

NEWS N A E B LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Frank E. Schooley, Editor, Station WILL, Urbana, Illinois

MAY 1, 1943

WILLIAMS NEW N A E B PRESIDENT

MEETING IN COLUMBUS TODAY THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS ELECTED GILBERT D. WILLIAMS, WBAA, PURDUE UNIVERSITY, TO SUCCEED HAROLD A. ENGEL, WHA, UNIVERSITY OF WISCONSIN, FOR THE TERM, SEPTEMBER 1, 1943 TO SEPTEMBER 1944. THE ANNUAL MEETING WAS HELD IN CONJUNCTION WITH THE FOURTEENTH INSTITUTE FOR EDUCATION BY RADIO.

OTHER OFFICERS ELECTED WERE: ALLEN MILLER, KOAC, OREGON STATE COLLEGE, VICE-PRESIDENT; W. I. GRIFFITH, WOI, IOWA STATE COLLEGE, RE-ELECTED TREASURER; AND EXECUTIVE COMMITTEE MEMBERS: GEORGE JENNINGS, ACTING DIRECTOR, CHICAGO RADIO COUNCIL; M. C. JENSEN, WCAL, ST. OLAF'S COLLEGE; R. J. COLEMAN, WKAR, MICHIGAN STATE COLLEGE; M. S. NOVIK, WNYC, MUNICIPAL BROADCASTING SYSTEM, NEW YORK CITY, AND C. WILBERT PETTEGREW, WOSU, OHIO STATE UNIVERSITY.

THE ASSOCIATION ALSO VOTED TO INVEST 25 PERCENT OF ITS PRESENT CASH BALANCE IN UNITED STATES WAR BONDS. TREASURER W. I. GRIFFITH REPORTED THE ORGANIZATION TO BE IN ITS USUAL GOOD FINANCIAL SHAPE. HE REPORTED THE LOSS OF ONE MEMBER--WCAT, SOUTH DAKOTA SCHOOL OF MINES, DURING THE LAST YEAR.

MEMBERS PRESENT PRESENTED THEIR ACCOMPLISHMENTS AND TROUBLES OF THE PAST FEW MONTHS IN A FAMILY CONFAB THAT BROUGHT PROFIT TO THOSE PRESENT.

AMONG THE NABB MEMBERS SEEN AT THE MEETING AND AT THE INSTITUTE WERE (AND BE APOLOGIZE IF WE LEAVE ANYONE OUT): W. I. GRIFFITH, WOI, GILBERT WILLIAMS,

PRESIDENT

Harold A. Engel, WHA
University of Wisconsin
Madison, Wisconsin

VICE-PRESIDENT

Gilbert D. Williams, WBAA
Purdue University
West Lafayette, Indiana

TREASURER

W. I. Griffith, WOI
Iowa State College
Ames, Iowa

EXECUTIVE COMMITTEE

H. H. Leake, WNAD
Carl Menzer, WSUI
Allen Miller, KWSC
M. S. Novik, WNYC
E. J. O'Brien, KFJM

EXECUTIVE SECRETARY

Frank E. Schooley, WILL
University of Illinois
Urbana, Illinois

The National Association of Educational Broadcasters

Fellow NAEB Members

Gents:

The Executive Committee of the National Association of Educational Broadcasters has voted to hold the annual meeting at Columbus, Ohio, on May 1.

The meeting will be held in conjunction with Ohio State University's Institute for Education by Radio.

There will be no regular Fall meeting of the Association.

You are urged to make every effort to be present.

Also, may I suggest that you forward me a list of items you will have for business to be discussed or transactions to be made at the meeting.

There will be election of officers for the coming year. Report of officers on the past year. Discussions of business items of business will be arranged.

Please let me know your plans.

Sincerely yours,

Frank E. Schooley

P.S. Please check to see that your 1945 dues have been paid, or will reach Professor Griffith before April 25.

F. e. s.

WBAA, DICK HULL, WOI; DAVE OWEN, MICHIGAN; WALDO ABBOT, MICHIGAN; KENNETH BARTLETT, SYRACUSE; VIRGINIA HAWKS, WNAD; MARY A. BURNHAM, IOWA STATE COLLEGE; H. J. SKORNIA, INDIANA; BURTON PAULU, WLB; CARL MENZER, WSUI; BOB HIGBY, WOSU; WIB PETTEGREW, WOSU, JEAN SIMPSON, CHICAGO RADIO COUNCIL; M. S. NOVIK, WNYC; ALLEN MILLER, KOAC; GEORGE JENNINGS, CHICAGO RADIO COUNCIL; MAJOR HAROLD KENT, U. S. WAR DEPARTMENT; JOE WRIGHT, WILL; BOB COLEMAN, WKAR; MIKE HANNA, WHCU; MISS MILDRED SEAMAN, KFKU; JOSEPH MADDY, MICHIGAN; H. W. NISONGER, WOSU; BRUCE MAHAN, WSUI; AND WALLACE GARNEAU, WESTERN STATE COLLEGE, MICHIGAN.

