

# N-A-E-B NEWS-LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
Radio Hall, U.W., Madison, Wisconsin  
December 2, 1946

## DUNN OUTLINES NAEB REGIONAL PROPOSAL

John Dunn, WNAD, has followed up on a plan for organizing regional groups within NAEB. The details have been submitted to The Executive Committee for consideration.

The plan embodies a geographical division into eleven regions. It proposes a regional governor from each area, who would comprise an executive council. A constitutional amendment is required to put the plan into operation formally, but it can be done informally with the approval of The Executive Committee.

More details later.

## SECRETARY NOVIK REPORTS

In assuming his duties as Executive Secretary of NAEB, Morris Novik invites all members to pass suggestions along to him and to call on him for help in promoting the cause of the educational broadcasters. He says:

"I have agreed to carry the ball and do my share

"1 - to help formulate a program that will be of value to the many new FM educational radio stations,

"2 - to help keep alive the interests of the educational radio stations,

"3 - and try to break through and convince some of the existing educational foundations of the need for help to the new FM educational stations and why NAEB is the answer."

## BROADCASTING COUNCIL IN BOSTON

Organization of The Lowell Institute Cooperative Broadcasting Council has been announced. Included are six Boston Area institutions. Lowell Institute, Boston College, Boston University, Harvard, M.I.T., Northeastern University and Tufts. Broadcasting will be done over Boston radio stations.

Parker Wheatley, formerly radio director at Northwestern University and later in charge of educational broadcasting for the Armed Forces Radio Service is director of the new Council. George W. Slade, educational director of WBZ and WBZA is assistant director.

## FREC PROGRAM LISTINGS IN SCHOLASTIC

After providing mimeographed lists of programs approved for student listening, The Federal Radio Education Committee now publishes these selections in The Scholastic Teacher each month in the Sight and Sound section. The choice is determined by (1) educational significance, (2) program quality, and (3) instructional adaptability.

MEMBER STATION REPORTS

University of Michigan

Pending the completion of its own FM station, the institution is providing programs for other stations as follows:

- WJR ..... 2 half-hour and 1 quarter-hour programs
- WKAR ..... 3 twenty-five minute programs
- WPAG ..... 5 quarter-hour programs
- WWJ ..... 3 quarter-hour programs
- WKZO & WJEF..... 1 twenty-five minute program (tentative)

A transcription network service is planned in cooperation with the Michigan State Medical Society.

The FM development is being delayed because of the lack of materials for constructing the transmitter house. The call letters WATX have been assigned--but are unsatisfactory to the University. About fifty alternate calls have been proposed---but none of them could be made available. A new building which will house the Broadcasting Service is now in the "hole-in-the-ground" stage.

The present staff: Waldo Abbot, director of broadcasting service; Donald E. Hargis, Hymns of Freedom program producer; Robert D. Essig, Technician; Robert Bouwsma, production; Elizabeth Cole Stevens, continuity editor; Hans Pick, music; and Adele Sefton, secretary.

University of Illinois

Institution is now operating two stations, WILL (AM) licensed in 1922, and WIUC (FM) licensed in 1942.

WILL operates daytime, seven days a week. It takes the opportunities of those living in the University community to the "larger university campus" which is the state.

WIUC received its equipment just before the "freeze" order. Its service is limited at present because of the shortage of receivers in the area. Plans are under way for a new and more powerful transmitter, and an expanded program service.

Special evening broadcasting permission has been obtained for basketball games (all home and away-from-home games this season) for WILL. Station also carries the football and baseball games.

3000 farm broadcasts---that's the record WILL completed on November 21, 1946. It does a full hour for rural listeners each week day---and that's a lot of agriculture!

A booklet of "Governing Policies" has been printed by WILL. Stations considering restating their own administrative or operational structure should ask for a copy. Also get the Organizational Chart which Frank Schooley has prepared.

Director Schooley and Ex. NAEB Executive Secretary, Jim Ebel have been out visiting. Their jaunts, in the interests of football primarily, took them to Waldo Abbot and Wallace Garneau at Michigan on October 25, and to Bloomington on the day of the Illinois-Indiana football game, but Harry Skornia was absent. Jim Miles and his WFAA crew visited at Urbana on October 5. More of us should get around to see how our colleagues are operating---and not wait for football as an excuse necessarily.

Iowa State College

Iowa State's television and FM development is awaiting the outcome of a situation in which the FCC wants a taller tower erected, and CAA wants one with less height. The blessings of both are needed.

WOI is stepping into the gap as the college breaks its 46 year old tradition of holding a "Farm and Home Week" meeting on its campus. Housing and food difficulties caused its cancellation. The entire program this year will be carried on by radio---over WOI.

With the approval it is seeking from KFI to operate after sundown at specified times, WOI hopes to broadcast certain evenings.

KWSC ----- Washington State College, Pullman.

Programs to promote public education in Washington are being carried by KWSC, through WSC School of Education. Notices to listen were sent home via school children in the station's service area, newspaper stories were released, and window posters were put out.

WBAA ----- Purdue.

Studio and office expansion plans, which have been held up because of materials shortages, are now being rushed under the supervision of Chief Engineer Townesly. The FM application is still in the waiting stage.

PERSONNEL NOTES

Tom Taber, WKAR, will become educational program director for WILL on January 1, 1947.

Dick Ross is now KWSC chief announcer. He hails from Spokane and stations KFPY and KPFO.

