

## N A E B N E W S L E T T E R

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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MAY 1, 1944

### SEE YOU IN COLUMBUS

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS WILL HOLD A MEETING AT 12 NOON, SUNDAY, MAY 7 IN THE DESHLER WALLICK HOTEL, COLUMBUS, OHIO. THE MEETING WILL BE HELD IN CONJUNCTION WITH THE FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO. YOUR SECRETARY WILL BE IN TOWN THURSDAY EVENING AND WILL REMAIN FOR THE ENTIRE INSTITUTE. IF YOU HAVE ANY SUGGESTIONS FOR THE MEETING AGENDA, PLEASE ADVISE SO WE CAN ARRANGE TO COVER A MULTITUDE OF PROBLEMS IN OUR TWO-HOUR SESSION.

### RADIO INSTITUTE OPENS MAY 5 IN COLUMBUS

"RADIO--SWORD AND PLOUGHSHARE!" IS THE THEME CHOSEN FOR THE FIFTEENTH ANNUAL INSTITUTE FOR EDUCATION BY RADIO, TO BE HELD MAY 5-8 IN COLUMBUS, UNDER THE SPONSORSHIP OF OHIO STATE UNIVERSITY.

DR. I. KEITH TYLER OF OHIO STATE IS DIRECTOR OF THE INSTITUTE, ESTABLISHED IN 1930 BY THE UNIVERSITY, "TO PROVIDE AN ANNUAL MEETING FOR JOINT DISCUSSION BY BROADCASTERS, EDUCATORS, AND CIVIC LEADERS OF THE PROBLEMS OF EDUCATIONAL BROADCASTING."

A HIGH SPOT OF THE PROGRAM WILL BE THE ANNUAL DINNER THE EVENING OF MAY 7, WITH ELMER DAVIS, DIRECTOR OF THE OFFICE OF WAR INFORMATION, AS SPEAKER. THE COLUMBUS BOYS' CHOIR WILL GIVE A MUSICAL PROGRAM, AND PRESIDENT HOWARD L. BEVIS OF OHIO STATE WILL PRESIDE.

THE CONFERENCE PROGRAM INCLUDES GENERAL AND SPECIAL SESSIONS, EMPHASIZING THE ROLE OF RADIO IN THE WAR AND IN THE PEACE; WORK-STUDY GROUPS; AND ROUND-TABLES.

GENERAL SESSIONS INCLUDE A SYMPOSIUM ON "HOW FREE IS RADIO?", H. V. KALTENBORN, NBC COMMENTATOR, PRESIDING, WITH REPRESENTATIVES OF CANADIAN AND U. S. CHAINS, THE FEDERAL COMMUNICATIONS COMMISSION, AND OTHER AGENCIES PARTICIPATING; A SYMPOSIUM ON "COMBAT REPORTING", H. B. MCCARTY, UNIVERSITY OF WISCONSIN, PRESIDING; A SYMPOSIUM ON "RADIO'S ROLE IN UNDERSTANDING", VICE PRESIDENT HARVEY H. DAVIS OF OHIO STATE PRESIDING, WITH DISCUSSIONS OF LABOR, RACE, AND INTERNATIONAL RELATIONS; AND A CLOSING SUMMARY SESSION ON "RADIO AND POSTWAR PROBLEMS" WITH DR. TYLER PRESIDING.

TWO SPECIAL SESSIONS ARE SCHEDULED, ONE ON "REGIONAL STATION INTERNATIONAL BROADCASTING", THE OTHER ON "MORALE ON THE FIGHTING FRONTS." IN THE FIRST OF THESE THE BRITISH BROADCASTING CORPORATION IN LONDON WILL ORIGINATE PROGRAM MATERIAL FOR WLW, CINCINNATI. THE INSTITUTE AUDIENCE WILL HEAR THE ENTIRE PROCEDURE, INCLUDING PRELIMINARY CUEING ON THE TRANSATLANTIC CHANNELS, THE PROGRAM MATERIAL FROM CINCINNATI AND THE MATERIAL FROM LONDON. AS THE CLOSING PORTION OF THE "MORALE" PROGRAM, INSTITUTE ATTENDANTS WILL HEAR A SPECIAL BROADCAST OF "THE CATHOLIC HOUR". THE DRAMATIZATION OF A

