

N-A-E-B NEWS LETTER

National Association of Educational Broadcasters
Madison, Wisconsin — February 17, 1937

NAEB PLANS OHIO INSTITUTE SESSION

The 1937 Ohio Institute for Education by Radio will be held May 3-5 at Columbus. The NAEB is arranging the afternoon session on the opening day.

Now - we must arrange a program which will reflect the ideals, hopes, and accomplishments of Association members. Every member can be represented in the program if the proposed plan receives full cooperation.

It may work out like this:

I "Educational Stations on the March" (20 minutes)

A summary of educational broadcasting proper based on members' reports.

II Progress Highlights (Reports in brief)

Reports by representatives of member institutions in which each will explain some one phase of work which is unique or especially successful. Maximum time for each - 5 minutes. Stations intending to participate in this portion of the program must report to the Secretary by April 1 to be included in the printed program. Give subject, name of representative, and, if possible, send a copy of the report to be given.

III Why the Educational Station?

To embody the philosophy of broadcasting by educational institutions, underlying principles, conflicts, discrimination in programs, etc.
(Who shall do this?)

Now - about your work! Reports are needed for composing the first item on the program. What is your outstanding feature, and why? What has been your most significant advance in the past year? What, more than anything else, justifies your existence and continuance? What are your expansion plans for this year? How much is your budget, staff, program schedule, and service area being extended? What (aside from money) do you need most to improve your service and status? What are you doing to advance the technical side of radio? Television? Facsimile? Short wave? Recording?

In these questions you should find a starting point. Let's make this program a good summary. If you intend to use one of the topics you mention as the subject of the 5 minute report, please indicate that.

NAEB BUSINESS SESSION SET FOR OHIO INSTITUTE

NAEB representatives at Columbus will meet on Monday evening, May 3, in a closed session for the discussion of Association business. Members are invited to be present. This is an opportunity for the exchange of ideas, and for the planning of further activities of the group. In past years this meeting has been very valuable. This will be no exception if a good representation of members is present.

NAEB News Letter Headquarters, Radio Hall, University of Wisconsin, Madison.

1937 MEMBERSHIP REPORT

Treasurer B.B. Bracket reports fourteen regular memberships had been received by February 8, and that several more were "in the mill" at the various institutions.

KFDY	South Dakota State College
KFJM	University of North Dakota
KUSF	University of South Dakota
WIXAL	World Wide Broadcasting Foundation
WBAA	Purdue University
WESG	Cornell University
WEW	St. Louis University
WHAZ	Rensselaer Polytechnic Institute
WILL	University of Illinois
WSAJ	Grove City College
WSUI	University of Iowa
WTAW	A & M College of Texas
	Cleveland College, Western Reserve University
	Western State, Kalamazoo

If your station is not on the list now - look to your accounting department. Another report will be made next month.

We welcome a new member - WIXAL, Boston - non-commercial, cultural, educational. Heard the world around on the short-waves!

SECOND CONFERENCE BEING PLANNED

NAEB President H. B. McCarty has just returned from a Washington meeting attended by representatives of the sponsoring organizations for the December 1936 National Conference on Educational Broadcasting. He reports that plans are under way for a second conference to be held in Chicago during the latter part of 1937, providing funds can be secured to finance the convention. Our Association, as one of the sponsoring groups, will be expected to assist in planning for the conference. Send along your ideas and suggestions for such a national assembly to McCarty.

FIRST AMERICAN EXHIBITION OF RECORDINGS OF EDUCATIONAL RADIO PROGRAMS

Formidable as the title sounds, we remind you that the time is getting short. All programs recorded must have been used on the air prior to April 1, 1937. Plan now to put your programs on discs, and show the others what you are doing. Winners will be announced at the Ohio Institute session May 5.

THE 1937 CONVENTION. WHERE?

Plans for next summer's annual NAEB convention should soon be made. Where shall it be? What shall it embody? Recent meetings have been held as follows: 1934 Kansas City, 1935 Iowa City, 1936 Madison. Home cities of member stations have been preferred recently.

