

NAEB NEWS LETTER

Office of Executive Secretary
Urbana, Illinois
March 15, 1941

SUGGESTED NATIONAL DEFENSE SERVICE FOR NAEB

In response to an NAEB communication to the National Defense Commission regarding the part educational, municipal stations should play in the National Defense program, Bernard C. Schoenfeld, Chief, Radio Section, Office for Emergency Management, says that "Your group can be of inestimable value in Defense." The letter speaks for itself:

"You ask if we have any proposals as to how you might help the country. We suggest that a group like yours might help us by using radio in the following way:

"1 - By using radio to tell the citizens of a particular community the specific Defense problems and Defense activities of that community. Too many radio programs generalize on Defense work all over the country. We believe that radio used microscopically has better results.

"2 - It is very important that we make the listener aware of his personal relationship to the entire problem of Defense. Facts and statistics do not cause a Nation to stand close together in time of emergency, unless each citizen has been made to realize how that fact or statistic relates to him.

"Consequently, we would like to see these local programs emphasize the responsibility of each individual in the community in which he lives; responsibility of the housewife and what her job is in Defense; the responsibility of the school boy and what his job is; and so on down the list, with shopkeeper, farmer, teacher, butcher, baker and candlestick-maker. Too many of us think that the only Defense workers are the factory workers and the drafted men. An organization like yours, decentralizing radio to local areas, could make everyone realize what his individual job is in the entire picture. Technically, this can be better done through simple and human programs rather than speeches by "big names".

"Envision the citizens of a town of 4,000 listening over the air to the machine operator who lives down the block, listening to the foreman who comes from that region, listening to the president of the plant discussing the doings of this plant in the Defense

program, and what this work means to the citizens of a small town. The multiplication of this type of radio in one locality, when multiplied all over the country, would do much to bring about national unity.

"3 - We also would like to stress that your group could present local programs dramatizing the specific part a locality has played in the history of the country to further the conception of Democracy. For example, let the folks in Marietta, Ohio know how their town is historically important in the creation of the Northwest Company, and how that historical event added to the solidification of democratic concepts. Or, let KWSC in the State of Washington, dramatically show the citizens of Fullman how Ezra Meeker and other pioneers are linked to our problem of fighting Fascism today.

"I have written at length because I feel very strongly about this question of localizing radio for Defense, - decentralizing it, as it were. The small town and the small community in America has always been a cornerstone of strength.

"We are preparing skeleton scripts which may be used by any radio station, and filled in by that radio station to explain the Defense problems of the community that station serves. We are also preparing skeleton copies for State use.

"Our job is only to suggest and assist in any way we can. Consequently, if we can be of any further help, please feel free to write me."

INTERNATIONAL STATION REBROADCAST POSSIBILITIES

In response to NAEB inquiries regarding possibilities of NAEB non-commercial stations rebroadcasting programs of the International broadcasting stations, we have two replies.

Mr. J. M. McDonald, Assistant Technical Director, WLWO (Cincinnati) writes:

"We have been authorizing a number of stations in the United States to rebroadcast the programs of our International Station WLWO, among these being one Educational Station.

"We have an established method for handling rebroadcast authorizations which calls for the separate consideration of each application.

"From our experience, we feel that it is very improbable that any station can satisfactorily rebroadcast our programs with the use of an ordinary non-directive antenna such as is generally available, and to rectify this, we have developed a design for a high-gain directional antenna of the "Rhombic" type, which gives excellent results on the frequencies assigned for International broadcasting. We supply the requesting station with

a blue print and directions for erecting one of these antennas, and suggest that the station construct one and try it out. If it is found that our station can be received with quality and reliability suitable for rebroadcasting, we will supply the necessary authorization. We are enclosing a copy of our antenna blueprint and instructions for your information.

"We furnish the rebroadcast station with advance copies of our program schedules, and in order to protect us in our exclusive contracts with the networks and news agencies, we require submission to us of a monthly report of the programs rebroadcast.

"If any of the stations represented by your association wish permission to rebroadcast WLWO's programs, we will be glad to consider their application."

F. P. Nelson, WBOS, Boston, Mass., writes:

"Westinghouse International Radio Station WBOS is operating at present on a seven-hour per day schedule, seven days per week, from 4:00 P.M. to 11:00 P.M., Eastern Standard Time. These programs are all beamed on Latin America and consist of three hours in Spanish, two hours in Portuguese and two hours in English.

"All programs broadcast over this station are designed for listeners outside of the United States and, since the majority of the programs are in languages other than English, I question their suitability for your purpose."

WAKEFIELD NAMED TO FCC POST

Ray C. Wakefield of Fresno, Calif., has been named to fill the post on the FCC formerly held by the late Thad Brown. The Nomination of President Roosevelt has been confirmed by the U. S. Senate. The appointment was for the unexpired term of seven years dating from July 1. Wakefield, 45, is a Republican. In Washington circles he is considered a "liberal." That gives the "liberals" a majority on the present Commission set-up.

"BOOKS AND THE NEWS"

The last News Letter reported release of a series of transcribed programs on "Books and the News" by the Library of Congress. These transcriptions are available free to radio stations and educational groups requesting them for broadcasting purposes, Archibald MacLeish, Librarian of Congress, has announced. Charles T. Harrell, Program Editor, Radio Research Project, of the Library of Congress, writes further that "We shall keep the National Association of Educational Broadcasters informed of our activities from time to time."

