

BULLETIN

Urbana, Illinois

February 18, 1935

President: W. I. Griffith, Iowa State College.
Vice-President: H. G. Ingham, University of Kansas.
Secretary-Treasurer: B. B. Brackett, University of South Dakota.
Executive Treasurer: T. M. Beard, University of Oklahoma.

Greetings to NAEB Members and Friends:-

At the Kansas City meeting last Fall a number of us promised to get out an issue of the Bulletin. It was to be a monthly affair and was to start immediately. Here is the first:.. we apologize for its incompleteness, but it is at least an effort in the right direction. Undoubtedly each succeeding number will be better than its predecessors.

You will note the lack of originality on our part in the contents here set forth. Practically the entire comments are contributions from other members. And, after all, undoubtedly a bulletin of this kind can best be of service by exchanging ideas that come from the membership.

A number of station directors have sent me copies of their programs. Many good ideas are contained therein, but the task of condensing them into usable material for the bulletin is too great. Wouldn't it be a good idea for every member to include all N.A.E.B. members on his mailing list? When new WILL programs were printed early in February we sent copies to all educational stations on the only mailing list we had available. A new list should be available in the near future.

President Griffith, WOI, Ames, is to get out the next bulletin about March 1. Let's all send him some suggestions and comments. After all, this series of Bulletins will be just what each of us, as members, contribute from time to time. Let's get going!

The sincere wishes to all of you.

Wright-Schooley-Phillips
W I L L

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Mr. W. I. Griffith, director, radio station WOI, Iowa State College, Ames, Iowa, president of the NAEB, as representative of his organization, attended the annual meeting of the National Committee on Education by Radio in Washington, D.C. on January 21.

The NCER selected the following officers for 1935: Mr. Joy Elmer Morgan, chairman; Dr. Arthur G. Crane, vice-chairman; Dr. Tracy F. Tyler, secretary; Mr. J. W. Crabtree, treasurer; and Mr. Armstrong Perry, counsel. Members of the NAEB will be particularly glad to note that the Committee expects to continue for the present its practise of retaining a legal counsel (Mr. Horace L. Lohnes, Munsey Building, Washington, D. C.). The fact that the Committee has made him available to educational stations has saved them thousands of dollars. A subcommittee which had been assigned the task of determining a definite future procedure

for the NCER brought in a preliminary report which was thoroughly discussed and formally adopted by the Committee. The Committee authorized the subcommittee to bring in a detailed report at a special meeting of the NCER tentatively set for March 4.

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The National Committee on Education by Radio, through its Secretary and Research Director, Tracy F. Tyler, has transmitted the following letter to most educational stations. Action of the F.C.C. deserves consideration of NAEB members:

"The Federal Communications Commission has finally transmitted to the Senate its report relative to the allocation of facilities to educational, religious, and other nonprofit agencies. The report is essentially a 'straddle'--a device for killing time while the commercial interests become more firmly entrenched. There is one section of the report, however, in which you will be particularly interested. The Commission states:

'There have been protests, particularly by persons interested in the preservation of the broadcasting facilities of educational institutions, against the procedure under which licensees are required to defend their assignments in hearings upon applications of other parties. The Commission now proposes that provisions be made to conduct informal, preliminary hearings on applications that appear from examination to be antagonistic to established stations, to determine whether the application violates any provisions of the Communications Act or the rules and regulations of the Commission, or whether or not the applicant is legally, financially and technically qualified to contest the use of a radio facility with an existing station. Under such a provision, applications found inconsistent with law or regulation and applications of those found not qualified to operate stations will be refused without requiring the presence of licensees of existing stations at hearings.'

"The above paragraph is the response to the Committee's recommendation 'that existing educational public-welfare stations be protected in their present privileges.' Now that the Commission's report is in, it appears that the next fight will occur in the halls of Congress. The Interstate Commerce Committee of the Senate has an able chairman in Mr. Wheeler of Montana. It is from that source that progressive legislation will undoubtedly emanate."

