ANNUAL CONVENTION, CHICAGO, OCTOBER 22 AND 23.

A decision has been made. The annual convention of the National Association of Educational Broadcasters will meet Sunday and Monday, October 22 and 23, in the Morrison Hotel, Chicago. Since a number of the members expressed a wish to attend the School Broadcast Conference, in addition to attending NAEB, it was felt desirable to combine trips in order to cut down travel and time lost.

Members are requested to send to the Executive Secretary suggestions for the meeting. At this writing, there is no intention to have any speaker, unless some one speaker has real dope for us. Plans call for discussions of problems facing NAEB and its members.

FCC ORDERS HEARING ON POST-WAR FREQUENCY USES

The Federal Communications Commission will begin hearings September 28th to obtain information for planning post-war frequency allocation policies.

The announcement said representatives of industry and government will be invited.

The Commission said a complete review of present frequency allocations is necessary because of radio advances made during the war and of greatly increased demands for the use of radio.

Information obtained at the hearings will be considered in determining frequency requirements of non-governmental radio services, the announcement said, and in making recommendations to the State Department for international radio agreements and to the Inter-Department Radio Advisory Committee on allocations to government radio services and to Congress.

NAEB WILL BE HEARD AT FCC HEARING

Acting President Allen Miller named a special committee to arrange for hearing before FCC on post-war use of radio spectrum. Action was approved unanimously by all who voted in the mail ballot. Carl Menzer will appear at the hearing.

You may get a supplement this month, asking for help. If you get it, give it your earnest and prompt attention.

There will be a supplemental NAEB News Letter published under date of September 15.

ROMANCE LANGUAGES ON WSUI

As languages play an increasingly important role in the world today, WSUI, University of Iowa, will again offer several programs in romance
LANGUAGES TO THOSE LISTENERS WHO WISH TO LEARN OR IMPROVE THEIR KNOWLEDGE OF FOREIGN LANGUAGES. MONDAY THROUGH FRIDAY AT 4:00 P.M., WSUI PRESENTS HALF-HOUR INSTRUCTIVE FRENCH, SPANISH AND PORTUGUESE BROADCASTS.

A NEW PROGRAM, FRENCH TRAVELERS IN AMERICA, WILL BE BROADCAST ON TUESDAY AFTERNOONS AT 4 O'CLOCK BY PROF. HENRI BARZUN. THE OBJECT OF THIS PROGRAM IS TO DISCOVER WHAT FRENCH TRAVELERS FROM LA FAYETTE TO RECENT VISITORS HAVE THOUGHT OF THE UNITED STATES. MORIZE AND GRANT'S "SELECTIONS FROM FRENCH TRAVELERS IN AMERICA" WILL SERVE AS THE TEXT.

MONDAY AFTERNOON AT 4 O'CLOCK MISS MARJORIE HOLBERT WILL TEACH ELEMENTARY SPOKEN FRENCH WHEN SHE WILL TRAIN LISTENERS TO SPEAK SIMPLE FRENCH. THE TEXT FOR THIS COURSE WILL BE COCHRAN'S "CONVERSATIONAL FRENCH FOR BEGINNERS." LEAFLETS WILL BE SENT AT COST IN SETS OF FIVE LESSONS TO THOSE REQUESTING THEM.

ELEMENTARY SPOKEN SPANISH WILL BE TAUGHT BY RICHARD W. TYLER ON WEDNESDAYS AT 4:00 WHEN HE WILL TRAIN LISTENERS TO SPEAK SIMPLE SPANISH. "CONVERSATIONAL SPANISH FOR BEGINNERS" BY LAGRONE WILL BE THE TEXT. A SURVEY OF THE BEST IN SPANISH LITERATURES THROUGH THE 18TH CENTURY WILL BE GIVEN BY MR. TYLER ON THURSDAY AFTERNOONS IN A COURSE ENTITLED "SPANISH." THIS WILL BE FOLLOWED NEXT YEAR BY THE MODERN PERIOD. TEXT TO BE USED IS ROMERA-NAVARRO'S "ANTOLOGIA DE LA LITERATURA ESPANOLA."

TRAINING LISTENERS TO SPEAK SIMPLE PORTUGUESE JERONIMO MALLO WILL BROADCAST ELEMENTARY SPOKEN PORTUGUESE ON FRIDAY AFTERNOONS AT 4 O'CLOCK OVER WSUI. "AN INTRODUCTORY PORTUGUESE GRAMMAR" BY WILLIAMS AND "SPOKEN PORTUGUESE" BY TENNO WILL SERVE AS THE TEXTS.