OH, YES, ALMOST FORGOT TO TELL YOU THAT THE EXECUTIVE COMMITTEE RE-ELECTED SHOOLEY AS EXECUTIVE SECRETARY.

CONVENTION NOTES: SORRY THAT E. J. O'BRIEN OF KFKU COULDN'T BE WITH US AT COLUMBUS, HE SENT WORD IT WOULD BE IMPOSSIBLE TO ATTEND....SIMILAR WORD CAME FROM GARLAND POWELL, WRUF. GARLAND REPORTS THAT HE HAS LOST 39 MEN AND 9 WOMEN ON ACCOUNT OF THE WAR....NAEB HAD A SPECIAL LETTER FROM RETIRING PRESIDENT HAROLD ENGEL, NOW SERVING UNCLE SAM ON THE WEST COAST. HAROLD REGRETS THAT IT HASN'T BEEN POSSIBLE FOR HELP TO HELP NAEB WITHIN RECENT MONTHS....PAST PREXY HAROLD INGHAM, KFKU, ALSO SENT HIS REGRETS AT BEING UNABLE TO ATTEND....NAT ERWIN, WILL, DIRECTOR OF THE NAEB SCRIPT EXCHANGE, REPORTED IN ABSENTIA THAT EXCHANGE NOW HAS 140 SCRIPTS AVAILABLE FOR USE BY MEMBERS.....

WBEZ ON THE AIR!

WBEZ, THE NON-COMMERCIAL EDUCATIONAL FM STATION OF THE CHICAGO PUBLIC SCHOOLS WENT ON THE AIR APRIL 18. TO BE KNOWN AS "THE RADIO VOICE OF THE CHICAGO PUBLIC SCHOOLS" THE STATION WENT ON THE AIR WITH MANY SPECIAL PROGRAMS THAT SUNDAY. STUDIOS AND OFFICES ARE LOCATED IN ROOM 701-719, 226 NORTH LASALLE AND THE TRANSMITTER IS LOCATED AT 79 WEST MADISON.

WNYC SCHEDULES SERIES PORTRAYING WARTIME AMERICA'S WAY OF LIFE

NEW YORK'S MUNICIPAL STATION WNYC ADDS TO ITS INCREASING LIST OF DRAMATIC FEATURES WITH THE FIRST BROADCAST IN ITS NEW "FREEDOM'S WORKSHOP" SERIES ON SUNDAY, MAY 2ND. THE NEW SERIES, TO BE HEARD WEEKLY AT THAT HOUR, WILL FEATURE NEW SCRIPTS OUTLINING AMERICA'S WAY OF LIFE IN WARTIME, AS WELL AS SCRIPTS OF GREAT MERIT THAT HAVE ALREADY BEEN PRODUCED ON OTHER STATIONS BUT WHICH ARE IN KEEPING WITH THE BASIC "FREEDOM'S WORKSHOP" IDEA. THE INITIAL BROADCAST IS TITLED "AN AMERICAN PRIZEFIGHTER," WITH THE SCRIPT ADAPTED FROM ONE OF HIS OWN SHORT STORIES BY GEORGE ASNESS, WHO WILL DIRECT THE WNYC SERIES.

"SOLID STUFF" STILL HAS A PLACE

EDITOR'S NOTE: THE FOLLOWING ARTICLE ORIGINALLY APPEARED IN THE MARCH, 1943, ISSUE OF PUBLICITY PROBLEMS, PUBLISHED BY THE AMERICAN COLLEGE PUBLICITY ASSOCIATION. AUTHOR OF THE ARTICLE IS JOS. F. WRIGHT, DIRECTOR OF WILL. IT IS REPRINTED HERE OVER PROTESTS OF THE AUTHOR--I.E., MY BOSS...FES.

GENERALLY SPEAKING, COLLEGE AND UNIVERSITY BROADCASTING IS OF TWO KINDS: THAT WHICH IS SUPPLIED TO COMMERCIAL AND OTHER STATIONS NOT EDUCATIONALLY OWNED, INCLUDING THE NETWORKS, AND THAT WHICH IS DONE OVER THE INSTITUTIONS' OWN RADIO STATION.