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T. M. Beard, Executive Secretary of the N.A.E.B., WNAD, University of Oklahoma, etc., speaking:

1. In the Kansas City conference held on September 10 and 11, 1934, it was voted by the delegates assembled that the name of our Association should be changed from The Association of College and University Broadcasting Stations to the National Association of Educational Broadcasters. The reason for this change in name was the fact that the member stations voted that we should now include two new classes of members, namely: (a) those institutions that are engaged in educational broadcasting over stations other than those educationally owned, and (b) individuals of faculties of recognized institutions who are interested in educational broadcasting. Many faculty members sponsor regularly organized educational courses and present their material through commercial stations which are located in the towns where their institutions are located. Therefore, it was the feeling of all delegates, as well as all station representatives in the mail ballot taken following the Kansas City meeting, that these co-workers should enjoy the privilege of membership in the educational broadcasters association. We look forward to having men of this type participate with us again since the constitution has been changed.

2. Under the revision of the constitution governing the National Association of Educational Broadcasters, we feel that it is well to state again the article dealing with all memberships:

"Membership: (a) Any college or university of recognized standing engaged in educational broadcasting (whether the institution owns its own transmitter or uses some other) may be elected to membership in this organization by approval of the executive committee, and a two-thirds affirmative vote of all active members of the association. Each member institution shall be entitled to one vote.

"(b) Individuals of faculties of recognized institutions are interested in educational broadcasting may become associate members of this association by approval of the executive committee, and a two-thirds affirmative vote of all active members of the association. Associate members shall have all of the privileges of active membership, except that they shall not be permitted to vote or to hold office.

"(c) Any experimental or amateur station, owned and operated by a recognized educational institution, may be elected to associate membership.

3. In the course of a few days the annual announcements relative to membership fees, etc. will be made through the regular offices of the Association, and from advance correspondence it is predicted that the Association will this year enjoy the largest membership in its history.

4. During the past several weeks, Professor J.C. Jensen of Nebraska Wesleyan University has been assembling material giving the complete history of the Association from its beginning in 1925. Some excellent research has been done by Professor Jensen to this date, but it is being temporarily held up awaiting the final decision of Dr. Levering Tyson as to issuing a history covering all stations holding membership in the Association.

5. The regular officers and executive committeemen elected to serve until October 1, 1935 are as follows:

President: W. I. Griffith, Iowa State College, Ames, Iowa
Vice-President: H. G. Ingham, University of Kansas, Lawrence, Kansas
Secretary-Treasurer: B. B. Brackett, University of South Dakota,
Vermillion, South Dakota.

Executive Secretary: T. M. Beaird, University of Oklahoma, Norman,
Oklahoma.

Executive Committeeman at Large: Joe Wright, University of Illinois,
Urbana, Illinois.

Executive Committeemen:

First Zone: C. A. Taylor, Station WESG, Cornell University,
Ithaca, New York.

Second Zone: R. C. Higgy, Ohio State University, Columbus, Ohio.

Third Zone: E. P. Humbert, Texas A. & M. College, College Station,
Texas.

Fourth Zone: H. B. McCarty, University of Wisconsin, Madison,
Wisconsin.

Fifth Zone: F. F. Nalder, State College of Washington, Pullman,
Washington.

6. The following committees were regularly appointed in the business session of the Kansas City Convention:

(1) Committee on Federal Chain Education Program Development:

Chairman: Frank E. Schooley, University of Illinois, Urbana
Bruce Mahan, Iowa State University, Iowa City
Herman James, University of South Dakota, Vermillion.

(2) Committee on Short Wave Transmission between Stations:
Chairman: Carl Menzer, State University of Iowa, Iowa City
W. E. Phillips, University of Illinois, Urbana
R. C. Higgy, Ohio State University, Columbus.

