

N - A - E - B NEWS - LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Edited by Harold A. Engel, President
Station WHA, University of Wisconsin, Madison, Wisconsin
August 4, 1947

APPRAISE YOUR RESOURCES

The recent announcement made by the Columbia Broadcasting System that it has allocated \$200,000 for next season's School of the Air is an incentive for educational stations to evaluate their own resources. This sum is for the cost of actors, musicians, writers and directors, but does not include charges for time on the air. Some 25 men and women are now engaged in research on the school series which will open on October 6.

What about the talent resources within the staff of every school in the country? Authorities in many fields are available to the educational station which will seek them out and assist in adapting their material to radio. The commercial operator must go out and buy that kind of talent to have it available.

Within our institutions are the really big names in many fields. These are "stars" to be featured by the educational stations. It will usually take considerable work to adapt such talent to a style popular enough to command a sizeable portion of the listening audience---but it is worth the effort.

You have resources which our commercial brethren could not afford. Use them well.

OHIO STATE COORDINATES RADIO ACTIVITIES

In a further consolidation of radio activities at Ohio State University, President Howard L. Bevis recently appointed I. Keith Tyler, Director of Radio Education, as Coordinator of Radio Activities. All radio instruction in the several departments and schools and at the university station, WOSU, will be integrated by the Coordinator who will work closely with an Advisory Committee composed of each of the radio instructors and the program manager and director of WOSU.

All courses and facilities of instruction regardless of department must be approved by the Coordinator under the new set-up in order to make possible unified expansion and development.

ALABAMA U REPORTS

Graydon Ausmus supplements an earlier report on Alabama University's radio broadcasting, saying that in spite of having a small staff they have put on public service and public relations programs in the last year over 17 stations in the state. He, as director, has a full-time script writer, and part-time student assistants as follows: 4 technical, 2 secretarial, 1 production. He has the backing of an advisory committee consisting of the Deans of Arts and Sciences, Extension Division, and the School of Law.

Looking ahead he plans to get wider coverage for his programs, broaden the scope of the program service, and secure the participation of a larger number of state service agencies. The development of a University FM station is on his mind too.

PUT IT ON YOUR CALENDAR

----NAEB Convention----

Saturday evening, Oct. 25, 1947

Sunday, all day, Oct. 26, 1947

Continental Hotel - Chicago

Vice-President
Robert J. Coleman
WKAR
East Lansing, Mich.

Treasurer
W. I. Griffith
WOI
Ames, Iowa

Executive Secretary
M. S. Novik
30 Rockefeller Plaza
New York, N. Y.

Waldo Abbot, Michigan
John W. Dunn, WNAD, Oklahoma
Richard B. Hull, WOI Iowa State

Executive Committee
Milford C. Jensen, WCAL, St. Olaf
James S. Miles, WBAA, Purdue
Russell Potter, Columbia

MEMBERSHIP APPLICATIONS

The publication of the following applications for membership in the National Association of Educational Broadcasters constitutes notice to all members. Unless negative votes are received within thirty days, all members will be recorded as voting in favor of granting such membership, and the Constitutional required will thus be complied with.

For Active Membership

WMBI, Moody Bible Institute, Chicago, Illinois Robert Parsons

For Associate Membership

East Central State College, Ada, Oklahoma Oscar L. Parker
University of Hawaii, Honolulu, T.H. Joseph Smith

Memberships Accepted

University of Tulsa, Tulsa, Oklahoma (Active)
Pennsylvania State College, State College, Pa. (Associate)

WMBI, Moody Bible Institute - 153 Institute Place, Chicago 10, Illinois. Robert Parsons, Director. The Institute has operated Station WMBI (5000 watts, 1110 Kc), daytime non-commercial, since 1926. It also operates its own FM station WDLM on channel #259. This station went on the air experimentally on Sept. 5, 1941.

East Central State College - Ada, Oklahoma. E.C.S.C. does not operate its own station, but carries on its broadcasting activities over the local station KADA.

