

N - A - E - B NEWS - LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

June 2, 1947

CLEAR CHANNEL HEARINGS JULY 7

The FCC has announced the postponement of the clear channel hearings from June 2 to July 7.

NAEB, in behalf of member stations operating with limited power on clear channel frequencies had asked for additional time for testimony by these members.

PUBLIC SERVICE RADIO INSTITUTE

H.B. McCarty wants to issue a very special invitation to all NAEBers to come to Madison for the University of Wisconsin's Public Service Radio Institute, July 28-August 6. He has lined up an impressive list of top-notch specialists and assures us that they will get down to practical cases.

The 10-day session will provide opportunities for recreation as well as study. Living accommodations are available at nominal cost in lake-shore campus houses. Institute fee \$10.00. If you didn't get a detailed schedule, write to Mac.

SCHOOL RECEIVERS PROMISED

George Jennings, who has been struggling with the school-receiver problem in order to enable his FM station to be listened to in Chicago class-rooms, reports a development which gives what he calls "a ray of hope".

Zenith expects by fall to be in production with a school table model FM-A1 receiver in the \$60.00 class. These will not be sold through dealers, but will go directly to school systems (to hold down the cost).

George is making a survey of expected needs so a production schedule can be set up. Anyone knowing of school systems wishing to get such receivers should get in touch with him at once. (228 N. LaSalle St., Chicago).

KWSC TESTS TAPE RECORDER

Chief Engineer George Frese of KWSC is working with a German-type tape recorder manufactured in this country along lines of a model he used in Germany while serving with "Radio Berlin" following the cessation of hostilities. He says the quality of reproduction is superior to that of the usual tape-recorders.

"The tape", says Frese, "is simply paper with an extremely fine ferrous coating. A definite advantage is its excellent wearing quality. It can be spliced, edited easily, and erased for re-use several thousand times".

NOV ITS "WOM"---MICHIGAN

Waldo Abbot, after a year of negotiating, has secured call letters to substitute for the WATX previously assigned to the University of Michigan's FM station. NOVITS is the new call. The station is now being built on Peach Mountain near Portage Lake.

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 E. Hull, WOI, Iowa State	

CALIFORNIA'S UNIVERSITY EXPLORER ON NETWORK

Hale Sparks, the University of California's "University Explorer", on a program by that name, is on CBS each Sunday evening and is heard by an international audience. More than 300 letters a week are received on the program.

Eight campuses of the University are "explored" via the microphone to acquaint listeners with the varied activities of the institution.

WHA-FM EXPANDES

WHA-FM, which recently received the equipment necessary to bring it up to its allotted 3 kw. power, has increased its operating schedule from six to seven and one-half hours daily.

Listener reports indicate that the station can be heard beyond the fifty-mile range expected of it. One response came from 135 miles and many come from beyond the fifty-mile circle.

HAD, the transmitter to serve Southeastern Wisconsin, is expected to be in operation this summer.

THE TALENT MARKET

From time to time members need new staff workers or know of trained young people who want radio employment. It has been suggested that the NEWS-LETTER serve as a clearing house for such matters. So---it will do that when information is sent.

AVAILABLE: 1 Announcer (male) 2 Continuity writers (female)
All are graduates of University of South Dakota with majors
in Radio-Speech. Available June 1947. For information write to
Irving Merrill, Mgr. KUSD, Vermillion, South Dakota.

HUTS AND MISSES

A new target for the "industry"! Proposals are before the FCC for facilities with which to take advertising-free programs to subscribers to the "baffle service". A "clarifier" would be required for use by the subscriber to give undisturbed reception. Perhaps listeners are willing to pay for radio as-they-like-it.

THIN-SKIN DEPARTMENT: NAB, piqued by the criticism of radio at the Ohio Institute, is said to be contemplating a meeting of its own to which invitations would bring "top-critics" to discuss "only a few specific subjects".

"I do not agree that there is a plot against radio; it is simply a growing public protesting against pablum".Arch Oboler, (Variety 5/28/'47)

Speaking of the obstacles in financing the "Voice of America" broadcasts from this country, BROADCASTING (6/2/'47) editorializes: "Private enterprise could do it twice as well for half as much". Domestic radio could be Exhibit A for the defense!