WAR INCIDENT INVOLVING FOUR ARMY CHAPLAINS WILL ORIGINATE IN THE NEW YORK STUDIOS OF NBC, AND A TRIBUTE TO ALL CHAPLAINS WILL BE GIVEN BY BRIGADIER-GENERAL WILLIAM ARNOLD, CHIEF OF CHAPLAINS, U. S. ARMY.

THE NIGHT BEFORE THE INSTITUTE OPENING, ON MAY 4, AMERICA'S TOWN MEETING OF THE AIR WILL ORIGINATE FROM COLUMBUS, ON "DOES YOUTH WANT SOCIAL SECURITY FROM THE CRADLE TO THE GRAVE?" GEORGE V. DENNY, JR., NEW YORK, PRESIDENT OF THE TOWN HALL, INC., WILL BE MODERATOR OF THIS BROADCAST. ON THAT DAY MR. DENNY WILL PRESIDE AT A PRE-CONFERENCE MEETING ON "DEVELOPING DEMOCRACY THROUGH RADIO DISCUSSIONS", A COOPERATIVE VENTURE OF LOCAL RADIO STATIONS AND THE SCHOOLS.

THROUGHOUT THE PERIOD OF THE INSTITUTE, SMALL WORK-STUDY GROUPS AND ROUNDTABLES WILL BE IN SESSION ON SUCH SUBJECTS AS AGRICULTURAL AND HOMEMAKING BROADCASTS, BROADCASTING BY NATIONAL ORGANIZATIONS, CHILDREN'S PROGRAMS, RELIGIOUS BROADCASTS, RADIO RESEARCH, SCHOOL BROADCASTING, COLLEGE COURSES IN RADIO, MUSIC BROADCASTS, RADIO AND READING, FM RADIO AND EDUCATION, THE JUNIOR TOWN MEETING, BROADCASTS TO WOMEN, IN-SCHOOL BROADCASTING, THE NEGRO AND RADIO IN EDUCATION, PUBLIC HEALTH BROADCASTS, BROADCASTING BY LOCAL YOUTH ORGANIZATIONS, PRODUCTION TECHNIQUES, COLLEGE PUBLIC RELATIONS BROADCASTING, SPECIAL EVENTS, WRITING FOR RADIO, TRAINING RADIO JOURNALISTS, RADIO AND RECRUITMENT, RADIO COUNCILS, RECORDINGS FOR EDUCATION.

#### DEMOCRATIC-CONTRIBUTION-VIA-RADIO AWARD ANNOUNCED

CREATION OF THE EDWARD L. BERNAYS RADIO AWARD FOR \$1000 TO BE GIVEN THE PERSON MAKING THE GREATEST CONTRIBUTION DURING 1944 TO DEMOCRACY THROUGH THE MEDIUM OF RADIO IS ANNOUNCED BY OHIO STATE UNIVERSITY.

A SCORE OF NATIONAL LEADERS IN EDUCATION, GOVERNMENT, BUSINESS, AND RADIO HAVE APPROVED THE PROJECT, MADE POSSIBLE THROUGH A GIFT BY MR. BERNAYS, NEW YORK PUBLIC RELATIONS COUNSEL, TO OHIO STATE'S INSTITUTE FOR EDUCATION BY RADIO.

TERMS OF THE AGREEMENT PROVIDE THAT THE AWARD SHALL GO TO THE INDIVIDUAL WHO MAKES THE OUTSTANDING CONTRIBUTION IN THE YEAR 1944 IN THE FIELD OF RADIO "WHICH FURTHERS DEMOCRATIC UNDERSTANDING, DEMOCRATIC THINKING, AND DEMOCRATIC ACTION BY THE PEOPLE OF THE UNITED STATES."

