

N-A-E-B NEWS LETTER

National Association of Educational Broadcasters
Madison, Wisconsin -- January 12, 1937

THE PRESIDENT'S GREETING

The air of the New Year is filled with optimism -- and radio! All about us are signs of growth in radio -- more stations, more power, more programs, more advertisers, more talent, and more technical advances, But, more progress? More achievement in realizing the social improvement possibilities of radio? Perhaps.

Certainly there is more discussion; there are more conferences and inquiries about radio education; there is more alertness among educators themselves about the neglect of education on the air. And there seems to be some evidence of increasing distrust of the showman's sincere interest in education. Certainly the experience of the past is proof that commercial broadcasters cannot be expected or trusted to do the complete job of broadcasting.

So, we in the field of educational broadcasting begin the new year with a deepened conviction that our purpose is right and our cause essential. Such success as we enjoy will be in the face of indifference, resistance, and opposition. It's a great struggle -- but the new year brings real hope and much promise.

Success to N.A.E.B. and education on the air!

H. B. McCarty
President, N.A.E.B.

WCAL - WLB SITUATION

Mr. A. O. Lee sends us this word. (December 24)

"We have had no word from Washington as to a decision regarding our applications. We are of the opinion that the Federal Communications Commission will take one of two courses of action. First, there is a possibility that it may reaffirm the order of October 20, granting the 760 kc. frequency with 5000 watt power, full day-time operation to WCAL and WLB, or it may find it necessary to set a date for a formal hearing upon the applications due to protests lodged with the Commission."

THE ANSWER IS HERE?

When it was announced that WCAT, ^D of St. Lawrence University, had been transferred to commercial interests, your Secretary wrote the former manager of the station asking about the reasons for the action. This is the reply, from Secretary K. C. Ellsworth, of the University:

"In answer to your letter of December 2, I can only say that we felt that an advantageous arrangement could be made by the transfer of our station to the Watertown Times and we plan to continue University broadcasts if and when the station is moved to Watertown."

Why the secrecy, Mr. Secretary?

(Send in your notes for the News-Letter now! Mail them to the Secretary, H. A. Engel, Radio Hall, Madison, Wisconsin.)

SHORT FLASHES FROM THE FIELD

WSUI, University of Iowa

Carl Menzer, Director, says, "We are starting the second semester schedule which will be ready in about a month. We hope to include in this schedule two periods each week which will be devoted to the broadcasting of both sight and sound from television transmitter W9XK and broadcast transmitter WSUI. It is hoped that some new equipment will be available for experiments in television transmission. I am wondering what other stations are doing in the line of regular television broadcasts."

What about television experiments? Is your station carrying on any work along that line? It is never too early to start, but after a while it may be too late.

WBAA, Purdue University

"The most important item during December was the Radio Conference held here at Purdue. I am enclosing a final program. All of the speakers did credit to the program and there wasn't a sour note in the group. Over a hundred people were in attendance and there was a very representative group of the various interests we wanted to bring together. I believe there will be some good results come out of this Conference," reports Clarence Dammon.

The conference was sponsored by Purdue University to bring together representatives of civic organizations, public schools, colleges, commercial and institutional broadcasters to consider mutual problems. It is hoped that this conference fostered closer cooperation for the improvement of radio participation and more effective use of radio facilities in the state of Indiana.

In this Conference idea is something which many of our stations could well follow-up on. Its advantages are self-evident.

KFDY, South Dakota State College

Though being limited to daytime hours, this station sought permission to broadcast a special evening program of state-wide interest. After requests to other stations on the frequency were of no avail, President Pugsley appealed directly to the F.C.C.

"The Commission gave us permission for our week of Farm and Home programs including the evening program, in spite of the refusal of the Tennessee station to give its consent. As a matter of fact, I assume that five other commercial stations refused their consent since we heard nothing from them in reply to our letters", says H. M. Crothers.