University of Hawaii

The institution is carrying on its broadcasting activities over commercial station in Honolulu. Ten broadcasts per week are offered.

At the present time, a University Radio Committee is having a study made to investigate the broadcasting potentialities of the institution and make recommendations for courses of instruction. Dr. Joseph Smith of the Speech Department is administering the work of the Committee.

WISCONSIN LEGISLATURE EXPANDS FM

On August 5, Governor Oscar Rennebohm signed a bill passed by the 1947 Wisconsin Legislature appropriating \$166,100 to the State Radio Council for the expansion of the state's network of non-commercial educational stations. The bill passed the Assembly with but 19 dissenting votes and cleared the Senate with only 5 votes in opposition.

The first station in the chain is now in operation in Madison. The second one is under construction near Milwaukee. The third will be started at once, and is expected to be on the air in the spring of 1948. The fourth unit is planned to be in operation in the fall of 1948. Four more units are to follow.

IN MEMORIAM

Dave Owen, University of Michigan and former NAEB Associate Member, died on July 4 at the age of 48 at Ann Arbor after a long illness. Burial was in Falmouth, Massachusetts.

NAEB extends its sincere sympathy to Mrs. Owen and daughter Rosemary.

NAEB condolences to Seymour Siegel (WNYC) upon the sudden death of his father on June 29.

GUESTITORIAL

FOR BETTER SERVICE

For several years I have been identified as the "watch dog of the Treasury", in my official capacity as Treasurer of N.A.E.B. I take your money.

Through the years we have seen improvements made in educational broadcasting, both with respect to the technical equipment used, and the development of well-conceived programs worthy of the educational institutions initiating them.

Some of us have looked with "green-eyed envy" at the funds available to commercial stations and forgotten that these funds are derived from the sale of time for advertising the wares of sponsors. Without entering into an argument about the merits or lack of merits of commercial announcements, the fact remains that because our programs are free from advertising, we are in the good graces of many listeners who are quite "fed up" on the sponsor's sales talk. Without "knocking" the way in which commercial broadcasters operate, or patting ourselves on the back for not advertising, we must carry on. We can build loyal audiences of regular listeners for culturally significant programs.

No one station, or program of an associate member over a commercial station, can expect to claim the attention of all of the listeners all of the time. However, it is reasonable to expect that we will be able to claim and hold the interest of discriminating, substantial, individuals who like what we have to say and the way we say it. That audience is waiting----unsatisfied.

The path of the members of the Federal Communication Commission is not "strewn with roses". Though they are conscientious gentlemen who take their job seriously, they are subject to pressure from groups whose interests are opposed to those of educational stations. We owe it to ourselves to keep the FCC informed of our opinions and wishes on controversial issues. The greatest need of the N.A.E.B., in that respect, is to have a representative in Washington D.C. where radio decisions are made. Call him executive secretary or bestow another title, we need him. His duty it would be to see that our interests are guarded, and that we are kept informed as to policies and procedures as they are developed. He would direct our respective efforts to a common goal.

The services of such a competent representative will cost money, but it will be worth it. Unless a "Santa Claus" to provide the funds is found in the very near future, we should seriously consider ways of raising the necessary funds through our members. Increased dues from those who are already members, membership of a number of new FM educational stations, and associate memberships from colleges and universities carrying on activities in the field of radio are possible sources. Though such expenditures may be a hardship, the greater services to be rendered by NAEB will pay off. The efforts of new members need the guidance of members who have through years of experience developed know-how which can be transferred.

.....W. I. Griffith, Treasurer of N.A.E.B.
WOI, Ames Iowa

WHO PAYS THE FIDDLER?

According to reports coming out of Washington the taxpayers of this country will contribute some \$6,400,000 for the running of the Federal Communications Commission in 1948 fiscal year. This may be small change in terms of the millions in revenues derived from the sale of radio time----but it further indicates that free radio is still a myth in these United States. Perhaps those who advocate a rental fee for the use of the public domain do have some arguments on their side.