IT IS SPECIFICALLY STATED THAT THIS AWARD SHALL NOT GO TO A "CORPORATION, STATION, OR OTHER MULTIPLE ENTITY," ALTHOUGH IT MAY GO TO AN INDIVIDUAL WITHIN ANY OF THESE ORGANIZATIONS.

THE SUGGESTION FOR SUCH AN AWARD WAS SUBMITTED TO MANY NATIONAL LEADERS AND IT HAS MET WITH UNANIMOUS APPROVAL, ACCORDING TO DR. I. KEITH TYLER, DIRECTOR OF THE INSTITUTE FOR EDUCATION BY RADIO.

#### TYLER HEADS A E R

I. KEITH TYLER, OHIO STATE UNIVERSITY, HAS BEEN ELECTED PRESIDENT OF THE ASSOCIATION FOR EDUCATION BY RADIO. TYLER WAS ELECTED BY MAIL BALLOT, TAKEN RECENTLY. LUKE ROBERTS, KOIN, PORTLAND, AND FORMER NAEBER WAS NAMED VICE-PRESIDENT; BOB HUDSON, ROCKE MOUNTAIN RADIO COUNCIL, DENVER, SECOND VICE-PRESIDENT; ELIZABETH GOUDY, U. S. OFFICE OF EDUCATION, SECRETARY, AND GEORGE JENNINGS, ACTING DIRECTOR OF THE CHICAGO RADIO COUNCIL, TREASURER. INSTALLATION OF THE NEW OFFICERS WILL TAKE PLACE AT THE AER MEETING IN COLUMBUS, HELD IN CONJUNCTION WITH THE INSTITUTE.

STEPHENS COLLEGE HOLDS FM CONFERENCE

REPRESENTATIVES FROM 20 MISSOURI COLLEGES AND UNIVERSITIES MET ON THE STEPHENS COLLEGE CAMPUS IN COLUMBIA, MISSOURI, LAST WEEK-END, TO DISCUSS THE POSSIBILITIES OF FM EDUCATIONAL BROADCASTING AND WHAT A STATEWIDE FM EDUCATIONAL NETWORK WILL DO FOR MISSOURI COLLEGES. THE GROUP MET WITH DEAN DOUGLAS, EDUCATIONAL DEPARTMENT OF RCA, CHICAGO, AND WILLIAM DOW BOUTWELL, U. S. OFFICE OF EDUCATION, WASHINGTON, D. C.

THE COLLEGE FM COMMITTEE OF MISSOURI WAS ORGANIZED AS A RESULT OF THE MEETING, WITH SHERMAN P. LAWTON, HEAD OF THE STEPHENS COLLEGE RADIO DIVISION NAMED CHAIRMAN. THE PURPOSE OF THE COMMITTEE IS TO COOPERATE WITH A STATEWIDE EDUCATIONAL PLAN, INCLUDING ALL LEVELS OF EDUCATION, AND TO WORK WITH THE STATE SUPERINTENDENT OF SCHOOLS WITH A VIEW TO ORGANIZING A POST-WAR FM EDUCATIONAL NETWORK.

"CITY CENTER PRESENTS" ON W N Y C

"THE CITY CENTER PRESENTS" IS THE TITLE OF A NEW SERIES OF WEEKLY PROGRAMS BROADCAST EVERY SUNDAY MORNING (11:30-12 NOON) FROM THE NEW YORK CITY CENTER OF MUSIC AND DRAMA AT 131 WEST 55 STREET. "NEW YORK'S OWN STATION--WNYC" SETS UP ITS MICROPHONES BACKSTAGE AT THE CITY CENTER, AS WELL AS UP IN THE REHEARSAL ROOMS TO PRESENT A LIVELY HALF-HOUR REVUE OF CURRENT ATTRACTIONS AT THE MUNICIPAL THEATRE, INTERVIEWS OF THE STARS, PREVIEWS OF FUTURE SHOWS, MUSIC, AND MANY CELEBRATED GUEST ARTISTS.

