

N - A - E - B NEWS - LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

September 5, 1947

DURR SUPPORT REPORTED

Press report (Variety 7/30/47) has it that educational broadcasters and "radio-minded liberal groups" are engaged in a campaign to assure Commissioner Clifford J. Durr a seat on the three-man Broadcast Division of the FCC. Chairman Charles R. Denny is receiving many messages from interested broadcasters and members of Congress.

It is not beyond the realm of possibility that pressure will be brought from certain interests to try to have Commissioner Durr---who has dissented in the public interest in many cases---relegated to a spot where he cannot deter broadcasters from operating purely in their own interests.

Educational broadcasters who have not yet taken a hand to see that their interests are protected are remiss in their duty. It is not yet too late!

REGION V TO HOLD CONFERENCE

John W. Dunn, director for NAEB's Region V, reports that a conference will be held in Norman, Oklahoma on September 27 and 28 to which members and prospective members will be invited to attend.

Details of the program have not yet been released, but knowing Dunn's ability as an organizer, it is safe to predict that headline attractions will be included.

Region V includes the states of Missouri, Kansas, Colorado, New Mexico, Texas, Oklahoma, Arkansas and Louisiana. If you know of potential educational broadcasters in these states who should receive special invitations, write to John Dunn at WNAD, Norman, Oklahoma, so he can issue the invitations to them.

CONVENTION PLANS REPORTED

Several surprises which cannot now be announced are planned for the NAEB meeting at the Continental Hotel in Chicago on October 25, 26 and 27. The convention will precede the Chicago School Broadcast Conference and is expected to draw a large attendance.

In general the sessions will be as follows:

	<u>Saturday, October 25</u>
8:00 PM	Informal evening meeting
	<u>Sunday, October 26</u>
10:00 AM	Facilities, Budgets and Standards
11:00	NAEB Services
2:00 PM	The Outlook for Educational Radio (panel of experts)
4:30	Business Meeting and Elections
6:30	Banquet
	<u>Monday, October 27</u>
9:00 AM	Governmental Services to Broadcasters

Members are urged to attend this convention and to bring with them staff members who need the experience the sessions will give. Prospective members should be invited to attend the meeting also.

Make your plans: Chicago, October 25, 26, 27.

Vice-President
Robert J. Coleman
WKAR
East Lansing, Mich.

Treasurer
W. I. Griffith
WOI
Ames, Iowa

Executive Secretary
M. S. Novik
30 Rockefeller Plaza
New York, N. Y.

Waldo Abbot, Michigan
John W. Dunn, WNAD, Oklahoma
Richard B. Hull, WOI, Iowa State

Executive Committee
Milford C. Jensen, WCAL, St. Olaf
James S. Miles, WBAA, Purdue
Russell Potter, Columbia

G U E S T I O R I A L

WHOSE FOOT ON THE BRAKE?

"Possibly 500!" said John Studebaker bravely.

"Do you mean 500 educational FM stations in five years?"

Studebaker stuck to his figure. He saw the need, and at the same time he saw the magnificent opportunity ahead. He was confident others would catch the vision, too.

The scene was a hearing room of the FCC in Washington, and the occasion was the FM reallocations hearing in the fall of 1944. Should FM be shifted to the higher frequencies, and how many channels should be reserved for educational non-commercial use? Some thirty representatives of educational agencies and institutions discussed those questions and testified at the hearing. You know the result: not five, not fifteen, but twenty FM channels reserved for education! Enough frequencies for hundreds of stations.

Was U.S. Commissioner of Education Studebaker being unrealistic, up there on the witness stand? Was he visionary rather than far-sighted? No, he was expressing the optimism, the hopes, the plans of others of us who were there. He kept seeing the awesome need for post-war mass education sparked, speeded, and spread by radio. And he insisted, "Yes, 500 educational FM stations in five years. It can be done."

Well----so three years have passed, and 41 lonely educational FMers are struggling to make themselves heard and felt. Not 200, or 300, but 41.

Where are those dozens of community stations in Michigan Joe Maddy used to talk about? And that 50,000 watter at the University in Ann Arbor? What's happened to Connecticut's plans? And Virginia's? And Columbia University's? How many educational FM stations are operating in Ohio, in addition to old faithful WBOE in Cleveland? What's Minnesota doing, if anything? And for that matter, how far along is that state network of seven stations Wisconsin has been talking so big about?

Sure, we can all explain the delay in FM development. "Manufacturers' deliberate hold-up in converting to FM....resistance and collusion by vested interests...opposition from television...stocks of AM components which have to be cleared first...time required to re-design...high-priced receivers...few listeners...limited coverage...Petrillo..."and so on.

But is that all? Is the fault the other fellow's entirely? Or is education hanging back, waiting? Waiting for industrial laboratories and commercial broadcasters to conduct essential experimentation? Waiting for a ready-made audience? For \$12.95 receivers? For appropriations handed out on a silver platter?

What are we waiting for? In our race against indifference, ignorance, and world-wide distrust we are far behind on our educational FM schedule. What's holding us up? Let's look around and see whose foot is on the brake. Maybe it's our own.