THE WQQW QUESTION

The experience of WQQW, Washington known as the "blue book station" because it reduced commercials to a minimum and kept the listeners' interests in mind as well as those of the sponsors, indicates again that "he who pays the fiddler calls the tune".

The station, which was piloted by Edward Brecher, gave the public what it wanted---good music, brief commercials, and quality programs. Listeners liked it. But, the station could not adhere to the policy of brief commercials and at the same time earn sufficient revenue to operate profitably. The result--reorganization along more conventional lines---a loss to the listeners.

This should serve to again remind non-commercial stations of their unique opportunities for serving. The audience is waiting. Capture it!

ADAMS TALKS RADIO COOPERATION

Ed Adams reports from the University of Washington in Seattle that when the broadcasters of Washington and Oregon met in a joint session in Portland in June, he was called in to speak on the mutuality of the need for cooperation between broadcasters and educators.

MUSIC CODE DEVELOPMENT

Following the report that union restrictions on the use of educational music would be eased, and that a code conference would be held to formulate conditions of music use this exchange of telegrams occurred:

Honorable Carroll Kearns
House Office Building
Washington, D.C.

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, REPRESENTING THE NON-COMMERCIAL INSTITUTIONALLY OWNED STATIONS OF THE COUNTRY, REQUESTS THAT ITS INTERESTS BE NOT JEOPARDIZED IN THE FORMULATION OF THE CODE FOR EDUCATIONAL MUSIC BROADCASTING. WILL APPRECIATE OPPORTUNITY TO HAVE NAEB REPRESENTATIVE AT CODE CONFERENCES.

July 24, 1947

Harold A. Engel, President NAEB

I HAVE FORWARDED YOUR TELEGRAM TO CLIFF BUTTELMAN. I FEEL SURE HE WILL GIVE YOU FULL CONSIDERATION AND CONFERENCE ON CODE.

July 25, 1947

Carroll D. Kearns MC

NAEB's interests will be represented at the conference and a report will be made on the developments.

In the past non-commercial stations have, in general, enjoyed immunity from music restrictions by virtue of the basis of their operation. It is desired that a cordial working relationship be maintained.

CONVENTION HOTEL RATES

The Continental Hotel, 505 N. Michigan Avenue, Chicago, Illinois will be the meeting place for the NAEB convention on October 25 and 26. The School Broadcast Conference which opens on the 27th will meet in the same hotel and reservations may be made for continuous attendance. Hotel rates quoted are: Single \$5.00 up, Double \$5.50-7.50, Twins \$7.00-\$9.00, Suites \$11.50 up.

CALIFORNIA RADIO PLANS STYMIED

The University of California and the California Department of Education lost in their attempt to persuade the 1947 State Legislature to provide funds for the establishment of a state-wide non-commercial educational FM network. Identical bills introduced in both houses met defeat without ever coming up for a vote. The Senate bill died in the Education Committee, where it was tabled after cries of "Communism" were heard. The Assembly bill died in the Ways and Means Committee after being sent out from the Education Committee.

The apparent reasons for the failure of the measure are assumed to be:

- (a) Political feuding between the Governor and the Legislature---coupled with the urge to adjourn.
- (b) Opposition of the telephone interests because radio link rather than land-lines was proposed.
- (c) Opposition of commercial broadcasters who, through their Northern and Southern sections of NAB, used varied devices to befuddle the issue. While they did not openly admit being in opposition, the presence of influential San Francisco and Los Angeles station operators---with their attorneys---is hardly mere coincidence.

Certain questions should be asked of the legislators and of the broadcasting interests and the FCC. What action in the broadcasters' meetings preceded the press reports that the Northern and Southern broadcasters' associations were guiding to kill off the bill in the Legislature? What activities were carried on among the lawmakers after the FCC representative's investigation caused the campaign to go "underground"? What did the FCC representative discover in his investigation? Why were proponents of the bill in the Legislature not given a chance to speak in behalf of the measure at hearings held for that measure? Who stimulated the Senator to inject the "Communism" bogey into the hearing and thereby embroil the Committee in irrelevant conflict? Why was the representative of the Federal Communications Commission who was present at the meeting not permitted to answer questions raised by the Committee members?

