

## N A E B NEWS LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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### WHA STARTS NEW COLLEGE SERIES

MADISON, Wis., JAN. 28 - THREE STELLAR BROADCASTERS HAVE BEEN MAKING THEIR DEBUTS AS MEMBERS OF THE FACULTY OF THE WISCONSIN COLLEGE OF THE AIR THIS WEEK, WITH THE START OF THE UNIVERSITY'S SECOND SEMESTER.

PROF. MYLES DILLON, IRISH SCHOLAR, NATIVE OF DUBLIN, HAS BEGUN HIS ONCE-A-WEEK COURSE ESPECIALLY FOR THE WCA, ON "IRISH POETS."

AN INNOVATION FOR THE WCA IS PROF. NORMAN CAMERON'S UNIVERSITY COURSE IN INTRODUCTORY PSYCHOLOGY. THE WCA IS FORTUNATE THAT THE HEAD OF THE DEPARTMENT HAS A POPULARLY-APPEALING LECTURE STYLE. HIS INITIAL BROADCAST HAD HIS LARGE CLASS AND THE STAFF OF WHA LAUGHING A DOZEN TIMES DURING THE 50 MINUTE LECTURE. HIS SUBJECT IS MORE INDIVIDUALLY APPEALING THAN SOME OF THE WCA PREVIOUS COURSES AND SHOULD PROVE A FAVORITE WITH LISTENERS. HE IS BROADCAST DIRECT FROM THE THEATER OF BASCOM HALL, MONDAY, WEDNESDAY AND FRIDAY AT 11 A.M.

A SURE-FIRE FAVORITE OCCUPIES THE 11 A.M. HOUR TUESDAY AND THURSDAY. HE IS PROF. PHILO M. BUCK, CHAIRMAN OF THE COMPARATIVE LITERATURE DEPARTMENT, BROADCASTING HIS UNIVERSITY COURSE IN LITERATURE OF OUR ALLIES.

ANOTHER SPECIAL COURSE FOR THE WCA IS BROADCAST THURSDAY AT 2 P.M. BY PROF. CHARLES BUNN OF THE LAW SCHOOL, ON THE UNITED NATIONS. HE HAS BEEN AN ADVOCATE OF THE LEAGUE OF NATIONS FOR MANY YEARS AND SINCE THE WAR HAS SPENT A YEAR AND A HALF AS A SPECIAL ASSISTANT TO SUMNER WELLES IN THE STATE DEPARTMENT.

OTHER COLLEGE OF THE AIR COURSES CONTINUE AS DURING THE FIRST SEMESTER. THEY ARE BEST IN BOOKS, OVER AT OUR HOUSE, AND FOLLOWING CONGRESS, DRAMATIZED BY THE WHA PLAYERS, THE FRENCH PROGRAM, BY THE FRENCH DEPARTMENT PLAYERS, AND THE UNIQUE COURSE, QUARTETS OF MOZART AND BEETHOVEN, ILLUSTRATED BY THE FAMOUS PRO ARTE QUARTET, AT 3:30 P.M. THURSDAY.

WALTER KRULEVITCH, WHA'S PROGRAM DIRECTOR, IS DIRECTOR OF THE COLLEGE OF THE AIR, IN THE ABSENCE OF LT. HAROLD E. ENGEL.--MRS. R. H. FLEMING

### KOAC HOLDS STAFF SCHOOL

A PLAN TO GIVE THE HOME ECONOMICS STAFF MEMBERS OF OREGON STATE COLLEGE A BRUSH-UP COURSE ON RADIO WRITING AND PRESENTATION IS BEARING FRUIT IN THE WAY OF SMOOTHER PROGRAMS OVER STATION KOAC, CORVALLIS.

PROGRAM MANAGER ALLEN MILLER, FORMERLY OF THE UNIVERSITY OF CHICAGO AND WASHINGTON STATE COLLEGE, ARRANGED AND TAUGHT A SPECIAL RADIO COURSE DURING THE FALL SEMESTER WHICH WAS DESIGNED TO "GIVE THE PEOPLE WHO HAVE SOMETHING TO SAY SPECIALIZED TRAINING SO THAT THEY ARE CAPABLE OF USING RADIO AS THEIR MEDIUM OF EXPRESSION."