ANOTHER REMINDER

Some stations have not yet sent in their bulletins, scripts, etc. for the exchange packet. "Exchange", remember, implies give as well as take. Pack up 30 copies of everything available and send it now to Secretary H. A. Engel, Radio Hall, Madison, Wisconsin. The same applies to the News-Letter. We want reports from all members.

SHORT FLASHES FROM THE FIELD

WCAL - St. Olaf College. M. C. Jensen, Manager, writes, "We are afraid we have been rather lax and silent here at WCAL during the past few months but we really have been alive and working hard. In case you are still interested in the WCAL and WLB situation, I am sorry to report that there is no change in the status of our application. We recently petitioned the Commission to have one of the protests thrown out on the grounds of irrelevancy. The consensus of opinion, even amongst the opposition, is that we will eventually be granted our construction permit. However, it will very evidently require a hearing with its subsequent delay of several months. We feel that this is extremely unfortunate since it deprives the listeners of the Northwest of practically one year of non-commercial broadcasting.

The station personnel is:

Martin Hegland, Chairman of the Radio Board
M.C. Jensen, General Manager
O. R. Overby, Musical Director
Signe Hovick, Secretary
David Johnson, Production Manager

Plans are going forward for a new studio building which it is hoped will be erected and completed before the opening of school next fall. If we can also have our application for additional power and change of frequency granted so that construction can be completed by September, next year should mark a significant milestone in the history of WCAL as having been passed. For the present we are not entirely marking time, yet it is true that most of our plans are being made with an eye to future expansion.

KUSD - University of South Dakota. Director B. B. Brackett says, -- "At KUSD we are still working hard on our new transmitter, and we hope to have it on the air in another week or two. We believe it will be good, and we hope we can then persuade those who hold the purse-strings to let us go on to the construction of a new and better antenna.

WOI - Iowa State College. Director W. I. Griffith sends this word, "This is the 5th or 6th year that our Department of Public Speaking has debated with some of our neighboring colleges in Iowa and adjacent states. In some instances the debate is carried on by means of having the visiting college present their material by recordings. This worked out rather well in one or two cases and of course cuts down the expense of travel. For several years Iowa State College has debated students from Drake University on the State High School question. Copies of the manuscripts have been made available to high schools within the state who might care to use them and many young debaters get some ideas as well as using it as source material in the preparation of their own debates.

KWSC - State College of Washington. Kenneth E. Yeend, Program Director, sent a sad message, "You will be interested to know that Dr. Nalder died Sunday night, January 17, following a severe heart attack, a trouble with which he had been afflicted for a number of years.

(See report on Dr. Nalder's death in this letter.)

WSUI - University of Iowa. That Carl Menzer, Director, has been doing some thinking is shown by the following: "I just completed another bunch of program suggestions which may serve as a stimulant to program directors of educational stations. This makes a total of ninety-eight suggestions from which it seems that one might be able to pick two or three good ones. I can have a limited number of copies made if you think they will do any good.

(Why not let us run them as a supplement to the News-Letter, Carl?)

WNAD - University of Oklahoma. H. R. Heck, Program Director, writes, "Our music school is granting a master's thesis for work done by a graduate student in preparation and broadcast of a course in music appreciation. A part of the work will be to make a comparison and defense of his methods as against those of other institutions that may be offering work of this kind. In order to do this he will need to make contact with any other educational broadcasting stations over which programs of this type are being broadcast. Does your office have any information as to the institutions in the Association that are broadcasting music appreciation courses, formal or otherwise? And, if so, do you have outlines of their courses, or will it be necessary for us to contact each individual station? We are very anxious to help this young man in securing a master's thesis credit, and anything you can do for us in obtaining this information will be greatly appreciated. (S.O.S. - Please send Mr. Heck any data you may have.)"

WNAD is still head over heels in dramatic work. We are doing more than we have ever attempted before. There is an increasingly large amount of student interest on the campus, and we have done some very successful broadcasts.

