantee," "thrifty," and "convenient."

### Superlatives and Prestige

Of the superlatives, none of the Hollywood favorites were even ringers, but writers often put "quick," "special," "handy," "speedy," "amazing," and "super" into the announcers' mouths. A variety of words with taste appeal were used: "fresh," "mild," "smooth," "rich," "pure," "light," "creamy," "clear," "tender," "sweet," and "tasty."

Writers also often appealed to the listener's sense of prestige. Phrases used with prestige in mind were often "there's no finer," "that's why WE suggest," "call for it by name," and "so why not join me."

Thompson's survey disclosed that the listener is often told to "ask for," "look for," "always use," and "depend on." These phrases are usually used with the advertiser's brand name.

Although the writers' supply of adjectives and other words appealing to most listeners seems to be fairly limited, it could not be called unsuccessful. The commercials used in Thompson's study represented three-fourths of the gross network expenditures for 1950-51.

## VIENNA'S AMERICAN-SPONSORED NETWORK BUILDS UP ANTI-COMMUNIST NEWS TEAM

Austria's American-sponsored German-language network, Red-White-Red, with studios in Linz, Salzburg and Vienna, has built up a news team whose goal is to counter communist propaganda on both sides of the Iron Curtain. RWR is one of the most listened-to radio networks in Central Europe, heard by an overwhelming majority of Austrians, and increasingly respected by all freedom-loving people within the sphere of the former Austrian Empire over most of which broadcasts can be received. The importance of this cannot be underestimated as nearly all owners of radio sets in this area understand the German language. Furthermore, RWR is the only radio station whose broadcasts many of them can receive with their antiquated pre-war sets.

### Propaganda Plan

RWR's Austrian and American chiefs have worked out a propaganda scheme, carried it out in the past year, and proved its efficiency. The first thing they did was to hire a tough and tight trade-union man who knows how the workers feel about the Russians. In a daily broadcast, early in the morning, he tells his fellow-workers in their own language what's going on and what's going wrong, and explains what would happen if they had to work under red bosses. This broadcast, widely listened to, has proved successful time and again. A recent example was when communist-dominated factories voted overwhelmingly for anti-communist delegates at this year's union elections following RWR's broadcasts on the subject.

The next move of RWR's chief was to hire a multilingual Czechoslovakia-born commentator, who reads all iron curtain newspapers (available in Vienna's Russian sector) and translates them for Austrians.

RWR's 100 kw transmitters are only a few miles from the borders of several of the Iron Curtain countries.

The "World News Roundup" is a program for those who cannot or do not read foreign dailies and magazines. This roundup of direct reports by correspondents all over the free world is the first of its kind in Europe. It emphasizes the unity of the West and stresses the theme of growing Western economic and military strength.

### Former NAEber Skornia On Staff

RWR needed not only fighters but thinkers too. The former chief of the official Austrian press agency was hired to be coordinator of all of RWR's news and commentary broadcasting. Professor Ostry, the head of the section, gives political shape to the network's newscasts. His daily analysis of the world situation expresses not only his personal view on politics--it represents the will and wish of the free world, tries to give hope to the suffering and enslaved, and tells the others, who do not believe in freedom, that they cannot win.

After RWR network and program directors, advised by State Department officials (headed by Dr. H. J. Skornia, on leave as chairman of Indiana University's Department of Radio, and former consultant for RIAS and other German stations, as Radio Officer) has established this set-up, other political broadcasts were originated, broadcasts to show the communist world that criticism is essential to nations where there is freedom and truth.



### Cultural and Moral Issues

Theater critic Hans Weigel, Austria's Alexander Woolcott, who has for years been fighting against communist infiltration in the arts and for greater activity on the part of the country's cultural organizations, was given a weekly broadcast. After one of Weigel's cleverly led attacks, Austria's official daily recently fired its music critic, a famous and influential composer but a sympathizer with Soviet Russia. It is partly due to Weigel's activity that Austria's outstanding intellectuals are less infected by the communist disease than those of France or even of Great Britain.

Daniel Brier, one of RWR's most promising producers, concentrates on moral problems that arise in modern life. His broadcast is a series of wise and witty thoughts, philosophical at times, often whimsical. The audience which his program has successfully built up is one which wants to learn about the human aspects of what is wrong with our world and mankind. He is also the moderator of the network's forum program and "RWR Radio Parliament," a model of free speech, heard behind the Curtain where such criticism is taboo.

