

SPECIAL BULLETIN
Release Date December 17, 1931

TO MEMBERS
of
THE ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS
(and a special request mailing list in addition to members)

Some weeks ago your attention was called to the radio course in music appreciation sponsored by Station WLB under the auspices of the General Extension Division of the University of Minnesota. A number of communications have been received relative to this announcement and for those program directors and managers who have not as yet asked for this bulletin I would advise that you get in touch with the University of Minnesota at an early date.

FROM MR. H. B. SUMMERS, PROFESSOR OF PUBLIC SPEAKING, KANSAS STATE COLLEGE OF AGRICULTURE AND APPLIED SCIENCE, MANHATTAN, KANSAS: "With the cooperation of the radio staff of the College Broadcasting station here at Manhattan, we are planning to offer next semester a course in Radio Speaking and Announcing. As a part of the work, we want to give our students as wide a background as possible of information concerning policies and types of programs in typical stations throughout the country. With that end in mind, I am taking the liberty of requesting as much information as possible, along the lines suggested below:

- First - Types of program you use - as much in detail as possible with approximate percentage of total time given to each.
- Second - Any information available as to preferences of your listeners for different types of programs enumerated.
- Third - Your station's policy with respect to topics and material for radio discussions - what subjects are barred, etc.
- Fourth - Your station's policy as to censorship of material for broadcast - whether advance manuscripts are required, etc.
- Fifth - The extent to which you present programs of an educational nature, and specific types of programs of this type most used.

"I should likewise appreciate information on these additional points, unless you do not care to make such information public. First, as to the ownership of your station second, how it is financed; third, any newspaper tie-up; fourth, rates charged for advertising program; and finally, size and assignments of your studio staff.

"In addition, I should like to have copies of programs of typical broadcasting days; any available printed material concerning your station and its broadcasting policies; and finally, to be placed on your mailing list for material of this type issued in the future.

"I shall be very appreciative of any other suggestions you may care to offer concerning material for use in our projected course. Do you know of any work of this kind done in other schools, and can you suggest any published material that would be useful to us?"

No doubt many of the program directors have already supplied Mr. Summers with the information he has requested. Those of you who have not assisted in his work should send him material at the earliest opportunity. I am today sending him copies of all bulletins we have released from this office and in this he can find many helpful suggestions that will assist him in his work.

IMPORTANT NOTICE BELOW

FROM PROFESSOR J. C. JENSEN, DIRECTOR AND ENGINEER, RADIO STATION WCAJ, NEBRASKA WESLEYAN UNIVERSITY, LINCOLN. Indeed I am due Mr. Jensen an apology for overlooking the letter below. Time is now very limited for the meeting he has suggested in New Orleans. No doubt many of our representatives will be in attendance at the Institute and Council mentioned in his communication. Will you therefore kindly get in touch with him relative to the suggestions made in the communication. His letter reads as follows: "As representative of the Institute of Radio Engineers on the Council of the American Association for the Advancement of Science, I am arranging for a meeting of the Institute at New Orleans from December 28 - January 2. It has occurred to me that this would be a good opportunity to have a conference of representatives of the Educational broadcasting stations who might be present, giving special reference to the technical problems of broadcasting. With this in mind I wrote Dr. Tyler and he indicated that both he and Mr. Perry Armstrong would probably be present for such a meeting. What do you think of the desirability of promoting such a gathering, either as a part of, or in connection with the meeting of the Institute of Radio Engineers? Kindly pass this on to Mr. Higgy for his comments also."

FROM MR. CARL MENZER, DIRECTOR AND ANNOUNCER, STATION WSUI, STATE UNIVERSITY OF IOWA IOWA CITY: (Note--You will also find that the list of plays presented during 1930-31 by Station WSUI prepared by Mr. H. C. Harshbarger, Department of Speech, State University of Iowa as follows by comments by Mr. Harshbarger)

"Am sorry an answer to your letter has been delayed but the enclosed information has just been made available. I hope it includes the information you desire but if you wish more please write me.

"You may use this in any way you see fit."

"During the year 1930-31 the following plays were broadcast from Station WSUI by the Department of Speech of the State University of Iowa:

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| 1. <u>Aristophanes, The Frogs</u> | 6. <u>Goethe, Gammer Gurton's Needle</u> |
| 2. <u>Robertson, Damon and Pythias</u> | 7. <u>A Noble Outcast</u> |
| 3. <u>Benelli, Love of Three Kings</u> | 8. <u>Uncle Tom's Cabin</u> |
| 4. <u>Pierre Patelin</u> | 9. <u>East Lynne</u> |
| 5. <u>Goethe, Faust, with an arrangement of Gounoud's music</u> | 10. <u>Ten Nights in a Bar-room</u> |
| | 11. <u>The Octoroon</u> |

"One act plays by Tchekoff, and other one act plays were broadcast.

