

N-A-E-B NEWS LETTER

National Association of Educational Broadcasters
Madison, Wisconsin -- September 22, 1937

CONVENTION REPORT ISSUE

URBANA MEETING REFLECTS OPTIMISM FOR FUTURE

The Annual convention of the National Association of Educational Broadcasters, held at the University of Illinois on September 13 and 14, indicated that members are more than ever convinced that their cause is right. Interpretations of recent developments lent encouragement to all in planning for future growth.

Jos. F. Wright, Director of WILL, and his assistant, Frank Schooley, arranged programs of immediate interest to educational broadcasters. A need felt in past years was filled by providing two sessions dealing with the engineering aspects of radio.

TREASURER BRACKETT COMPLETES LONG SERVICE

B. B. Brackett of KUSD, for many years treasurer of the N-A-E-B, in a letter requested that he be relieved of that office for the coming year. Poor health and doctor's orders for a rest have forced Mr. Brackett to reduce his activities. It was with regret that the Association accepted his resignation. As one of the founders of the organization, originally known as the Association of College and University Broadcasting Stations, Mr. Brackett has always been an earnest and tireless worker for the cause of educational radio. The Association wishes him a speedy recovery to good health.

DELEGATES VISIT W-I-L-L AND CAMPUS

Members in attendance at the convention had the opportunity to see the Illinois campus in a bus tour. Stops were made at the WILL studios and at the transmitter site on the farms at the extreme southern end of the campus. Frank Schooley served as guide on the tour and in his best announcing style called off the points of interest as the bus jogged along.

The WILL studios are in a small building on the campus used entirely for radio. It is beneath the old antenna towers. The second floor consists of a music studio, an announcers booth, and an operators booth. The first floor includes a reception room, central control room, and an adjacent studio. The new station house is very attractive and large enough to accommodate the more powerful transmitter now being sought. Over it rise the new 325 foot masts of the directional antenna system.

NOW---A NEW SECRETARY---A NEW ADDRESS

Frank Schooley, of WILL at the University of Illinois, Urbana, has been chosen to serve as executive secretary for the coming year. After this all notes for the news-letter, and all material for the exchange packet are to be sent to him.

In this, the final news-letter by your former secretary, we want again to appeal to members for their cooperation in making these services possible. Unless everyone helps in the gathering of news and printed specimens the secretary can do little. Make it a habit to contribute regularly.

1937-38 is an opportunity year for educational broadcasters. Do we have our plans laid for making the most of it?
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PROGRAM SUMMARY

Monday Morning Session
--Mr. Wright, presiding--

Dean C. M. Thompson, was introduced by Mr. Wright and in behalf of the University of Illinois welcomed the delegates to the campus. He characterized the radio and the automobile as the two factors exerting the greatest influence on American life. "Few of us", he said, "fully realize the important part the radio plays in guiding our thinking." He acclaimed the radio as the greatest factor in unifying the American people.

H. B. McCarty, President of N-A-E-B, sounded the keynote of the convention when he optimistically reviewed the objectives of the Association and again pointed to the need for individual demonstrations of what could be done. He called attention to the renewed efforts of commercial broadcasters to entrench further the "American system" by high-pressure methods. "They", he said, "realize that they are subject to criticism. Congressional attitudes and public opinion are not entirely favorable to their position. The present is an opportune time for educational broadcasters to demonstrate their place in the picture."

Every station should have its plans for the future, based on real needs, well defined. The essential requirements for getting ahead, he said, are, strong local support, a good program service, and cooperative action between stations.

In concluding, he said that the problem of radio educators is the problem of facilities. Educators can build programs, they can hold audiences, they can render a service----if they can but have the opportunity and assurance of access to the radio audience.

W. I. Griffith, WOI, in speaking on the topic "How Educational Stations Win and Hold Listeners" said that careful audience studies should be made in each station's area to determine the real interests of minority as well as majority groups. "Too often", said Mr. Griffith, "stations are run in the 'interest, convenience, and necessity' of the fellow who runs the radio station."

Publicity on programs is essential to building audiences. He cited the use of station facilities, printed programs, newspapers, person-to-person talks, studio visits, congenial announcers, service to non-profit groups, and a good program service as factors not to be overlooked.

