

# N - A - E - B NEWS - LETTER

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

July 1, 1947

### WHAT PRICE POLITICS?

Apparently the football season opened on June 21 in Washington----with appointments to the FCC in the role of the pigskin! On that day President Truman withdrew the nomination of FCC Commissioner Ray C. Wakefield from the Senate and substituted the name of Representative Robert F. Jones.

Press reports on the deal indicate that GOP leaders high pressured the President into the change because Wakefield was not "a genuine Republican". The man whose nomination they approved is "regarded as a conservative Republican". He has "always stayed well within the party reservation and bitterly opposed the Administration". (Broadcasting, June 23, '47). Mr. Jones is listed as holding an 18% interest in the Northwestern Ohio Broadcasting Corporation which recently received a grant for an FM station in Lima, Ohio. That corporation also has an application in for a 1 Kw. station on the 1150 Kc. frequency, in the same area.

This is an ill omen for those who expect the FCC to serve fearlessly in line with the precepts of the Radio Act. Commissioner Wakefield's record of service is above legitimate criticism. While his sin is said to be that he is not a "genuine Republican", we are inclined to look beyond that to decisions which did not cater to "industry" wishes and to those who would have him out of the way. It never was intended that the regulated should select the regulators.

### DURR NEXT? ASKS BILLBOARD

Billboard (June 28, '47) headlines its story "Durr Next On GOP Hatchet Men List? Jones Sure of OK". It goes on to say, "GOP leaders are already lining up their sights on Clifford J. Durr, as the second victim of what appears to be a general purge of the FCC after the scuttling of Commissioner Ray C. Wakefield this week in a comedy of White House errors".

The comedy in the situation is very vague. Commissioner Durr's term expires on June 30, 1948. His record of service in behalf of the interests of listeners needs no amplification. By all that is right he should be returned to the FCC. The opposition to his reappointment is wealthy, influential and vocal. This is a story which must be told----in the right places. Tell it!

### FM RECEIVER OUTLOOK

Undercover buzz indicates that we may expect several manufacturers to have FM-AM table model receivers in the under-fifty-dollars class available by fall. If such sets had been turned out in lieu of the small AM models which now flood the market, everyone would have been better served. The outlook definitely is better.

### FLORIDA PLANS EXPANSION

Garland Powell, director of WRUF at the University of Florida reports that his station is seeking authority to operate at night with full power. It involves the use of a directional antenna to protect WHDH and Cuba.

Florida also anticipates putting in its FM application when its AM alterations are completed.

Vice-President  
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WKAR  
East Lansing, Mich.

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W. I. Griffith  
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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, WBA, Purdue  
Russell Potter, Columbia

### BLOCK PROGRAMMING AT PURDUE

During this summer, WBAA is trying out block programming, reports Jim Miles. He says, "Every hour of the day was taken as a unit, and programmed with the same type of program so that we have classical music for an hour, popular music for an hour, and talk program for an hour. Ofttimes these are more than one hour segments. For instance, each afternoon has two hours of classical music followed by an hour and a half of popular music.

"We are maintaining our educational hour from 7:00 to 8:00 each evening using transcriptions during the first half hour and telling stories for the kiddies during the second half hour which we are calling "Storyland Special." Fifteen minutes of this is for the 4-7 age group, the other fifteen minutes will be devoted to continuous reading of children classics such as Tom Sawyer and Kidnapped."

"Occupying our attention is our fall term School of the Air. We plan now ten programs for the primary and intermediate grades, and five programs for high school. At least twelve of these are written and produced by the station staff."

### SIEGEL TURNS SCRIBE

The lead article in the June issue of FREQUENCY MODULATION BUSINESS is "FM's Programming Outlook" by Seymour N. Siegel of WNYC. He puts over some good ideas on live program sources which may apply equally well to AM stations. He contends that it is possible to compete favorably with "Hooped-up" features. Read the article.

### MICHIGAN SUMS IT UP

Waldo Abbot has taken stock and gives a report on radio at the University of Michigan for 1946-47. During the year they broadcast 960 programs (110 were half-hour shots) over six commercial stations. Included were programs from many departments in the University.

Certain scripts were duplicated and copies made available for listeners. On the "Stump the Professor" program 951 letters were received from 33 states and Canada.