"For the year 1931-32 the following plays have been listed for broadcasting:

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| 1. <u>Riley, The Barong</u> | 12. <u>Stringberg, The Spook Sonata</u> |
| 2. <u>Ibsen, The Wild Duck</u> | 13. <u>Gogol, Inspector General</u> |
| 3. <u>Ibsen, Pillars of Society</u> | 14. <u>Chekov, The Cherry Orchard</u> |
| 4. <u>Ibsen, The Master Builder</u> | 15. <u>Kaiser, From Morn to Midnight</u> |
| 5. <u>Ibsen, Hedda Gabbler</u> | 16. <u>Pirandello, Six Characters</u> |
| 6. <u>Shakespeare, Love's Labors Lost</u> | 17. <u>Capek, R. U. R.</u> |
| 7. <u>Taming of the Shrew</u> | 18. <u>The Contrast</u> |
| 8. <u>Merry Wives of Windsor</u> | 19. <u>Nellie the Beautiful Cloak Model</u> |
| 9. <u>Othello</u> | 20. <u>Captain Jenks</u> |
| 10. <u>Sardou, A Scrap of Paper</u> | 21. <u>The New York Idea</u> |
| 11. <u>Damas, Camille</u> | 22. <u>The Witching Hour</u> |

"The above list is tentative but will be followed in general. If possible The Children's Theatre will produce the following:

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| 1. <u>Ali Baba and the Forty Thieves</u> | 3. <u>Alice in wonderland</u> |
| 2. <u>The Toymaker of Nuremburg</u> | 4. <u>Treasure Island</u> |
| 5. <u>Cinderella</u> | |

"We have done a group of one act plays:

1. Sheridan, The Scheming Lieutenant
2. Maeterlinck, The Death of Tintagiles.
3. Kipling, Bimi, a dramatization

"The dramatic program of the Department of Speech is, of course, experimental. We are frankly trying to discover the best vehicle for broadcasting purposes. At the same time we are concerned with giving best from the various types of dramatic literature to the listeners of WSUI. To that end plays from various periods of the drama, as well as representative authors have been selected.

"Speaking only for myself, I am convinced that plays with a strong plot broadcast more easily, or more successfully from the point of view of the average listener, than do those which attempt to discuss the ills of society. The talkative play, as is the case with all full length plays, must be cut to an hour or less. This means that the story can be made to stand out in bold relief, often time making the broadcast version as strong, if not stronger, than the usual production.

"It is probably true that the precise form of the radio drama has not been discovered. If this is true, it means that in time all broadcasting stations will write, or use, plays written especially for broadcast purposes."

FROM PROFESSOR J. C. JENSEN, DIRECTOR AND ENGINEER, RADIO STATION WCAJ, NEBRASKA WESLEYAN UNIVERSITY, LINCOLN: "Congratulations on your special bulletin for November 5. I am passing it on to our Expression Department and hope that they will get a number of suggestions from it.

"In reply to the request of Mr. C. M. Koon it seems to me that the Office of Education at Washington could do some constructive work by bringing more generally to the attention of teachers in the public schools the various educational broadcasts which are available by radio, and also by cooperating with the broadcasting stations themselves in working out a schedule and outline of courses which would be desirable for school purposes.

"Our continuity 'Collegiate Fantasia' is beginning to attract considerable attention. This idea may be worth passing on as it has become a regular feature with our station. The continuity parts are carried by the negro janitor, his little girl 'Sugar,' a green freshman, a sophisticated sophomore coed, and a junior who is president of the Dramatic Society at 'Midwest University' where all the scenes are laid. These characters provide the introduction and also introduce elements of romance and local color, while the dramatic club gives rehearsals which the audience hears, and the glee club and quartet sing. As you see the purpose is to hold the interest of the radio audience.

"Our new 500 watt transmitter is covering the territory beautifully and we were heard on a recent Monday evening in Monterey, Mexico.

"The Commission has returned our application for increase in power on the ground that it conflicts with general order No. 102. The Commission granted an increase of 20,000 watts to another Lincoln station recently, and maintained that this did not affect the quota of the state or zone.

"Are you selling any advertising time this year? One of the newspapers carries a story from the University of Arkansas to the effect that they have taken on a number of commercial accounts recently. We are tempted to do likewise as a financial expedient."

FROM DANIEL E. NOBLE, RADIO DEPARTMENT, CONNECTICUT AGRICULTURAL COLLEGE, STORRS, CONN. "We are trying to organize an active group of players here at the College, and our chief difficulty seems to be the lack of material prepared for broadcasting. Miss Jenkins, of WEAO, has assisted us by sending through several manuscripts, but no new manuscripts are ready for use, and we fear that it will be impossible to broadcast plays on a regular weekly schedule.

