

W.A.E.B. NEWS LETTER

Office of Executive Secretary
Urbana, Illinois
May 1, 1939

POSITION OPEN AT WOI

WOI at Ames, Iowa is contemplating adding a staff member. The position is sponsored jointly by the Department of Technical Journalism and the Radio Station. The work of the person appointed to the proposed position will include some announcing, presenting some news summaries, supervising some shorter periods of student handled news broadcasts, preparing some continuities, conducting some interviews with visiting celebrities, as actual broadcasts and in the preparation of recordings for future broadcasts, assisting in radio publicity material, and spending his spare time in preparation and presentation of other radio material as the party becomes acquainted with local conditions. Interested parties are invited to state their qualifications for the position.

FCC ACTIONS

The FCC has granted the application for construction permit and the change of frequency from 1260 to 1220 kilocycles and power from 500 watts daytime only to 500 watts unlimited time, with use of a directional antenna at night. This grant by the Commission to Port Arthur College (KPAC), Port Arthur, Texas, was made April 17.

The application of WOSU, Ohio State University, for permission to increase its night power from 750 watts to 1 KW has been granted by the FCC.

WNYC, Municipal Broadcasting System, New York, has applied for permission of the FCC to modify its license from daytime operation to specified hours-- 8 a.m. to 11 p.m., Eastern Standard Time--on 810 KC.

The Federal Communications Commission on April 22 granted the petition of WHA to continue its hearing, on the application for a construction permit for 50,000 watts and a change in frequency to 670 kilocycles, from May 1 to August 1.

SOUND EFFECTS LABORATORY AT WOSU

William Friel Heinrich, Production Supervisor of WOSU, Ohio State University, says, "During the past year we have built up our sound effects laboratory until we now have means of reproducing hundreds of effects. In fact, we like to think our equipment as good as any in the country for a station this size. Weekly sound rehearsals on mike are scheduled for the benefit of the technicians who are always coming up with a new effect. Our recorded library of sound is not large, including only about a hundred sounds. However, our technicians have overworked themselves on 'gadgets'. We have one full-time WPA assistant working on this, and three students."

RECORD PRESSING DOPE

About a year ago we ran information regarding pressings made by Clark Phonograph Company and by Gennett Company, in Richmond, Indiana. Allied Radio Corporation, of Chicago, has recently published a booklet which includes prices for duplicating instantaneous recordings. The company will be glad to send you a copy of this booklet, "The Essentials of Recording", if you will simply write for it. We understand that the RCA Manufacturing Company may inaugurate a pressing service for instantaneous recordings, but is not ready to make any public announcement at this time. When the information is available we will include it in the News Letter.

THE FEDERAL RADIO EDUCATION COMMITTEE

Dr. Leonard Power has been appointed assistant in charge of reception for the Federal Radio Education Committee, according to announcement made by Dr. John W. Stuebaker, United States Commissioner of Education and Chairman of the FREC:

"Dr. Power will undertake to prosecute the studies for the Committee which have been assigned to the Office of Education, Department of the Interior. These studies are: A survey of successful cooperative efforts on the part of broadcasters and educators, another on teacher training, and a third on the development of an experiment and the idea exchange. In addition, Dr. Power is expected to serve as coordinator of all research studies which are being undertaken by the Federal Radio Education Committee.

"Preliminary plans for publishing the committee studies were discussed in some detail by the Executive Committee. It is expected that the first publication will be ready in November of this year.

"In addition to the appointment of Dr. Power, the Executive Committee of FREC also approved Dr. Stuebaker's recommendation that his Assistant, Dr. C. F. Klinefelter, continue to serve as Vice Chairman of the FREC, in charge of finances and other general duties, and the designation of Mr. William D. Boutwell, as assistant in charge of the Educational Radio Script Exchange and Services."

"SCHOOLS INVADE RADIO STATIONS' BUSINESS FIELD"

The Chicago Tribune recently carried an article which some of you may have overlooked. It reads:

"Many radio stations, operated by so-called educational interests, are rapidly broadening their campaigns and are seeking further fields to conquer. Three trends are apparent:

- "1. These stations are demanding possession of select broadcasting channels.
- "2. They are asking higher power permits.
- "3. They are going more and more into the business of selling radio time to advertisers.

"Station WHA, operated by the University of Wisconsin at Madison, has applied to federal authorities for the 670 channel, now owned by WMAQ in Chicago. It has also demanded that it be allowed to increase its power to 50,000 watts, the highest granted any station in this country. Station WWL at New Orleans, conducted by Loyola University as a commercial institution, already has 50,000 watts.

"Charges have been made that the WHA demands were backed by the political machine of Gov. Philip LaFollette, who desired a powerful outlet for the propaganda of his third party movement. The present governor of Wisconsin, Julius P. Heil, has requested a delay to study the application. A stay of sixty days was granted by the federal communications commission.

"The League of Wisconsin Stations has protested against the confiscation of the WMAQ channel, holding that WHA has no need for a full power station if it intends only to spread educational information to the people of Wisconsin. It was pointed out that the university does not use all the time granted it under its present license.