H. B. McCarty, Director WHA--WHA-FM
Past-President NAEB

WHAT ARE THEY SELLING?

The spree which is on in the selling of broadcasting stations at run-away prices would indicate that something of greater value than intangible "good-will" is being sold. An investigation might be interesting.

A 250 watt station (WCOS, Charleston, S.C.) sold for over \$205,000---yet its cost was listed at some \$41,000, with only \$18,000 of that in real estate.

In New Orleans an offer of \$581,251 is pending for 77½% ownership of WDSU. The cost of that station is listed at \$89,217 plus some \$14,000 for real estate. At that rate, the station would be considered as worth about \$700,000.

What is of value, of course, is the frequency assignment. The law specifically indicates that such channel assignments may not be sold. Where else is the value?

MEMBERSHIP APPLICATIONS

The publication of the following applications for membership in the National Association of Educational Broadcasters constitutes notice to all members. Unless negative votes are received within thirty days, all members will be recorded as voting in favor of granting such membership, and the Constitutional required will thus be complied with.

For Associate Membership

Brigham Young University,	Provo, Utah	T. Earl Pardoe
University of North Carolina	Chapel Hill, N.C.	Earl Winn

Memberships Accepted

East Central State College	Ada, Oklahoma	Oscar L. Parker (Associate)
University of Hawaii	Honolulu, T.H.	Joseph Smith (Associate)

Membership Application Pending

WMBI, Moody Bible Institute,	Chicago, Illinois (accreditation clause)
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REGIONAL REPORT ON MEMBERSHIPS

NAEB growth through the regions has been noted since the Spring Convention in Columbus.

Memberships accepted since then are as follows:

REGION I -- M. S. Novik, Chairman

U. S. Office of Education	Washington, D.C.	Dr. Frank Dunham
Pennsylvania State College	State College, Pa.	J. O. Keller

REGION II -- Elmer Sulzer, Chairman

Alabama College for Women	Montevallo, Ala.	Maryland Wilson
University of Alabama	University, Ala.	Graydon Ausmus
University of North Carolina	Chapel Hill, N.C.	Earl Winn (Pending)

REGION III -- Jim Miles, Chairman

REGION IV -- Richard B. Hull, Chairman

REGION V -- John Dunn, Chairman

East Central State College	Ada, Oklahoma	Oscar L. Parker
University of Tulsa	Tulsa, Oklahoma	Ben G. Henneke

REGION VI -- James Morris, Chairman

University of Washington	Seattle, Wash.	Edwin H. Adams
University of Hawaii	Honolulu, T.H.	Joseph Smith
Brigham Young University	Provo, Utah	T. Earl Pardoe (Pending)

SULZER ACPRA V-F ON RADIO

Elmer Sulzer, University of Kentucky radio director and NAEB Region II chairman, was recently elected Vice-President on Radio of the American College Public Relations Association. He has worked with radio at Kentucky since 1929, and is now in charge of the University's WBKY.

INDIANA UNIVERSITY RADIO SURVEY

Harry Skornia has just completed a significant piece of work in surveying listener tastes in Indiana. The radio listener, always more or less of an intangible to whom most anything could be attributed without fear of contradiction, is impartially probed to get new information. Write to Harry at Bloomington if you want to do something similar in your area.

GERMAN TRAINING PROGRAM

A plan has been proposed in which the National Association of Educational Broadcasters would sponsor study in this country by selected German workers who would return to their homeland to carry on educational radio activities over their regional stations.

The great weakness of the present German broadcasting system, according to those who recently visited that country, is the lack of trained personnel. Under the proposed plan, promising young people will be brought to the United States and put through a training period at the various member institutions. Itineraries will be carefully planned to provide real training and experience in the practical aspects of station programming.

The matter will be explained at the Chicago convention next month and a survey made of institutions wishing to cooperate in the project.

NOMINATING COMMITTEE APPOINTED

Your President announces the appointment of the following members to the Nominating Committee which will select candidates for election to the various NAEB offices at the October meeting in Chicago:

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|--------------------------------|-------------------------------------|
| Milford Jensen, WCAL, Chairman | St. Olaf College, Northfield, Minn. |
| H. B. McCarty, WHA | University of Wisconsin, Madison. |
| Frank Schooley, WILL | University of Illinois, Urbana. |

All members are invited to communicate with this committee regarding recommendations. The coming year will be one of opportunity for NAEB, and the selection of officers is an important task.

HITS AND MISSES

Sign of the times: In Rome, Georgia, where one of four station licensees in the city (pop. 26,500) has asked the FCC to cancel its license because of economic factors, it is reported that "radio salesmen often stand in line to see local advertisers."

For years we've wondered what the "American way" really was. Here is the answer as defined by BROADCASTING (Aug. 25, '47). "----good managers do not fear the approach of survival-of-the-fittest competition, which is the American way."

Now it's a "Radio-In-Every-Room" campaign! RMA will try to sell the idea to the American public this fall.

ON TO CHICAGO!----NAEB CONVENTION
October 25, 26, 27, 1947

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