MILLER FEELS THAT ENTIRELY TOO MANY SPECIALISTS WITH WORTH-WHILE MESSAGES LACK SPEECH AND RADIO TRAINING TO THE POINT THAT NO MATTER HOW IMPORTANT THEIR MATERIAL IS, THE RUSTY MECHANICS OF POOR PREPARATION AND PRESENTATION ROB IT OF ITS OTHER-WISE EFFECTIVE RECEPTION.

NOT ONLY DO MANY SPECIALISTS IN OTHER FIELDS LACK RADIO ABILITY BUT THE CONFIDENCE TO TRY AND GAIN THAT EXPERIENCE AND ABILITY. THEY NEED DRILLING AND POLISHING, BUT ALSO ENCOURAGEMENT.

THE CLASSES WERE HELD WEEKLY UNDER THE AUSPICES OF THE HOME ECONOMICS DEPARTMENT AND ALL STAFF MEMBERS WERE AUDITIONED AND GIVEN DEFINITE POINTERS TO SOLVE THEIR INDIVIDUAL PROBLEMS. OF EQUAL IMPORTANT TO PERSONAL STYLE WAS THE STUDY DEVOTED TO SCRIPT PREPARATION. MANY ABLE PROFESSORS CANNOT TRANSFER THEIR EFFECTIVENESS IN THE CLASSROOM TO A WRITTEN SCRIPT OR TO A FLUENT STYLE OF RADIO AD LIB FROM NOTES. ONE OF THE SIMPLEST AND MOST EFFECTIVE TRICKS WAS TO HAVE THE LECTURER IMAGINE A DEFINITE PERSON AMONG HIS POSSIBLE LISTENERS AND SLANT THE ENTIRE APPROACH TO THE LISTENER AS AN INDIVIDUAL. THIS INTIMATE TOUCH IS QUITE DIFFERENT FROM THE "PLATFORM STANCE" WHICH IS SO IMPORTANT TO SPEAKING IN A CLASSROOM OR AUDITORIUM. WHEN THE SPEAKER REALLY GETS THE FEEL OF THIS INTIMATE RELATIONSHIP WITH AUDIENCE INDIVIDUALS, HE GAINS THE COMPOSURE AND EASE TO MAKE THE LISTENER FORGET THE FORMALITY OF SPEAKING MECHANICS AND CONCENTRATE ON THE ACTUAL MESSAGE.

AS A RESULT OF THIS EXPERIMENT IN ADULT TEACHING, A SERIES OF TIMELY DISCUSSIONS ARE BEING PRESENTED THREE TIMES WEEKLY OVER KOAC'S HOMEMAKER'S HOUR BY STAFF MEMBERS FROM THE DEPARTMENT OF FOODS AND NUTRITIONS; CLOTHING, TEXTILES AND RELATED ARTS; AND HOUSEHOLD ADMINISTRATION IN THE SCHOOL OF HOME ECONOMICS.--RAY HAMBY, DRAMA DIRECTOR, KOAC

#### ALBERT SPALDING, JESUS MARIA SANROMA ON WNYC

WNYC'S SUNDAY MUSIC BROADCASTS, ALWAYS OUTSTANDING, REACHED A NEW HIGH FOR VIRTUOSITY AND EXCELLENCE ON SUNDAY, JANUARY 30, WHEN TWO INTERNATIONALLY FAMED ARTISTS, THE AMERICAN VIOLINIST ALBERT SPALDING, AND JESUS MARIA SANROMA, PUERTO RICAN PIANIST, AND THE UNIQUE INSTRUMENTAL GROUP, THE NEW YORK FLUTE CLUB, HEADED THE LIST OF DISTINGUISHED GUEST MUSICIANS TO BE HEARD OVER NEW YORK CITY'S STATION.

ALBERT SPALDING, EMINENT AMERICAN VIOLINIST, AS FAMILIAR A FIGURE IN SERVICE CAMPS AS ON THE CONCERT STAGE AND RADIO, WAS HEARD AS SOLOIST IN THE WAR STAMP CONCERT OF THE BROOKLYN MUSEUM. JESUS MARIA SANROMA, FOREMOST PUERTO RICAN PIANO VIRTUOSO, WAS GUEST ARTIST ON THE FRICK COLLECTION CONCERT. THE CONCERT BY THE NEW YORK FLUTE CLUB (COLUMBIA UNIVERSITY WOODWIND ENSEMBLE) WAS BROADCAST TO WNYC LISTENERS FROM THE NEW YORK CITY CENTER AT 5:00 P.M.