(3) Committee on Proposed Recorded Programs:
Chairman: T. M. Beard, University of Oklahoma, Norman
H. B. McCarty, University of Wisconsin, Madison
C. A. Taylor, Radio Station WESG, Elmira, New York.

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Secretary-Treasurer of NAEB, Professor B. B. Brackett of KUSD, says:

"The Secretary-Treasurer needs all information possible about schools that have regular broadcasting schedules over stations not owned or operated by the schools. The changes recently made in our constitution opens regular membership to such schools. Will those of our members who are near schools broadcasting regular educational programs through stations that are either owned or operated by outside parties or who from any unusual contacts of any kinds are familiar with any cases of such broadcasting, please report the mere facts to the N.A.E.B. Secretary-Treasurer, care KUSD, University of South Dakota, Vermillion, South Dakota? In this way we ought to secure a substantial increase in our membership; and it is up to you individually to do your part in helping your officials in this matter."

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DEVELOPMENT OF POSSIBLE RESOURCES

Here's a contribution of L. L. Longsdorf, Program Director for KSAC, Manhattan, Kansas:

"In looking ahead and planning for the future development of our educational programs by radio, it seems imperative that we should not neglect the possibilities of developing the commercial radio station outlet. The directors of these stations are most instrumental in shaping and planning the concerted efforts of their listeners. Similar to the editors of our daily and weekly newspapers, these directors are ever alert to the changing elements that are influencing the thoughts and actions of the peoples of America.

"Their opinions are at all times creeping into the innermost thoughts of our rural and industrial centers. Through their radio contacts, they are at all times guests to the listeners, listeners who come to know these directors and their associates as next-door neighbors, as purveyors of the opinions of National and World leaders, and as individuals to whom to turn in shaping their opinions and judgments prior to taking action.

"These directors of our commercial radio stations should not, and cannot rightfully, be left out of the educational institution picture.

"Granted that this source of communication should be encouraged, how might we go about the problem of its development?

"Is it not possible for us to discuss with these radio directors the field of work in which we are engaged?

"Is it not possible for us to pass on to them the opinions of farm and city peoples with whom we associate?

"Is it not possible for us to interest the directors in a cooperative endeavor, along with our interests, in improving the standard of living of our countrymen?

"It may take some salesmanship in the beginning. But it can be done by visiting the directors, explaining our aims and ultimate goals. Then, too, there is the good will that can be created between commercial radio interests and educational institutions by personal interviews.

"It is usually the uninformed who object, to any cause, if the cause is justly founded.

"Then, too, we also learn. Our appreciation of what the commercial director needs for his listening audience will be enlarged. We can then write, talk, and picture our educational materials in such a way that they will more properly fit into the commercial radio station broadcasting pattern."

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James W. Barrett, Editor of the Press-Radio Bureau of the publishers' National Radio Committee has sent many stations a reprint of an article on "Radio and the Press," by Mr. E. H. Harris, Chairman of the Publishers' committee, which appeared in the Annals of the American Academy of Political and Social Science, issued January 10th, 1935. Better look up the issue or write Mr. Barrett, 551 Fifth Avenue, New York City, for a copy of the reprint.

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WHAT EDUCATIONAL STATIONS ARE DOING

On Wisconsin! Supplied by Harold A. Engel, Promotion Director at behest of Program Director Mac McCarty, WHA:

Developments in the Wisconsin College of the Air show a new use for radio in supplementing the educational programs of the Wisconsin penal institutions. The state penitentiary uses the programs regularly and welcomes them particularly because few qualified teachers are found among the convicts and no funds are provided for hiring teachers. The state reformatory is well equipped with radio and will on February 1, make use of the broadcast programs.

The educational program affords leisure time activity so necessary for those in confinement. Some prisoners, prior to the installation of the receivers to bring in the Wisconsin College of the Air, had never before heard a radio.

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By means of a studio in the state capitol and a permanent wire connection WHA broadcasts events and messages of state importance coming from the governor, legislators and state officials.