MOST COLLEGES AND UNIVERSITIES REACH THE PUBLIC THROUGH THE FACILITIES OWNED BY OTHERS. THESE EFFORTS MAY RANGE FROM FIFTEEN MINUTES A DAY OR WEEK TO SEVERAL PERIODS AMOUNTING TO A TOTAL OF SEVERAL HOURS DURING ANY GIVEN WEEK. ON THE OTHER HAND, THERE ARE ABOUT 25 INSTITUTIONS WHICH OPERATE THEIR OWN STATIONS WHILE SOME OF THESE ARE ON THE AIR JUST SUFFICIENTLY TO MEET THE REQUIREMENTS OF THE FEDERAL COMMUNICATIONS COMMISSION, OTHERS ARE ON THE VERY LIMIT OF TIME ALLOTTED THEM UNDER THEIR FEDERAL LICENSE. MANY OF THE LATTER STATIONS START BROADCASTING IN THE EARLY MORNING AND CONTINUE THROUGH THE EVENING HOURS; OTHERS ARE RESTRICTED TO DAYTIME OPERATION BECAUSE OF LICENSING COMPLICATIONS.

NO ONE QUESTIONS THE NEED FOR IMPROVEMENT OF MANY PROGRAMS OFFERED BY COLLEGES AND UNIVERSITIES, WHETHER THOSE PROGRAMS GO OUT OVER A NON-OWNED STATION OR OVER A COLLEGE-OWNED STATION. COMMERCIAL RADIO ITSELF ADMITS THAT IT TOO HAS ROOM FOR IMPROVEMENT HERE AND THERE. BUT I AM NOT IN COMPLETE AGREEMENT WITH THE GENERAL STATEMENT THAT EVERYTHING EMANATING FROM A COLLEGE OR UNIVERSITY MUST HAVE "SHOWMANSHIP." EDUCATIONALLY OWNED STATIONS RECEIVE AMPLE FAN MAIL TO INDICATE THAT THE TYPE OF THING THEY ARE DOING IS APPRECIATED AND WELCOMED BY A STABLE GROUP.

OBVIOUSLY A COMMERCIAL STATION HAS WORKED HARD TO DEVELOP ITS AUDIENCE THROUGH THE SCIENCE OF SHOWMANSHIP ON THE AIR. TO GAMBLE WITH LOSING EVEN A SMALL PERCENTAGE OF THIS AUDIENCE BY PRESENTING A POOR COLLEGE PROGRAM IS MORE OF A CHANCE THAN THE COMMERCIAL STATION WANTS TO TAKE. IN SPITE OF THIS GAMBLE, HOWEVER, MOST STATIONS HAVE GIVEN GENEROUS PORTIONS OF THEIR BROADCAST TIME.

THOSE INSTITUTIONS WHICH GET TO A RADIO AUDIENCE ONLY ONCE OR TWICE A YEAR HAVE NO EXCUSE, IN MY OPINION, FOR PRESENTING OTHER THAN A SHOW WHICH, WHILE IT TELLS A MESSAGE THE INSTITUTION WANTS ITS LISTENERS TO KNOW, CAN BE MADE SO ENTERTAINING THAT BOTH THE STATION MANAGER AND THE LISTENERS WILL FEEL WELL REPAID FOR THE INVESTMENT OF TIME. HOWEVER, TO EXPECT AN INSTITUTION TO PRESENT PROGRAMS SEVERAL TIMES A WEEK WHICH ARE CRAMMED FULL OF SHOWMANSHIP AND ENTERTAINMENT VALUE JUST IS NOT IN THE CARDS, UNLESS YOUR DEFINITION OF SHOWMANSHIP IS DIFFERENT THAN MINE.

EVEN THESE SEMI-OCCASIONAL BROADCASTS ALL TOO OFTEN HAVE A BAD FAULT: THEY ARE SO PACKED WITH PROPAGANDA AND MATERIAL OF INTEREST TO SUCH A LIMITED GROUP THAT THE EFFECTIVENESS OF THE WHOLE SHOW IS LOST. WE SHOULD REMEMBER THAT SOME OF THE MOST EFFECTIVE PUBLICITY IS THAT WHICH IS PUT ACROSS IN A MOST UNOBTUSIVE MANNER. IT IS FAR BETTER TO "SNEAK IT IN" THAN IT IS TO

SMEAR THE PIE ALL OVER THE LISTENER'S FACE.

