

N-A-E-B NEWS-LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Radio Hall, U.W., Madison, Wisconsin
January 1, 1947

"COMING EVENTS CAST THEIR SHADOWS ---"

FM BUSINESS - December, 1946 says in part: "EDUCATIONAL CHANNEL EXCESS? Under the pressure of highly competitive hearings, some FM applicants, through their attorneys and engineers, have grumbled that 20 FM channels are too many to be set aside for educational institutions. They point to the slow rate of educational applications submitted thus far as justification for their claim. Educators, in turn, admit that schools are slow to apply, but blame legislators for tight-fistedness and point to extensive plans.

"But here is the box score of the extent to which all the educators' plans have been executed: six stations have been licensed, 23 construction permits have been issued, 20 applications are pending. Twenty other applications were tendered to the FCC only to be withdrawn by the applicants or returned by the FCC with the notation "incomplete".

AVIATION vs. FM

The desirability of high spots as locations for FM transmitting towers and the undesirability of their use for such a purpose in the eyes of aviation interests has created a real headache.

FM operators logically look for the tallest hills or peaks as sites from which to get maximum coverage. Airmen look upon those peaks as hazards to air navigation, and object to having those hazards increased. Reconciling the two interests is no simple problem.

Sooner or later the matter of legal rights will need to be clarified for the benefit of all concerned. So far the Civil Aeronautics Administration has been able to exert a strong influence by objecting to the FCC to the location of towers in certain locations. CAA admits that of itself it is virtually without authority to do more than recommend. Beyond that lies the question of the authority of the FCC to deny licenses where all the specified requirements for the operation of a station are satisfactorily met.

The rights of property owners also enter into the picture. Denial of the right of an owner to use his property to a legitimate end amounts to a confiscation of that property, and compensation is expected.

Aviation interests point to the millions of dollars being spent on airports and air operations, saying that radio towers cannot be permitted to interfere with progress. Yet they are not ready to accept progress which has been made by calling for the use in planes of the radar type devices which can detect obstructions even when visibility is zero.

This conflict in interests between aviation with the thousands it serves, and radio with its millions of listeners, must be resolved. We must go forward on both fronts.

THE NEW YEAR

What will 1947 bring to the National Association of Educational Broadcasters? Certainly the opportunity to go forward on all fronts. And how will we handle that opportunity? The answer will be written in the months ahead.

This is the golden opportunity for educational broadcasting. Facilities assignments in the FM non-commercial band are available, and there must be more evidence of intentions on the part of school people to use them. We must encourage it lest the story of AM radio be permitted to repeat itself. 1947 should see a flood of FM applications from institutions interested in using radio to extend their services. NAEB must encourage this, and give assistance to such applicants.

A real obstacle to progress is complacency. It is all too easy to follow a fixed pattern until it becomes a deep rut. This is a time for appraising the past--and charting a course ahead.

The NAEB course must lead to greater service to FM broadcasters. There is a high degree of transfer value from AM to FM, and the experience of the years can be used to advantage. Broadcasting is broadcasting---be it FM or AM. The basic interests are the same. We will move forward together toward the goal of better radio for all.

SIEGEL REPORTS USE OF TAPE RECORDER

Seymour Siegel, WNYC program director, has been using the Brush Sound Mirror Tape Recorder, and has the following to report:

Our experience with the recorder has been centered mainly on the recording of speeches and discussions. The practicality comes from its compactness and simplicity in operation, as well as its ability to both record and play back at one-fifth the cost of recording on regular transcriptions. The frequency response of 6000 cycles can be considered high fidelity enough insofar as voice recordings are concerned. Lesser success has been attained thus far in our experimental tests with music.

The principle of operation involved in the paper tape recorder is the use of a ribbon of paper a quarter of an inch wide and coated with a ferrous base which gives it magnetic properties similar to the steel thread used in the wire recorder. The advantage of paper in editing is obvious. A snip with a pair of shears, and the use of a little scotch tape to bind the ends together does not require the skill, patience and time necessary in re-dubbing and re-editing the normal transcription.

