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N-A-E-B NEWS LETTER

National Association of Educational Broadcasters
Madison, Wisconsin --- April 17, 1937

EDUCATION BY RADIO INSTITUTE, MAY 3-5, 1937

The pass-word is "On to Columbus"!

Elaborate plans are being made to make this year's Institute surpass even the great success of those of past years. The NAEB is glad to participate and looks forward to its own sessions especially.

The Association has arranged a general meeting on the afternoon of May 3 and a closed business-meeting that evening.

Members who have not arranged for their 500 word reports in Jos. F. Wright's roll call in "Educational Stations on the March" are urged to do so at once. Write to Joe, at WILL, Urbana, Ill., and tell him whether or not you'll be at Columbus to report, and give him the subject you will discuss. (See March "News-Letter for details).

A program booklet of the Institute is included in the April "Exchange Packet."

GEORGIA CREATES RADIO COMMISSION

To protect the State's interest in WGST, owned by the Georgia School of Technology and operated under lease by a company controlled by Sam Packard, CBS Vice-President, the Georgia Legislature on March 25 created the Georgia Radio Commission.

The Commission consists of seven members, including: the governor, president of the senate, speaker of the house, president of Georgia Tech, and three other members named by the governor to serve for terms of four years.

The bill creating the Commission was introduced when it was learned that Hearst Radio, Inc. was negotiating with Mr. Packard for the sale of the operating lease.

The station was the gift of the late Clark Howell, Sr., publisher of the Atlanta Constitution, to Georgia Tech. Had the Hearst deal been completed, the donor's competitor would have gained control. WGST operates commercially and will now be under the jurisdiction of the newly formed Commission.

PHILLIPS LEAVES WILL

W. E. Phillips, member of the NAEB Executive Committee, has resigned his post as Chief Engineer of WILL and gone into research work. He is now in Chicago with the Bendix Corporation working on the development of aviation radio communications.

At WILL Mr. Phillips has been replaced by C. Joseph Ebel. Mr. Ebel is a graduate of the University of Iowa, and worked with WMT, Waterloo, Iowa.

Mr. Phillips gives the assurance of his continued interest in the work of the Association. The NAEB wishes him success!

FACILITIES AND EXPANSION

WILL - University of Illinois. The "Illinois Extension News Messenger" says:

The University of Illinois radio station, WILL, is now scheduled to change from 890 to 580 kilocycles on April 19 and to begin an enlarged program of full daytime broadcasting, including special features in agriculture and home economics. Tentative plans are to have a home economics program regularly from 10:02 to 10:15 on Monday, Wednesday, and Friday mornings and an agricultural program from 12:30 to 1 each afternoon except Sunday.

1937 MEMBERSHIP REPORT

The twentieth membership, according to Treasurer E. B. Brackett, is that of WHA, University of Wisconsin.

Unofficially we report (without the Treasurer's verification) two more.

Kenneth Bartlett, Director of Broadcasting, Syracuse University, says, "I would suggest that you take our membership and I shall personally guarantee the fee." Elmer G. Salzer, Director of Radio at the University of Kentucky, writes, "Our President has given his consent that we join the Association, so I have made out a requisition for the membership fee and you should receive this shortly. I hope to be in Columbus for the May meeting, but whether I am or not, I hope you will be free to call on me at all times that I can lend assistance to the affairs of the Association."

WHY NOT A NATIONAL "RADIO GUILD"?

In a letter to your Secretary from Garland Powell, Director of WRUF, we find a suggestion for consideration of all members. In part Major Powell says:

"Here at WRUF we have organized a group from the University, headed by Melvin Lobel, known as the UNIVERSITY OF FLORIDA RADIO GUILD. This group, naturally, is what its name implies and is extremely active in the field of dramatics and, to my mind, very beneficial to the University of Florida. It was established on the Campus of the University of Florida in 1934, has 20 members, and they elect 10 new members each year. Its primary purpose, outside of the usual dramatics and speech, is broadcasting radio plays. Of course, they take men into the organization who are qualified in acting, and one of the prerequisites of membership is that its members shall appear in a certain number of radio plays in some capacity. They do not have any annual dues, or anything of that sort, but do have a distinct place in Campus activities.

"It has stimulated a tremendous interest in radio broadcasts and radio activities. They have produced dramatic programs over this station once a week for the past three years, naturally picking plays that are of educational value. I could mention quite a number of things, but now to the meat of this letter, would you kindly bulletin NAEB, first to ascertain if there are any like organizations in our membership, and second, if so, would they be interested in coordinating their work, and building a better cooperation and coordination between such organizations by the means of a national association or a national guild?

"Naturally, I am tremendously interested in such a movement, not only from the point of view of programs for this station, but from the more unselfish view of helping each other and developing, if you please, a better and greater demand for the better things in dramatics for radio, graduation from the various institutions to enter the radio field and dramatics, which is a thing that is badly needed now. In this statement I am sure that you agree with me after listening to some of our chain broadcasts in dramatics."

All right -- we want to know the answers.

1. Are there any similar organizations among our members?
2. What about coordinating such work through a national organization?

Let's have your reactions! The matter will come up for discussion at the Columbus meeting on May 3. Think and talk it over. If you can't be at the Ohio meeting send your reactions to the Secretary, at Madison.

SHORT FLASHES FROM THE FIELD

WILL - University of Illinois. Jos. F. Wright, in a recent visit at News-Letter headquarters, reported that George Jennings, of the WILL staff, will, on May 1, go to New York, on a General Education Board Fellowship, to study radio techniques used by commercial broadcasters.