THERE ARE STILL THOSE WHO CRITICIZE EDUCATIONALLY OWNED STATIONS BECAUSE THEIR PROGRAMS DO NOT CONTAIN AN ABUNDANCE OF ENTERTAINMENT FOR THE MASSES. FOR MANY YEARS THE UNIVERSITY OF ILLINOIS, STATION WILL, HAS CARRIED THE SLOGAN "THE UNIVERSITY OF THE AIR" AND WE HAVE TRIED TO LIVE UP TO THAT STANDARD. SOME OF OUR PROGRAMS ARE BUILT AROUND SHOWMANSHIP AND A LARGE PART OF THE TIME IS DEVOTED TO MUSIC, BUT THE SHOWMANSHIP TYPE OF PROGRAM IS EDUCATIONAL AND THE MUSIC IS NOT THE JAZZ VARIETY.

NOT ONLY DO WE BROADCAST TALKS OF THE COMMONLY ACCEPTED LENGTHS OF TEN AND TWELVE MINUTES ON SUBJECTS WE THINK HAVE SOME RATHER GENERAL INTEREST, BUT WE EVEN GO AS FAR AS TO BROADCAST LECTURE COURSES OUT OF THE UNIVERSITY CLASSROOM. LAST YEAR 37 SUCH COURSES WERE AIRED. MANY OF THESE LECTURES RUN A FULL FIFTY-MINUTE CLASS PERIOD; AND OUR LISTENERS LIKE THEM.

FRANKLY WE HAVE NEVER MADE A LISTENER SURVEY BECAUSE SUCH SURVEYS COST MONEY --MORE MONEY THAN WE THINK WE CAN JUSTIFY FOR THIS TYPE OF THING. RATHER GENEROUS FAN MAIL THOUGH INDICATES APPROVAL OF OUR PATTERN. AFTER ALL, THE UNIVERSITY ITSELF DOES NOT SURVEY THE STUDENT BODY TO SEE WHAT TYPE OF COURSES THE STUDENTS THEMSELVES WANT AND HOW THOSE COURSES SHOULD BE OFFERED. TO ARRIVE AT OUR PROGRAM SCHEDULE, A GROUP OF US SIT AROUND THE TABLE AND AFTER WE HAVE SCHEDULED THE STANDARDIZED TYPE OF THING WE DO---MUSIC, NEWS, MARKET REPORTS, BOOK REVIEWS, THE FARM AND HOME HOUR, ETC.---WE TRY TO DETERMINE WHICH OF THE SEVERAL HUNDRED COURSES BEING OFFERED IN THE FOLLOWING TERM HAVE SUBJECT MATTER WHICH SHOULD PROVE OF RATHER GENERAL INTEREST. AFTER THE COURSES HAVE BEEN DETERMINED, WE ATTEMPT TO PICK THAT LECTURE SECTION IN EACH COURSE WHICH IS ADDRESSED BY THE BEST RADIO PERSONALITY IN THE GROUP.

TO THE UNINITIATED THIS MATTER OF CLASSROOM BROADCASTS MAY SOUND HOPELESSLY DRY AND STILTED. WE HAVE FOUND, HOWEVER, THAT THIS TECHNIQUE IS FAR BETTER

THAN THAT WHICH INVITES INTO THE STUDIO AN AUTHORITY WHO READS FROM MANUSCRIPT. THERE IS NOTHING WORSE IN RADIO THAN TO SIT AND LISTEN TO SOME-ONE WHO IS OBVIOUSLY READING. SINCE AN EXTEMPORANEOUS LECTURE IS FAR BETTER, THIS GROUP OF CLASSROOM BROADCASTERS ARE THOSE WHO KNOW THEIR SUBJECT MATTER SO WELL AND HAVE PRESENTED IT SO OFTEN THAT THEY SIMPLY TALK INFORMALLY, BUT DEFINITELY, TO THE CLASSROOM AUDIENCE. FOR THE MOST PART THEY DO A GOOD JOB. WE USE A LAPEL MICROPHONE WHICH GIVES THE LECTURER ABSOLUTE FREEDOM INsofar AS HIS CLASS IS CONCERNED.

