

# NAEB NEWS LETTER

Office of Executive Secretary  
Urbana, Illinois  
May 1, 1941

## ON TO COLUMBUS

Remember the NAEB meeting scheduled for Monday night at Ohio State University's twelfth Institute for Education by Radio. See you there.

In addition to NAEB members, attending the institute will be representatives of the chains, individual radio stations, schools and colleges, national organizations making use of radio, and interested individuals. Sessions are open to all who are interested. Arrangements are in the hands of Dr. W. W. Charters, director, and Dr. I. Keith Tyler, executive secretary, both of Ohio State.

"Radio in the Current Crisis" is the subject for the opening general session Monday morning, May 5, in which the technique will be that of "America's Town Meeting of the Air" as broadcast by the National Broadcasting Company.

Participants will be George V. Denny, Jr., president of Town Hall, Inc., New York; Ed Kirby, office of the chief of staff, U.S. Army, Washington, D.C.; Robert Landry, radio editor of Variety, New York; and Clifton Utley, Chicago Council of Foreign Relations.

In the afternoon of May 5 institute attendants will turn their attention to "Handling News and Special Events Broadcasts," under the leadership of Paul W. White, director of news broadcasts for Columbia Broadcasting System, New York. As a part of this program the group will listen in on two-way conversation over cue channels with Columbia's foreign news correspondents, before they go on the air from Europe with regular evening news roundups.

A morning general session May 6 will be given over to "Radio and Cultural Relations with the Americas." Among the speakers are Mauricio Magdalene, head of the department of fine arts, Republic of Mexico; Antonio C. Gonzales, assistant director of Latin-American Relations, Columbia Broadcasting System, New York; John M. Begg, U.S. Department of State, division of cultural relations, Washington, D.C.; and Philip L. Barbour, Office for Coordination of Commercial and Cultural Relations between the American Republics, New York.

WHA WINS INCREASED OPERATING BUDGET

Starting on July 1, WHA will expand its broadcasting service as a result of the substantial budget increase granted by the Wisconsin Legislature for the State Station. The budget boost is approximately 90 per cent over that of the past biennium.

The results of the increase will be longer hours of operation mornings and on Sundays, funds for administering the Wisconsin School of the Air, equipment improvements and salary adjustments. A second measure is now before the Legislature to appropriate money for a new antenna.

Enrollments for the Wisconsin School of the Air totalled 325,049 as of April 1. More than 16,000 school classes use the broadcasts. Fourteen series of programs are now being presented by the School over WHA. The series are: Afield with Ranger Mac, This Our Democracy, Storybook Land, Let's Draw, Good Reading, Living Language, Let's Find Out, Journeys in Music Land, Music Enjoyment, Picture Studies, Our Wisconsin, Rhythm and Games, The French Program, and Book Trails.

ON-THE-GO AT KWSC

Kenneth E. Yeend, Director of KWSC, reports on activities for his station in these words;

"Six daily United Press news broadcasts have given a boost to KWSC's radio audience. Through work of the KWSC staff, other departments on the campus, and the Associated Students, the funds were raised to install a teletype machine in the KWSC offices. Now it constantly beats out the news of the world for KWSC's news broadcasts.

Because of the great success and growing recognition this institution is achieving in training and placing radio students, the Department of Speech at the State College of Washington is now offering a four-year course in radio speech.

Perhaps the crowning achievement in sports broadcasts for KWSC was bringing a direct report of the National Basketball Championship game between the State College of Washington and the University of Wisconsin direct from Kansas City. Cooperation of the Pullman townspeople, the faculty, and students made it possible for the funds to be raised to handle the expense of the leased wire. KWSC's own sport announcers handled the play-by-play description of the Coast Championship series between WSC and Stanford, and also translated telegraphic reports of the Creighton-WSC and the Western Championship game between the Washington State College Cougars and the Arkansas Razorbacks into play-by-play reports for the Cougar fans of the Inland Empire. This series of sport events brought

KWSC one of the largest and most appreciative audiences in the history of the station.

"A large amount of high fidelity equipment has been put into operation at the transmitter, all of which has improved the quality of our transmitting signal.

"Next week KWSC offices will expand into new quarters. In the new setup the floor space for offices will be tripled."

#### KENTUCKY TO PRESENT "CONVERSATION HOUR"

In an effort to develop a truly extemporaneous type of radio discussion about things of current interest, the University of Kentucky is dropping its "Behind the Headlines" Sunday noon thirty-minute program over WHAS, Louisville, at the end of April, and will substitute a program entitled "Conversation Hour" according to E.G. Sulzer, director of U.K. radio activities.

"We have not been completely satisfied with our roundtable for some time," declared Mr. Sulzer. "While the performers have been completely capable and while the roundtable itself, I believe, has measured up favorably with other roundtables on the air, there has been too much microphone consciousness on the part of the participants, and, perhaps, too much preparation. I would like the public to get the real views of the participants, not the ones prepared for public consumption. Any kind of radio forum should be frank, open, and presented with a complete lack of self-consciousness."

The new "conversation hour" will be a program designed to catch the participants "off guard."

A complete rehabilitation of the equipment in the University of Kentucky's forty listening centers in southeastern Kentucky is planned for the near future because of a gift of 38 new battery and two electric radio sets to the University. The gift, made by radio station WHAS, Louisville, as a part of their policy in furthering the University's work in equalizing listening opportunities for those portions of Kentucky remote from radio stations, will enable the University of Kentucky to replace every one of the sets now in use by new ones of the most modern design.

The listening center system was started by the University of Kentucky in 1933 for the purpose of providing facilities for listening to educational and other worthwhile broadcasts. While the number of radio receivers in the Kentucky mountains has increased several hundred fold since that date, the centers are still proving their usefulness as focal points for educational listening activities. Last fall a similar system of listening centers was started in eastern Tennessee.

WHAT TRANSCRIPTIONS ARE YOU USING?

W. I. Griffith, WOI, suggests that the Executive Secretary compile a list of transcriptions and transcription services being used by the NAEB stations. It is hoped that the compilation will be of assistance to all in planning programs and perhaps tapping heretofore unknown program sources. Do your part, and let me have the dope soon.

GROSS SUCCEEDS RING

Appointment of Gerald C. Gross as Assistant Chief Engineer and Chief of the Broadcast Division of the Federal Communications Commission Engineering Department has been announced. Mr. Gross will succeed Andrew B. Ring, resigned. George P. Adair was named Assistant Chief of the Engineering Department's Broadcast Division and received a promotion in grade. Philip F. Siling was appointed Chief of the International Division, Engineering Department, succeeding Mr. Gross.

RADIO INTERFERENCE CONFERENCE

Radio service men, amateurs, and engineers will gather on the University of Illinois campus May 10 for the Radio Interference Conference. (See last NAEB packet). Your engineers might wish to attend. Better give them a chance.

--Frank E. Schooley

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



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.