### MEMBERSHIP APPLICATIONS

The following applications for membership in the National Association of Educational Broadcasters have been received. This publication 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 approval requirement will be thus complied with.

#### For Active Membership

University of Tulsa Tulsa, Oklahoma Ben G. Henneke

#### For Associate Membership

Pennsylvania State College, State College, Pa., J. O. Keller

#### Memberships Accepted

University of Alabama (Active)

Alabama College for Women (Associate)

U.S. Office of Education, Dr. Franklin Dunham (Associate)

University of Tulsa The institution is operating its own FM station KWGS. The station went on the air on May 15, 1947 on the 90.5 Mc. frequency. In addition to its FM operation, Tulsa provides weekly programs for five local commercial AM stations. Ben G. Henneke, professor of Speech, is supervising the broadcasting activity.

### MEMBERSHIP INVITATION

NAEB invites to active membership institutions owning and operating their own AM or FM broadcasting stations. Holders of FCC CPs for stations are eligible also.

Associate membership is available to institutions carrying on educational broadcasting activities over facilities not their own, and to individuals interested in the field. Write for an application blank.

## GUESTITORIAL

### "WHERE WE'RE WEAK"

Educational radio, as exemplified in the broadcasts by college and university stations, is not perfect. Neither, according to the Blue Book, is commercial radio. But progress has been made by educational stations. No longer can the stigma, expressed by the President of a large university... "The trouble with educational radio is that the programs are no good".... be applied. Many programs on college stations are comparable to anything radio has to offer. Even the weakest programs are no worse than some I have heard elsewhere.

But in our efforts to improve programming and production, we have overlooked one basic fact. People must be tuned to our station before they become listeners. In a recently conducted trial study of listening in our area, too many interviewees said they did not know when our programs were scheduled. We have been weak in our promotion..in letting folks know what we have to offer.

Even the networks realize they cannot build audiences by their own efforts alone...by figuratively pulling themselves up by the bootstraps. Did you see the promotion on children's programs last fall. There were half page ads in the Sunday comic supplements of the newspapers. There was a "Superman" contest in which bicycles, radios and other prizes were distributed through local stations. All these to attract the child listener.

Obviously the educational station cannot purchase half page ads or give away bicycles. The mailing of a few thousand programs each month, however, is but a small bit when the hundreds of thousands in our listening area is considered. Block announcements, while valuable, depend upon those who are already tuned to us. These are not enough.

New, effective and inexpensive ways of informing people of educational broadcasts must be devised. There are probably many ways in which this can be done. The collective thinking of all N.A.E.B. members could result in ideas which could help all educational broadcasting. Perhaps a standing committee to receive and correlate such ideas would be helpful.

Certainly, with the great influx of new stations, both AM and FM, there is going to be increased competition for the listeners' time. Even though the educational broadcaster may decide that his programs are for discriminating listeners, he is still effected. I am convinced that we must pool our ideas on promotion if educational radio is to consolidate the gains we have made in programming and other phases of our general operation.

.....Robert J. Coleman, WKAR,  
Michigan State College

Next Month's Guestitorialist: W. I. Griffith, WOI, Iowa State College

FACSIMILE READY, SAY ENGINEERS

Technically, facsimile is said to be ready for use in schools and homes. Scanning equipment for use in connection with an FM transmitter ranges in price from \$4,500 to \$6,500.

On the receiving end recorders are available at about \$100 each, however an amplifier costing about \$50 is needed between the FM receiver and the recorder.

The recording reproduction is done at 105 lines per inch (60 per inch is standard for newspaper halftones) and the paper advances at 3.43 inches per minute. Column widths are set at 4.1 inches and 8.2 inches.

Facsimile is a natural for educational broadcasters. Think of the possibilities of sending maps, charts, diagrams, pictures, reference materials---and even examination questions---through the air. Many NABERS are including fax in their future plans.

GALLUP TO DO RADIO RESEARCH

It is reported that Dr. George Gallup will begin research into the "qualitative" aspects of radio, rather than the "quantitative" which most studios have concerned themselves with. Observers who have discounted findings of various polls because of their promotion features will welcome studies free from "rating-itis".

Gallup plans, among other things, to determine how many receivers a program actually reaches, and to find out what listeners in rural areas really think of radio programs.

WHY NOT THIS SUMMER?