The cost is about one-third to one-fourth of what most wire recorders were selling at, and one-half hour's quantity of paper is expected to sell for \$1.60 to \$1.75. The tape, of course, can be used over and over again although, obviously, its life is not as long as the wire reel. The advantage of any recorder lies in its ability to turn the whole world into a studio and in cases of stations with small budgets, such as WNYC, it has proven a boon in our telephone line budget allotment. Several changes could advantageously be made in the present model to permit use of associated amplifiers, but for the expenditure involved it is our considered opinion that good value is received. It would be premature after our brief association with the machine to make any conclusive observations, but the potentialities of the tape recorder are excellent and for what times we have used it, the results have attained considerable success.

FACILITIES AND SERVICE EXCHANGE

Frank Schooley (WILL) and Bob Higgy (WOSU) set a pattern for cooperation which other members may be able to use to good advantage.

The idea is for one member to provide equipment and operating help for another in making pickups from the former's home territory---as in football and other special events. Charge for this service is billed at cost to the station being served.

This eliminates the necessity for carrying heavy equipment and extra personnel around the country. Several members have already expressed their willingness to play ball with others on such arrangements. Write directly to the member you want to work with.

MEMBERSHIP DRIVE

This is the opportune time for bringing us the 1947 memberships. Old members will receive their dues statements from Treasurer Griffith. There are many institutions now eligible for membership which need a bit of encouragement and an invitation to join. So, let's start a personalized campaign---every member get a member! An application blank accompanies this News-Letter. More are available through the Secretary's office.

Look over the institutions in your area, think about your "alumni" who are now active in educational broadcasting, consider the FM applicants. Those are good prospects who need NAEB---and who are needed by NAEB in the united front which educational broadcasters must have to adequately represent their interests.

FACILITIES AND FCC

WATX (University of Michigan). Applied for extension of time for completion of construction. (December 2)

KSAC (Kansas State College)---granted CP to increase power to 5 kw., install new transmitter and vertical antenna. (November 22)

Oklahoma City Board of Education---granted CP for a new non-commercial educational FM station to operate on 90.7 Mc., 700 watts, 500 ft. antenna. (November 21)

KUSC (University of Southern California)--- Formal dedication ceremonies held on December 5, 1946 (FM, 91.7 mc.) (Capt. Allen G. Hancock, Hancock Foundation)

Grant Union High School and Technical College, North Sacramental, California--- FCC granted request for cancellation of application (July 18, 1946) for non-commercial educational FM station. (November 29)

OUR NORTHERN NEIGHBORS LISTEN

The Montreal Gazette says of U.S. Radio---"An appalling overcrowding of the entertainment ether and excessive advertising has made selective radio listening an exasperation and has forced those who like to pick their programs to trust to their luck with local stations". Well, that should help to build audiences for educational stations.

JANUARY 1 ---- TIME FOR 1947 DUES!

GUESTITORIAL

Last May, at the invitation of Elmer Sulzer, I attended the Convention of the American College Public Relations Association in Lexington. It was one of the most enjoyable meetings I have ever attended.

There was a large room filled with displays of college publicity; magazine stories, bulletins, brochures, catalogues, pictures, news releases; an impressive display of the use of the printed word. There was not a single display or presentation of the use of the spoken word for publicity purposes. Prizes were awarded for (1) Best College Pictorial Booklet, (2) Best College Catalogue (3) Best News Photo used during the year, (4) Best news story used during the year interpreting education, (5) Miscellaneous Publicity Pieces." There were no transcriptions, no copies of radio scripts. Evidently the Public Relations directors do not consider radio as one of their outstanding mediums for disseminating information to the public concerning the research, the learning, and the instruction available on their campuses.

