

NAB NEWS LETTER

Office of Executive Secretary
Urbana, Illinois
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SCHOOL BROADCAST CONFERENCE PLANS ANNOUNCED

The fourth annual meeting of the School Broadcast Conference, a permanent national meeting devoted to the utilization of radio in the classroom, will open at the Congress Hotel in Chicago, December 4th and continue through December 6th.

Harold W. Kent, director of the Radio Council of the Chicago Public Schools and chairman of the Conference Executive Committee, in announcing the program for the meeting said, "The School Broadcast Conference, held each December in Chicago, is unique among Conferences. It has but one purpose. That purpose is to present to radio men, educators, teachers and administrators, utilization procedures which have been successfully used in the classroom. Radio itself can do only part of the teaching job. The in-service teacher, principal, or administrator must learn to use this exceedingly effective modern teaching technique. To that end, every session of the School Broadcast Conference is given over to demonstrations of classroom use of radio, as nearly as possible under conditions which approach the classroom atmosphere."

Included among those national figures in radio and education who will attend the three day sessions are: George Denny of NBC's "America's Town Meeting"; Lyman Bryson of CBS's Board of Adult Education; and Raymond Gram Swing, news commentator for the Mutual network. Both NBC and CBS will originate national broadcasts from the Conference meeting hall.

The National Association of Broadcasters, the National Association of Educational Broadcasters, the Adult Education Council, as well as all local Chicago stations are cooperating in the three day session.

FM SPEEDS USE OF RADIO IN ADULT EDUCATION

Cleveland's pioneer high-frequency educational radio broadcast station, WBOE, operated by the Cleveland Board of Education, has been authorized by the Federal Communications Commission to change its type of transmission from amplitude to frequency modulation.

First station to operate in the ultra-short wave band set aside for educational stations by the FCC in 1938, WBOE has been broadcasting from its own studios to receivers in each of Cleveland's 151 schools since November 1938.

Now, as commercial FM broadcasting gets under way and high-frequency FM sets become available to the public, WBOE's programs may find listeners in homes as well as in classrooms.

When the Federal Communications Commission approved FM in May, 1940, and recommended it for all ultra-short wave broadcasting, because of its qualities of more faithful sound reproduction and absence of static and interference from other stations, it cleared a range in the high frequencies from 43 to 50 megacycles for commercial broadcasting.

At the suggestion of U. S. Commissioner of Education John W. Studebaker, representing more than 300 universities and colleges and hundreds of school systems and other educational organizations, the FCC moved the educational band to an adjoining position at 42-43 megacycles.

In explaining educational radio's request for a position tangent to the commercial band, Commissioner Studebaker pointed out that FM commercial broadcasting would lead to large scale retail distribution of FM receivers capable of tuning in programs from educational studios.

"Broadcasts from schools to homes greatly enhance facilities for adult education," Commissioner Studebaker says. "Persons over school age and shut-ins have at their radio dial an opportunity to study in common with pupils in classrooms. In times of extremely bad weather, epidemics or other such emergencies which might temporarily close schools, classes may be carried on by radio without interruption.

"Still another advantage, especially important today, lies in helping to establish a closer bond of understanding between schools and the public. The American people have a right to know what subjects schools are teaching today and how they are taught. Schools can report on education's part in the national defense program and can show how schools are promoting the ideals of democracy and contributing to the preservation of the American way of life."

Cleveland's school board is one of several preparing to enter this new phase of education by radio. San Francisco's Board of Education has received a construction permit for its proposed FM station, KALW. San Mateo (Calif.) Junior College and school systems of Chicago and New York have indicated they will file applications soon. New York's school system, like Cleveland, has been operating a high-frequency AM station, WNYC, which it expects to change to FM.

Another New York educational institution, the College of the City of New York, has expressed an interest in an educational station. The University of Kentucky operates WBKY, an AM high-frequency station which broadcasts educational programs to schools and community listening centers in rural Kentucky areas. Oklahoma A. and M. is considering establishing a similar service.

Rensselaer Polytechnic Institute is reported to be building an FM station, the Universities of Illinois and Wyoming, and New River State College, Montgomery, W. Va., are collecting equipment, and an alumnus has offered the University of Michigan equipment for an FM station. Nearly a score more educational institutions and school systems are developing plans for stations in the educational band.

WBOE's new frequency allocation is 42.5 megacycles and its power has been doubled to 1000 watts.

WNYC ADOPTS QUIZ FORMAT

"Educational Quiz Shows" will form an important part of the adult educational programs broadcast by WNYC in conjunction with the Board of Education in New York City, it was announced recently in the Radio Daily. The city-owned station will include broadcasts dealing with English, current events, vocational guidance, and consumer education and will use the quiz technique in several cases to appeal to housewives who, it is stated, make up a large part of its audience.

"City High School Quiz," which is on the air Fridays, 4:15-4:45 p.m., brings the "city's brightest high school youngsters" to the microphone and "Education Studies the News," Mondays, 1:45-2 p.m., uses newspapermen and commentators as guests. "The High School Speaks," started October 10th as a forum on Current events.