I SHALL BE THE FIRST TO ADMIT THAT OUR PROGRAMING TAKES US IMMEDIATELY OUT OF THE "MASS AUDIENCE" CATEGORY. LISTENERS IN OUR AREA ARE NOT CHEATED, HOWEVER, FOR THEY HAVE ACCESS TO AT LEAST TWENTY-FIVE OTHER STATIONS AND THEREFORE ARE NOT DENIED THE ENTERTAINMENT TYPE OF PROGRAM. CONVERSELY, THOSE WHO DO NOT FIND STAISFACTION IN COMMERCIAL PROGRAMS HAVE AN OPPORTUNITY TO LISTEN TO WHAT WILL IS DOING. AFTER ALL, WHY SHOULDN'T THE WILL PROGRAM SCHEDULE BE PREDOMINANTLY EDUCATIONAL? DURING ALL ITS 75 YEARS THE UNIVER-SITY OF ILLINOIS HAS NEVER SEEN FIT TO INTRODUCE BURLESQUE SHOWS, VAUDEVILLE, ETC. TO ENTICE STUDENTS TO ATTEND. SHOULDN'T ITS RADIO STATION FOLLOW A LIKE PATTERN? WE FEEL IT OUR DUTY TO THE PEOPLE OF THIS STATE TO MAKE IT POSSIBLE FOR THEM TO HEAR PROGRAMS THAT WILL GIVE THEM MORE THAN MERE ENTERTAINMENT.

AT RANDOM: DID YOUR ENGINEERS READ THE ARTICLE BY A. JAMES EBEL, CHIEF ENGINEER FOR WILL, IN THE APRIL ISSUE OF COMMUNICATIONS? ARTICLE WAS TITLED, "CHARACTERISTICS OF HIGH FIDELITY SYSTEMS.".....HERBERT SCOTT, DIRECTOR OF EXTENSION FOR THE UNIVERSITY OF OKLAHOMA FOR LAST 16 YEARS, HAS ENTERED THE U. S. NAVY.....WALDO ABBOT, DIRECTOR OF BROADCASTING FOR THE UNIVERSITY OF MICHIGAN, HAS DISPATCHED ANOTHER LETTER TO HIS FORMER "STUDES". WALDO SAYS IT REALLY DOESN'T TAKE MUCH EFFORT, BYT DAVE OWEN, ALSO OF MICHIGAN, INSISTS WALDO SPENT A WEEK ON THE LATEST EFFORT.....THE WISCONSIN SCHOOL OF THE AIR IS IN ITS TWELFTH YEAR, WITH A REGISTERED ENROLLMENT OF 303,

NAEB NEWS LETTER.....PAGE 7.....MAY 1, 1943.

124 STUDENTS IN 1942-43. STUDENTS LISTEN TWICE DAILY, AT 9:30 A.M. AND 1:30 P.M., OVER W H A, UNIVERSITY OF WISCONSIN.....DID YOU READ, "TELEVISION AFTER THE WAR," BY NORAN E. FERSTA IN THE NBC SERVICE BULLETIN FOR MAY?.....

MAJOR HAROLD KENT AGAIN HEADS THE ASSOCIATION FOR EDUCATION BY RADIO. GEORGE JENNINGS, NOW ACTING DIRECTOR OF THE CHICAGO RADIO COUNCIL, HAS SUCCEEDED BOB HUDSON OF THE ROCKY MOUNTAIN RADIO COUNCIL, AS TREASURER.....ARTICLE ON TELEVISION, QUOTING JOHN L. BAIRD, IN APRIL 20 ISSUE OF THE RADIO DAILY ... "RADIO AT SYRACUSE UNIVERSITY," A BULLETIN PUBLISHED BY KEN BARTLETT'S INSTITUTION, TELLS ABOUT THE RADIO WORK THERE AND ALSO INCLUDES A FLOOR PLAN OF THE SYRACUSE STUDIO SET-UP.....WILL PRESENTED A SPECIAL BROADCAST HONORING THE LATE SERGEI RACHMANINOFF A FEW DAYS AFTER HIS DEATH. THE DIRECTOR OF THE SCHOOL OF MUSIC TALKED ABOUT THE COMPOSER-PIANIST AND OTHER FACULTY MEMBERS INTERPRETED SOME OF HIS MUSIC.

FCC ACTION

THE FCC HAS DESIGNATED FOR HEARING THE APPLICATION OF KWSC, STATE COLLEGE OF WASHINGTON, FOR MODIFICATION OF LICENSE TO CHANGE FREQUENCY AND POWER.

(4/6/43)

KALW, BOARD OF EDUCATION OF THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT, AND WBKY, UNIVERSITY OF KENTUCKY, WERE GRANTED TEMPORARY EXTENSION OF LICENSE. WBOE, CLEVELAND SCHOOLS, AND WIUC, UNIVERSITY OF ILLINOIS, AND WNYE, NEW YORK CITY---ALL NON-COMMERCIAL, EDUCATIONAL STATIONS---HAD THEIR LICENSES RENEWED.

FRANK E. SCHOGLEY

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