CHICAGO SCHOOLS ISSUE SEMI-ANNUAL REPORT ON RADIO

FIVE MAJOR COMMERCIAL RADIO STATIONS, SUPPLEMENTED BY THE BOARD OF EDUCATION'S OWNED AND OPERATED FM STATION, WBEZ, CARRIED RADIO PROGRAMS INTO 5600 CLASSROOMS OF THE CHICAGO PUBLIC SCHOOLS DURING THE MONTHS OF FEBRUARY THROUGH JUNE, 1944, ACCORDING TO A SEMI-ANNUAL REPORT OF RADIO LISTENING IN THE CHICAGO SCHOOLS, RECENTLY RELEASED BY THE RADIO COUNCIL.

263,561 STUDENTS IN 403 CHICAGO SCHOOLS HEARD ONE OR MORE BROADCASTS DURING ANY AVERAGE WEEK IN THE FIVE-MONTH PERIOD COVERED BY THE SURVEY.

PROGRAMS RELEASED BY WIND, WJJD, WMAQ, WBBM, WLS AND WBEZ FIGURED IN THE SURVEY, WITH WIND RELEASING 69 RADIO COUNCIL BROADCASTS TO AN AUDIENCE OF 1296 CLASSES; WJJD RELEASING 72 RADIO COUNCIL BROADCASTS TO 814 CLASSES; WLS SCHOOLTIME (A FIVE-A-WEEK STRIP) WAS HEARD IN 389 CLASSES; WBBM-CBS AMERICAN SCHOOL OF THE AIR WAS HEARD IN 266 CLASSES. FIVE HUNDRED AND SEVENTY-TWO CLASSES REPORTED LISTENING TO WBEZ (FM) AND 2492 CLASSES REPORTED THAT THEY LISTENED TO SPECIAL BROADCASTS ON BOTH WBEZ AND OTHER LOCAL CHICAGO STATIONS. THE PROGRAM RELEASED BY WMAQ IS A SATURDAY MORNING BROADCAST AND NO CLASSROOM FIGURES ARE AVAILABLE ON IT.

THE NUMBER OF FREQUENCY MODULATION RECEIVERS IN THE SCHOOLS DOUBLED IN COMPARISON WITH A SURVEY FOR THE FIRST HALF OF THE SCHOOL YEAR 1943-1944. TOTAL HOURS OF OPERATION FOR THE FM STATION WBEZ INCREASED FROM 207 HOURS FOR THE FIRST HALF OF THE YEAR TO 385 HOURS. TOTAL TIME ON COMMERCIAL STATIONS INCREASED FROM 31 HOURS AND 30 MINUTES TO 48 HOURS AND 30 MINUTES. REPORTED NUMBER OF STUDENTS LISTENING TO RADIO IN CLASSROOMS INCREASED BY
81,000; much of this increase can be attributed to the re-scheduling of programs released on standard stations on Station WBEZ at a more convenient time for teachers and classes.

Attendance at lectures arranged with local Chicago service institutions, such as the Chicago Natural History Museum (Field Museum), the Museum of Science and Industry, and others which are planned to supplement broadcasts, increased from 456 for seven lectures to 1069 for eight lectures. Members of the Radio Council Staff visited 308 Chicago schools and 161 schools participated in the Council's second semester evaluation of program project. 564 different evaluation reports were received on Council broadcasts.

NOVIK WORK AT WNYC PRaised

A crowd of 15,000 persons, including Mayor LaGuardia and four former City Commissioners of Plant and Structures who had supervised the works of WNYC, of New York City, joined Monday night, August 14, in praising Morris S. Novik, director of the Municipal Broadcasting station, at the fourth and final evening of WNYC's 20th anniversary celebration on the Mall in Central Park. The program featured the Symphony Orchestra under the direction of Edwin McArthur, while Grace Castagnetta, pianist, and Enric Madriguera, violinist, as soloists. Madriguera, violinist, and Herman Neuman, WNYC music director, were guest directors of the Symphony Orchestra.

Mayor La Guardia stated in a brief speech that WNYC was always at the disposal of the public and the public interest. The other four former city officials who paid tribute to Novik for the quality of the station's programs were Grover A. Whalen, director of COVO; Albert Goldman, postmaster of New York; William Wirt Mills, president of the Tax Commission; and Frederick J. H. Kracke, chairman of the City Board of Assessors.

CBS AIDS RADIO TEACHING PROGRAM AT MICHIGAN

Dave Owen writes from the campus of the University of Michigan: "Saw Mac's (McCarty's) hurrah about Wisconsin's radio doings. You might be interested in what I was able to do at Michigan this summer. (Of course, we're interested Dave). On four alternate weeks CBS, New York, sent out here to Ann Arbor, first: Mr. Harry Clark, staff announcer; second, Mr. Mortimer Frankel, associate editor, program writing department; third, Mr. Charles Monroe, staff writer; fourth, Mr. Robert Lewis Shayon, executive producer-director. These men lectured to our classes, and produced plays of their own writing over Bob Coleman's WKAR. Both the students and the faculty felt that it was a worthwhile experiment.

