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Office of the President
Columbus, Ohio
October, 1930

B U L L E T I N

NEWS FROM MEMBER STATIONS

KUOA, University of Arkansas. Schedule for 1930-31 daily 12:30 to 1:15; 5:00 to 6:00 p.m. Monday, Wednesday and Friday 1:15 to 2:00 p.m.; Mondays 7:00 to 9:00 p.m.; Wednesdays 8:00 p.m. Total of 13.75 hours per week. Daytime programs include music, weather and market reports, time, road information, women's hour talks, U. S. Department of Agriculture features and Dr. Harding's "What's in the Sky Tonight." Daily 5:00 p.m. program of music and plays put on entirely by students. Farm program 7:00 to 8:00 p.m. Mondays presenting talks by Agriculture College faculty and U. S. Department of Agriculture features. 8:00 to 9:00 p.m. Mondays general extension lectures limited to ten minutes and made as interesting as possible. 8:00 p.m. Wednesday program by School of Music. Special programs also broadcast, and station planning to relay proposed WLW short wave educational program. Information from Dr. A. M. Harding.

WSUI, University of Iowa. During the year, twenty departments will contribute to program. Three courses giving regular University credit to be broadcast direct from the classroom. Modern Music, The Short Story and the English Novel. Qualified students may enroll, fulfill requirements for written reports, write the examination and receive credit upon successful completion of work. Lectures twice each week of one hour length for each credit course. Romance Language Department to present broadcasts of French and Spanish pronunciation and readings for high school and junior college classes. Other non-credit lectures and many musical programs broadcast on regular schedule.

WILL, University of Illinois. During 1930-31 the University of Illinois radio programs will vary little in principle from that followed during the preceding year, although the director hopes to improve quality. The University does not feel itself obligated to broadcast educational information for immature persons, and for that reason all of its programs are arranged for the grown-ups throughout the state. Educational agricultural material is given the largest percentage of the University's radio time. One-half hour is devoted to agriculture, the College of Agriculture staff presenting ten to fifteen-minute talks. An average of eight other educational talks, so-called popular, arranged for the consumption of the general public, will be given each week on programs between 5:00 and 6:00 p.m. The talks will be on medicine, political science, economics, law, history, and English. In addition to the talks the public speaking staff presents a one-hour program each week with a reading or play and includes a five minute talk on some phase of public speaking. Once each week the University of Illinois band, directed by the veteran Professor A. A. Harding, is presented in a

concert. Faculty members and students of the University's School of Music present concerts and incidental music. Special concerts by the University musical organizations, by the high schools of the state in contest here, and athletic events are also broadcast.

Joseph F. Wright, Director.

WHAD, Marquette University, Milwaukee. With the opening of the fall term WHAD begins its tenth season on the air. During the coming season WHAD expects to continue its distinctively educational program. Time sharing limits the broadcasts to about ten hours weekly. However, despite such restrictions a summary of the past year's broadcasts will reveal the value of the station to the community. The Marquette station presented, during the past season, 555 educational talks in some forty distinct series. There were 22 university athletic events put on the air, including football, basketball, hockey and field meets; 24 dramas, debates, and similar special academic features; 30 organ recitals; 33 hour musical programs, and 36 half hour College of Music student recitals. The educational talks are usually arranged in series. During the past season some of the series over this station were: Health talks, Your Child's Health, Dental Hygiene, Nutrition, Wisconsin Highway Problems, Wisconsin Railway Problems, Wisconsin's New Traffic Laws, This Government of Ours, Vocational Guidance, Triumphs of Research, Progress in Aviation, Astronomy, Botany, Zoology, Music Appreciation, The Art of Singing, Know Your Language, The Art of Debating, Public Speaking, Boy Psychology, Discussions in Religion, Modern Trends in Education, Then and Now in Education, A Philosophy of Life, Making Your Newspaper, Business News of the Week, Investments, Real Estate, Income Tax, Unemployment, How to Conduct Your Club Meeting, Alumni Organizations and Activities, Athletics, Football, etc., Milwaukee Recreation Activities, What's Best in the Movies, Interpreting the News, Half Hour with the Poets, English Literary Periods, Everyday Legal Problems, Care of the Sick, New Schools of Social Thought, History, Science, Sociology, etc. These talks, for the most part, are given by members of the Marquette University faculty. In some cases, however, since the university is closely identified with the civic life of the community, there has been cooperation with civic and municipal groups in definite educational programs, for instance, with the Board of Health, the Art Institute, the Milwaukee School Board, the Municipal Recreation and Social Service Department, various welfare societies, such as the Red Cross, Anti-Tuberculosis Association, Boy Scouts, etc. The WHAD educational program has come to be looked upon in the community as opening up some of the larger advantages of a university education to the many thousands who cannot frequent its lecture halls and laboratories.

Rev. A.H. Poetker, Dir.

WEAO, Ohio State University. The Ohio State University Radio School, to be inaugurated, presenting three courses during fall quarter, for which it is expected to offer a special radio credit or certificate. These courses in business psychology, illumination and parental education, presented by prominent faculty members to consist of a fifteen minute weekly lecture supplemented by written material, references and examinations. Romance Language Department begins Spanish and French instruction for High Schools, stressing pronunciation and reading as given by native professors. 3,000 pupils known to be listening, from

preliminary reports. Other lecture series, totaling 18 fifteen minute lectures on evening programs each week to present over forty University departments. Schedule includes four daily programs and three, three hour evening programs each week. Cooperating with State Department of Education in broadcasting Ohio School of the Air, through WLW. Complete information and programs published in monthly bulletin sent to anyone on request.

