

N-A-E-B NEWS-LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Radio Hall, U.W., Madison, Wisconsin
February 1, 1947

FM IS GROWING

On January 1, 1947, grants to FM applicants numbered 633. On January 1, 1936, there were 632 licensed broadcasting stations in the United States.

Of the 633 applications, 427 had outright CPs and 206 had conditionals. Some 280 odd other applications were still pending.

TYLER TO GERMANY

Dr. I. Keith Tyler, Ohio radio education head, is leaving as a member of a War Department education mission to help with the instructional materials program for schools in Germany. He is expected to return in April.

Harrison B. Summers, OSU speech professor and former ABC public service director, will be acting director of the 1947 Institute for Education by Radio at Columbus. (May 2-5).

JIM EBEL REPORTS

Our EX-EX-SECY, now Director of Engineering for the Peoria Broadcasting Company after years at WILL, reports on his activities at WMED. In what is fast becoming one of the most competitive radio cities in the country, he points to great strides in local public service programming. Included in his listing are religious features, schools' programs, farm journal, vets' news, discussions on civic issues, notable guests and special events broadcasts. Ambitious task! Radio WDZ, an affiliate in Tuscola, is developing a similar schedule.

Jim has been getting around the country considerably, and has the answers to many facilities questions. He is working on an FM set-up at the present time, and has designed a portable FM-AM demonstration unit to help sell the public on the new system.

EVENING OPPORTUNITIES

The lengthening days being with them, a chance for the "daytime" educational broadcasters to use a few of the highly desirable evening hours. This is a chance to demonstrate the kind of service which wide-awake non-commercials can give.

WOSU's January program bulletin indicates that it must leave the air at 6:45. It provides a half-hour dinner concert with 6:30 features carrying these titles: Music Forecast, Keep Your Health in 1947, Down to Earth, Panel on Democracy, Family Life Today (Ohio PTA) and Ohio Education Looks Ahead. These are not high-pressure programs piped in from afar--but rather, features of local origin and interest.

There is ample evidence that listeners are interested in well-produced local programs. In this field educational stations can compete on more than even terms. They have the facilities and the potential talent with which to make names for themselves. How will the opportunity be used?

NEW MEMBERS?

Every institution engaged in educational broadcasting needs NAEP and is needed by NAEP. Many need only an invitation to join. Institutions licensed to operate their own AM or FM facilities are eligible for active membership. Institutions using facilities other than their own may become associate members.

GUESTITORIAL

QUO VADIS?

The next several years will be critical ones for educational radio. Two things are essential if educational radio is to continue and be a dominant force in the American scene:

.. 1. Educational radio must realize it has a big job to do in VITALIZING itself.

2. Educational radio through its best agency--the National Association of Educational Broadcasters---must expand. Its influence must be felt in EVERY section of the country.

If educational radio fails in these important objectives, it cannot command the respect of either the broadcasting profession or of education.

Educational radio leads a peculiar, one might say hard, life. The overall field of radio is one of the fastest growing, most progressive of America's big institutions. It is quick to cast off the old, eager to experiment, always ready to take unto itself the new. Money is no object, if goals are to be achieved. On the other hand, education is conservative, slow to accept the new and certainly counts the pennies when changes are to be made. Educational radio, with its roots deep in each of these fields, experiences considerable difficulty in reconciling these extreme philosophies.

In many respects, educational radio is still in the "horse and buggy" stage. Too many educational stations are forced to work with antiquated technical equipment, with too few and poorly designed studios, with inadequate work spaces, and with small underpaid staffs. Too often, educational radio is the step-child of the sponsoring institution--relegated to an obscure corner of the academic administrators' planning and thinking.

Educational radio's programming must be made appealing to the masses who desperately need its leavening influence. This is important in light of the fact that to the general public radio is still essentially a medium of entertainment. Educational programs must be "dressed up". We are struggling to make ourselves heard, yet we count our audiences in the hundreds of thousands...not in millions.

Perhaps this indifference of the masses stems from the fact we do not always inform them of what is available. Public relations, advertising for educational radio stations, is sadly lacking in general. The people don't know there's a radio diet available which makes for a balanced healthy, vigorous listening. Educational radio has not been vocal enough.