### Freedom of Expression Insured

To ward off the Austrian's and Western European's sceptical attitude, two other members of RWR's staff write and produce a man-in-the-street program for the average man. The problem of explaining political questions in this broadcast is only second ary; what matters most is that listeners in Austria and especially behind the Iron Curtain are taught to what extent criticism and discussion of everything on earth is not only possible but absolutely necessary in a free and democratic world.

RWR also sets aside a certain amount of air time for each party of the Austrian coalition cabinet, to the Trade Union Federation, and to the Chambers of Agriculture. Furthermore, cabinet ministers speak at regular intervals in broadcasts especially reserved for them.

The Austrian situation in the psychological war is better than in many other parts of the world, and Vienna has become an outpost in the Western psychological offensive. RWR, Austria's American-sponsored network, undoubtedly has contributed greatly to this intensification of the campaign by the work of its versatile and energetic news team.

### UTAH U. RADIO PERSONALITY AIRS EUROPEAN NEWS PROGRAM

Ann Wagner, broadcasting for the University of Utah, has been steadily building up a large and discriminating audience for over a year now with her "Voices of Europe." This feature has been broadcast weekly over KUTA, Salt Lake City, and tapes have also been mailed to other stations throughout Utah for rebroadcasting.

"Voices of Europe" is a fifteen-minute educational commentary and has as its chief aim the furtherance of understanding between this nation and our neighbors abroad. An accomplished linguist, Miss Wagner translates from representative European newspapers of varying political points of view, bringing a summary of what Europeans write for Europeans--especially what Europeans write about American affairs and Americans. Subject matter often ranges from what Europeans think about our political candidates or what they think about the way we think about their affairs, to what they think about American drama in foreign theatres, or any of innumerable subjects which make headlines in Europe. Miss Wagner has been a naturalized citizen of the United States for ten years. She was born in Germany and educated on the Continent.

Miss Wagner brings literal translations from the foreign press, summarizes but does not analyze or interpret, and attempts always to bring about greater international understanding by increasing the community's knowledge about our neighbors abroad. "Voices of Europe," consistent with the University's belief that educational broadcasters should offer radio and TV fare not usually aired by commercial interests, has built a large and appreciative audience in Salt Lake City.

### FORD FOUNDATION SERIES TO FEATURE OPERA

Opera produced especially for television by the Metropolitan Opera Company will be presented at least twice during the forthcoming season of the Ford Foundation's "Omnibus" which will be carried on the nationwide CBS television network beginning Sunday, November 9.

Robert Saudek, director of the Foundation's TV-Radio Workshop which will produce the 90-minute Omnibus series, has announced that Rudolph Bing of the Metropolitan Opera will personally work with the Workshop group toward the development of new techniques of stagecraft and of direction for televised opera.

The opera will be presented in English, and will feature the Met's foremost artists and conductors. The choice of operas will be announced later. For the TV presentations, Omnibus will depart from its diversified format in order to devote an entire program to each opera.

Omnibus, with a \$2,000,000 fund set aside for this most lavish of all TV program ventures, has been scheduled by CBS for the 4:30 to 6 p.m. EST time period on Sunday afternoons. The program is being offered for the multiple sponsorship of five national advertisers.

Many of the program features will be in the nature of "show-casting" programs that may eventually find their own places in network schedules, Saudek declares. He added that wide latitude will be given to creators of individual features to insure a high performance level. Alistair Cooke, Peabody Award-winning commentator, will be master of ceremonies for the series.

Included in the Omnibus plans are original plays by Maxwell Anderson, French ballet features already in production in Paris, a music series by Leopold Stokowski, a series of plays by poet-critic James Agee, and specially edited films by the New York Zoological Society and the American Museum of Natural History.

Saudek says the series will present, within its 90-minute format, five distinct features of unequal length in each broadcast. These will be both live and filmed.

"A variety of features is now being produced," Saudek declared, "ranging from fact and fiction to modern living, and treated to popularize matters of vital interest and lasting value. Associated with individual features are Richard de Rochemont, former March of Time producer, and Jean Benoit-Levy, producer of the French film "Ballerina" and "La Maternelle."

The permanent staff of Omnibus includes John Coburn Turner, assistant director of the Workshop, Franklin Heller, executive associate, who is on leave of absence from CBS to join the Foundation, and William Spier. Omnibus will be the third series produced by the Workshop since its inception in 1951. Omnibus will continue for 26 weeks during its initial season.

### COLUMBIA SEMINAR SERIES PRESENTS SOCIAL PROBLEMS

ABC has spotted its new "Seminar" program, presented by the Columbia University School of General Studies, at 7 p.m. Saturday evenings. The half-hour program made its debut October 4.