"To repel listeners effectively", interjected Mr. Griffith, "use all the free transcriptions, ballyhoo scripts, and 'chicken-pie supper announcements' that come in."

A specific program service is necessary. It is impossible to serve all of the people all of the time; but it is possible to serve a large portion well.

L. A. Astell, of the University of Illinois, reported on an investigation of "Auditory Education" he had worked with. In secondary schools, Mr. Astell said, the radio must keep pace with educational trends. He mentioned the inter-school unification possible and the possibilities for training in service.

Physical equipment in schools must be adequate. Good receivers and amplifiers are needed, as is acoustical treatment for comfortable listening. An administrative organization and capable consultants should be available for effectively using radio in the schools.

Monday Afternoon Session
--President McCarty, presiding--

President A. G. Crane, University of Wyoming, chairman of National Committee on Education by Radio, outlined the origin, objectives, and work of his committee. It does not advocate a government monopoly of radio, he said, but favors the ownership of some facilities by non-profit agencies.

Dr Crane outlined a cooperative plan proposed for certain regions under which educational institutions and broadcasters would work together. A "Council" would be formed through the agencies and broadcasters would reserve certain periods of time for the programs developed.

"There must be a place, and a provision made for state-owned, institutionally - owned, school-owned, city-owned stations," declared Dr. Crane, explaining how they would fit well into the plan he proposed.

"The Committee feels that the educational stations are rendering a pioneer service. They must be preserved and their number multiplied. Our plan is likely to encourage their number to increase. The educational stations can furnish the essential leadership needed."

S. Howard Evans, Secretary of the National committee on Education by Radio, reported on "News From the Nation's Capitol". He called Senator White's resolution "the most exact indictment ever made of the radio industry." The Interstate Commerce Committee of the Senate reported the resolution in for passage.

In the House, said Evans, the indictment is more general. With the Connery, Wigglesworth, and Bacon resolutions pressing for investigations of various phases of radio, broadcasters have plenty to think about.

"Things are in such a condition in Washington as to indicate that there is need for an explanation of radio's activities" said Evans. The admission by the industry's trade papers that a clean-up is expected is looked upon as an admission by the industry that a clean-up is needed.

Monday Evening Session
--President McCarty, presiding--

Everett Mitchell, NBC, spoke on "Announcing". He reviewed the characteristics he looks for in selecting announcers. "Personality - that certain sparkle" is the first requirement, he explained. A boy must be able to fit into any kind of a gathering. He must be able to deal "eye-to-eye" with those whom he meets. He must be neat.

Specialization, said Mitchell, is no longer required. He doesn't want just sports announcers, classical announcers, etc. He wants men capable of taking all kinds of assignments and handling them well. College training is necessary. A knowledge of music, foreign languages, and psychology is sought. Mr. Mitchell gave a member of the audience an audition using the NBC script for trying out announcers.

Elmo Scott Watson, writer for the Western Newspaper Union, and author of several well known radio shows talked on "Continuity Writing". The first fundamental, he says, is to forget about writing for the eye, and write for the ear. Clear language, simple words, and short sentences are needed. He advocated reading everything aloud before including it in a finished script.

Gomer Bath, of WMBD, Peoria, spoke for Edgar Hill on "Services on an Educational Station". On his station, he said, all of the time from 6:00 to 10:30 PM was sold, but still the station devoted from 10% to 13% of its time to education, 17% to civic service, and 7% to religion. He mentioned police bulletins, weather-bureau pickups, interviews with visiting notables, and charity drives as examples of how a station can serve a community.

"Educational stations are in a position to experiment with programs and point the way to other stations so they can serve better," concluded Mr. Bath.

- Monday Evening Engineering Session -

John Doak, of the University of Illinois, discussed the problems involved in constructing a directional antenna system and referred especially to the experience of WILL in installing its new system.

Carl Menzer, of WSUI, talked of the possibilities of an educational net-work by means of a rebroadcasting arrangement. He urged all members to test the reception of other educational stations to see whether or not a usable signal was available.

A general discussion on a variety of subjects followed. It included the coaxial cable, transmitter maintenance, and television.