Our NAEB must grow and expand, bearing in mind certain standards which must be maintained in this growth. There are hundreds of colleges and universities which broadcast over stations not their own. There are dozens of new FM stations in education coming into existence. All those meeting our qualifications should be a part of NAEB. But as it stands now, we need more to offer them.

I have recently proposed to the President and Executive Committee of NAEB a plan for reorganization. It isn't original; neither is it the only plan which might work. But I believe that by dividing the country into 6 regions and emphasizing strong regional organizations, we would be able to accomplish in two years what we have not been able to do in many, many years---a strong, active national set-up for the National Association of Educational Broadcasters.

John W. Dunn
Radio WMAD
University of Oklahoma

THE "PAY-OFF"

BILLEBOARD Magazine, in its January 18 issue, reviews the record of the Inter-collegiate Broadcasting System in giving training for employment in stations throughout the country, and says that educational broadcasting is paying off. I.B.S. sells time commercially, and so in a measure, serves as a "training farm" for the big league. It cites numerous grads in professional radio.

From a vocational point of view, this development is significant. It puts the emphasis on a phase of the radio activity somewhat apart from what most educational broadcasters consider their major responsibility. Radio, like other new "arts", has been going through an evolutionary process in which accident rather than planned preparation have placed people in key positions.

The list of "alumni" of truly educational stations engaged in professional radio work would run longer than most of them realize. KWSC recently made a surprising showing of the activities of former student staff members.

In offering academic courses in radio broadcasting, most of the institutions best qualified to provide teaching and laboratory facilities for practical experience have lagged sadly behind. Their first duty, they have thought, is to the program service to their listeners---with instruction considered as secondary.

Soon the labor-market will taper off, and again qualifications for jobs will rank high. Here is another opportunity for educational stations to make their influence felt.

CSEC SELLS TRANSCRIPTION PLAYBACKS

George Jennings announces that the Chicago School Broadcast Conference is ready to take orders for a 16 inch dual-speed transcription turntable which is engineered to the specifications set by the Radio Council of the Chicago Public Schools. Price \$150.00. Write George at WBEZ for the details. (This is not a paid advertisement!)

STATION REPORTS

WBAA----Purdue University, LaFayette,

Jim Miles cites the BMB station audience report on WBAA as evidence that his station is serving the people. He says, "By multiplying the 'station Total' figures by three (the average number of persons per family) we see that according to this survey, WBAA has a daytime listening audience of 94,350 and a night-time listening audience of 39,180."

Indiana State Teachers College----Terre Haute.

"The Hoosier Schoolmaster of the Air" Morgan cites ISTC programs for Parents, Studio Orchestra, Radio Workshop, Guidance Guideposts, Science, Variety Show, Places in the News, Talent on Parade and Story Princess of the Music Box on the air each week in addition to a daily weather analysis from the campus. All are heard over WBCW, local outlet.

WNAD----University of Oklahoma, Norman.

The station has a new production manager. He is W.S. Morgan and came from the University of Nebraska, where he was Director of Radio Education.

Improvements are anticipated at WNAD in the form of a change in the transmitter site and an increase in power.

WBEZ----Chicago Public Schools, Chicago.

This pioneer educational FM station changes its frequency on February 1, 1947 from 42.5 Mc. to 44.5 Mc. Its ultimate place in the new band will be 91.7 Mc. according to FCC reports.

George Jennings reports the availability of two sets of phonograph records (78 rpm) "The Atomic Bomb" and "Peace Time Uses of Atomic Energy", together with teachers' manual, students' handbooks and publicity material. (\$12.50 set).
228 N. LaSalle St., Chicago, Illinois.

KWSC---Washington State College, Pullman.

Lois Roach (who possesses the first MA in Radio issued by Northwestern University) has assumed her duties as producer-director.

Eighteen athletic contests are scheduled for the Jan.-Feb.-Mar. period over KWSC. They range from high school basketball and boxing through college clashes in the same sports.

College comedy and musical talent are combined in a weekly "Campus Showcase" broadcast. Featured is a 14-piece student orchestra. LeRoy Hale is the writer and John Blake the producer.

New talent for broadcasting is being developed at KWSC to take places in commercial stations in the region. Individual performers and talent groups are made available. The first group, with "The Lamplighters" program, is now ready.