A total of 173 representatives from colleges and universities were registered at the convention. There were Publicity and Public Relations Directors; news, sports, and research editors. There were art editors and photographers; Directors of Information and of Public Announcements. One, just one, member of the College Public Relations Association in attendance at the convention evidenced some connection with radio. An examination of the entire membership roster shows 500 members, but not even Elmer admits connection with radio. In 1947 there will be at least one listing in the radio field, because I have been accepted as a "secondary member".

Have we broadcasters been so intent with serving the radio audience that we have neglected to sell radio to our institutions as a medium in the field of Public Relations? Do College Public Relations Departments fail to recognize the radio quintuplets, A.M., P.M., facsimile, television, and wired radio. Each of these types of broadcasting offers an individual type of public service, each will have a different audience.

It would be redundant to point out the great advantages that radio offers in the field of public relations. That is not my point, I merely present fact which imply that radio should be sold to the campus, to the college public relations departments. On the other hand, College Public Relations Directors had better recognize radio for the medium it is or, with the advent of FM educational stations, they will be "secondary members".

Public Relations and Radio Broadcasting are so intimately connected that their respective directors must work with and profit from one another. Start broadcasting to the home campus.

Waldo Abbot
Director of Broadcasting
University of Michigan

Please make a ditto

THE SECRETARY'S PAGE

Radio City
New York, N.Y.

From way up here it looks as if, for a great many reasons, there will be plenty of activity on the FM front in the year ahead. There are many reasons, but it seems to me the three most important are:

1. The continuous issuance of FM grants by the Commission ... the continuous encouragement to FM by the Commission ... and the fact that the Commission is adhering to its hearing schedule although the manufacturers didn't live up to their production schedule.

2. The forthright speech of Chairman Charles Denny at the recent NAB convention which left no room for doubt in the minds of anyone that the interest in FM is not limited to just one or a few Commissioners, but it is the unanimous opinion of all the Commissioners. Many an eyebrow lifted when he said,

"The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art. FM is not coming; it's here. And it is growing fast. Already there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 307 applications pending. Our long-range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered - night and day - with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Coast states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps."

3. The non-production of receivers was the real stumbling block to FM audience development; but I have a hunch the solid front of manufacturers has been cracked. A great many small manufacturers and sub-contractors would have switched to AM-FM in recent months, were it not for the pressure by big manufacturers to hold to their production schedule of cheap AM sets. The margin of profit was greater and by just holding the line, of course no risk was involved. But the bottom has been hit. I predict that many a retailer will have plenty of inexpensive sets left on his shelves after the holidays, and when that happens the big fellows will be forced to change their production schedules and bring out something new. A popular-priced AM-FM set, while higher than the low-priced AM set, will nevertheless be less expensive than television or good radio-phonograph combinations.

Our job then is clear. Every ~~NAB~~ station ought to increase its FM schedule and improve the program service. Chairman Denny hit the nail on the head--

"In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible."

It's our next move ---
It's our great chance.

Morris S. Novik
Executive Secretary
N.A.E.B.

STATION REPORTS

University of Michigan---Ann Arbor.

Waldo Abbot reports the extension by the FCC of the completion date for its FM station to June 16, 1947. Equipment for the new FM station is being received "every few days". The Civilian Production Authority issued a building permit for the construction of a building to house the transmitter at Peach Mountain. The building is to be approximately 50 x 35 feet---two stories (as it is on a hillside, one story will be partially a basement). The first story includes garages, boiler room, switch room and transformer vault for the Edison Company, shop, store room. The main floor will include the transmitter room, transcription and announcer's booth, operator's lounge, small lobby, repair shop.

KWSC---Washington State College, Pullman.

The station is getting from and giving to "cyclical programming" a great deal of publicity. A station operator in a nearby state says it has resulted in "a much snappier schedule than most coppege stations".

KWSC is attempting to develop new regional talent and shows in the Pacific Northwest. In this direction it presents a weekly broadcast "The Lamplighters" featuring a 20-voice choir and a new format.