Our sympathy to Jim Miles of WBAA on the sudden death of his father on November 19.

Ralph Townesly, WBAA Chief Engineer, is back on the job after 3½ years in the army.

H. B. McCarty, WHA, Radio Chairman for the National Congress of Parents and Teachers, attending the New Orleans conclave of the organization---early December.

FACILITIES AND FCC

WRUF (University of Florida) granted extension of special service authorization to operate unlimited time with 100 watts power. (November 13)

Oklahoma A&M College (Stillwater) granted CP for new daytime station on 840 Kc with 10 Kw power. (November 15)

1946 NABE MEMBERS

(Please report any changes or corrections)

Active Members

WSUI	Iowa State University	Iowa City, Ia.	Carl Menzer
WKAR	Michigan State College	East Lansing, Mich.	Robert J. Coleman
WCAL	St. Olaf College	Northfield, Minn.	Milford C. Jensen
WEAZ	Rensselaer Polytechnic Inst.	Troy, N.Y.	W. J. Williams
KWLC	Luther College	Decorah, Ia.	Karl Hansen
WHCU	Cornell University	Ithaca, N.Y.	Michael Hanna
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WBAAB	Purdue University	W. Lafayette, Ind.	Jim Miles
WOI	Iowa State College	Ames, Iowa	R. B. Hull
WILL	University of Illinois	Urbana, Ill.	Frank Schooley
WNYC	City of New York	New York City	Seymour Siegel
WBEZ FM	City of Chicago	Chicago, Ill.	George Jennings
FM	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
WNAD	University of Oklahoma	Norman, Okla.	John W. Dunn
WBKY FM	University of Kentucky	Lexington, Ky.	Elmer Sulzer
KOAC	Oregon State College	Corvallis, Ore.	Director
KFKU	University of Kansas	Lawrence, Kans.	Miss Irene Seaman
	University of Indiana	Bloomington, Ind.	R. J. Skornia
WRUF	University of Florida	Gainesville, Fla.	Garland Powell
WHA	University of Wisconsin	Madison, Wis.	H. B. McCarty
WRUL	World-Wide Broadcasting Corp.	630 Fifth Ave, NYC	Walter S. Lemmon
KWSC	Washington State College	Pullman, Wash.	Glenn Jones
KUOM	University of Minnesota	Minneapolis, Minn.	Burton Paulu

Associate Members

Western Mich. Coll. of Educ.	Kalamazoo, Mich.	Wallace L. Garneau
Syracuse University	Syracuse, N.Y.	Kenneth Bartlett
Rocky Mt. Radio Council	21 E. 18th Ave. Denver, Colorado	Allan Miller
Drake University	Des Moines, Ia.	Ed Barrett
Oklahoma A&M College	Stillwater, Okla.	H. H. Leake
Indiana State Teachers College	Terre Haute, Ind.	
M. S. Novik	30 Rockefeller Plaza, NYC	
A. Jas. Ebel	WMED, Peoria, Illinois	

A REMINDER-----MEMBERSHIP DUES

January 1 is membership-dues time. Let's put our orders through promptly. Statements will be in the mail soon. The annual dues rates are as follows:

AM Stations	Up to 500 watts	.....\$10.00
	500 to 1000 "	..... 15.00
	1001 to 5000 "	..... 20.00
FM Stations	Up to 10,000 "	..... 10.00
	10,001 to 50,000	..... 20.00

Combination rate for institutions operating or having OPs for more than one station, \$20.00 (AM and/or FM)



HITS AND MISSES

"To ask the minority (of listeners) to be satisfied with the bad time because it is a minority, as is now generally the case, is only to indulge in intellectual Jim Crowism. If the discriminating listener is to enjoy emancipation, the primary responsibility rests not on himself but on those who hold him in bondage." (Jack Gould in New York Times, November 17, 1946).

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Novelist Fannie Hurst commenting (November 7, 1946) on daytime radio offerings said, "The advertisers hand has become the whip-hand. It is plastering its palm against radio's face, squashing its features, pulling its hair, gouging its eyeballs, threatening to poke its front teeth down its throat". That sounds more like pro-wrestling than pro-radio.

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Now comes the U.S. Chamber of Commerce reporting, "In a socialist or dictatorial regime of abridged freedom of speech and press, of predetermined economic action, and of prescribed education, these valuable springs of progressive thought and action are dammed up at the source." Yessir, we had to re-read it too! It reminds us of the Dutch boy with his thumb in the leak in the dyke.

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BROADCASTING MAGAZINE (Nov. 25) editorializes on the proposals of stations to limit advertising and raise program standards. "As for the grandiose gesture boys ---those idealists who believe advertisers will spend business dollars to reach a smattering of starry-eyed garret-dwellers---time will tell; time that isn't sold." That for the folks who live in the big house on the corner!

.....  
"I believe that much of our trouble comes from the circumstance that radio is so convenient and that it costs nothing to listen. As a result the listener often fails to appreciate the worth of what he is getting and his demands become unreasonable"---Lm. S. Palyo, CBS, Oct. 22, 1946.

Why isn't your activity reported in this issue? Send news contributions now. Copy deadline for January issue is December 25. Send to:  
E. A. Engel, WHA, Madison, Wisconsin

Edited by-----  
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Radio WHA  
Madison, Wisconsin

December 2, 1946

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