"EDUCATIONAL STATIONS"

This pictorial review of the country's leading educational stations is now off the press. Doubtless you have received copies. The supply is very limited, so it is suggested they be preserved. Limited numbers of extra copies are available through the N.C.R.E. Be sure that your library receives one for its permanent files. The NAEB members cooperated in the compilation of this book.

4 YEARS OF NETWORK BROADCASTING

In the exchange packet you'll find a booklet by that title. If you have any doubts as to the desirability of controlling facilities, read this record of the experience of the National Advisory Council on Radio in Education with the National Broadcasting Company. This little book, as might be expected, has popped off another lid, and will be a thorn in the side of those who are crusading to make educational broadcasting a mere supplement to a major commercial plan.

NAEB MEMBERS REPRESENTED AT RADIO CONFERENCE

The NAEB and several member stations were represented at the First National Conference on Educational Broadcasting held in Washington on December 10-11-12. A program of the sessions is included in the January exchange packet.

Among those present were several Association officers: President H. B. McCarty, Vice-President Carl Menzer, Secretary H. A. Engel, and three members of the Executive Committee; C. E. Dammon, R. C. Higgy, and C. A. Taylor. Present also were Mr. Jos. F. Wright of Illinois, Major Garland Powell of Florida, Mr. A. O. Lee of St. Olaf College. Practically all of these had scheduled places on the program or participated in the sectional meeting discussions.

As one of the agencies sponsoring the Conference, the NAEB was well represented. Among the 718 persons registered, the break-down shows this division:

227 from national educational organizations
141 from colleges and universities, and public school systems
109 from Government agencies
59 from commercial broadcasting companies and agencies
33 from libraries and museums
25 representatives from 17 foreign countries.

Contrary to the reports in the commercially-minded press that the solution to the radio education problem would come through the improvement of programs by educators, observers took away other ideas. There was ample evidence of a continued drive to further entrench the "American System". On the other hand came a strengthened conviction that the fundamental limitations of commercially dominated facilities will never permit the fullest exploration and development of radio as an educational force.

If anyone had any doubts as to the desirability of the control by education of adequate broadcasting facilities, they must have disappeared. This reaction came in spite of the precautionary warning that "any discussion of such controversial subjects as the allocations of wave-lengths will be scrupulously avoided".

Secretary of Interior Harold Ickes welcomed the guests to the conference and significantly acknowledged the potentialities of radio as an educational aide. He commended the radio program experimentation being carried on by the federal office of education.

Chairman Anning S. Prall, in speaking on "American Radio" slapped the present system on the back and stood firm for the status quo. Educators saw little hope in his remarks for any improvement in their status.

John W. Studebaker, U. S. Commissioner of Education, made a plea in behalf of the interests of education for continued efforts in the adaptations of radio. The last of six goals listed was "more adequate support for educational stations."

Hendrik Willem Van Loon, author and journalist, added a touch of humor to his story of the "Social Responsibility of Broadcasting". He rapped the failure of broadcasters to prepare and plan adequately for educational broadcasts, criticized lengthy commercials, and favored private ownership of radio.

The Institute of Radio Engineers arranged a general session on the engineering foundations of broadcasting. C. M. Jansky Jr. presided and presented T. A. M. Craven, Chief Engineer of the F.C.C., C. B. Jolliffe, former F.C.C. chief engineer, and Alfred N. Goldsmith, noted consulting radio engineer. They pointed out the obstacles to plans for providing facilities for education, and dug into the technical phases of radio as only engineers can.

Many other noted speakers took part in the general and sectional meetings, but space will not permit a complete resume. This will be available in published form as announced in the December news-letter.

Educational broadcasters generally had their faith reaffirmed that working demonstrations mean much more than theories. Strengthened, too, were their convictions that the principles which underly true educational broadcasting are fundamentally right.