WHCU WINS BILLBOARD RURAL JOB CITATION

And we quote Billboard: "Third slot among the special citations in the clear channel division went to WHCU, Ithaca, for doing a Rural Job in a Crisp, Commercial Fashion. Most small stations are satisfied if they cover their own city and the cities directly around them, but WHCU proved that it was promotion-wise by doing its job in every area where it was laying down a signal. It tied up window displays in 60 stores in 27 communities and placed 156 posters per store— with each poster
RECEIVING AT LEAST A THREE-DAY BREAK. CBS COMMERCIAL SHOWS RATED 7,360 POSTERS TO THE NON-NET COMMERCIAL’S 1,080. WINDOW DISPLAYS WERE JUST ONE MEDIUM USED TO SELL THE STATION AND ITS PROGRAMS.

TYPICAL OF WHCU’S MERCHANDISING WAS THE JOB DONE BY THE RYM BERRY PROGRAM FOR BABSON BROS. DAIRY EQUIPMENT. FIVE DIFFERENT KINDS OF PRINTED MATTER, FROM A CATTLE WEIGHTING TAPE TO POST CARDS, WERE USED TO BRING THE STORY OF BABSON TO DAIRY PROSPECTS.

WHCU’S POSTSCRIPT TO THE EFFECT THAT BABSON IS NOW A ‘ROUND-THE-YEAR SPONSOR WAS HARDLY NECESSARY—BUT IT DID GO TO PROVE THAT MERCHANDISING WHAT A STATION HAS DOES PAY OFF—IN OTHER WAYS THAN THRU A BILLBOARD CITATION.

WBEZ RETURNS TO AIR SEPTEMBER 18TH


FOR THE EIGHTH CONSECUTIVE YEAR, CORE OF SCHOOL BROADCASTS WILL ALSO BE RELEASED OVER STATIONS WIND AND WJJD, AT WHICH TIME TRANSCRIPTIONS WILL BE MADE OF THEM FOR RELEASE AT DIFFERENT TIMES THROUGHOUT THE DAY ON WBEZ.

NEWS COMMENTATORS FROM MUTUAL, TWO SCHOOLTIME PROGRAMS FROM STATION WLS, SELECTED PROGRAMS FROM THE BLUE AND NBC WILL SUPPLEMENT THE COUNCIL BROADCASTS. BBC WILL BE REPRESENTED WITH A TRANSCRIBED SERIES, "FAMOUS NAMES", RECORDED IN LONDON FOR WBEZ. CBS—WBBM, NOT ONLY WILL FEED WBEZ WITH NET WORK PROGRAMS BUT THE POPULAR "YOUNG PEOPLE’S PLATFORM", NOW HEARD EACH WEEK OVER WBBM, WILL BE REPEATED FOR WBEZ CLASSROOM LISTENERS BY TRANSCRIPTION.

SEVERAL EXCHANGE SERIES OF PROGRAMS HAVE BEEN ARRANGED WITH OTHER PRODUCING GROUPS. "LET’S LOOK AT CANADA" COMES FROM CBC TORONTO; "LADY MAKE-BELIEVE" FROM KOAC CORVALLIS, OREGON AND "AMERICAN NEIGHBORS" IS EXCHANGED WITH WHA, MADISON. THE CHINESE NEWS SERVICE WILL BE REPRESENTED WITH A SERIES ON "THE NEW CHINA".

SUBJECT FIELDS COVERING ALL GRADE LEVELS INCLUDE SCIENCE, FRENCH, AMERICAN HISTORY, SOCIAL STUDIES, GEOGRAPHY, STATE AND CITY HISTORY, CIVICS, CURRENT EVENTS, LITERATURE, AND MUSIC.

PUBLIC RELATIONS PROGRAMS WILL INCLUDE "NEWS FROM THE HIGH SCHOOLS", "EDUCATION FOR VICTORY", "PUBLIC SCHOOL BULLETINS"; AND A VARIETY SHOW, TALENT FOR WHICH WILL COME FROM THE ELEMENTARY GRADES.