"We feel that if the Association could organize a system for the distribution of suitable radio manuscripts, the work of maintaining an active group of players would be greatly simplified. Perhaps each station could contribute prepared plays occasionally, and the general distribution would keep an ample supply available for weekly broadcasts.

"Enclosed you will find a copy of a radio sketch written by Richard Attridge, the director of our newly organized players. We should be glad to have members make use of the sketch, if it is found to be at all suitable."

(Note--Mr. Noble furnished this office the sketch mentioned in his letter. We plan to try same with our dramatic group at Station WNAO. I will be pleased to submit additional copies of this to any station interested.)

FROM JOE F. WRIGHT, DIRECTOR OF UNIVERSITY PUBLICITY AND STATION WILL, UNIVERSITY OF ILLINOIS, URBANA: "Your note in the recent bulletin which referred to Higgy's offer to send several plays to your office for the purpose of mimeographing them and sending them to other stations, brought to my mind the fact that some charge might easily be made for these mimeographs. I am sure most of the stations would be willing to send fifty cents or a dollar to help cover the cost of mimeographing. The simplest way to do would be to send the amount in stamps.

"This brings up the fact that a year or two ago I sent a hundred two cent stamps on a couple of different occasions to Higgy to help meet postage costs. If we would all do that every month or two, I am sure it would help out on the finances.

"Why don't you make such a suggestion in the next bulletin and see what luck you have. I am enclosing my stamps herewith for a copy of the mimeographed material."

A portion of a letter from PROFESSOR W. I. GRIFFITH, DIRECTOR STATION WOI, IOWA STATE COLLEGE, AMES, IOWA. "I have just read your last bulletin with a great deal of interest. This is certainly a fine thing for you to do for the member stations. I want to write more fully about this when I have time to comment on the various points of interest.

"One place in the bulletin I understood you were enclosing a mimeograph copy of a radio play that was released by Miss Jenkins. If you intended to enclose it I want to tell you that I did not receive it, but shall be glad to receive this material and pay our share in having it mimeographed whenever it is available."

(Note--A portion of the letter from Mr. Griffith has been omitted. He has a young man on his staff who desires to establish a connection as announcer with an educational station. Any member of the Association who expects to have an opening in this field or who has an opening at the present time kindly get in touch with Professor Griffith of WOI.)

FROM MR. CHARLES A. TAYLOR, IN CHARGE OF AGRICULTURAL RADIO PROGRAMS, NEW YORK STATE COLLEGE OF AGRICULTURE AND HOME ECONOMICS, ITHACA, COMES THE FOLLOWING LETTER: "I wish to compliment you on the fine work you are doing in preparing the bulletin for the members of the Association. I read them with a great deal of interest and benefit. I am especially interested in the last one which has to do with dramatic presentation by radio.

"Whenever the plays from WEAO are available, or those from any other station, we will be mighty glad to have them. We have not done much in the way of dramatics on WEAI, but have presented two or three dozen plays, all of which, however, carry copyright costs.

"Personally, I believe that the presentation of radio plays offers one of the finest methods that a university station can use for teaching by radio.

"We have two professors in the College of Agriculture who are presenting quite regularly a lesson in agronomy, which they broadcast in dialogue form. One appears as Professor Ed. and the other as Farmer Herb. I am inclosing a sample".

Mr. Harold G. Ingham, Chairman of the Radio Program Committee, Station KFKU, University of Kansas, Lawrence, recently sent to this office several announcements relative to their future programs. Among these were samples of information on a series of discussions on compulsory unemployment insurance, etc. We were quite interested in noting the printed announcement of rules and regulations supplied to members of the University Faculty and students who assisted in providing programs for KFKU. I am listing below the announcement which sets out in detail regulations governing their broadcast.

"To Members of the University Faculty and Students in Music and Other Departments Who are Assisting in Providing Programs for KFKU:

"We are very grateful to all of you who are assisting in providing the radio programs this year. The broadcasting is regarded by the University as a very important work and your part in it is a distinctly worthy service, greatly appreciated.

"The experience of the N.B.C. and other broadcasting organizations has shown that radio listeners as a rule are impatient of long numbers, either addresses or music, and are very insistent that programs shall begin and proceed according to advertised schedule.

"Because of these considerations and some others which may be apparent, the station is compelled to ask its contributors to observe certain procedures, as follows:

1. Program contributors should be at the station at least ten minutes before the advertised hour for broadcasting. Strict observance of this request will save the announcer many anxious moments.
2. Faculty members responsible for musical programs should furnish the names of those appearing on each program at least one week in advance and the numbers to be presented at least two days in advance.
3. Every address offered must be written in full and read into the microphone, not rapidly, and with clear enunciation. The address should be timed to occupy approximately 10 minutes--12 minutes should be the limit.