"I am sincerely convinced that radio can be and must become a great instrument in the promotion of good government".
.....Gov. George T. Mickelson of South Dakota at KUSD's 25th Anniversary.

GUESTITORIAL

PROGRAMS AND YOUR AUDIENCE

Here is where I get out on a limb!

I know a Freshman in any organization should keep his mouth shut, turn out his toes and learn from his betters, but Freshmen never do. This would seem to be an opportunity for me to speak my mind, and I am going to do just that. You old-timers in the field of educational broadcasting have the right to slap me down.

Educational broadcasting has got to grow up. At the present moment it is in the doldrums, being a victim of budgetitis and a strange malady caused by lack of imagination, lack of vision, lack of courage.

Radio is an expensive gal, and it seems to me that most educational institutions are trying to make an honest woman of her on a departmental budget that is entirely inadequate. I don't know where the money is going to come from, but I do know that we must find it, in order to do a thoroughly adequate and competent job.

Educational radio, it seems to me, instead of blazing new trails has been all too content to follow the program-pattern set by commercial radio in this country. All too many educational stations seek to be all things to all men and have lost themselves in the welter of programming calculated to compete with the commercial station set-up.

To my way of thinking, this is utter nonsense. A university station can not and should not compete with a local commercial station for the constant attention of every man Jack and lady Jill in the community, 10, 12, 14 hours a day. A university in the modern world is a community of scholars who are also free men devoted to widening the horizons of our intellectual and cultural world and disseminating knowledge as they discover it to be true. Just as they once learned to use the printing press as an invaluable tool in their work, they must now learn to use this new tool which modern science and technology has placed in their hands--radio. They must be made to realize that educational broadcasting is an art in itself and is not a mere duplication of classroom or lecture hall presentation.

Those of us who are actively concerned with the future of educational broadcasting, must, first of all educate the professors and the scholars in the realities as well as the obligations and opportunities of this new tool.

That is one thing that is wrong with educational broadcasting today.

Another thing that is wrong with it, is that all too often we do not know our audience. As near as I can find out, very little active research has been done in the educational radio field to determine audience-needs and audience-response. Commercial broadcasters work day-in and day-out on this. To be sure they have a simpler problem and they measure their achievement in terms of mass appeal and mass response. The educational broadcaster is not so much concerned with mass appeal as he is with the appeal to those key persons in every community who speak his language and who will, therefore, understand what he is saying and what he is trying to do. To seek them out is his duty.

What I am pleading for is specialized broadcasting rather than mass broadcasting as the proper field for development by educational institutions which are trying to reach out beyond the walls of their classrooms and to touch the lives and thoughts of persons far away.