WHA - University of Wisconsin. Director McCarty announces: Addition to Radio Hall, Studio D and five more offices, to be ready for occupancy in March.

WHA is cooperating in "Radio Education Institutes" being held in various cities under the auspices of the Committee on School Broadcasting of the Wisconsin Education Association.

A "radio short course" is being offered in WHA studios for Wisconsin legislators. Three evening meetings are scheduled: #1. Effective Radio Speaking; #2. Effective Radio Writing; and #3. Hear Yourself as Others Hear You (record making). First class (limit, 20 men) quickly filled. More planned for succeeding weeks.

"MUSCLING IN ON THE PEOPLE'S AIR"

It is the theory underlying the American radio system that the people of the United States own their own air. Radio stations, which are usually commercial propositions devoted to the making of profits, are merely granted licenses for the use of specified air channels by a committee of the people which is called the Federal Communications Commission. These licenses must be renewed at frequent intervals, and the people reserve the right (acting through their F.C.C.) to take any license away at the end of any period for which it has been granted. Every radio station in applying for a license must sign an acknowledgment that it has no vested rights in the air and that the government may refuse to renew the license if it feels so disposed. A few cases in which renewals have been refused have already occurred. So much for the theory.

Recently, however, another committee of the people, this time known as the Securities Exchange Commission, has begun to take a hand in the game. The S.E.C. had no authority to represent the people in controlling radio, but it does have authority over the sale of stock in corporations. It has now used this authority in three instances to approve the sale of stock in radio stations to the public. Why do radio stations want to sell stock to the public? Well, they probably need capital for bigger and better equipment. Perhaps a few of them may even want money to spend in improving the quality of their programs. But Variety, organ of the amusement interests, uncovers the real reason for this new move. The station that spreads stock among the public, it says, "would be relieved of the worry element as the expiration term of its current license approached." Spread a radio station's stock widely enough and although that station's directors formally acknowledge that it has no vested rights in the air there will soon be plenty of stockholders who will believe and insist that it has. The F.C.C. should take cognizance of this impending raid on the public coin without delay.

Dr. F. F. Nalder

Dr. Frank F. Nalder, Program Director of station KWSC and a member of the NAEB Executive Committee, died on January 17 at his home in Pullman, Washington. Death was caused by a heart attack, a recurrence of an ailment which nearly took his life a year ago.

Born at Penhurst, Australia, Frank Nalder came to the United States early in his childhood and spent most of his life in the State of Washington.

For seventeen years Dr. Nalder was director of general college extension. Radio became an integral part of his activities when he envisioned the possibilities of using it for intimately reaching his people. He was placed in charge of radio programs in 1928.

His was a constant struggle for more power for the station, a better frequency, and more money with which to carry on the work. From 250 watts power he saw KWSC grow to the 5000 watts it had at the time of his death.

In 1901 Washington State conferred the bachelor's degree upon Frank Nalder. In 1902 an M.A. came at Columbia, and in 1916 a Ph. D. at the University of California. His career touched upon various educational tasks - superintendent of schools, state department of public instruction, director of prison education, and extension service.

Since its beginning, the National Association of Educational Broadcasters has enjoyed the counsel and help of Dr. Nalder. His steadfastness of purpose, tempered by a keen sense of humor should be an inspiration to those who carry on his work.

The Association mourns the passing of an able leader.

CALIFORNIA REPORT

According to a note in BROADCASTING, (February 15) "Construction of two 50,000 watt broadcast stations to be operated by the University of California at Berkeley and at Los Angeles is proposed in a bill pending before the state legislature of California. Appropriating \$500,000 for the project, the bill provides that the operation of the stations would be under the supervision of the college. No provision, however, is made for procurement of frequencies for the projected stations. Past state efforts of this character have been nullified by the repeated court decisions holding radio to be an instrumentality of interstate commerce subject only to the jurisdiction of the Federal government."

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