

N-A-E-B NEWS LETTER

National Association of Educational Broadcasters
Madison, Wisconsin -- March 21, 1936

NAEB MEETINGS AT OHIO INSTITUTE

The annual meeting of the Institute for Education by Radio will be held at Columbus, May 4, 5 and 6. On Monday evening there will be a closed meeting of the NAEB members who are in attendance. Among the topics to be discussed are the formulation of a more definite policy and statement of objectives, convention plans, facilities, the Federal Radio Education Committee, transcriptions, and other problems which concern those present.

The general session on Monday afternoon will be arranged by the N.A.E.B., and President McCarty will preside.

All members who can get away for the Columbus Institute meetings are urged to be there. Each year this affords an excellent opportunity to keep abreast of developments in the techniques of educational broadcasting. Practical problems in script writing and production will come in for considerable attention this year, according to advance information. Will you be there?

1936 MEMBERSHIP DUES COMING IN

Treasurer B.B. Brackett reports that memberships for the current year have been received from the following stations: WESG, WEN, WCAC, KOAC, WILL, KFJM, KFDY, WBAA, KWSC, WHAZ, WSAJ, WSUI, WOI, WTAW, WCAL, WHA, KUSD, WMAJ, and KFKU.

If your station isn't listed, check up on the matter now. Some directors have complained that their institutions are unable, under regulations, to pay for their memberships. Others, under similar restrictions, have managed to handle it. The answer seems to be "Where there's a will, there's a way."

NAEB TRANSCRIPTION LIBRARY

Our goal of a recording machine for the use of members in transcribing outstanding educational features is within short reach of realization.

Carl Menzer, WSUI, is heading up a committee to make final tests, financial arrangements, and plans. It is expected that within a month the project can be completed and service started. Now, wise use of a recorder and the building of an exchange transcription library will require careful planning. So far, there has been little response to the invitation in the February News Letter calling for suggestions. What are your thoughts on the matter?

Depend upon it, recording quality will be excellent. None of this tubby, scratchy stuff we've had in the past from instantaneous recorders. A machine such as we hope to acquire has been in use at WHA for several weeks, with gratifying results. Transcriptions for broadcast are being made and used regularly. Programs which have been recorded and broadcast include talks, dramatizations, and a 14 minute record of the University Concert Band of 80 pieces.

Planning a Transcription Exchange will be one of the subjects for consideration at the Columbus meeting of NAEB members. Meanwhile, let's have your ideas for development of this promising service.

RECORDED MUSIC ROYALTIES -- GOOD NEWS

N.A.E.B. members have been spared much trouble and possible payment of large fees by negotiations we have carried on with the American Society of Recording Artists. Non-commercial educational stations are to be exempt from the payment of fees for playing phonograph records. Special N.A.E.B. bulletins on this subject were issued recently. Here now is the latest official information:

AMERICAN SOCIETY OF RECORDING ARTISTS
Guaranty Building, Hollywood, California

March 13, 1936

Mr. H.B. McCarty
Radio Station WHA
Madison, Wisconsin

Dear Mr. McCarty:

Your letter of February 25th was referred to the Board of Directors, and I am instructed to advise you as follows:

Instead of dealing with each station individually, it is the Board's preference that the National Association of Educational Broadcasters be the medium through which contact with educational stations be made. Therefore, you are authorized to notify your station members that their use of the talents of the Society's members, through the medium of recordings, will not be interfered with so long as such usages are for non-commercial, non-profit purposes, and the stations which do not sell time may feel free to continue using such talents, through the medium of recordings, as heretofore.

In the few instances of such of your station members as are selling a small percentage of time, the Board would appreciate full details with regard to such sale of time, that is, whether during the time sold, the station broadcasts live talent or recorded talent.

We shall appreciate this information if you can obtain it for us.

Very truly yours,

ARTHUR W. LEVY
Executive Secretary

This serves as notice of members' authorization from the A.S.R.A. Member stations selling time are urged to send to McCarty at once full information as suggested in Mr. Levy's letter. We may assume that no further individual negotiations are necessary because the Society will be kept informed of our members and their status. In case of questions or difficulties, report them to headquarters of our own Association, not direct to the American Society of Recording Artists.

Here we have a vivid demonstration of the importance and value of our organization. We see clearly the benefits of unified action. "Instead of dealing with each station individually, it is the Board's preference that the National Association of Educational Broadcasters be the medium through which contact with educational stations be made." There we have it -- unbeatable argument for paid-up, active membership in N.A.E.B.

