

# N-A-E-B NEWS LETTER

National Association of Educational Broadcasters  
Madison, Wisconsin --- March 20, 1937

## OHIO INSTITUTE NAEB PLANS TAKE SHAPE

The following program has been arranged by the NAEB as a part of the annual Radio Institute at Columbus, May 3 - 5.

Monday, May 3 - 2:00 P.M.

### EDUCATIONAL BROADCASTING BY EDUCATIONAL STATIONS

Presiding: Carl Menzer, WSUI  
Vice President, NAEB

#### I EDUCATIONAL STATIONS ON THE MARCH

Roll call by Jos. F. Wright, WILL  
Four minute reports of current outstanding achievements  
in college broadcasting from coast to coast.

#### II WHY THE EDUCATIONAL STATION?

H. B. McCarty, WHA, President NAEB

#### III GENERAL DISCUSSION

Item I concerns every member! Information on who will be present to give reports, what topics are to be listed, whether reports to be read will be submitted, etc., should be sent to Mr. Wright without delay. The program must be made up. Send the data to Jos. F. Wright, Radio WILL, Champaign, Illinois. Don't wait for a special invitation. Select the subject -- and write it up. Four minutes, or 500 words isn't much; but enough in which to say a lot.

## NAEB BUSINESS SESSION - COLUMBUS, OHIO, MAY 3

The association will hold a closed meeting at the Ohio Institute on Monday evening, May 3. Among the items to be taken up are the matters of the recording equipment, transcription exchange service, the annual convention plans, and other business which may be at hand.

## LOOKING TO THE COMING SEASON

This is the time of year when program planners are busy on their schedules for next fall and winter. Now, while people are in their normal activities, before the examination time, and before potential broadcasters scatter for their summer vacations, is a good time to lay the groundwork.

More than ever before various teaching departments are wondering how they can adapt their material to radio. Conferences and discussions will help them to get started right. Why not visit the department heads and talk over the possibilities, give auditions to find suitable voices, select able writers, and work toward combining abilities.

In most every department are younger men, the leaders of tomorrow, who have secret desires to try the radio. By working with them, some unusual features may be developed. Look now to the coming broadcasting season!

1937 MEMBERSHIP REPORT

In addition to the fourteen paid up 1937 memberships recorded in the February News Letter, five more stations have been added to the list, Treasurer Brackett reports. They are:

|      |                             |
|------|-----------------------------|
| KFKU | University of Kansas        |
| WRUF | University of Florida       |
| KOAC | Oregon Agricultural College |
| KWSC | Washington State College    |
| WCAL | St. Olaf College            |

Another report will be made in the April News Letter.

SHORT FLASHES FROM THE FIELD

KUSD - University of South Dakota. A forward step is reported here:

Under the supervision of Dr. B.B. Brackett, director of radio and Dr. W. H. Jordan, head of the department of physics and chief radio operator, the new transmitter for KUSD has been completed and is now broadcasting regular programs for the University of South Dakota. The station has been off the air since November 12, 1936, while this work has been in progress.

The plans for this transmitter were worked out in detail by Robert E. Rawlins, student from Pierre, S. D. Construction work has been carried out under the immediate direction of Rawlins, assisted by NYA students.

While economy has been necessary, only the very best material has been used, and much shopping about has been done to secure the best material and parts that could be found for the prices paid. All outside construction work was according to definite specifications, and exact production required. The completed transmitter is a beautiful piece of work. If purchased assembled it would have cost well over \$6000.00. With much of the labor not charged to the radio station, we have spent only about \$2000.00. The equipment now not only meets the present requirements of the F.C.C.; but we believe, anticipates future requirements of the Commission and future developments desired by our own people.

With a fine new studio and with new microphones and new speech control and mixing equipment, we expect to be able to put on the air broadcasts of great fidelity and excellent quality.

The regular schedule for the present will be two full hours each week day, except Saturday, with the Sunday broadcasts not yet fully determined.

Cleveland College, Western Reserve University. A new series of programs, "Biology; Yesterday, Today, and Tomorrow" is reported by Mrs. Grazella P. Shepherd. Done by Dr. J. Paul Vesscher, of the biology department, the broadcasts deal with spontaneous generation, heredity, photosynthesis, evolution, and environment. They are heard over WHK, Cleveland.

WNAD, University of Oklahoma. A clipping from Oklahoma's "Sooner Magazine" for February does a neat bit of publicity for WNAD. Two pages are devoted to the student-training phase of the station's activity. The article "WNAD's Graduates Are Making Good", by Homer Heck, gives information and pictures of the station's former student workers. It is an impressive story of the vocational training value of student radio activities.

WESG, Cornell University. Charles A. Taylor comes through with this information about the radio activities of New York State College of Agriculture, at Cornell. "During the past year and a half one of the regular features on the farm program of WESG has been a topic entitled "As Farmers See It". This is a regular Saturday noon feature and about seventy-five different farmers have spoken in the series. We have been delighted with the response which these people have had, and we propose to continue the series indefinitely.

Each one of these farmers has carte blanche to come to the studio and point the thing as he sees it. They seem to like the experience and I think it is a good thing for our program.

In choosing farmers to invite, we consult with the extension specialists in the various departments of the college and they have been careful to pick farmers who have been successful in their own communities and are respected there. Such farmers are not hard to find, of course, in this state."

"The Cornell Radio Guild is nearing the completion of its second year on the air. This is a weekly program presented by the Cornell Radio Guild which is a regularly organized student activity at Cornell University. It has the unusual feature of having been organized and operated by the students, especially those interested in dramatics, public speaking, and various musical organizations on the campus. It is, of course, aided by faculty advice when that advice is sought. The participants in the Radio Guild are chosen competitively, and it is noted that about one and a half times as many students try out for the Guild as try out for football.

Western State Teachers College, Kalamazoo. In a brief letter W. G. Marburger says: "We are putting on two fifteen minute broadcasts a week over WKZO, a local commercial station. The programs are varied in nature, drawn from the fields of art, music, history, economics, science, literature, etc. Approximately one-third of our programs are put on by students generally under faculty direction. The others are put on by different faculty members.

We are experimenting with the use of recordings on these programs. Our first transcription programs were given on Feb. 11 and March 9. Another will occur on March 30. If we are as successful with these as we hope, it will be possible for us to present on our radio programs some of the outstanding personalities who come to our campus from time to time. Because of the inconvenience of our broadcasting period, we cannot do this at present."

WLXAL, Boston, Massachusetts (International, short-wave, educational, non-commercial station). The microphones of WLXAL have entered the class-rooms of Harvard University. Short wave listeners may now hear regular University classes. A literature and history lecture is being used in the experiment. An early issue of this News-Letter will report the results of the venture.

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With this News Letter is included a copy of President McCarty's talk "The University Station Director Faces His Problems". Let's have your comments. How does it fit your case? McCarty needs your guidance in planning his Ohio Institute statement on "Why The Educational Station?" Write him!

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S.O.S. - Send On Some NEWS! Many station activities are not being reported. Send the news-notes and Exchange Packet material to H.A. Engel, Radio Hall, Madison, Wisconsin. Don't keep your accomplishments a secret -- share them!

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