THESE SUNDAY VARIETY PROGRAMS STARTED OFF ON SUNDAY, APRIL 16 WITH "THE CITY CENTER PRESENTING--THE BALLET Russe DE MONTE CARLO". MR. HARRY FRIEDGUT, MANAGING DIRECTOR OF THE CITY CENTER, INAUGURATED THE NEW SERIES WITH A BRIEF INTRODUCTION TO BE FOLLOWED BY INTERVIEWS OF IGOR YOUSKEVITCH, KASAMIR KOKITCH, AND ALEXANDRA DANILOVA, THE PRIMER BALLERINA OF THE BALLET Russe DE MONTE CARLO, THE CURRENT FEATURE AT THE CITY CENTER. LEE ROSENTHAL WILL BE THE MISTRESS OF CEREMONIES OF "CITY CENTER PRESENTS."

WITH OPERA, BALLET, AND SEVERAL NEW PLAYS CONTEMPLATED FOR FUTURE PRODUCTION AT THE CITY CENTER, WNYC'S PREVIEW EDITION OF "CITY CENTER PRESENTS" SHOULD PROVIDE A VARIED AND INTERESTING SCHEDULE.

"STORYBOOK PREVIEW" ON W N Y C

"STORYBOOK PREVIEW" IS THE TITLE OF THE NEW WEEKLY SERIES (TUESDAYS 6:00-6:30 P.M.) OF PROGRAMS TO BE HEARD OVER NEW YORK'S MUNICIPAL STATION WNYC BEGINNING ON APRIL 4. THESE PROGRAMS ARE PRESENTED IN COOPERATION WITH THE NEW YORK PUBLIC LIBRARY SYSTEM, AND WILL CONSIST OF DRAMATIZATIONS OF THE LEADING NEW BOOKS FOR CHILDREN. THESE BOOKS WILL THEN BE FEATURED PROMINENTLY DURING THE FOLLOWING WEEK OF THE CHILDREN'S SHELVES OF THE BRANCH LIBRARIES.

THE ANSWER TO THE "CHILDREN'S SOAP OPERAS" OR "DRAMATIZED COMIC STRIPS" HEARD ON THE NETWORKS--"STORYBOOK PREVIEW" IS THE IDEA OF CHRISTINE QUIGLEY. MISS QUIGLEY WILL WRITE THE ADAPTATIONS AND PRODUCE THE PROGRAMS. EACH DRAMATIZATION WILL BUILD UP TO A CLIMAX IN THE STORY, AND THEN, RATHER THAN REVEAL THE FINAL OUTCOME, WILL URGE THE CHILD TO GO TO HIS NEAREST LIBRARY, TAKE OUT THE BOOK AND READ IT TO FIND OUT THE ENDING. VOLUNTEER MEMBERS OF THE WNYC WORKSHOP WILL PARTICIPATE IN THE PROGRAM AS ACTORS AND SOUND EFFECTS TECHNICIANS UNDER THE DIRECTION OF CHRISTINE QUIGLEY.

FCC ACTIONS

THE UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, APPLIED FOR CONSTRUCTION PERMIT FOR A NEW HIGH FREQUENCY (FM) BROADCAST STATION TO OPERATE ON 48,500 KC. (3/30/44)

WNYG, NEW YORK CITY MUNICIPAL BROADCASTING SYSTEM, WAS GRANTED CONSTRUCTION PERMIT FOR REINSTATEMENT OF RELAY BROADCAST STATION WNYC TO BE USED WITH WNYC. (4/13/44)

CORNELL UNIVERSITY, ITHACA, NEW YORK, APPLIED FOR CONSTRUCTION PERMIT FOR A NEW HIGH FREQUENCY (FM) STATION TO BE OPERATED ON 43,300 KC. (4/19/44)

WBKY, UNIVERSITY OF KENTUCKY, APPLIED FOR PERMISSION TO MOVE TRANSMITTER FROM BEATTYVILLE, TO LEXINGTON, TO MAKE CHANGES IN EQUIPMENT AND TO INCREASE POWER FROM 100 WATTS TO 500 WATTS. (4/19/44).

--SCHOOLEY

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