In the interests of their inalienable rights, the intelligent people of California should rise up in wrath at this betrayal of the concepts of democratic government!

Again we say---this is a matter which needs to be thoroughly investigated by the FCC if encouragement is to be given to other would-be-broadcasters in the public service field. How can any state be expected to have the courage to operate a station following the precepts of the "Blue Book", if all it has to expect is organized lynching at the hands of selfish, short-sighted entrenched interests? If FM is to give education its second-chance, this cannot be permitted to pass without investigation!

In the meantime, the University of California is moving its radio headquarters from Berkeley to Los Angeles in order to be nearer to the commercial stations over which it will carry on its broadcasting. Hale Sparks will have his office there, hereafter.

NAEB MEMBERSHIPS

In recent months, many new members have been accepted by NAEB. More are needed if we are to present the united front which is so essential, if we are to be heard in high places.

Look over your area. Are there any prospective members there? Invite them to membership. Remember: institutions operating their own facilities become Active Members. Those broadcasting, but not having their own stations, are eligible to become Associate Members.

For the good of the cause-----rally the new memberships!

NEWARK SCHOOLS START FM

The Newark (N.J.) Board of Education will put its FM station WBGO on the air on a regular five hour daily schedule starting on October 1. The station will have studios and transmitting equipment atop Central High School in Newark.

William Pfeiffer, formerly of Westminster Choir College and earlier on the staff of WHA at the University of Wisconsin, has been appointed Supervisor of Radio. On his staff are a producer, a program arranger and a script writer.

Programs for classrooms will range from elementary to high school level.

INDIANA STARTING SCHOOL OF SKY

Harry Skornia reports that Indiana University is this fall opening its School of the Sky for classroom listening. The programs will be integrated with the Indiana schools curriculum on the sixth grade level in the fields of the social studies, science, literature, art and music. The State Department of Education will publish and distribute teacher manuals for the courses. George Johnson, formerly in charge of the Kansas Classroom of the Air, is coordinator for the new School of the Sky which is expected to be broadcast by at least a dozen commercial AM and FM stations.

Plans are under way for participation in television programs over stations in Bloomington and Indianapolis.

WFIV is the call assigned to the University of Indiana's FM station. It will operate with 10 Kw. power.

HITS AND MISSES

WOL, Washington is reported to have instituted a new "public service" program on July 7 ----the race results and prices.

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"The Infernal Triangle" in radio, says Fannie Hurst, is the radio industry itself, the advertiser, and the consumer.

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Television, say four network officials in a study published by an advertising agency, because of its combination of sight, sound, motion and immediacy will offer the most potent form of mass advertising ever developed and one with the most "terrific impact". Terrifying indeed when you think what they've been able to do without the benefit of the "sight" factor.

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KWSC's claim to the "longest remotes ever done by a non-network station" (Los Angeles, Calif. to Pullman, Washington) is challenged by WILL which did basketball from Berkeley, California to Urbana, Illinois. Talk it over, boys!

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"The Great Day is coming,----It will come because there is a growing and spreading awareness that radio today does not provide that essential training ground for the development of new talent, coupled with the awareness that the whole economic system underlying the local station's operation doesn't presently permit for support of such a training ground".

. . . . George Rosen, Variety, 7/9/47

"Don't tell me I don't know what I'm talking about. I have a grandson, Michael, who is eight, and if he continues to listen may never be nine. I sat with him several evenings before he went to bed and heard things which scared the bijabbers out of me".

. . . . Eddie Cantor, Variety 7/9/47

"Are your parties dull? Are your guests bored? Do you need a party book or Elsa Maxwell; just ask, "What do you think about children's radio programs?"

. . . . Olga Druce, Variety 7/9/47

TELEVISION----YES

"To see or not to see: that is the question", shades of Shakespeare.

"Children should be seen and not heard".

Scanned from the National Association of Educational Broadcasters Records
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"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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