KWSC has prepared a contractual form for political broadcasts which emphasizes pertinent FCC rules and requires a candidate's agreement before appearing on the air. Educational stations, if interested, may receive a copy upon request.

WEA---University of Wisconsin, Madison.

"The Wisconsin Legislative Forum", featuring talks by law-makers directly from the capitol daily while the Legislature is in session, is again on the air with Harold Engel handling the broadcasts. Since 1933, this has been a regular feature, and law-makers have come to expect this service from their state-stations. WLEL, the Department of Agriculture station at Stevens Point, carries the programs simultaneously.

WBKY----University of Kentucky, Lexington.

Elmer Sulzer reports that on January 20th, WBKY, the University's mountain FM station at Beattyville, changed its frequency to 44.5 Mc. The new 1 Kw. transmitter, which is expected to be on the air within the next sixty days, will operate on 91.3 Mc.

KUSD---University of South Dakota, Vermillion.

In bringing KUSD back into the NAEB fold after a lapse following the death of the former Director of the station, B.B. Brackets, long NAEB treasurer, the new director, Irving Merrill, reports on the station as it enters its second quarter century of broadcasting.

Says Merrill, "KUSD is an uneasy center of attention today. Powerful commercial radio interests in Iowa, Nebraska and elsewhere would like to grab without payment one of the important assets of South Dakota. That asset is the broadcast frequency of KUSD, 920 kilocycles."

"Nine hundred twenty kilocycles remains the property of South Dakota only so long as it serves the public interest, convenience, and necessity. As custodian of this "natural resource," President I. D. Weeks is determined South Dakota retain title to this property. KUSD begins its second quarter-century, therefore, by expanding its service to South Dakota."

The degree of bachelor of arts for major students in radio-speech is now offered by the Department of Speech, Radio, and Dramatic Art in cooperation with the staff of KUSD.

IT'S ALL IN THE WAY YOU LOOK AT IT!

This is the time of year when many non-profit stations are worrying about budgets. Running a broadcasting station costs money-----and it's worth many times what is spent on it.

But, legislatures and boards of regents need to be shown. Here's an angle which helps to show up station operation for the bargain it really is.

Every owner of a receiver has a considerable investment in his equipment. He spent that money to be able to tune in programs. Every month he pays for electricity to keep that set running----to say nothing of the cost of tubes and repairs now and then. He spends that money because he wants to hear programs.

Now, if he wants the programs that much, it is logical that he wouldn't object to spending something for programs of a type which is different from what other stations offer----such as those which come from the non-commercial stations. But--how much each year should he be willing to spend----as much as he spends for electricity----not in a year----but in just one month? That doesn't sound extravagant does it?

O.K. It is estimated that a receiver----table set to be conservative----consumes about thirty cents worth of electricity in an average month's use. That is about one cent per day, or \$3.65 per year.

But you're not asking for that much. What you're asking for is shockingly little----say, ten cents or twenty cents per year. That's not per person----but per radio home----whether the family has one receiver or six! Work it out on the basis of actual figures for your own station. Transpose the cost into comparisons with other expenditures----as the tax on two gallons of gasoline, the price of a cigar, three postage stamps, one bear, a pair of shoe laces----or something else. Then point out the yearly number of hours of blurb-free radio service that the same expenditure will give.

After all----it is a bargain. You tell about it!

SULZER vs. AEPOT GUESTITORIAL

Elmer Sulzer, of the University of Kentucky, has a bone to pick. He says, "Waldo Abbot's Guestitorial (January Newsletter) interested me in a unique sort of way since I was secretary of the convention he attended in Lexington. While there can be no argument between Waldo and me as to the worth of radio in Public Relations, I have a feeling that he minimized to too great an extent the interest in radio by the American College Public Relations Association.

"First, the ACPRA has had a Vice-President in charge of radio for something like ten years, and most of the time this office has been exceedingly active in promoting the use of this media for Public Relations.

"Second, the magazine published by the ACPRA has contained many articles on radio, and the forthcoming issue is no exception.

"Third, at the convention in question, one entire session was devoted to radio, which was as much time as was devoted to any other single Public Relation medium, and in addition, one of the two post-convention trips was of radio nature."

