

N - A - E - B NEWS - LETTER

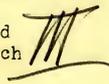
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

April 1, 1947

ANNUAL SPRING MEETING MAY 3

The NAEB Spring Meeting will again be held in conjunction with the Institute for Education by Radio at Columbus, Ohio on Saturday, May 3 in Room 337 of the Deshler-Wallick Hotel.

A dinner meeting is planned, starting at 5:30, to be followed by a closed business-meeting and program. There are a number of items on the agenda which need our collective consideration. 

Mark your calendars----so you don't run into conflicting session appointments: Saturday evening is NAEB evening!

WEBSTER NEW FCC COMMISSIONER

E.M. Webster, retired coast guard commodore and District of Columbia resident (never has voted--so he's a political independent) has been appointed to the Federal Communications Commission to fill the seat vacated by Paul Porter. He was FCC Assistant Chief Engineer from 1934 to 1942. His major contribution is expected to be in the field of international radio and communications.

PROPOSE NON-COMMERCIAL NET

The Commission on Freedom of the Press has issued a report in the volume "American Radio" written by one of its members, Llewelyn White (University of Chicago Press) in which it prescribes means by which radio in this country can be improved. (SEE SECRETARY'S PAGE)

Included in the report is the recommendation that radio service should be diversified through the "development of non-commercial or self-supporting stations under the sponsorship of educational institutions, foundations, and state and local governments".

It commends the reservation of facilities for this purpose by the FCC.

Advice given to broadcasters includes such items as:

"Stop dreaming of the day when there will be no regulation in radio.

"Stop cheapening the First Amendment by invoking it every time the FCC issues a routine ruling".

ADAIR LEAVES FCC

George P. Adair, FCC Chief Engineer so well known to NAEB'ers, has resigned his post to form his own consulting engineering service in Washington. His resignation becomes effective April 30. George A. Sterling, assistant chief engineer in charge of the Field and Research Branch of the FCC, has been named to succeed Adair.

Indiana University---Bloomington.

"Flubs 'n Dubs", a new radio news-letter for "alumni" and friends of Indiana's broadcasting activity made its appearance in March, with Harry Skornia at the editing end.

Reported is a survey of radio listening in the Bloomington area. If you're interested in the details write to Harry. This is a good job for a student group to handle.

Vice-President	Treasurer	Executive Secretary	Executive Committee
Robert J. Coleman WKAR East Lansing, Mich.	W. I. Griffith WOI Ames, Iowa	M. S. Novik 30 Rockefeller Plaza New York, N. Y.	Milford C. Jensen, WCAL, St. Olaf James S. Miles, WBAA, Purdue Russell Potter, Columbia
		Waldo Abbot, Michigan John W. Dunn, WNAD, Oklahoma Richard B. Hull, WOI, Iowa State	

"THE AMERICAN WAY"

"Translating into action their growing irritation with the (Ohio) Institute" (Variety, March 5) the national networks are reported to be cool toward the May 1947 session. NBC delegation is reported to be cut from 25 to 5, and CBS from 19 to 3.

The gripes are that they don't want to talk about the "evils" of advertising, or hear somebody lambasting the industry. One N.Y. Exec. is quoted as saying, "I guess the boys think they've heard McCarty's speech".

That the disadvantage imposed by the huge attendance lessens the attraction of the Institute for those who come with a purpose cannot be denied. Many of the old timers long for the return to the conditions which prevailed in the days when Dr. W. W. Charters played the gracious host on the campus.

MEMBERS WIN VARIETY AWARDS

KUOM, of the University of Minnesota, and WNYC, New York City municipal station, won 1946 Showmanagement Awards given by VARIETY for outstanding performance..

Fourteen awards were made, and two went to non-commercial stations. That is a good average, considering the fact that the commercials outnumber the educationals by a score of about 40 to 1.

KUOM, under the direction of Burton Paulu, received its recognition for "Expanding Radio's Social Usefulness" by its programming during the polio epidemic last summer. It expanded the kind of programs which have long made it a leader locally, and so won the national recognition.

WNYC, under Director Seymour Siegel, won the Award for "Responsibility to the Community" by its airing of the controversy over the five-cent subway fare, and for "other notable services to the citizens of New York". It is called "The most intelligently operated non-commercial radio station in America".

TEST THE BLUE-BOOK

For more than a year, raucous echoes have been floating up and down the columns of the press of this country. Freedom of speech, the "American way", bureaucratic dictatorship, censorship, and other equally emotionally appealing terms have been carelessly used to discredit the Federal Communications Commission and its now famous "blue-book", The Social Responsibility of Broadcast Licensees.

Privately many station operators admit the validity of the blue-book charges, and see in its recommendation the basis for sound and profitable operation for themselves, as well as better listening fare for their listeners. But the "industry" continues to picture itself as the persecuted martyr.