WNAD EXPANDS ON MARCH 29

WNAD, University of Oklahoma radio station, will go on its new wave length of 640 kilocycles March 29 and broadcasting will be stepped up from nine hours a week to approximately 10 hours a day.

This new increase in time and new wave length has been approved by the federal communications commission. WNAD will continue its present power of 1,000 watts.

Under the new arrangement, WNAD will be able to give complete coverage to Oklahoma. Additional equipment will be added to increase the range of the station. The new wave length enables the state to serve a larger area.

WNAD is a non-commercial station, and was one of the earliest broadcasting stations in this part of the country.

OH, ELMER! HERE IS WHAT KENTUCKY IS DOING

Again, Kentucky Elmer Sulzer of Lexington responds. Says Elmer, "Perhaps the following activities of the University of Kentucky may be of interest.":

"1. During the early part of the Christmas holidays we broadcast a fifteen minute program over coast to coast Mutual dedicated to the Homecrafters Clubs of America and featured interviews with members of the Lexington Homecrafters (Which group has incidentally provided toys for our mountain listening centers for the past three years). We included on this program a few musical numbers by our staff orchestra typical of Christmas and the mountains.

"2. At the present time we are making a series of six recordings for the Kentucky Society for Crippled Children. These fifteen minute recordings will be used on virtually all Kentucky radio stations in connection with the Society in their annual spring drive for funds. The programs are built around the doings of a central character -- a crippled child who we call Captain Pluck. Our staff orchestra furnishes a musical opening and close.

"3. We are broadcasting each week over WLAP, Lexington, a series of fifteen minute evening programs for the Aviation Enlistment Office in Lexington.

"4. Last summer we presented a thirty minute program each Sunday afternoon over WLW bearing the title, "Visiting Kentucky's Industries". These broadcasts were made from the scenes of Kentucky's largest industries.

"5. In cooperation with the statewide WPA Recreation Project we are planning to broadcast a series of thirty minute programs each week on Saturday over coast to coast Mutual starting in June to be called "From the Kentucky Mountains" and to feature the worthwhile resources of this part of Kentucky including dramatizations of stories by her authors such as James Still and Jesse Stuart and broadcasts of her ballads with the idea of playing down those too publicized elements of the Kentucky mountains such as feuds, moonshining, shootings, child marriages, and snake revivals."

PURDUE (WBAA) IN NEW QUARTERS

Gilbert Williams, WBAA, Purdue University, writes:

"Got your bill and accompanying note. Biggest news of the moment is that we've finally moved, lock, stock, and barrel of our studio equipment to Purdue's Hall of Music. The big move took place February 10th,finally! It surely is swell to have ample elbow room, what with four studios instead of the previous one in the Electrical Engineering bldg. If you remember the blue print I sent you some time ago, one of the studios is an audience studio capable of seating small audiences up to 60 or 75, complete with stage, etc., etc. Well, since moving over here, we have annexed another audience studio, just across the hall, sound conditioned, completely wired, etc., and capable of seating an audience of 250 to 275, besides the show. Until such time as new transmitting equipment is finished (probably not until fall) for full time and increased power, our transmitter is still located in the E.E. bldg., with antenna towers still atop said building.

You probably knew that Fred Conger left for a semester's study at the University of Iowa, to complete his master's. He'll be back in June.

Your first paragraph in Feb. 1st Newsletter talks about NAEB convention. You didn't list Purdue and WBAA as a suggested site, and you'll remember Conger brought it up at last September's convention, and he said they all seemed very interested, but official action would have to wait until the Ohio Institute. I want to reiterate the invitation, even though as a native of Wisconsin I know and appreciate the Dells!! June in the Dells is before everybody and his brother makes the Dells pretty unbearable with raucous commercialism.

ACTIVITIES OF THE CHICAGO RADIO COUNCIL

Harold Kent, Director of the Chicago Radio Council, sends along a script for "A Radio Assembly for an Elementary School." Says Harold: "We have started the preparation of a series of 'Assembly Scripts' which are being sent to each of the schools with the thought that they will be used for assembly work, using a radio technique but not for purposes of broadcasting. As you well

realize there is a strong motivation in just the radio technique itself and it's that psychology principle that we are taking advantage of."

A new question-and-answer program, "Young America Answers," sponsored by the Radio Council, is being heard Saturdays on WBBM. This series, with an emphasis on social studies interests and activities, will feature two high school teams each week.

"So You're Going to College," heard Saturdays on WCFL, is a series produced by the Radio Council and the Bureau of Occupational Research designed to help high school students in choosing the right college for their interests and needs. The present series considers the significant occupations which require college training.

For further dope on the Radio Council Activities, see "Program Bulletins" enclosed in monthly NAEB packets.

FCC ACTIONS

WNYE, Board of Education, New York City, was granted extension of authority to operate on 41,100 kc pending resubmission and action on application to change frequency to 42,100 kc. (3/3/41)

WNAD, University of Oklahoma, was granted special authority to operate special hours in order to broadcast educational programs. (3/4/41)

WOI, Iowa State College, was granted special authority to operate nighttime periods for basketball games only. (3/4/41)

WILL, University of Illinois, was granted special nighttime periods in order to broadcast basketball games only. (3/4/41)

KFDY, South Dakota State College, was granted authority to make changes in automatic frequency control equipment and authority to determine operating power by direct measurement of antenna input. (3/6/41)

WHA, University of Wisconsin, application for modification of license to change frequency from 940 to 830 kc was retired to the closed file. (3/5/41)

-- Frank E. Schooley

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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