Similarly, no musical number should exceed 12 minutes in length.

4. Copies of each address should be in the hands of the program director at least one week before the date of performance. Advance publicity will be sent out to the press unless the author especially requests that it be withheld.
5. Care should be exercised not to use in any talk a quotation including profanity or questionable language of any kind; also to avoid controversial subjects such as partisan politics, religion, prohibition, etc.
6. It is necessary to make sure that no advertising or publicity propaganda is included in any talk.

"We are sure that our contributors will appreciate the necessity of observing these simple regulations and we wish to take this opportunity to thank you for your cooperation."

FROM MR. CARROLL GARDNER, ACTING MANAGER, WAFI, BIRMINGHAM: "Thank you so much for the copies of the special bulletin. We are delighted to receive this kind of material, and trust that you will keep us on your mailing list to receive all bulletins in the future.

"The first paragraph of your note contained this line - "and one whose programs are not subject to commercial sponsorship." Let me clear up this misunderstanding. We are a member of the National Broadcasting Company, and also present nationally sponsored programs.

However, we do devote about ten to twelve hours per week to educational broadcasting".

FROM MR. J. W. STAFFORD, MANAGER, RADIO STATION WEAA, PURDUE UNIVERSITY, LAFAYETTE, INDIANA: "This letter will express our appreciation for the bulletin sent us giving the activities of various educational stations as well as comments.

"We expect to send you two mimeographed bulletins at the end of each semester giving a detailed account of Purdue University Radio Station activities as soon as this data can be compiled."

FROM T. M. SMITH, DIRECTOR, STATION WEW, ST. LOUIS UNIVERSITY, ST. LOUIS, MISSOURI: "This is to acknowledge receipt of your three special bulletins of November 17th, October 9th and November 5th. Thank you for putting our station on your mailing list. I am quite sure that the information contained in them will be of immense service to us, as our problems are the same as those which arise in other educational stations.

"I hope before long to be able to write you in greater detail concerning the activities of our station."

I am quite certain that all program directors have received the bulletin released by Samuel French and Company of New York City entitled "Drama on the Air," a bulletin dealing with a survey of broadcasting of plays with a discussion of the field of radio drama, directing for radio, writing radio continuities, and material available for radio prepared by Gwendolyn Jenkins, Director of Radio Dramatics, and William E. Knepper, Publicity Director, of Station WEAQ, Ohio State University, Columbus. This is an excellent contribution to the field of educational broadcasting and if you have not already received the bulletin I would suggest that you send for it today.

President A. G. Crane of the University of Wyoming, Laramie, Wyoming, has just released his annual report of the Radio Committee of the Association of University Presidents. In a supplementary report he has issued the bulletin listed below, in which I feel you will be interested since it deals with a problem that has presented itself from time to time in the field of educational broadcasting. The bulletin reads as Follows:

TO PRESIDENTS OF STATE UNIVERSITIES:

"Supplementing the report of the Radio Committee I wish to call your attention to a notable bit of research being conducted by Dr. W. W. Charters of Ohio State University under a grant of money from the Payne Foundation. Dr. Charters has organized a research project in radio education, the results of which should give a much needed statistical test of the educational values of radio broadcasting. Dr. Charters divides his study into the following problems:

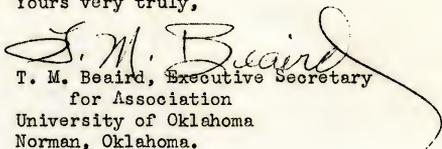
1. The objectives of radio education
2. Administration of the station
3. Materials of instruction
4. The broadcaster and his methods of presentation

5. The classroom teacher and his methods of teaching
6. The pupil and his learning
7. Adult audiences and their learning
8. Equipment
9. Measuring results
10. Psychology
11. History of radio education
12. Comparative radio education

"I understand that Dr. Charters will investigate the field of public school broadcasting as well as give some attention to adult audiences. If you are contemplating any definite broadcasting project you will doubtless be interested in the information and can undoubtedly get more information from Dr. Charters, or with his permission I can supply you from this office with the outline of his study which he has furnished."

This is your last bulletin until January 1932. What suggestions have you for member stations? Are these special bulletins proving of service? What new experiments are you conducting this year? What special information do you desire for your station? Are you selling advertising "time" over your station? Do you contemplate doing so?

Yours very truly,


T. M. Beaird, Executive Secretary
for Association
University of Oklahoma
Norman, Oklahoma.