-----Russell B. Potter, Columbia University

NAB MEMBERSHIP BY REGIONS

<u>CALL</u>	<u>INSTITUTION</u>	<u>ADDRESS</u>	<u>DIRECTOR</u>
<u>REGION I -- Chairman, M.S. Novik</u>			
(ASSOC.)	Syracuse University	Syracuse, N.Y.	Kenneth G. Bartlett
WNYC-FM	Municipal Broadcasting System	New York, N.Y.	Seymour Siegal
WHCU	Cornell University	Ithaca, N.Y.	Michael R. Hanna
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WRUL	World Wide Broadcasting Found.	New York, N.Y.	Walter S. Lemmon
WCVU-FM	Columbia University	New York, N.Y.	Russell Potter
WHAZ	Rensselaer Polytechnic	Troy, N.Y.	W. J. Williams
(ASSCC.)	M. S. Novik	30 Rockefeller Plaza	New York, N.Y.
<u>REGION II -- Chairman, Elmer Sulzer, WBKY</u>			
WRUF	University of Florida	Gainesville, Fla.	Garland Powell
WBKY	University of Kentucky	Lexington, Ky.	Elmer Sulzer
<u>REGION III -- Chairman, Jim Miles, WBAA</u>			
WUOM	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
WKAR	Michigan State College	East Lansing, Mich.	R. J. Coleman
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WBEEZ-FM	Chicago Radio Council	Chicago, Ill.	George Jennings
WBOE-FM	Board of Education	Cleveland, Ohio	Wm. B. Levenson
WHA	University of Wisconsin	Madison, Wis.	H. B. McCarty
WILL-FM	University of Illinois	Urbana, Ill.	Frank Schooley
(FM)	Indiana State University	Bloomington, Ind.	H. J. Skornia
(ASSOC.)	Jim Ebel	Peoria, Ill.	W.B.D.
(ASSOC.)	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
WBAA	Purdue University	Lafayette, Ind.	Jim Miles
<u>REGION IV -- Chairman, Richard C. Hull, WOI</u>			
KWLC	Luther College	Decorah, Iowa	Karl Hanson
WCAL	St. Olaf College	Northfield, Minn.	M. L. Jensen
WSUI	State University of Iowa	Iowa City, Iowa	Carl Menzer
KUSD	University of South Dakota	Vermillion, S.D.	Irving Merrill
KUOM	University of Minnesota	Minneapolis, Minn.	Burton Paulu
KFJM	University of North Dakota	Grand Forks, N.D.	Donald L. Robertson
WOI	Iowa State College	Ames, Iowa	Richard C. Hull
(ASSOC.)	Drake University	Des Moines, Ia.	E. G. Barrett

<u>CALL</u>	<u>INSTITUTION</u>	<u>ADDRESS</u>	<u>DIRECTOR</u>
<u>REGION V -- John W. Dunn, WNAD</u>			
KFKU	University of Kansas	Lawrence, Kan.	Harold G. Ingham
KOAG-FM	Oklahoma A & M	Stillwater, Okla.	H. H. Leake
WLSU-FM	Louisiana State University	Baton Rouge, La.	Ralph W. Steetle
WNAD	Oklahoma University	Norman, Okla.	John W. Dunn
(ASSOC.)	Rocky Mt. Radio Council	Denver, Colorado	Allan Miller

REGION VI -- James Morris, KOAC

KWSC	State College of Washington	Pullman, Wash.	Fred Hayward
KUSC-FM	University of South. Calif.	Los Angeles, Calif.	Wm. H. Sener
KOAC	Oregon State College	Corvallis, Ore.	James Morris
(ASSOC.)	University of California	Berkeley, Calif.	Hale Sparks

MEMBERSHIP APPLICATIONS

The NAEB constitution provides that applicants "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". This publication constitutes notice to the Executive Committee and all members of the pending applications. Unless negative votes are received within thirty days of publication members will be considered as having voted in the affirmative and membership will be granted to the applicant.

Active Membership Application:

University of Alabama, University, Alabama Graydon Ausmus

Associate Membership Application:

U.S. Office of Education, Washington, D.C. Dr. Franklin Dunham
Alabama College for Women, Montevallo, Ala. Miss Maryland Wilson

UNIVERSITY OF ALABAMA has a construction permit for an educational FM station and is waiting to get it on the air. The institution sums up a total of 2835 minutes of programs on the air on several commercial AM stations in the year 1946-47. These included such programs as: Alabama Round Table, Your Family Is Your Fortune, Life and Health, This Is Your University, And Now---A Story, Little Concerts, and numerous special events originations.

Future plans embody the extension of the radio service to all parts of the state. The scope of programs is to be broadened to bring in more University departments, to expand the exploration by radio of the state's accomplishments, history, folklore, scenic beauty and to appraise its social, cultured, and economic potentialities.

Graydon Ausmus, who attended the Columbus meeting, as director of the broadcasting service is guided by a radio advisory committee of three deans.

ALABAMA COLLEGE applied for associate membership many months ago, but through error the application was inadvertently "filed". Thanks to the patience of Miss Wilson, the matter was finally straightened out. The college is part-owner of WAPI (leased and operated commercially) and provides numerous programs for that station by transcription. Miss Wilson, too, was at the Columbus NAEB meeting.

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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