The TV series airs an actual seminar in American civilization, based on a regular course studying the major contributing factors of civilization in the United States. Television viewers can obtain a syllabus of the course from the University, and will be permitted to take a final examination if they choose to do so.

Viewers taking the examination will be graded free of charge, but will not receive academic credit for the course. Donald N. Bigelow, assistant professor of history at Columbia is conducting the programs, which are produced at ABC's 58th St. Theater under supervision of John W. Pacey, the web's director of public affairs.



## AMERICAN EDUCATION WEEK WILL FEATURE CHILDREN IN TODAY'S WORLD

The 32nd annual observance of American Education Week, November 9-15, 1952, will again direct nationwide attention to the work of the schools. The central theme of the 1952 program is "Children in Today's World," with daily emphasis upon "Their Churches," "Their Homes," "Their Heritage," "Their Schools," "Their Country," "Their Opportunity," and "Their Future."

American Education Week is a time to review the purposes and accomplishments of the schools, to consider their needs and problems, to sharpen public interest in school improvement, and to strengthen the bonds of home, school, and community cooperation. An effective community-wide observance of American Education Week is a good foundation for a year-round program of school public relations, suggests Ivan A. Booker, Assistant Director, Division of Press and Radio Relations of the National Education Association.

## OPERATING AMERICAN TAPE RECORDERS IN BRITAIN

Many inquiries have been made concerning the use in Great Britain of American recording machines. For your information we reproduce below a report written by a British Broadcasting Corporation technician.

"Alternating current in England generally has a frequency of fifty cycles and in the United States of sixty cycles. The frequency or number of cycles determines the speed of the electric motor used in a tape recorder to drive the tape.

"One of the standard speeds at which tape is driven is fifteen inches a second. Should one connect a tape recorder with a tape speed of fifteen inches per second designed for United States sixty cycle operation to the British fifty cycles, it would operate but the motor would revolve slower, actually at five-sixths of the speed for which it was designed. This in turn would drive the tape slower at five-sixths of fifteen inches a second or at twelve and a half inches per second. If the tape were played back in England on the same sixty cycle machine on which it was recorded it would of course work at the same sub-standard speed of twelve and a half inches per second and reproduce quite well. Should this tape however be played back in the United States on the same or any other standard machine it would play back at the correct fifteen inch per second speed which would be two and a half inches per second faster than that at which it was recorded. This would result in a speeding up of the program content, a rise in pitch and a shortening of the program time.

"In short you can operate a standard sixty cycle American machine in England only if you are prepared to play back the tape or dub it from the same machine in England. It could not readily be reproduced in this country.

"Some United States recorders--for instance the Magnacord--can be fitted with special pulley wheels which enable them to be run at a standard speed while operating on fifty cycle current. With such a device the tape is recorded at the standard speed in England and will reproduce in the United States on any standard machine or on the machine on which it was originally recorded if the sixty cycle pulleys are replaced."

## LONDON CLASSROOMS HAVE CLOSED-CIRCUIT TELECASTS

LONDON, ENG. - The British Broadcasting Company is telecasting closed-circuit educational programs to 12 London schools in an experiment to determine the effectiveness of in-school teaching by television. Inspectors of the Schools Broadcasting Council are testing classroom reaction to TV.

Expansion of the telecasts into a regular schedule is planned following a study of the experimental programs. The BBC for many years has given a wide range of lessons daily to schools all over the country by radio.

---

RESEARCH REPORT  
by Dallas W. Smythe  
NAEB Director of Studies  
University of Illinois, Urbana

---

It is a rare pleasure to be able to review an audience study conducted by an NAEB member station. This month we have that pleasure because WBAA (Purdue University, Lafayette, Indiana) has published in mimeographed form a report on its 1952 study of urban audience groups. The present study covered seven towns in addition to Lafayette. Two earlier studies preceded this one: the first was a study of winter radio listening in 1951--a graduate thesis by R. Horton. The second was a summer radio study in 1951 by R. Lanman. Both of these studies concentrated on the rural audience.

One-third of the individuals in the eight towns studied had a TV set. Radio stations thus face much greater TV competition in these Indiana towns than in the rural areas previously studied where TV sets were less frequently owned. Almost all of the individuals in these towns (90 percent) had at some time listened to WBAA. More than half of these (56 percent) heard the station "last week." The kind of program most often thought of when WBAA was mentioned was Sports (23 percent of the listeners), followed by Popular Music (18 percent) and Classical Music (17 percent). About one-ninth of the listeners reported no kind of program associated with the name, while only 2 percent think of Farm Programs and another 2 percent think of Talks and Lectures.