"Helping the Student Find Himself," Tuesdays, 1:45-2p.m., will aid job-seekers, while "High School English Series," Wednesdays at the same time, is being presented to aid adults.

WSUI ADVENTURES IN STORYLAND

Adventures from the pages of the storybook,--stories of Kobi the Swiss boy, of Little Eagle the Navajo, or of Kongo the Elephant,--are brought to the air over WSUI on the program Adventures in Storyland. As the program comes to the air each Monday and Thursday afternoon at 3:00, children in the elementary schools throughout Iowa gather to listen to these selected stories. Adventures in Storyland is planned especially for the third, fourth, fifth, and sixth grades.

The stories chosen are from a list of books selected each year as the best children's books published and recommended by the Iowa Pupil's Reading Circle. Adventures in Storyland is planned under the direction of Mr. Dwight K. Curtis of the University Elementary School, and the list is compiled by Miss Mabel Snedaker, children's reading specialist, and Mr. Curtis. The program is heard twice weekly,--the Monday broadcast being designed to appeal especially to third and fourth graders while the Thursday presentation is for those in the fifth and sixth grades.

SEE: EDUCATION BY RADIO

"The Monopoly Investigation" and "New Program Possibilities Created by Frequency Modulation" are the subjects of articles appearing in "Education by Radio," edited by S. Howard Evans, executive secretary of the National Committee on Education by Radio. We commend them to you.

FALL PROGRAMS AT WSAJ

H. W. Harmon, Acting Director of WSAJ, Grove City College, says that he has sent NAEB members copies of the WSAJ fall semester programs. Harmon writes:

"These programs are worked out and sponsored by a Radio Committee appointed by President Weir C. Ketter. Prof. Ray A. Walters is the chairman of this committee.

"The programs are presented mainly by the Faculty and Student members of the college, in which the students have a very large part, and, also in the announcing, and technical operation of the station.

"There is an active and enthusiastic Radio Club in the college!"

U.K.'s NEW EDUCATIONAL RADIO STATION

Almost a score of important personages in the fields of education, radio, and government, have been invited to participate in the dedication of one of the most unique radio stations in the United States

The station is WBKY, Beattyville, established by the University of Kentucky, and to be operated in cooperation with the Lee county Board of Education. The 100-watt station, to broadcast in the educational band on a frequency of 42,900 kilocycles, will feature programs of adult and school-child interest with a distinct local angle, and will test experimentally the feasibility of supplementing the University's more generalized broadcasts from Lexington, with more specific programs adapted to a particular community.

The dedication set for Thursday night, October 17, at 7:30 p.m. from the auditorium of the Beattyville grade school, and to constitute the first broadcast from the new station, will include on the program all of the notables that have been invited to attend, among them, Dr. J. W. Studebaker, United States Commissioner of Education; James Fly, chairman of the Federal Communications Commission; John W. Brooker, state superintendent of public instruction; Hon. Keen Johnson, governor of Kentucky; Barry Bingham, publisher of the Courier Journal; Robert K. Salyers, director of the National Youth Administration for Kentucky; Martin Schmidt, Louisville; Dr. Thomas D. Cooper, acting president of the University of Kentucky; Dr. T. S. Taylor, dean of the University's College of Education; and David M. Young, U.K. assistant professor of Geology.

IN CHARGE AT WBKY

A Louisville girl, Ruth Foxx, 1036 Everett Avenue, has been appointed program supervisor of WBKY, the University of Kentucky's new educational station at Beattyville, and will assume her duties at once. Miss Foxx, a graduate of the University of Louisville was director of that institution's broadcasts for one year and later was state NIA radio director. Besides her work at the Louisville institution, Miss Foxx has attended two summer sessions of the New York University radio work shop.

At Beattyville, Miss Foxx, besides exercising general supervision over all programs coming from the station, will write or edit all continuities, train announcers, rehearse and produce presentations, and prepare teachers' aids to be used by the county school teachers in adapting their work to the WBKY classroom programs. Miss Foxx will be jointly responsible to T. L. Arterberry, principal of the Lee county high school and executive officer of the station, and E. G. Sulzer, director of radio activities at the University of Kentucky.

BROADCAST APPLICATION FORMS TO BE MODIFIED

As the result of exchange of ideas with representative broadcast groups, the Federal Communications Commission is working to modify certain of its application form requirements to a degree that will obtain essential information without imposing too great a burden on the applicant.

Pending preparation of new forms to accomplish this purpose, the broadcasters and the Commission are mutually agreed that in instances where particular questions in the present forms necessitate the furnishing of exceptionally involved and lengthy data, the applicant may be permitted to make general answer with explanation. After the examination of such general answers the Commission would require the furnishing of further data only where necessary for the purpose of its action on the application. Reduction of some of the "paper work", it is held will expedite applications without sacrificing facts and figures necessary to enable the Commission to make determination.

It was through similar cooperative endeavor that the Commission has further defined and clarified certain high frequency broadcast rules and regulations, which will also tend to stimulate that new type of program service.

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."



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