OTHER IMPORTANT GUEST ARTISTS ON WNYC SUNDAY WERE STELL ANDERSEN, AMERICAN-BORN PIANIST OF NORWEGIAN PARENTAGE WHO READ TWELVE ETUDES OF CHOPIN, OP. 25 ON THE MUNICIPAL CONCERT HALL (WNYC 9:00 P.M.); FRANCES LAGER, TALENTED CONTRALTO ARTIST ON THE EVENING MUSICALE AND THE JOINT RECITALISTS OF THE SONG ALBUM (8:00 P.M.) VICTORIA SCHOOLS, LYRIC SOPRANO AND JOHN BROOKS MCCORMACK, TENOR SEMI-FINALIST IN THE METROPOLITAN OPERA AUDITIONS OF THE AIR, WHO SANG EXCERPTS FROM THE FIRST ACT OF PUCCINI'S "LA BOHEME."

#### WNYC BROADCASTS NEW SERIES "JUNIOR CITIZENS SERVE"

STARTING THIS SATURDAY, JANUARY 8, NEW YORK CITY'S STATION, WNYC, IS PRE-



SENTING A NEW SERIES OF PROGRAMS ENTITLED "JUNIOR CITIZENS SERVE". LED BY IRENE WICKER ("THE SINGING LADY") THE PROGRAM PRESENTS NEW YORK CHILDREN FROM THE CITY'S SCHOOLS AND OTHER ORGANIZATIONS DESCRIBING THEIR TYPE OF VOLUNTEER WAR WORK.

THE JUNIOR CITIZENS SERVICE CORPS IS THE JUNIOR BRANCH OF THE U. S. CITIZENS SERVICE CORPS, AND PART OF THE ARMY OF UNPAID CIVILIAN WORKERS MOBILIZED TO DO THE MANY NECESSARY CIVILIAN WAR JOBS THAT MUST BE DONE TO KEEP THE HOME FRONT STRONG.

F-M BROADCASTERS MEET IN NEW YORK CITY

SCHOOLS AND COLLEGES THROUGHOUT THE COUNTRY ARE GREATLY INTERESTED IN THE POSSIBILITIES OF FREQUENCY MODULATION BROADCASTING FOR USE IN EDUCATION. THOSE ARE THE WORDS OF DR. WILLIAM D. BOUTWELL OF THE FEDERAL OFFICE OF EDUCATION.

DR. BOUTWELL TOLD A MEETING OF FM BROADCASTERS, JANUARY 27 THAT MORE THAN 25 SCHOOLS OR COLLEGES HAVE SUBMITTED APPLICATIONS FOR FM LICENSES, OR PLAN TO DO SO. FURTHERMORE, HE SAID FIFTY STATE COLLEGES HAVE APPOINTED OFFICERS TO STUDY FM OPPORTUNITIES. AND 15 STATE DEPARTMENTS OF EDUCATION HAVE ASKED THE UNITED STATES OFFICE OF EDUCATION TO PREPARE PLANS TO BRING EDUCATIONAL RADIO PROGRAMS INTO EVERY SCHOOL IN THEIR RESPECTIVE STATES.

DR. BOUTWELL CONTINUED: "BY STATE FM NETWORKS, THE BEST IN EDUCATIONAL RADIO WILL BE BROUGHT TO THE MOST ISOLATED ONE-ROOM SCHOOL." THE EDUCATOR LISTED TYPING, SHORTHAND AND BAND MUSIC AS SUBJECTS THAT COULD BE TAUGHT BY FM RADIO.

THE CHAIRMAN OF THE FEDERAL COMMUNICATIONS COMMISSION, JAMES FLY, HAS SUGGESTED THAT THE EXCELLENCE OF FREQUENCY MODULATION TRANSMISSION WILL DESERVE A HIGH QUALITY OF RADIO PROGRAM AFTER THE WAR. FLY TOLD REPRESENTATIVES OF THE BROADCASTING INDUSTRY THAT RADIO EXECUTIVES SHOULD START NOW TO DETERMINE FUTURE PROGRAM STANDARDS. HE SAID PRESENTING WHAT HE TERMED EMOTIONAL DROOLERY OF SOAP OPERAS IS A WASTE OF THE HIGHLY DEVELOPED FREQUENCY TRANSMISSION.

FLY POINTED OUT THAT THE CHALLENGE OFFERED BY FM TO THE PLANNING AGENCIES OF RADIO. HE SAID THAT CURRENT RESTRICTIONS ON RADIO MANUFACTURE AFFORD AN OPPORTUNITY TO THE INDUSTRY TO EMPHASIZE SOUND, LONG-RANGE PLANNING.