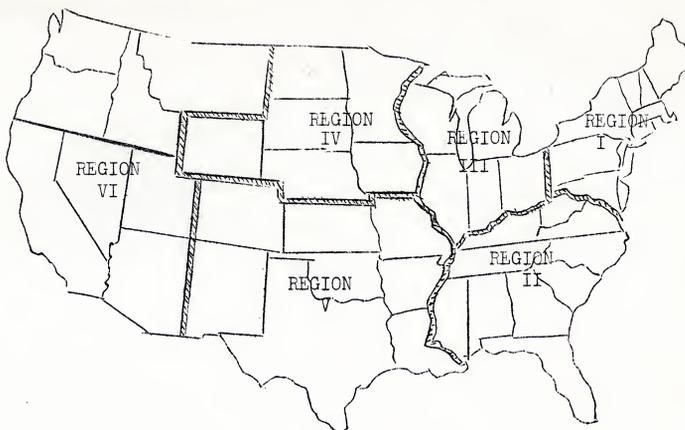
After thirteen months this theme is no longer convincing. The industry has had ample time to instigate a test case to find out for itself whether or not the FCC is overstepping its rights, and just what the public's interest in radio is. A test case might cost some small station (guinea pigs are used instead of elephants in laboratories) its license---but what is that in comparison to the pictured horrors attendant to the "government regulation" feared by broadcasters?

Observers believe that there is lacking the strength of conviction which would precipitate a once-and-for-all test and decision in the matter.

Might it be that this brave big noise is but whistling in the dark? Can it be that despite the call for a show-down there is no real desire to have one? Might a Supreme Court decision upset the status quo by deciding that the public has a greater stake in broadcasting than it has been allowed to believe it has?

The public is interested. The broadcasters are concerned. In the interests of both the Federal Communications Commission should precipitate a test case---inasmuch as the "industry" lacks the temerity to do so.

NAEB REGIONAL DIVISIONS PROPOSED



Plans for the establishment of regional sub-divisions within the National Association of Educational Broadcasters have been proposed as a means of providing closer working units for members needing help in their problems.

John W. Dunn of WNAD gets the credit for the regional division depicted here. He further proposes that as the organization grows it may be well to break some of the larger districts up into smaller units. The reason for the six-district division is that it might be desirable to have that correspond with the number on the Executive Committee as prescribed in the constitution.

Study the map and think about the recommendations you would make for persons to serve as regional chairmen.

This matter will be discussed at the Columbus meeting on May 3.

SULZER TELLS FM PROCEDURE

Elmer Sulzer, writing in the February, 1947 issue of COLLEGE PUBLIC RELATIONS, tells the story of how an educational institution can set up an FM broadcasting station. He draws freely upon his experience in establishing the University of Kentucky Station WBKY.

In encouraging institutions to use the facilities the FCC has reserved for non-commercial operation, Sulzer says, "There is the danger that unless more interest is shown in these frequencies in the future, some may be taken away from educators and allotted to commercial interests, which are applying in great numbers for construction permits on the other portions of the FM band".

Included in the story is a good summary of costs and physical requirements for setting up a station. The steps for negotiating with the FCC are carefully outlined also. He even suggests sources for transcriptions and other program material suitable for use on the station.

WE'LL MEET YOU AT COLUMBUS!

Don't forget---it's a date for the NAEB meeting
Saturday-May 3---Dinner meeting starting at 5:30 PM
in Room 337 of the Deshler-Wallick Hotel and
continuing throughout the evening!

GUESTITORIAL

WHAT ABOUT FACSIMILE?

Educational broadcasters have been interested in AM for some time. They are now becoming interested in FM and we hear a great deal about TV, but what about FAX?

Facsimile has been a much abused and little understood nor appreciated branch of radio broadcasting, but just what is the present status of Facsimile? While it may be presumptuous to say that Facsimile has been developed to the point there virtually nothing more is desired, it is at least true to say that at the present time Facsimile delivers a quality in reproduction of printed or written material which is equal to, or better than, the reproduction standards of the modern newspaper. It reproduces this material at a very satisfactory rate, although the exact rate varies somewhat with the system employed. It is possible to transmit Facsimile in multiplex over virtually any radio station, although frequency limitations and Commission rules prevent multiplex operation on the standard AM band. But for those stations with FM facilities, the simultaneous transmission of voice and Facsimile is both possible and permissible.

Why should we, as educational broadcasters, be interested in Facsimile? The reasons should be fairly obvious. They can be summarized as follows: It provides a means of distributing outlines, charts, maps, and diagrams to the people who are interested without the attendant delay of the mail, and without the necessity of the individual's deciding in advance that he is interested and notifying the station to send the material to him. Multiplex operation would allow the material to be transmitted more or less simultaneously with the discussion, and consequently each individual listener who was interested in the talk could, by a simple turn of a switch, be provided with the accompanying printed material. Permanent reference material can also be transmitted by Facsimile, although it might be more economical to provide such material through the mail.