"Acute observers believe a dangerous precedent would be established if the Wisconsin demands are met. They reason that if WMAQ can be taken for the university's benefit, other state institutions could seize the rest of the best channels. With such a start, it would not be difficult, these observers hold, to go a step further and establish government broadcasting.

"Some of the educational broadcasters do not sell time. WILL, at the University of Illinois, and WMBI, at the Moody Bible Institute, are among them. So far WHA also has refrained from paid advertising. Others are frankly in business, seeking revenues from sponsors.

"An unusual situation developed at Cornell University, Ithaca, N.Y. It owned station WESG. Since the communications commission requires that all broadcasting time under the license be used, and since the university did not want that much time, it leased its station to commercial interests and reserved only the hours it wanted.

"WAPI at Birmingham, owned by Alabama Polytechnic Institute and Alabama State University, was also leased several years ago to commercial operators. A spokesman for the institutions said that there were not sufficient funds for good programs and that quasi-commercial operation was unfair to the other stations of the state.

"There is nothing in the radio regulations to prevent any educational interest with a radio station from engaging in commercial activity. Among the educational institutions that do sell time and their stations are:

"St. Louis university, WEW; Georgia School of Technology, Atlanta, WGST; Rensselaer Polytechnic Institute, Troy, N.Y., WHAZ; St. Norbert College, Green Bay, Wis., WHBY and WTAM; University of Florida, WRUF; University of North Dakota, KFMY; Port Arthur College, Port Arthur, Tex., KPAC; and John Brown University, Siloam Springs, Ark., KUOA.

"There are about two dozen education institutions with radio facilities which do not engage in commercial broadcasting."

MORE ON THE FAMILY LIFE FORUM

Because we thought there would be considerable interest in the Family Life Forum, we asked Homer Heck and Harold Leake to give us more dope on the broadcasts. Harold Leake writes:

"The Family Life Forum is a series of broadcasts under the direction of Dr. Alice Sowers, Professor of Family Life Education. The network pays the charge between Norman and the key station, KTOK, in Oklahoma City, and the University installed and rents a permanent loop from WNAD to the local test board. Just lately the project has been joined by another station which does not belong to the network, located at Elk City, which picks up the broadcasts off the air and rebroadcasts them listeners say, satisfactorily."

"The Family Life Radio Forum is a series of broadcasts consisting of lectures, informal discussions, and dramatizations on subjects pertaining to child guidance and family relationships."

"The purpose of this Radio Forum is: (1) to give information to individuals and to study groups, (2) to stimulate further reading and study on the part of listeners, and (3) to demonstrate some methods of adult education. It will be of interest to parents, teachers, young people, social workers, librarians, leaders of youth organizations, and all other individuals and groups interested in education for family living."

"Two types of memberships are possible. Individuals may become members (1) by signing the enrollment blank, and (2) by becoming members of a radio group. Suggestions for organizing and conducting radio discussion groups will be mailed upon request. Questions and references for each broadcast will be mailed in advance to all individuals and groups who enroll as members.*"

"There is no enrollment fee and no charge for copies of broadcasts which will be mailed to members."

"Groups meeting each week will follow a continuous family life series. The broadcasts have been arranged, however, so that groups meeting once or twice a month will also find subjects pertaining to a general theme, as follows:

- First Tuesday - General Family Situations
- Second Tuesday - School Problems at home
- Third Tuesday - General Family Situations
- Fourth Tuesday - Character and Citizenship Development

"At the end of the Forum, certificates will be mailed to all organizations which sponsor groups that complete the course; and to all individual members who listen to at least eighteen broadcasts."

*For further information write to Dr. Alice Sowers, Professor of Family Life Education, University of Oklahoma, Norman, Okla."

Leake further comments on the series of programs: "On alternate weeks instead of the dramatic presentation, the Sooner Family, the speaker chooses a panel to give a further discussion of the subject of the talk. Most of the speakers have chosen people who represented the different viewpoints in family life - parents, teachers, university students, high school and even junior high school people. Some of the scripts have been extremely well worked out. On the whole, I think the program has been well worth while. It's had wide publicity and I think has been successful."

EDUCATION AND THE PUBLIC

We reprint here a clipping from "In Hollywood," a column by Jimmie Fidler, which we thought you might like to read:

"The most significant development in the picture business - from the viewpoints of both producers and fans - is taking place in the short subject field. At long last, Hollywood is discovering that the public wants pictures with an "educational" slant, and that, for Hollywood, which has always regarded anything containing educational value as anathema, is a very great discovery, indeed.

"Warner Bros. and Metro-Goldwyn-Mayer have been leading the parade - the first with its patriotic shorts, the latter with a series of really remarkable one and two-reelers depicting the drama of science, medicine, and biography.

"I happen to know that both studios undertook those programs with fear and trembling, so well-rooted was the filmville belief that the great American public had a 12-year-old intelligence, and therefore could not appreciate anything more profound than boy-meets-girl slush.

"Never has any fallacy been more thoroughly exploded. I have yet to see one of these short subjects in a theater where the audience did not express approval with a storm of enthusiastic applause.

"The reception that you . . . and you . . . and you . . . have given the shorts is responsible for the new cycle in feature production. At least half-a-dozen full-length supers have been made from subject matter first tested in briefies. Dozens more are scheduled.

"It must ben an awful shock to the old-time producers!"

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