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Useful in stimulating an interest in radio are meetings held in the broadcasting studios. The radio section of the Southern Wisconsin Teachers Association will meet in the WHA studios on Friday, February 8. Those present will see and hear actual broadcasts of features of the Wisconsin School of the Air. The meeting will feature a talk by a teacher who uses the broadcasts as a part of her class work.

PTA groups, women's organizations, luncheon clubs welcome invitations to visit the studios. If you don't believe it just drop a suggestion to some of your local bodies. They'll come many miles to see you.

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The prize-winning long-distance attendant of the Kansas City Convention, Frank F. Nalder of KWSC, State College of Washington, contributes his bit:

"KWSC at the State College of Washington, Pullman, Washington, is engaging in a vigorous campaign, in its state and the Northwest generally, to encourage the use of radio broadcasting of the schools of the state. The management of KWSC

is of the opinion that a most needed form of activity in radio education is to encourage high schools to equip themselves with receiving sets and to help them devise ways and means of how to do so. Few high schools in that area have as yet become radio-minded.

"One interesting development of this service is the broadcasting of addresses by notable men before convocation of the students at the State College of Washington from time to time.

"Another factor being emphasized at Washington State is the radio 'high school report' that is planned as a feature of the Thursday afternoon High School Activity Hour, to which as much as fifteen minutes may be devoted in telling the world some of the interesting things that the high schools of the Northwest states are doing.

"Effective cooperation between the educational radio and the press is most desirable. There is need of a constant campaign of education among the papers of many states in which there is an educational radio station, to get the press to differentiate between educational stations, whose interests are practically identical with those of the press, and the commercial stations which have for years been taking from the papers a large part of their revenue--that derived from advertising.

"Many editors, thinking 'a radio is just a radio', are unwilling to discriminate between broadcasting stations that help them and those that hurt them. Station KWSC has for some time carried on persistent campaigns for the education of the newspapers in the State of Washington, and results are beginning to come in. Certain of the largest dailies in the state now give KWSC's programs in a regular place in their columns. In a number of other instances, items of news interest are printed, thus building up this logical and strong relationship."

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The Ohio State University representative in N.A.E.B., R.C.Higgy, Director of WOSU, and long a faithful servant of the educational broadcasting group, tells what's going on in the Buckeye State:

"A series of programs, known as the Emergency Radio Junior College, completed the first year of formal class instruction of college level by radio. The interest in these classes has been phenomenal, and the size of the registered audience is growing steadily.

"The cooperation of the Ohio Emergency Schools Administration, a division of the State Relief Commission, has been most helpful, and has contributed approximately \$2,000 each three months for office help, postage and printing, and the preparation of supplementary test materials. The class enrollment, during the present quarter, for each of eight courses, averages 400.

"A few broadcasts have been conducted directly from university class-rooms, the radio audience hearing the part of the class hour devoted to straight lectures in one course, and in another hearing the complete class discussion. Radio listeners, who fill out a registration card, receive, free of charge, supplementary test materials, varying from the 120 page mimeographed "book" used as a text in the French course, to a 12 page syllabus giving an outline and suggested references. Students, following the French and Spanish courses, have later enrolled in the University and been able to carry advanced courses, securing credit, after a proficiency examination had been given covering the radio course.

"Many of the radio courses parallel regular university courses. In these cases a student is informed that should he later enter the University he may take a proficiency examination and receive credit for his radio work, if satisfactory.

"A bulletin is printed each quarter describing the courses offered, and giving general information concerning the broadcasts. These bulletins will be distributed to any college or university station requesting same from WOSU."

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Garland Powell, Director of WRUF at the University of Florida, says:

"I feel that our organization should be more cooperative in sending copies of programs to the various university stations. I realize however that there is a great deal of work to a thing of this kind and it may be that most of the university stations are like WRUF, having little or no money with which to operate. It might be interesting to note that WRUF is now operating on an annual average of 13½ hours a day and using 38 students and four full time men to operate the station, giving us a staff of 42. We take great pride in the fact that seven boys who have graduated from the University of Florida and who worked at the radio station have gone into the radio field and secured employment immediately, even in view of the fact of the great number of radio men out of employment; so we are contributing in a small way to the development of radio men."