TWICE EACH WEEK SPECIAL BULLETINS FROM THE SUPERINTENDENT’S OFFICE WILL BE AIRED. FROM 12:00 NOON TO 1:00 P.M. WHEN SCHOOLS ARE CLOSED SPECIAL NEWS AND FEATURE PROGRAMS WILL BE PRESENTED FOR LISTENING TEACHERS.
More than 230,000 children listen to radio in the classrooms of Chicago schools during an average week of the school year. Handbooks for teachers' guidance in the use of radio are prepared and distributed to every classroom using programs. 20,000 such handbooks are distributed twice a school year. So that teachers may know what is available for classroom listening, the Radio Council prepares a weekly program bulletin which lists all WBEZ broadcasts as well as the school time programs of other stations and networks. FM equipped schools, of which there are now about 125, receive a special bulletin each week, in addition to the standard program bulletin.

Operation of the school station is under the direction of George Jennings, Station Manager and Acting Director of the Radio Council; Elizabeth E. Marshall, Program Director; Robert R. Miller, Production Head; and Emil H. Andresen, Chief Engineer.

Papper Urges Airing Congressional Sessions

Florida's Democratic Senator Claude Pepper, in August, introduced a resolution urging that the proceedings of Congress be broadcast. Pepper suggests that the radio networks be given access to the Senate and House floors.

Introducing his proposal, the Florida Senator declared that millions of people demonstrated their interest in the Democratic processes by following the recent national political conventions by radio. Pepper asserted that, in his opinion, public interest would be similarly served by the broadcasting of Congressional proceedings.

However, he declared that the proposed broadcasting privileges would not extend to any government-owned radio facilities.

Pepper's resolution provides that the architect of the Capital install recording or transcribing machines in the Senate and House chambers and that copies of the transcriptions be made available to radio stations and networks at cost.

Pepper's proposal also provides that no radio station or network be required to broadcast any of the proceedings and it adds that either House could prohibit broadcast of any of its sessions at any time.

Commissioner Durr Dissents

Fear that the radio industry may eventually be controlled exclusively by so-called "well to do" people is expressed by Federal Communications Commissioner Clifford Durr. As a reason for this apprehension, he points to recent high prices paid for radio stations.

Durr explains his reasons for dissenting from the action of the Commission in approving without a hearing the purchases of stations WQXR in New York, WINX in Washington, and others. He says that the prices paid were many times more than the net worth of the stations.

According to the Commissioner, the price of about one million dollars paid by The New York Times Company for standard station WQXR and F-M
STATION WQXQ was about four and one-half times the net worth of the radio station corporation. He adds that the price was 33 times the net profits earned by the corporation before taxes.

Durr refers to the five hundred thousand dollars paid by the Washington Post for WINX. He says this price was more than ten times the net worth of the station and more than 24 times its net profits before taxes. He made a somewhat similar analysis of the sale of Station WJLD in Bessemer, Alabama, which was purchased for one hundred and six thousand dollars.

Summing up his views on these various sales, Durr asks: "Are these elements of value in the transferors' properties and businesses which are not apparent from the information contained in their applications?" And the commissioner speculates whether the sellers are disposing of something which, as he puts it, "they do not own and have no right to sell, namely, the use of a radio channel."

RANDOM NOTES — Tracy Tyler, University of Minnesota, has been named editor of the AER JOURNAL. Wib Pettegrew, former program supervisor for WOSU has resigned from his position to become National Moderator of the Junior Town Meeting League. Wib also has resigned as a member of the NAEB Executive Committee. James Miles has succeeded Gibbs Williams as Program Director at WBAA. KSAC, Kansas State College, is looking for a fulltime radio program director. Nat H. Erwin, production director for WILL for past six or seven years has been named manager of productions for WNAD, University of Oklahoma. Nat assumed new duties today. Paul Bolman, chief announcer for WILL for past three years has resigned to accept pastorate of the Oak Park, Illinois Christian Church. Paul is an ordained minister and while a member of the WILL staff presented a weekly program, "The Minister's Scrapbook." Bolman will be succeeded by Nelson F. Norman of Harvard University on October 1. Armida Koivisto of Hibbing, Minnesota, and one of Dave Owen's former students at the University of Michigan, will succeed Bette Nance Terry on the WILL staff as continuity writer. Mrs. Terry left WILL to enter commercial radio with WIZE at Springfield, Ohio. John W. Dunn is now acting director of WNAD, University of Oklahoma. Dick Hull is returning to WOI, Ames, Iowa, as production director, after serving a term with Uncle Sam's armed forces. Dick has received an honorable discharge. Professor R. W. Beckman, who teaches radio journalism at Iowa State, joins OWI today. Ted Mangner, for seven years in charge of the Illinois Farm Hour on WILL has taken over the Ag programs for KMOX, St. Louis. Paul H. Wagner, who has been teaching radio journalism at Indiana University joins the faculty of Ohio University this fall.

-- Schooley
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.

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