This exemption, secured through cooperative effort, means a saving of thousands of dollars, should the A.S.R.A. be disposed to collect from all stations and be successful in enforcing its claims for royalty payments. This makes our yearly membership fee of \$10 look mighty small -- and its value big.

FEDERAL RADIO EDUCATION COMMITTEE

The first meeting of the Federal Radio Education Committee, on which our Association is represented by President McCarty, was held in Washington on February 17 and 18. As you know, the committee was authorized by the Federal Communications Commission to:

1. Eliminate controversy and misunderstanding between groups of educators and between the industry and educators.
2. Promote actual cooperative arrangements between educators and broadcasters on national, regional, and local bases.

Of the 40 members of the committee, the following were in attendance during the two day session: (There may have been two or three others not listed.)

John W. Studobaker, Chairman	John F. Killoen
Waldo Abbott	Cline M. Koon
James W. Baldwin	Mrs. B.F. Langworthy
Edgar Bill	Luella S. Laudin
Morse A. Cartwright	Lenox S. Lehr
W.W. Charters	C.S. Marsh
Harry W. Chase	H. B. McCarty
A.G. Crane	Edward R. Murrow
Walter Damrosch	A.D. Ring
Milton S. Eisenhower	John Shepard III
Willard Givens	Levering Tyson
Fr. George W. Johnson	Judith C. Waller
Lambdin Kay	Frederick A. Willis

With such diversity of radio experience and opinion among its members, it is only natural that the committee's approach to its problems should be general and deliberate. For the most part, discussion centered around a number of research projects recommended as necessary background to specific action.

Some of the projects proposed a survey of successful local commercial radio stations, survey of successful radio stations owned by colleges or universities, study of use of radio by state departments of education, experimentation in the presentation and evaluation of broadcasts for school use, fellowships to study techniques of successful broadcasts, job analysis of elements of program building and broadcasting, and survey of teacher training courses.

So far, no funds are available to finance these studies or others to be decided upon, but the committee as a whole felt the need for such research and approved the general plan.

As usual, and as to be expected perhaps, no agreement was reached on a definition of educational broadcasting. Formulation of such a definition is planned, for guidance of the committee in future deliberations. In the course of discussion there was the familiar and no doubt deserved criticism of educators generally that they have been indifferent, lacking in initiative and imagination in the use of radio. The committee favored the investigation of successful techniques which have been developed so that such advancements might be more wide-spread.

(cont. next page)

Federal Radio Education Committee - cont.

Preliminary to the efforts to "eliminate controversy" and "promote cooperative arrangements" between educators and broadcasters, it is planned to study cases involving failure to cooperate. Your president, H.B. McCarty, has been invited to serve as a member of this Sub-Committee on Conflicts.

McCarty, in an appeal for guidance, says "I need suggestions and comment from all our members, in order that I may properly represent our association on this Federal Radio Education Committee. Won't you please send to me at once information you have about instances of controversy or lack of cooperation between educators and broadcasters? And as for research, what ideas do you have? What studies would you like to see made? Give me your guidance, please."

FACILITIES IMPROVEMENTS

WILL - University of Illinois. Joe Wright reports:

"The Federal Communications Commission this week granted authority to WILL to change from 890 to 580 kilocycles, subject to the installation of a directional antenna to protect WIBW, Topeka, Kansas, which also operates on 580 kilocycles.

"It will be necessary for us to put up 325 foot towers and consequently find a new location for them out on the University's South Farm. A new transmitter building will also be erected on that site, although the various studios will remain in their present locations on the campus. We hope to have our new outfit in operation by the first of September. Although we will have no nighttime hours, we will have a full daytime schedule, and we believe we will be able to do a much better job in all respects than we have been doing up to the present time."

Authorized power is 1000 watts, but "we hope to get more power later," Joe adds.

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The next news-letter will include a tabulation of the data on facilities and operation of educational stations as reported in the N.A.E.B. survey. Any changes to report for your station?

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"BROADCASTING" SUBSCRIPTION OFFER

The editors of "Broadcasting" magazine have come through with a special, attractive offer for N.A.E.B. members. A full year's subscription to the magazine, including the big "Year Book" number, is available for \$1.50. This is just half the usual price. In each issue is listed the record of F.C.C. decisions since the previous issue. Members taking advantage of the offer are requested to mention this N.A.E.B. arrangement with Mr. Sol Talshoff, Vice-president. The address: Broadcasting, Suite 870, National Press Building, Washington, D.C.