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W. I. Griffith, President of N.A.E.B., Director of WOI in the state of the tall corn, reports as follows:

"The WOI Book Club is going strong and we have circulated about 26,000 volumes in the five years in which the club has now been organized. We have approximately 1800 members and find that it is rendering a real service in supplementing the library facilities of our radio friends. This is particularly true to our friends who live on farms and in villages and find it hard to get suitable reading material in any other manner."

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Professor Brackett reports for KUSD of Vermillion, S.D., as follows:

"As has been done for several past years, KUSD is again broadcasting a series of programs featuring humorous readings in the Low German Dialect. Very great appreciation is shown by those in our territory who once used this language but in many cases have not heard it spoken for a very long time."

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Forensic Ted Beaird, Director of the University of Oklahoma station, WNAD, tells us about the broadcastings and doings of his station:

"We have introduced a new feature over WNAD this year which may be of interest to some of the fellows as it has proven quite satisfactory in our work. Each Thursday promptly at 2:00 p.m. we have a feature for 15 minutes known as the 'man with the traveling mike.' One of our staff announcers has a portable mike and 'scouts around' among students, faculty members and others in the student union building and presents a series of questions, picking for the particular interviews any person who may be near the mike at that time. Various and sundry questions are presented by the man with the traveling mike, and you can imagine that he gets various and sundry answers to these questions. This feature has proven quite novel not only with our student body here but to all our radio audience. We have considerable comment on this feature and we can highly recommend it to any of the boys in similar work.

"Our revised (and may we hope modern) practical landscape garden series presented once each week for the season, is proving of great interest. This is under the auspices of the landscape gardener of the University and his staff. The material he is presenting is proving to be practical, and this is the first time we have been able to work it out where we felt it was practical to our listeners.

"For the first time in the history of the station, WNAD is sponsoring under the auspices of the Norman Chamber of Commerce, a series of farm group programs. Of course this feature is greatly expanded by agricultural stations, but coming from the state university for the first time, it is proving of great interest to our radio audience.

"We have some very novel developments in our International Relations group program which we sponsor regularly over the station. These programs of course are under the supervision of the International Relations group of the University of Oklahoma. We shall be very happy to give details to a program director over the country as to the manner in which we have stimulated more interest in this work this season.

"Another very popular introduction this year is the Survey of English Literature course presented regularly over the station coming under the immediate supervision of our Department of English of the College of Arts and Sciences. We shall be happy to supply details relative to this course to any interested group.

"For the first time we have introduced the WNAD Radio Book Club this season. The plans we use are similar to those perfected by Griffin and his staff at Ames, and WOI has been quite helpful to us in introducing this feature to our radio audience. To say the least, it will cause state-wide interest in book review, book reading, etc.

"We have presented this season regular feature programs under the auspices of the Oklahoma Educational Association and the State Department of Education of Oklahoma. These programs have been presented in panel discussions as well as regularly rehearsed skits. This feature is a great help to the station as it gives us additional leads among our co-workers in the state in developing other fields of work.

"The most novel introduction that we have ever made in our work is a regular weekly feature entitled 'Inside stuff.' This is under the immediate supervision of the School of Journalism and the State Association of Newspaper Men. Every week an outstanding newspaper editor or an individual quite prominent in the field of journalism, is brought to the University campus by the School of Journalism, and a formal 45-minute address is presented to all the journalism students in joint assembly. Immediately following this person is interviewed by some outstanding personality of WNAD. We have a stack of very complimentary comments from the press of this state relative to this feature. You can see that it gives the University some valuable contacts among a group of business and professional men who are in a position to mold a great deal of public sentiment.

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