WBAA regular listeners are more likely to lack TV sets than to have them (two-thirds of non-TV owners listened in the "past week" as compared with 40 percent of TV owners). The station's most faithful listeners tend to be drawn from among those with advanced education (64 percent of college graduates listened in the "past week" as compared with 53 percent of grade and high school graduates). People who belong to one or two clubs are more likely to be listeners to WBAA than those who belong to none or to three or more (the percentages respectively listening to WBAA in the "past week" were 67, 46 and 55). The most faithful listeners were "business owners and top managerial" (75 percent of these listened in the "past week"), while unskilled laborers are least attached to WBAA (exactly 50 percent listened in the "past week"). Housewives, small businessmen, white collar employees and skilled labor occupied a middle position. Individuals with children and those without children are equally likely to listen regularly to the station. And lastly the men in the WBAA audience are more constant listeners than the women. The published data, however, do not support the report's conclusion that men constitute a larger part of the audience than women.

The report provides information on the attitudes of the audience toward the full range of radio programs on all commercial as well as non-commercial stations. Music programs were most often mentioned as "favorite programs" (17 percent), followed by Variety shows (14 percent), with third place being taken by Situation and Family Comedy (9 percent) and fourth place showing a tie between Soap Operas and Quiz shows (7.8 percent). Asked which type of programs the respondent thinks a "waste of time to put on," the most commonly named classes were Soap Operas (30 percent), Crime shows (25 percent), and Music (12 percent).

Of special interest to the NAEB will be the information obtained on audience reactions to NAEB Tape Network programs. All respondents were asked the following question: "WBAA has been putting on a series of evening programs by the NAEB Tape Network. They have been at 7:00 o'clock and at other odd times during weekday evenings. Have you heard any of these programs?" The answer "yes" was given by 12.3 percent. These were then asked if they remembered the names of any that they had heard. In answer to this unaided recall question, 5.2 percent recalled the name of one program or more. The proportions of all these program mentions were as follows:



BBC World Theater	42.8 percent
Music for the Connoisseur	14.3 percent
A Time for Planting	14.3 percent
Cooper Union Forum	7.2 percent
Bach Memorial Concerts	7.2 percent
Stories and Stuff	7.2 percent
University of Michigan Band	7.2 percent
America and the World	0
Masterworks Story	0

The respondents were then shown a list of the programs and asked "Which of these did you listen to most of the time, which occasionally, and which didn't you listen to at all? At this point 14.1 percent recalled hearing one or more programs. We reproduce here the percentages answering "most of the time" and "occasionally" in the order of the total of the two categories:

	<u>Most of the time</u>	<u>Occasion- ally</u>	<u>Total</u>
University of Michigan Band	2.23	5.20	7.43
Music for the Connoisseur	2.23	4.83	7.06
BBC World Theater	2.60	4.08	6.68
A Time for Planting	2.60	3.72	6.32
Masterworks Story	1.12	4.46	5.58
Bach Memorial Concerts	1.46	4.08	5.57
America and the World	1.49	2.97	4.46
Cooper Union Forum	1.86	2.23	4.09
Stories and Stuff	1.12	1.12	2.24

Special questions were included as to WBAA's "Schools of the Air" programs. One-fourth of the urban population reported some listening to these programs, with 30 percent of this group reporting listening to one of them in the "past week," and one-eighth of the group of adults who listened to them being able to remember the name of the particular program which they found most interesting.

Questions addressed to Sports program listening discovered that almost two-thirds of the population heard some of WBAA's football and basketball game broadcasts, with three-fourths of the sports program listeners having tried "to hear all of these games they could."

Lastly, special attention was paid to a children's program "Storyland Special" broadcast from WBAA at 5 every afternoon. It was learned that older children (age 8-12) were more likely to listen to it than younger children (age 3-7). The older children were also more likely to listen to the whole program than the younger children, one-fifth of which listeners listened only to the first part of the program.

The technique of surveying employed in this WBAA study is worthy of warm commendation on several scores. Area sampling, carefully designed, permits precise calculation of the reliability of the statistical results. The urban sample was designed to deal with individuals rather than families on the realistic assumption that the urban family lacks the homogeneity to yield as meaningful results as in rural areas. The main reliance was placed on this interview survey, but an effort was made to develop mail techniques which could yield more cheaply in the future the answers to questions for which known reliability is not administratively necessary. In this respect, as in the use of consistent questions and sampling techniques as between this and preceding surveys, WBAA has multiplied the efficiency of its efforts in audience analysis. This particular study was conducted by Richard W. Lanman under the joint sponsorship of John Henderson, Director Pro Tem, WBAA, and H. H. Remmers, Director, Division of Educational Reference, Purdue University.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.