THE 1936 CONVENTION

In last month's news-letter, it was stated that this time we would report on invitations from stations wishing to serve as hosts to the annual convention this summer or fall. The only reaction thus far is a letter of invitation to each member from Prof. H.L. Ewbank, chairman of the WEA Radio Committee, inviting the station representatives to meet in Madison. Return cards were included with the letters. These will give an expression of sentiment and will be reported on in the next letter.

SHORT SIGNALS FROM THE FIELD

WOI - Iowa State College. W.I. Griffith, Director, says: "Again this year, for the 7th year, WOI is broadcasting the Iowa state high school basket ball tournament. Nine games are being handled, coming by remote from the Drake University field house in Des Moines."

Because the logical N.B.C. station to reach Iowa failed to carry the National Advisory Council's series "The Constitution in the 20th Century," WOI is receiving manuscripts of the talks and presenting them at 2:45 on Friday afternoons. Director Griffith reports that the schedule was sent to all high school teachers and that many are using the program as a part of their class work.

A.G. (Andy) Woolfries has sent out nearly 5000 copies of a music chart to amplify his courses in Music Appreciation. A copy is included in the Packet this month.

WRUF - University of Florida. Garland Powell, director, writes: "You might be interested to note that WRUF the year around averages twelve and a half hours a day. Between thirty-nine and forty per cent of our time is utilized for educational broadcasts. When we say educational broadcasts, we do not mean the University of Florida band, the glee club, or the orchestra. Each Sunday evening the Florida Medical Association presents a fifteen minute talk on some phase of health. These are tremendously valuable to the people generally. The Florida Dental Association likewise presents a fifteen minute talk every Sunday afternoon on the care of the mouth and teeth. The University of Florida presents every Wednesday evening in cooperation with the Parent-Teachers Association a series of lectures on parent education and child welfare."

WBLA - Purdue. Director Clarence Damman reports the installation of a line and pick-up equipment in the local high school.

WOSU - Ohio State. William Friel Heinrich, director of dramatics, is developing the "Ohio Theatre of the Air." It "will be instrumental in stimulating interest in radio dramatics, script writing, and the preparation of continuities within the various educational institutions." If you are interested in the details of the organization, write Mr. Heinrich for a copy of the charter. In May WOSU will sponsor the Fourth Annual Radio Play tournament for Ohio Colleges.

WILL - University of Illinois. Jos. F. Wright reports a new series "Around the World" in which "Foreign students tell of their home life as well as their native country, educational facilities of their native lands and something of what they think of America and the educational institutions here."

WSAJ - Grovo City (Penn.) College. Director H.W. Hammon reports that his station broadcasts college chapel services, athletic contests and other features from the campus. Special events are commemorated by broadcasts. Students find radio an interesting activity.

KUSD - University of South Dakota. "KUSD has little to report, but we have never been going as well before as we are at this time," reports Director B.B. Brackott. (Who says that isn't something to report?) "Our broadcasts have more substantial talks and lectures than at any previous time during the life of the station. We have added a new mixing and volume control panel in our new studios. We also have a new cathode ray oscillograph. We give talks that contain valuable information and at the same time are entertaining. They are varied and on subjects that represent different departments of the university. The music presented is good and well executed, but not of too high a character to be enjoyed by any listener with average general culture."

KOAC - Oregon State Agricultural College. After saying "May I express my personal appreciation for the Packet and News-Letter service of NAEB. I think it's grand." Joe M. Morris, acting manager of this station sends these notes.

1. The staff of KOAC is looking forward to April when Manager Luko L. Roberts, returns after an absence since mid-December. He has been in New York City on a three months' fellowship to the studios of the Columbia Broadcasting System, from the Rockefeller Foundation. He will bring to KOAC the latest ideas in broadcasting as practiced by CBS.

2. KOAC's School of the Air is making rapid advancement under Alexander Hull, now to the staff this year, as Director of School Broadcasts. The second series of very successful dramatic programs has just been concluded, with a third scheduled to open the last week of March under the program title "The Magic Casement." The series will feature dramatizations of famous children's stories as prepared for broadcast by students in the Radio Speech Class at Oregon State College. Certain features from the school broadcasts including those dramatizations are being re-broadcast in Portland, Oregon, by Station KBPS.