The news releases issued regularly by the station serve as a record for future reference (and give current informations---thanks). More stations should get out such summaries of current happenings. KWSC also publishes lists of the current addresses of its "alumni".

Indiana State Teachers College---Terre Haute.

"The Hoosier Schoolmaster of the Air", Clarence Morgan, writes asking for a statement for his 1947 membership dues---and so sets a record! He reports the following as a year-end summary:

The twelfth consecutive year of broadcasting by I.S.T.C. over WBCW saw many significant contributions made to radio education. In the course of a year the institution presented 315 broadcasts (4,720 minutes) on the air.

The U.S. Office of Education established a transcription loan center in the Radio Division of I.S.T.C.

Throughout the war, a four-page mimeographed bulletin entitled "Radio Ramblings" was sent to men and women who entered the armed forces of the United States. This bulletin contained items of current interest concerning campus radio activities and extracts from letters received from those in the service. Approximately three hundred of these bulletins were mailed each month from the campus studios.

To acquaint listeners of the Wabash Valley with broadcasts being presented by Indiana State Teachers College over WBCW, three thousand post cards were printed and mailed to listeners. These cards carried notices of regular programs and announcements of special broadcasts or the introduction of a new series of programs.

WKAR---Michigan State College, East Lansing.

"What's The Good Word" is a program which is attracting attention because it includes information on the derivation, pronunciation and use of words in a functional language. It is on the air weekly through the speech department.

Bob Coleman reports listeners protesting the shortening of the broadcasting day due to earlier sundown sign-off time. Present schedule: 8:00 AM - 5:00 PM.

WHA---University of Wisconsin, Madison.

In cooperation with the Wisconsin Aeronautics Commission and the U.S. Weather Bureau at Truax Field, the station will present two broadcasts daily of weather information for flyers and travellers. The broadcasts will be done by the meteorologist directly from the field. These are in addition to the daily general broadcast from the Weather Bureau on the campus.

HITS AND MISSES

The Georgia Association of Broadcasters is collaborating with the University of Georgia in what it calls a "grassroots" approach to indoctrinating students and faculty in practical radio operations. We wonder who is getting set to make hay?

Stewart McPherson, of the BPC, visited Canada recently. He listened to the radio and said, "It's pretty near unbearable listening, especially in the afternoon during washtub programs. The British will never have commercial radio". And no singing commercials?

Arthur Fiedler and the Boston Pops Orchestra will next summer present a new symphony based on five commercial jingles. (Laxative ad reps please note.)

"Government Talent On Parade" is listed as a new Washington D.C. broadcast. That one should come from the Union Station platform after the new Congress gets to work.

The Michigan faculty---in the levity of a "Family Night Party" contemplated on what to expect if the institution's new FM station were to be a commercial station. These samples were offered by various interests:

In the style of Lucky Strike:

U M --- M F E U M ---M F E
University of Michigan Means Finer Education. Yes the
University of Michigan Means Finer Education. The University of
Michigan gets the cream of the crop. So round, so firm, so fully
packed, so free and easy on the draw---the University of Michigan
Faculty. To those who know education best---it's Michigan 2 to 1.

In the style of Pepsi Cola:

Public Health sure hits the spot
Twelve dead microbes thats a lot
Twice the jobs, good pay too
Public Health's the School for you.

In the style of Ipana and Salapatica:

Have you ever asked yourself "what's wrong with the world"?
It's always a question of too much and not enough. Too much money and
not enough goods. Too many people and not enough supplies. Too much
material and not enough production. These problems can best be solved
by the production and research methods developed at the University of
Michigan School of Engineering. Their new, modern techniques will make
you hot in the winter and cold in the summer, they'll build cities in
the country and countries in the city. The School of Engineering can
melt down the nation's currency and mould the nation's wealth. Remember
the Engine School's Slogan:
Invention for the "style of beauty"-----
Production for the "style of wealth"-----

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