WESG - Cornell University. Working with short-wave Chas. A. Taylor sends this report:

The New York State College of Agriculture, in cooperation with stations WEXAD and W2XAF of the General Electric Company at Schenectady is broadcasting a series of international short wave addresses on the agriculture of the Northeastern United States. The series began on February 23 and will continue until May 18, thirteen weeks with two broadcasts each Tuesday. One broadcast is given on W2XAD in English and is released at two-thirty in the afternoon and aimed for reception in Great Britain and Western Europe. The other is broadcast in Spanish from W2XAF at 7:15 to Spanish speaking countries of America and the West Indies. Essentially the same copy is used for both broadcasts.

We have two purposes in this series of broadcasts. One is to make a good-will gesture, especially with regard to relationships between educational institutions in the different countries. The other purpose is to explore the methods and possibilities in agricultural broadcasting by short wave to other countries. Incidentally, we hope that these agricultural broadcasts will furnish some relief from the international broadcasting of politics and war news. We are finding many interesting things that nobody seems to have known about international interests in agriculture.

So far we have been able to provide as speakers for the Spanish program graduate students in this University whose homes are in the various Spanish-American countries. We hope to maintain that arrangement throughout the series.

WNAD - University of Oklahoma. WNAD is broadcasting from beautiful new studios on two floors of the Union Tower at the University of Oklahoma. The tower and studios were built with the aid of Federal funds through the Works Progress Administration. They represent the finest in acoustical and engineering treatment, are beautifully decorated, and are equipped with the latest word in broadcasting paraphernalia.

WNAD is now broadcasting thirteen hours each week, and estimates that approximately one hundred fifty students go before the microphone during this period. A course in radio announcing has been inaugurated again this year, and the demand was so great that admission to the class had to be made through passing a strenuous audition. Many new programs are to be found in the schedule this year.

Homer Heck returned to the station as program manager after a fifteen-month leave of absence, during which time he directed the white collar program for the Works Progress Administration. He is continuing his work in connection with radio drama, and interest has grown on the campus and in the state to such an extent that more of this type of program are being broadcast this year than ever before.

NAEB ADMINISTRATION - 1936-37

President - H. B. McCarty, WHA, University of Wisconsin
Vice President- Carl Menzer, WSUI, University of Iowa
Secretary-Treasurer - B. B. Brackett, KUSD, University of South Dakota
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R.C. Higgy, WOSU, Ohio State University
E.P. Humbert, WTAW, Texas A. & M. College
W.E. Phillips, WILL, University of Illinois
C.A. Taylor, WESG, Cornell University
Executive Secretary - H.A. Engel, WHA, University of Wisconsin

KFUO MEETS KSD ATTACK

In response to a request for information regarding the application of KFUO, operated by the Concordia Theological Seminary, St. Louis, for a power and time increase, Director H. H. Hohenstein sends this story:

"Radio Station KSD, owned and operated by the St. Louis Post-Dispatch newspaper, has for years been trying to get full time on the 550-kilocycle frequency, which we have shared with them since the beginning of the station in 1924. At first they tried, in a friendly way and even at their own expense, to get a different frequency for us, but when their efforts proved in vain, they forced the issue and on September 3 and 4, 1936, at a hearing before the Federal Communications Commission at Washington, D. C., tried to convince the Government to take KFUO off the air, so that they might have full time!

"Last summer when we were preparing for the hearing of September 3, our Washington attorney suspected that KSD would attack us principally on two points, namely that we had not followed their example and installed a 5000 watt transmitter, and that we, unlike KSD, were not a general service station, but specialized in religious programs. In anticipation of these charges, we followed our attorney's advice and filed an application for authorization to install a 5000 watt transmitter and utilize half time, thus requesting full equality with KSD, and sufficient time to become, to a certain degree, a general service station. This application was filed approximately ten days before the hearing, however, not sufficiently early to be acted upon September 3. We mentioned it during the hearing, indicating to the Federal Communications Commission that we had aggressive plans for the future, and informed the Examiner that we would file a petition with the members of the Federal Communications Commission requesting them to withhold the Examiner's report until our application for a 5000 watt transmitter and half time had been heard. This petition, though opposed by KSD, was granted. Our attorney feels certain that the Examiner's report, which has been ready for a long time, is favorable to KFUO.

"Our next hearing has been set for May 11. We feel certain that the Commission will grant us permission to install a 5000 watt transmitter and to utilize half time, either on the 550 Kc. frequency or on some other frequency."

This will be an interesting case to watch. Will commercialism win out -- or will the attacker lose prestige?

PAYNE FAVORS TAX ON BROADCASTERS, EDUCATIONALS EXEMPT

Commissioner George Henry Payne, F.C.C. member, is working with Representative John J. Boylan to have a bill put through which would levy a tax on broadcasting stations according to their power.

The measure would raise more than six million dollars annually by taxing stations up to 1000 watts \$1.00 per watt, 1000 to 10,000 watt stations would pay \$2.00 per watt. Stations in excess of 10,000 watts would pay \$3.00 per watt.

Commissioner Payne describes the bill as "purely a revenue measure". Continuing, he says, "There has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax, as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist. The proposed special tax will be no burden on the broadcast industry as it represents less than six per cent of the revenue of the industry."

A REMINDER

Send your notes for the News Letter
to: H.A. Engel, Radio Hall
Madison, Wisconsin

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