3. The rapid advance in KOAC's listening audience is shown for 1935-36 by the radio clubs organized throughout the state of Oregon. Reaching a "now high" of 56 clubs, with a total enrollment of 664 women, these organizations tune in each Tuesday afternoon for lectures centering around the theme "Is My Child Growing Up?" Through the medium of transcriptions made at KOAC, the lectures are used by several of Oregon's smaller stations in remote parts of the state, resulting in increased interest in the state-owned station and its educational service.

4. On May 20th, 1936, between 9:30 and 10:30 PST, KOAC will release to the nation over the NBC network, the Land Grant College Program of the United States Department of Agriculture, featuring on that day Oregon State College. C.R. Briggs, Director of Farm Programs at KOAC, is in charge of preparations for the broadcast.

WSUI - State University of Iowa. Carl Menzor reports:

We have three new features which have proven popular; they are: First, The Daily Iowan of the Air, a news broadcast presented daily at 5:45 p.m. The organization of this feature is under the direction of the School of Journalism and is much the same as the daily newspaper, the "Daily Iowan." The organization includes a radio editor, radio reporters, radio rewriters, radio commentators, etc. Students are taught to edit news for radio and receive credit for this work.

Second, Magazine of the Air, which is arranged and presented by the editor and staff of "American Prefaces," a new magazine for young writers.

Third, Woodland Rambler, a program cooperating with the Iowa State Conservation Commission and presenting news of interest to those who enjoy outdoor and wild-life activities.

Recently, this station has installed two new Western Electric, non-directional, dynamic "Eight-ball" microphones. These are very useful for group broadcasts. Other new equipment includes three velocity microphones with associated amplifiers and mixers designed especially for remote pickups."

Carl's now bulletins are included in the Packet.

WCAL - St. Olaf College. M.C. Jenson says "I imagine by this time that you think we have all died up here. Such, however, is not the case. We are still alive and kicking, mostly kicking." His program includes notable musical offerings (we all know of St. Olaf's reputation in that field) and other interesting features.

WHA - University of Wisconsin. Director McCarty reports a new plan by which he hopes to "bring out" radio talent early in the student's college career. He is receiving applications from students who will next fall enter the university and who wish to get in on a club for freshman boys. Only 10 will be accepted. These must have recommendations from their principals or teachers before they will be considered. They will be given regular training and later will have regular broadcasting assignments. This will provide them with good experience and will give the station a wider range of helpers. Heretofore proficient announcers have been grabbed up for commercial work as soon as they were trained. Mac believes in the saying "Get 'em young and train 'em", or something like that.

MEMBERS GET "TREASURE TRAILS" SCRIPTS

Arrangements have been completed with the National Park Service for free use of the new "Treasure Trails" series of dramatic sketches. The first three of the thirteen episodes have been received and are being included in the exchange packet which is now going out. Others will reach you as they are released.

This series is now being broadcast over at least a portion of the NBC Blue network, 5:30 to 5:45 EST on Saturdays. The scripts are well written to present in colorful, dramatized form the adventures of a typical American family touring the national parks.

BROOKINGS INSTITUTION OFFERS TRANSCRIPTIONS

The free use of a series of fine electrical transcriptions is offered our members through the Institute of Economics of the Brookings Institution. They deal with problems associated with the distribution of wealth and income in relation to economic progress. Information is presented informally in dialog and round table discussion style.

There are five electrical transcriptions available. Each of these programs represents a meeting of the board of the "All American Corporation." This mythical company is faced with problems which confront all business today. In simple and understandable language, the story of how these difficulties have developed, and how they may be remedied, is unfolded.

To get these transcriptions, write Mr. Vernon Lyon, The Brookings Institution, Washington, D.C., referring to the arrangement made for M.A.E.B. members.

THE KOB HEARINGS POSTPONED

Hearings before the F.C.C. in the KOB case through which the State of New Mexico hopes to acquire the station for educational purposes have again been postponed. Set previously for March 25, the case has been continued by the Commission to come up on May 25, Horace L. Lohmes reports from Washington.

NEWS LETTER HEADQUARTERS

To simplify the collection and distribution of information, our next News Letter will again be issued from Madison. Address comments and contributions for the bulletin to our Executive Secretary, Harold A. Engel, WHA, Madison, Wis. The establishment of definite headquarters for the News Letter should help to insure standardization and regularity. More work for McCarty and Engel, but more efficiency for the organization perhaps.

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