THE CONVENTION OF FM BROADCASTERS INCORPORATED, HEARD THE OPINION THAT TELEVISION AND FREQUENCY MODULATION BROADCASTING COMPETE WITH EACH OTHER ONLY TO A LIMITED EXTENT. THE CHIEF ENGINEER OF THE FEDERAL COMMUNICATIONS COMMISSION, E. K. JETT, TOLD THE CONVENTION THAT EACH SHOULD BE ABLE TO STAND ON ITS OWN FEET. JETT BELIEVES THAT ULTIMATELY BOTH BRANCHES SHOULD HAVE TWICE AS MANY CHANNELS AS ARE NOW AVAILABLE.

SECOND FARM AND HOME WEEK ON W O I

PROFESSOR W. I. GRIFFITH, DIRECTOR OF WOI AND NAEB TREASURER WRITES: "WE ARE GETTING ALREADY TO LAUNCH OUR "SECOND FARM AND HOME WEEK BY AIR" FEBRUARY 7 TO 11 INCLUSIVE. WE WILL BROADCAST ABOUT TWO HOURS AND FORTY MINUTES OF MATERIAL EACH DAY OF SPECIAL "FARM AND HOME WEEK" PROGRAMS. WE HAVE SENT A REPRESENTATIVE TO WASHINGTON, D. C. TO SECURE TRANSCRIPTIONS

WITH PEOPLE WHO HAVE A MESSAGE TO GIVE THAT WE FEEL WILL BE OF INTEREST. OUR MARTHA DUNCAN HAS BEEN FORTUNATE IN BEING ABLE TO RECORD AN INTERVIEW WITH MRS. ELEANOR ROOSEVELT ON THE TOPIC "LIVING FOR WAR AND PLANNING FOR PEACE". WE WILL PICK UP REMOTE CONTROL BROADCASTS FROM VARIOUS PLACES THROUGHOUT THE STATE THAT HAVE A STORY TO TELL OF SOME UNUSUAL ACHIEVEMENT, THAT WILL BE OF INTEREST TO OTHER FARMERS AND HOMEMAKERS."

OFF THE CUFF

IF YOU'D LIKE TO SEE A GOOD STATION NEWS LETTER FOR FORMER MEMBERS OF ITS STAFF, WRITE MAC McCARTY AT WHA FOR A COPY OF THE WHA NEWS LETTER...SAME GOES FOR WALDO ABBOT AT THE UNIVERSITY OF MICHIGAN, AND WALDO HAS BEEN AT THE JOB FOR MANY MONTHS....ELMER SULZER AND THE UNIVERSITY OF KENTUCKY CONTINUE TO SUPPLY WHAS WITH FARM PROGRAMS DAILY....AT LEAST THREE NAEB STATIONS --WHA, WOSU, AND WILL ARE USING BBC TRANSCRIBED PROGRAMS. WILL IS CARRYING FREEDOM FORUM AND LISTEN LONDON....IF YOU ARE INTERESTED, LET ME KNOW.....MRS. R. H. FLEMING OF WHA REPORTS THAT HELEN STANLEY LEFT WHA FOR ALABAMA AND HAS NOW BEEN PLACED IN CHARGE OF BROADCASTING THERE BY JON CARLILE....DON'T FORGET THAT ENTRIES IN THE EIGHTH AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS CLOSE ON MARCH 15TH....WSUI CONTRIBUTES TWO ITEMS FOR THE NAEB PACKET THIS MONTH....WNAD, UNIVERSITY OF OKLAHOMA, IS BROADCASTING A SERIES OF PROGRAMS, "TO THE TEACHER." THE SERIES IS PLANNED FOR ELEMENTARY AND SECONDARY TEACHERS OF OKLAHOMA--TO AID THEM WITH NEW AND IMPROVED METHODS OF TEACHING....WILL IS ALSO INAUGURATING A SERIES OF PROGRAMS DESIGNED FOR SCHOOL TEACHERS, "NEW VISTAS IN EDUCATION."....WNYC, NEW YORK CITY, APPLIED TO THE FCC ON JANUARY 17TH FOR EXTENSION OF SPECIAL SERVICE AUTHORIZATION TO OPERATE ADDITIONAL TIME AFTER SUNSET.

--SCHOOLEY

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