COURT "WHDUNIT"

Under a Washington, January 14 dateline, the January 15 issue of Variety reports the following: "The U.S. Circuit court of appeals for the 10th Circuit ruled in Denver last Saturday (11) that a 'radio station may not by private contract limit its right or duty to select programs that are in the interest of the listening public.' The decision spared KOB, Albuquerque, from upsetting choice NBC talent shows to clear time for the University of New Mexico, which under a 1935 contract has an option for an hour a day on the station."

This is another chapter in the sad KOB story. Once the property of State College at Las Cruces, New Mexico, the station has a history which exemplifies educational apathy, dubious contracts, political maneuvering and commercial exploitation. It is an object lesson which educational station operators should remember well, lest they too come out with a proverbial mess of pottage.

FACILITIES AND FCC

WFCU----- (Cornell University) denied application to broadcast from 6:00 AM to sunrise during January and February. (January 3)

WNYC----- (New York City) granted CP to install auxiliary transmitter with 1 Kw. power. (December 31, 1946)

WHA-FM---- (Madison) assigned the call letters to the FM station, 3 Kw power, 91.5 Mc. (January 21)

HITS AND MISSES

It is reported that broadcasters meeting in San Francisco early in January laid plans for "a public relations program to dam the mounting criticism of radio". Wonder if they didn't mis-spell that word?

.....
The FCC has 22 'round-the-clock monitoring stations searching for "proof-positive" against illicit broadcasters. Think of a job in which you couldn't turn off the radio to soothe your nerves.

.....
"In long-range planning, FM radio stations must take facsimile into consideration." (Herbert L. Pettey, WHN-WMGM.)

.....
Lyman Bryson of CBS says that the commercial value of the time given to its School of the Air series is \$1,438,091. We wonder what it would be worth to have it broadcast at an hour when schools could listen.

.....
Norman Corwin says that since the Japs lost the war, they've been introduced to the radio "soap-opera". What price defeat!

.....
"In an effort to put some practical information into a college radio course, The Chicago Radio Management Club is going to work with Chi's Roosevelt College, and members of the club are going to deliver lectures....." (BILLBOARD, Jan.18, '47)

.....
"Radio is moving in the direction of low-cost shows", says the lead in Variety's (Jan.22) headline story. Can it be that they're going to do "educational" features?

THE SECRETARY'S PAGE

Memo from Radio City

If you think you are tired, and who isn't -- if you feel that the job you're doing doesn't come up to the high standards of commercial radio -- if you're a bit sorry for yourself, and we all are at times -- read this. I happened on it on a back page of the New York Times, but it never received the general press and trade paper coverage it deserved.

"Chicago, Jan. 20 -- Dr. Lee DeForest, 'father of the radio' says he harbors not the slightest tinge of bitterness because he failed to reap financial rewards commensurate with the tremendous benefits his invention of forty years ago brought to mankind.

"But of present-day broadcasting, the 73-year-old scientist wonders 'if our simian ancestors had any conception that ages later such monkey chatter as they originated could some day be transformed into the essentials of livelihood'.

"As vigorous and alert as a man many years his junior, Dr. DeForest talked calmly today about the future of atomic energy, radar and television.

"What have you gentlemen done with my Child? He was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You have debased this child, you have sent him out on the streets in rage of ragtime, tatters of jive and boogie woogie, to collect money from all and sundry for hubba and hubba and audio jitterbug.

'SOAP OPERAS," MYSTERIES HIT

"You have made him a laughing stock of intelligence, surely a stench in the nostrils of the gods of the ionosphere; you have cut time into tiny cubelets, called shorts (more rightly stains), wherewith the occasional fine program is periodically smeared with impudent insistence to buy or try.

"The nation has no soap, but soap opera without end or sense floods each household daily.

"Murder mysteries rule the waves by night and children are rendered psychopathic by your bedtime stories.

"This child of mine has been resolutely kept to the average intelligence of thirteen years. Its national intelligence is maintained moronic, as though you and your sponsors believe the majority of listeners have only moron minds. Nay, the curse of his commercials has grown consistently more cursed, year by year."

Pass this on to your staff -- put it on the air -- have it reprinted in the station bulletin -- get it out to the school publication, or for that matter, any other publication.

January 29, 1947
Room 5052
30 Rockefeller Plaza
New York, New York

Morris S. Novik
Executive Secretary

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