1937 MEMBERSHIP STATEMENTS OUT

Statements of dues have been sent to all member stations for their 1937 renewals. Will you keep checking on yours to see that it is put through? Routine "red-tape" will have to be unraveled in some cases.

We are asking Treasurer Brackett to send us each month a list of paid-up memberships. This will be run in the News-Letter.

Here is the 1936 Membership Roster. (Please report any corrections which should be made.)

<u>Call</u>	<u>Institution</u>	<u>Address</u>	<u>Director</u>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N.D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dak.	Vermillion, S. D.	B. B. Brackett
KWSC	State College of Wash.	Pullman, Washington	Frank F. Walder
WBAA	Purdue University	LaFayette, Indiana	Clarence E. Dammon
WCAC	Conn. State College	Storrs, Connecticut	Daniel E. Noble
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dak. School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, New York	Elmer S. Phillip
WEW	St. Louis University	St. Louis, Mo.	Richard W. Cross, Jr.
WHA	Univ. of Wisconsin	Madison, Wisconsin	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	University of Illinois	Urbana, Illinois	Jos. F. Wright
WNAD	Oklahoma University	Norman, Oklahoma	T. M. Beard
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WPUF	University of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WTAW	Texas S. & M. College	College Station, Tex.	Eugene P. Humbert
	Cleveland College	Cleveland, Ohio	Grasella P. Shepherd (Mrs.)
	Western State College	Kalamazoo, Michigan	W. G. Marburger

IS RADIO LIVING UP TO ITS PROMISE?

That is the subject for the symposium held at the 5th Anniversary Celebration of the University of the Air over WEVD, New York, on December 18, 1936. It was presided over by Hendrik Willem Van Loon. U. S. Commissioner of Education John W. Studebaker, F. C. C. Commissioner George Henry Payne, and others took part.

The idea seems to be a good one for it gives educational broadcasters an opportunity to have presented to their listeners the facts and principles which underly not only educational stations, but American radio in general. Why not plan a symposium to air the whole thing impartially? (It is a safe bet such a program won't be duplicating anything offered under other auspices).

Commissioner Payne spoke his mind. Here are quotes from his paper:

"What would have happened in the field of medicine, philosophy, law, science, literature, politics or journalism if the first impulse had been money-making? When we look back over the long struggle of humanity to achieve civilization and some surcease from the sorrow and the ills that flesh is heir to, how little would have been accomplished if there had not been, in all these fields, men and women ready to suffer and even to die that humanity might benefit. What untold tragedies might have resulted if the men and women who made all these sacrifices were actuated by a desire to make a million dollars rather than by a love of humanity.

"A more disagreeable aspect, and a more sinister one, deterring radio from living up to its promise, is the fact that the radio lobby in Washington has filled the radio 'industry' with the novel idea that they control the government.

"For two and a half years I have watched the operations of this lobby which has endeavored to dictate the actions of the Federal Communications Commission.

"When I speak of its contemptuous attitude toward educational and cultural matters I am not hazarding any guess. I am speaking from facts. An important broadcaster, a man who has acted as official of an organization, sat in my office one day arguing about the perfectability of the radio program. We were naturally at different ends of the question -- he declaring that the programs as given today were perfect. Finally I drew out some letters and extracts from letters of many college presidents throughout the country and showed him that they were far from satisfied with the present set-up.

"His answer was, 'What the hell do then college presidents know!'

"One argument, effective though unreal, that has kept public opinion from forcing the production of better programs has been that the pioneers of the radio art are entitled to a just share of credit and profits for their pioneering. But have the real pioneers had any sizable share in the profits?

"Attacking every endeavor of the cultural and educational interests to improve the quality of radio programs is a most vicious lobby. It is not a particularly intelligent lobby for, if it knew its business, it would see that the educational and cultural interests ask so little that they could be easily conciliated by small concessions. But, arrogant in its belief that it controls the Commission, it is not inclined to concede anything.

(It is expected that a complete text of Commissioner Payne's address will be included in the February "packet").

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