R. C. Higgy, Dir.

RADIO EDUCATION INSTITUTE PROCEEDINGS

The proceedings of the Ohio State University institute, held during June and July, will soon be available, and may be secured by addressing the University Bureau of Educational Research for \$3. Tentative publication date October 15, 1930. Will contain complete record of the first meeting of its kind with a large number of papers of great importance to every College and University station.

MEMBERSHIP

If your station has not paid the 1930 dues of \$3 please arrange to have them paid to the Secretary-treasurer immediately. This is necessary to maintain this Bulletin and the support of every institution is needed to make the Association an active and influential organization to further the interests of educational stations.

DIRECTORY QUESTIONNAIRE

If you have not returned the questionnaire sent with the last bulletin please do so at once, in order that we may prepare a complete directory of educational stations and staff members.

INFORMATION ABOUT YOUR STATION WANTED

Information similar to that contained in this Bulletin under "News" is requested in order that the Association may be better informed of the activities of the member stations. Send in a brief report to your President immediately.

JUDGE ROBINSON'S ADDRESS

Mr. Armstrong Perry, of the U. S. Office of Education, has offered to mail a copy of Commissioner Ira E. Robinson's address before the Institute for Education by Radio, to anyone requesting him to do so. This address was one of the outstanding and contains many important statements that lend encouragement to educational stations, and may be used to good advantage by every station. Address Mr. Perry at Room 5040, Interior Department, Washington, D. C.

WCAJ's RECENT DIFFICULTIES

Prof. Jensen and Armstrong Perry have suggested that the statement of Counsel for WOW before a hearing of the Commission attacking WCAJ would be of interest and value to our membership. Mr. Perry says, "I will inclose excerpts from the opening statement by WOW's counsel at the hearing. I do not think that the college group will agree with his attitude that the commercial station should take over the radio functions of the University or that it should dictate what frequency the University Station should have. WCAJ was on the air two years before WOW, and I can see no excuse whatever for the attack that WOW is making on it. I have heard a rumor to the effect that the attack was occasioned by a threat of the National Broadcasting Company to withdraw its programs from WOW unless WOW secured full time. If this is true it is time for the States to decide whether they want programs from stations in the State to be dominated by New York or whether they wish to retain some privileges for their own use."

Excerpts from the opening speech of Mr. Paul M. Segal, counsel for Radio Station WOW, Omaha, Nebraska, on the occasion of the hearing before the Federal Radio Commission of the application of that Station for full time, to which Radio Station WCAJ of Nebraska-Wesleyan University at Lincoln was a respondent

"WOW is a station owned and operated by the Woodmen of the World Life Insurance Association, which is serving all of the United States and its possessions. Up until November 11, it had been a full time station. By reason of allocation, WCAJ (the station of Nebraska Wesleyan University) was placed on 590 kc. assignment with one-seventh time. WOW is at Omaha, Nebraska, and WCAJ at Lincoln. WOW is a 1000 watt station and WCAJ a 500 watt station.

This application does not apply for the removal of WCAJ from operation. It was proposed that WCAJ, which has no use for evening hours, be given a daytime assignment to 1100 kc., a frequency primarily occupied by WPG at Atlantic City, which will not interfere on any other daytime assignment that can be used without interference in Nebraska. I might call attention to the fact that this assignment goes upon logical conclusions from facts known to the Commission.

WCAJ is a station of an educational institution reported to give educational programs. Our contention is that as a matter of principle educational programs should be given by stations having regular listening audiences, stations that have developed regular audiences of "listeners-in" and not sporadic audiences.

It seems that service should be given from a station that has a general and not a specialized value. It should be developed from the point of view of the people that have the means of maintaining interest, not people who might be susceptible to educational programs. Programs should come from a station that has diversified educational resources.

Testimony will be given with reference to the power assignment of two stations. The Commission holds that there is a duty upon a station to make full use of all power that may be used for 1000 watts. The responding station has not put in apparatus capable of giving 1000 watts.

With reference to the territory involved I will show that Omaha is the cultural and economic center of Nebraska.

The testimony in this case will show that WOW has an extensive service area at the present time. Under the warmest weather conditions during the summer, on August programs and on daylight programs, WOW is able to serve every county in Nebraska, Iowa, Minnesota, South Dakota and Missouri. The station has originated a great number of programs and a number of the leading features used now in other parts of the country. It subscribes to the service of the National Broadcasting Company and must make division of time with WC&J; it must give up Sunday morning and Sunday afternoon hours, and two evening hours per week; its programs are cramped and the service rendered and the plans of the station handicapped because the station does not have available time.

The testimony will show that the responding station has not kept pace with technical development. The station is only capable of 40% modulation, approximately 300 watts of power is utilized, and it makes use of WOW to determine whether it is on its frequency or not. WC&J spends no money for talent. In one year it expended \$1263 for equipment, maintenance, etc. It has the services of an operator, an assistant operator, and one part-time stenographer. It spends far less in a year than is spent by WOW in one week. WOW desires to take the responsibility of rendering the service to the public."