While we all agree that there is nothing more stimulating to a radio station than to have its workers get out and see what others are doing, there is a tendency to procrastinate when it applies to us.

This summer, yes even this month, there are numerous opportunities for us and our staff members to attend workshops and institutes in the radio field. These meetings bring together workers who are doing things, and those who want to do better things---and that should include every educational broadcaster in the country.

Among the meetings which it is still not too late to attend are these:

KALW Summer Workshop (22nd & Bartlett Sts.) San Francisco July 7-August 15; North Adams S.T.C. Radio Workshop, Pittsfield, Mass. July 7-August 15; Finch Junior College Radio Workshop, 52 E. 78th St. New York City, July 7-August 15; and the University of Wisconsin Public Service Radio Institute, Madison, July 28-August 6. Doubtless there are many others which have come to your attention.

If you can't go---send some promising young staff members. It builds station loyalty---and brings back a fresh point of view which can reflect itself in station service.

HITS AND MISSES

A Hollywood newspaper carried a quarter page ad recently for a radio gadget said to be the last word in listening pleasure. It is a "tuner-outer". It is a two-button gimmick; One eliminates "short singing jingles" and the other wipes out the longer spoken commercials. The radio automatically goes back on when the commercial ends. What did somebody say about necessity being the mother of invention?

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GEM OF WISDOM: "No other medium (than radio) demands such absorbed attention, and because of this power there should be a minimum of governmental control".

.....Gov. Robt. F. Bradford of Massachusetts, June 3 '47 Boston.

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Whereas broadcasters used to boast that they gave the listeners what they wanted at least one network now is reported to be making a survey to find out what kind of programs are "most acceptable". What do you prefer---grapes or grapes?

### ISTC IS NAEB MEMBER

Apologies are due Clarence Morgan for the unintentional omission of the name of Indiana State Teachers' College from the regional NAEB list in the June Newsletter. ISTC holds associate membership and is doing a good job of its educational broadcasting.

### REPORT ON WNAD

At the Newsletter's request, John Dunn has submitted information about the activities of WNAD. Here is a summary of a year's work:

From July 1, 1946 to June 30, 1947, WNAD broadcast a total of 2,956 hours. This included special broadcasts on Christmas Day. WNAD was on the air at night to broadcast the home basketball games.

A total of 10,041 programs were aired during the past year, embracing one hundred and thirty one NEW and different program series. THE OKLAHOMA SCHOOL OF THE AIR---on a small scale---was inaugurated. Four different series were broadcast--chiefly to rural schools in Cleveland County.

A total of 2,799 different individuals broadcast over WNAD. Of this number, 172 were faculty members, representing some forty odd departments of the university. About 38 agencies other than university departments made use of WNAD facilities. Among our distinguished speakers were President Cross with his weekly series, THE PRESIDENT OF O.U. SPEAKS and Governor Roy J. Turner's semi-weekly series, REPORT TO OKLAHOMA.

WNAD has a recorded music library of over 8,000 recordings of fine music, and subscribes to a transcription library. With AP news wire, its staff of local news reporters, and religious news service, WNAD boasts of a complete news program.

An extensive "listener survey" was made during the past year. This survey, showed that 3 out of 4 listeners listened REGULARLY to WNAD; 3 out of 4 listeners report reception "good"; 4 out of every 10 listeners were on the rural routes or in very small towns; 4 out of 10 listeners were MEN; that good music ranked highest in preference among listeners, educational programs second and news reports third. It was also found from this survey that listeners wanted more good music, literature, more forums, science, art, et cetera.

WNAD has paid especial attention this year to public relations and promotion. Activities in this direction are too many to list here. A conservative estimate of the listening audience in Oklahoma, southern Kansas and north Texas is around 500,000 people. Nearly 3,000 cards and letters about WNAD's programs have come into the station during the past year.

WNAD now has a 3 kw FM transmitter ready to be installed, and permission is sought to buy a new transmitter and move location of the transmitter to a site north of Norman. The salary and maintenance budget for the next fiscal year has been increased 35%. It is now six times what it was in 1944. A move is underway to get new and more studios and office space. Prospects look good.

All in all, WNAD is serving more people than ever before in the history of the station. As more people know about the station...the more listeners and loyal boosters there are for WNAD.

Scanned from the National Association of Educational Broadcasters Records  
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