You may ask why television wouldn't be better. While television will provide a picture, it is a fleeting, temporary picture that cannot be referred to after the talk is over.

How can we introduce Facsimile in our territory? Certainly there will be no incentive for listeners to buy Facsimile receivers if there is no Facsimile transmission. And equally true, there is no incentive to broadcast Facsimile material if there are no receiving sets. Two possibilities suggest themselves - stations might buy printers and lease or rent these units on a non-profit basis to interested listeners. Or, the problem could be left to the individual listener, much as is being done with FM at the present time.

In any event, Facsimile can be an important educational tool; let us see that proper use is made of it.

---Milford Jensen, Radio WCAL, St. Olaf

SAME TUNE-----NEW WORDS

"Let The Benton elephant get his snout under the radio tent and you've given the government-ownership proponents their greatest impetus", wails BROADCASTING (March 31) in decrying Assistant Secretary of State Benton's plan for establishing governmentally owned short-wave stations for international broadcasting. "Can't the government buy time on privately-owned stations?" it asks.

If American radio today was all it purports to be it need have no such fears such as these outcries betray.

THE RUMOR MILL

It is touching the way "The Industry" worries about radio abroad---as reflected in these (Variety March 26) reports:

"Belief here(Sidney) is that the government controlled Australian Broadcasting Corporation will drop its BBC style of thinking this year and cater to the trade via the commercial route".

"Johannesburg, March 15---The commercial broadcasting picture in the Union of South Africa remains confused. Although reports had it that commercial broadcasting would start here on January 1, and date was later put forward to June 1,---belief is there'll be---no commercial broadcasting at least until '48."

The customary BBC rumors are conspicuous by their absence this month.

HITS AND MISSES

The Attorney General's Conference on Juvenile Delinquency will meet in New York this spring, and a special radio panel will report on its work in building anti-crime programs for juveniles. (Variety, March 26).

Toronto newspapers have run ads for Station CHUM offering to pay \$500 to listeners who telephone in details on any news happening they have witnessed. Who scoops whom?

Tavern operators in New York are divided on the values of television receivers in their establishments. Some say the pictures attract viewers who crowd out their regular customers; yet fail to buy. Others say certain types of video programs increase the quaffing.

Zenith Radio, which has operated its own FM station on a non-commercial basis for a number of years, polled its listeners to get their opinions on the station going commercial. Some 7,000 letters were received---and 90 per cent indicated that they preferred their FM without commercial sponsorship.

Is American radio jittery? The old doctor diagnosed it as acute Hooper-sensitivity.

General Electric in offering a "pee-wee" transmitter to educational broadcasters says that it has "the added merit of cutting the coverage of non-commercial FM stations to a point where they won't be competing with commercial broadcasters---" Now, that really is a service to education!(Variety, March 12, 1947)

HITS & MISSES MISSED BILLBOARD

Jerry Franken of BILLBOARD reminds ye Ed. that confession is good for the soul---as the March NEWS-LETTER stated. So 'tiz---and we confess that the soap-opera quip in that issue should have been credited to "BILLBOARD"---THE WORLD'S FOREMOST AMUSEMENT WEEKLY---25 CENTS" (How's that for a plug, Jerry?) So, we give credit where it is due---to a sheet we all enjoy reading.

THE SECRETARY'S PAGE

TO: NAEB'ers

FROM: Radio City, New York

Did you ever hear of the Commission on Freedom of the Press?

Did you know that the Commission has been at work on a general report on mass communications -- newspapers, radio, motion pictures, magazine and books?

The Commission of 13 was headed by Dr. Robert M. Hutchins. The Commission and its staff has been studying, interviewing people and holding information meetings. Their report is a must for everyone in radio and especially those interested in educational institutions and educational radio.

The report is an answer to some of the issues that have come up in recent weeks. The first suggestion is, "WE RECOMMEND THAT NON-PROFIT INSTITUTIONS HELP SUPPLY VARIETY, QUANTITY, AND QUALITY OF...SERVICE REQUIRED BY THE AMERICAN PEOPLE."

R "We have indicated our belief that the agencies of mass communication have a responsibility to the public like that of educational institutions. We now wish to add that educational institutions have a responsibility to the public to use the instruments employed by the agencies of mass communications...But the non-profit corporation does not exist for the purpose of making profits. It is peculiarly able to enlist the cooperation of all who are interested in the cultural development of the country. Hence it can render those services which commercial enterprise cannot offer on a profit-making basis.

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"It can restore an element of diversity to the information and discussion reaching the public by organizing the demand for good things and by putting out good things itself. A chain of libraries, schools, colleges, and universities, together with the various religious organizations, could establish the documentary film in mass communication. A chain of educational FM stations could put before the public the best thought of America and could make many present radio programs look as silly as they are.

