

# N-A-E-B NEWS LETTER

National Association of Educational Broadcasters  
Madison, Wisconsin -- July 23, 1937

## N-A-E-B CONVENTION PLANS DEVELOP

Members attending the annual convention to be held on September 13 and 14 at the University of Illinois, will find a varied program ready for them, reports Jos. F. Wright who is in charge of affairs. "The program will be such that it will be worth while for directors, program directors, engineers, announcers -- in fact everybody ought to be able to get something out of the discussion."

Program topics include:

1. Recordings and transcriptions, with equipment demonstration.
2. Campus remotes, with techniques for question and answer system.
3. Interesting equipment (Members asked to bring portable pieces for demonstration and discussion.)
4. Television -- reports on use and plans for using it in schools.
5. New 110A program amplifier.
6. General round-table discussion.

Members are again asked to send Joe Wright suggestions on what they would like to have added to the program, or what they could contribute to the meetings. These gatherings will not be large in size. We can discuss our problems intimately and informally.

Plan to attend the convention. Bring several of your staff members along. It is an opportunity to give them a better understanding of their place in the radio picture.

## WILL ASKS POWER BOOST

Station WILL, of the University of Illinois, has before the Commission an application for an increase in power to 5,000 watts on its present frequency of 580 kilocycles. With the increase in power it is expected, says Manager Wright, that the station will have general state coverage except in a westerly direction where its carrier wave is suppressed in the direction of Topeka. The station has recently greatly expanded its program service.

## NATIONAL CONFERENCE PLANS BEING FORMULATED

The NAEB has accepted the invitation to continue as one of the organizations sponsoring the National Conference on Educational Broadcasting. The first one was held in December, 1936 in Washington.

President H. B. McCarty went to Chicago on July 22 to participate in planning the sessions. The meetings will be held in Chicago on November 29, 30 and December 1, 1937. All members are especially invited to plan to attend.

FLORIDA LEGISLATURE OVERCOMES ADMINISTRATIVE APATHY

Rumors of difficulties in providing for the operation of station WRUF, of the University of Florida, have been heard. Major Garland Powell gives us this first-hand information. "The Governor and the Budget Commission recommended to the Legislature that they lease the station. The Senate was agreeable to that but our Senator finally got a bill through for an appropriation of \$37,000 to run the station one year while they were trying to lease it, and finally increased our appropriation \$7,400 a year for two years. Therefore, in a joint meeting of the Appropriation Committees of the two houses neither would accept the other's recommendations. Finally the House sent their committee back to the Senate committee and said they would not withdraw from their position. Consequently, the Senate accepted and our appropriation went through for \$40,000 a year for the next two years. The bill became a law without the Governor's signature."

Major Powell and his helpers are to be congratulated on successfully demonstrating that their work is truly in the state's interest.

WISCONSIN GETS SCHOOL BROADCASTING GRANT

To carry on a comprehensive study of the place and value of radio in the classroom the general Education Board has provided funds for a two year study at the University of Wisconsin in conjunction with Station WHA.

Lester Ward Parker has been named radio education specialist on the project and is now at work on preliminary arrangements. The Wisconsin School of the Air will be used in connection with the experiments. Further appointments of personnel will be announced soon.

SHORT FLASHES FROM THE FIELD

WCAL - St. Olaf College. This report on the WCAL-WLB application comes from M. C. Jensen, manager of the Northfield station:

"No report has been available on the WCAL-WLB application as yet. Although the hearing was held May 5, Governor Benson of Minnesota succeeded in keeping the record open until June 25, when he filed a deposition in opposition to the application. As we understand it, the deposition was accepted by the Commission on July 1, and the Examiner is expected to release his report very shortly. However, the Commission expects to recess about the middle of July, and will not convene again until some time in September. Therefore, a final decision on the application is not looked for until some time in the Fall."

WRUF - University of Florida. Major Garland Powell, director of the station, tells of a new program which may suggest an idea for other states. He says, "We have a very important series of broadcasts going on now which have tremendous educational value. We call them the FLORIDA INDUSTRIAL BROADCAST. We are taking one big industry a month, going to its place of operation, and while they are operating go from place to place describing what they are doing, how they are doing it, the number of men employed, and all of the very pertinent facts."

Send your notes for the next news letter  
to NAEB headquarters regularly:  
Harold A. Engel, Exec. Secy.  
Radio Hall, Madison, Wis.

RADIO INDUSTRY OPPOSES FEDERAL STATION

Among the developments reported emanating from the Chicago Convention of the National Association of Broadcasters are some which indicate that the industry is as jumpy as ever about anything which might endanger the entrenched "American System".

Opposition to the Cellar Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station, was expressed in a resolution the premises of which are wide open to debate. It read:

Whereas, there has been introduced into the Congress of the United States a bill known as the Cellar Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station,

Whereas, the existing system of broadcasting in the United States makes available to the various departments of the government ample time for broadcasting either domestic or foreign programs,

Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audiences,

Whereas, the operation of a broadcasting station by the Office of Education is opposed by all existing Federal and State laws respecting education,

Whereas, due to its official status, there would be great danger of utterances over such a station giving offense to friendly nations, and creating unnecessary international incidents,

Whereas, the enactment of the bill would result in a useless and extravagant expenditure of public funds,

Now, therefore, be it resolved, That the NAB express its opposition to the passage of this bill and instruct its board of directors to use all legitimate means to cause its defeat, and urge the members of the NAB to encourage their members in Congress to oppose the passage of this bill.

The determination of the Association to gain a firmer footing for the "system" was shown when it was decided that "offensive tactics rather than the defensive lethargy" of the past will be employed under the industry's new leadership. It is proposed that "the fountain-head of the offensive will be in Washington and on the legislative front, strengthening of the industry activities in the field is planned as a definite part of the project".

The NAB Board voted to increase the salary of its managing director from \$2,500 to \$16,000 a year (Broadcasting Magazine, July 1). It also authorized the appointment of an advertising manager to "advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States."

Now, what does this mean to us? Many things. It means that more direct efforts will be used to force the acceptance of commercial programs. It means that educational stations are likely to find their work belittled because their existence, like that of the proposed federal station, is not in line with the "American System".

The principle of true service broadcasting is fundamentally right. We must make our activities prove it. This is a job which everyone must do for himself. We must take stock of our support and, like our commercial friends, substitute more positive action for a "defensive lethargy".

Scanned from the National Association of Educational Broadcasters Records  
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