(Tuesday Morning Session)

A. James Ebel, WILL chief engineer, reported on "What's New in Broadcast Equipment." He began by saying, "Most new developments are refinements of ideas already in use. There are many gadgets on the market, but these are largely frills which may be added to equipment." He mentioned numerous new devices offered for sale but said that with most of them it is necessary to use them for a period of time to determine their value.

John Stiehl, WHA chief operator, reported on "Recording Technique and Equipment." He mentioned ways in which recording machines could be used in voice study, music teaching, and programs for broadcasting. He gave many interesting ideas on the care, maintenance, and use of the recorder. He said that it is well to have one or two persons familiarize themselves with the machine and let them handle it exclusively. This will, in the long run, assure better results and less waste.

Prof. F. S. Siebert, of the University of Illinois, gave a most interesting interpretation of "Regulations and Copyright Law." The problems of educational stations are different from those of commercials and not so full of controversy.

Under copyrighted literary material there are three classifications (1) Drama, (2) Lectures, Sermons, etc., (3) Other works, books, magazines, etc. Under Drama no free privileges are allowed for non-profit production. "Lectures and Sermons" can be performed if there is no profit use. "Other Works" pay no attention to non-profit use and may, apparently, be performed without restriction. These are the provisions under the existing copyright laws.

A new copyright law is being pushed under which everything is automatically copyrighted. A plan for enabling owners to sell specific serial rights, novel rights, movie rights, radio rights, etc. is also being sought.

Educational broadcasters should be at hand when the new legislation is proposed to be sure that it is favorable to their interests, concluded Mr. Siebert.

(Tuesday Afternoon Session)

Elmer G. Sulzer, organizer of the University of Kentucky's mountain listening centers reported on "Listening Groups". He discussed needs for group listening and the technique used in organizing the groups.

"Programs which lend themselves to discussion are essential to good group listening," said Sulzer. "Always keep your audience in mind when you are planning the programs," he warned.

Specialists are needed in organizing groups, and constant encouragement is needed to keep the local leader and listeners on the right track for successful group discussions. Mr. Sulzer related many interesting incidents connected with the listening centers in the remote mountain areas of Eastern Kentucky. The full story is told in a booklet published by the University of Kentucky.

(Tuesday Afternoon Session)
- President McCarty, presiding -

BUSINESS MEETING

Secretary's report was given by H. A. Engel, summarizing the activities of the year.

President McCarty reported on the representation of the Association during the year at national meetings.

Election of Officers A nominating committee consisting of Jos. F. Wright, WILL (chairman), Mildred Seaman, KFKU, and Elmer G. Sulzer, University of Kentucky made the following recommendations -

President - Carl Menzer, WSUI, University of Iowa
Vice President - H. A. Engel, WHA, University of Wisconsin
Treasurer - W. I. Griffith, WOI, Iowa State College
Executive Committee:
Garland Powell, WRUF, University of Florida
Homer Heck, WNAD, University of Kansas
Harold G. Ingham, KFKU, University of Kansas
Luke L. Roberts, KOAC, Oregon Agricultural College
C. A. Taylor, WESG, Cornell University
H. B. McCarty, WHA (retiring president)

Executive Secretary: to be chosen by Executive committee and officers.

Mr. Menzer requested that President McCarty be urged to accept the nomination as President for the coming year. Mr. McCarty declined. Poll of members sustained the committee's nominations.

By instructing the Secretary to cast a unanimous ballot, the nominees of the committee were elected by the representatives.

Resolutions adopted

To Payne Foundation requesting continuance of National Committee on Education by Radio.

- To N.C.E.R. to have the services of that organization continued.
- To retiring treasurer B. B. Brackett for long and faithful service.
- To Mr. F. F. Walder, for Mr. Walder's service to the Association.
- To the University of Illinois for its service as hosts to the Convention.

Selection of Executive Secretary

In a conference Frank Schooley, of WILL, was selected as Executive Secretary for the following year to succeed H. A. Engel, who had asked to be relieved of the office.

AN APPEAL

Help your new secretary to help you! Make it a point to send him your news notes regularly, and to put him on a very special mailing list to receive 30 copies of all printed material you have available. Only through your cooperation can these services succeed. Your retiring Secretary, H. A. Engel.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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