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"...We cannot believe that non-profit institutions will continue to fail to grasp the opportunity they have before them...It has always been clear that, as working hours diminished and leisure increased, a responsibility devolved upon educators to help people make wise use of their leisure. Now a new urgency is added to this duty. The world seems on the brink of suicide, and the ultimate catastrophe can be avoided only if the adult citizens of today can learn how to live together in peace. It will not be enough to educate the rising generation; the time is too short...It is fortunate that, as their task has grown greater and more pressing, technology has given them new instruments of incredible range and power."

As against this, how insignificant are the current charges against educational radio -- 1-The California broadcasters who still advance the arguments of 25 years ago 2-In a sense, it is also an answer to ideas advanced recently by a transmitter manufacturer for cheap transmitters, with very little power, allocating to the college educational stations an area of five or six miles for their coverage. Some people just refuse to learn.

Morris S. Novik
Executive Secretary

March 31, 1947

A questionnaire was sent to several manufacturers asking for information concerning frequency modulation receiving sets.

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WHAT IS THE FM RECEIVER SITUATION?

On March 10th this following telegram was sent to several manufacturers:
RADIO DEALERS AND SERVICE MEN MEETING HERE WITH STATION OPERATORS
TUESDAY NIGHT MARCH 11 FOR FRANK DISCUSSION FM PROSPECTS. PLEASE
WIRE YOUR OPINION NOW SOON AND AT WHAT PRICE FM TABLE MODELS WILL
BE AVAILABLE THIS AREA HBMCCARTY STATION WHA-FM

The replies received read in part as follows:

RCA-VICTOR Our production table FM-AM radio should start approximately four weeks anticipated price range seventy to ninety dollars.

PHILCO FM prospects for the immediate future are increasingly bright...Philco now in production on two console AM-FM phonograph receivers with a decided increase in production schedules coming...Feel that FM table model receivers will be available in early spring at reasonable prices public will completely accept.

GENERAL ELECTRIC Planning large production of FM receivers for 1947 to materialize second half of year...cannot quote planned production rate due to company policy.

STROMBERG CARLSON In addition to present line we will market popular price FM-AM table sets this summer and expect to price it well under \$75.

EMERSON FM-AM table model will list at ninety-nine dollars ninety-five cents.... Believe production will start about sixty days.

ADMIRAL Table model FM available late this summer approximate price \$75 to \$85...All top console models 1947 line will have FM available in April, May, and June 1947.

MONTGOMERY WARD It is our policy to allot FM radios to store towns with operating FM stations...Have 9 T AM and FM table model available at \$79.95 also console at \$134.95 and combinations at \$189.95 and \$234.95 which we are allocating to our stores as production permits.

The Radio Manufacturers Association reported that in February 1947 a total of 1,379,996 sets of all types were produced (AM, AM-FM, auto-radios, television). Included were 53,594 AM-FM receivers, of which 45,626 were consoles and 7,968 were table models. In this tabulation also were 6,243 television sets.

FACILITIES AND THE FCC

WCAL---(St.Olaf, Northfield, Minn.) application for CP to install new transmitter, AM 770 Kc. (March 18)

WHAD---(Delafield,Wis.---State-Station) authorized change in assignment of FM non-commercial educational station from 91.1 Mc. to 9.7 Mc. (March 20)

University of Alabama Bd. of Trustees) Tuscaloosa, Ala.) accepted for filing application for CP new non-commercial educational station on frequency to be assigned 3 Kw., emission A3, Unl. (March 21).

WLSU---(Baton Rouge, La.) accepted modification of CP for non-commercial educational station to specify frequency as channel 219, 91.7 Mc. 205 Kw., change transmitter location, change type transmitter and make changes in antenna (March 21)

KOAG---(Stillwater, Oklahoma) accepted modification of CP. New non-commercial educational station, extension of completion date. (March 21)

Trustees---(Purdue University) dismissed application for non-commercial educational station 42.7 Mc. 10 Kw. as requested by applicant (March 14)

University of Tulsa (Tulsa, Oklahoma) accepted application for CP for new non-commercial educational station on channel #213, 9.5 Mc. 1 Kw. (March 25)

Board of Education---(Toledo, Ohio) CP granted channel 215, 9.9 Mc. 800 watts, 200 ft. antenna.

Pennsylvania State Colloge -- CP granted channel 210, 9.9 Mc 35 Kw. 925 ft.ant.

University of Indiana ----(Bloomington, Ind.) CP granted for channel 215, 9.9 55 Kw. 550 ft. antenna.

WNYC---(New York City) authorized extension of special service to operate between 6:00 AM EST and sunrise at N.Y., and sunset Minneapolis and 10 PM EST.

(February 28)

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."



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