

# NEWS NAEB LETTER

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Frank E. Schooley, Editor, Station WILLY, <sup>March 15, 1942</sup> Urbana, Illinois

### THE LAND OF MAKE-BELIEVE -BY ROBERT WILKINSON

"THE SUCCESS OF THE KWSC SCHOOL OF THE AIR FEATURE, THE LAND OF MAKE-BELIEVE, CAN BE CREDITED TO THE BELIEF THAT GOOD ENTERTAINMENT IS AN INTEGRAL PART OF EVERY CHILD'S EDUCATION."

THIS QUOTATION FROM THE SPRING, 1942, SCHOOL OF THE AIR BULLETIN OF KWSC, THE RADIO SERVICE OF THE STATE COLLEGE OF WASHINGTON, EXPRESSES A FACT WHICH DEVELOPED FROM THEORY.

THE LAND OF MAKE-BELIEVE IS ONE OF THE 5000 WATT STATION'S TEN WEEKLY FEATURES WHICH ARE DESIGNED ESPECIALLY FOR RECEPTION IN THE PUBLIC SCHOOL CLASSROOMS OF THE NORTHWEST. SCHEDULED FOR PRIMARY GRADES, THE LAND OF MAKE-BELIEVE IS HEARD EACH MONDAY AFTERNOON FROM 2:00 TO 2:15.

SEVEN SCHOOL SEMESTERS AGO KENNETH YEEND, DIRECTOR OF THE STATION, AND OTHERS RESPONSIBLE FOR THE PLANNING OF THE KWSC SCHOOL OF THE AIR ASKED A QUESTION OF PRIMARY SCHOOL TEACHERS, PRINCIPALS, AND SUPERINTENDENTS. WHY, THEY ASKED, CANNOT A RADIO PROGRAM WHICH OFFERS STIMULATING ENTERTAINMENT BASED UPON STORIES FAMILIAR TO CHILDREN HAVE REAL EDUCATIONAL VALUE? THE EDUCATORS REPLIED THAT IF CHILDREN SHOWED CONSIDERABLE INTEREST IN A DRAMATIC STORY-TELLING PROGRAM IT WOULD BE EDUCATIONALLY JUSTIFIED. ANY WAY IT WAS WORTH A TRIAL.

IT GOT ONE. THE LAND OF MAKE-BELIEVE WENT INTO PRODUCTION IN SEPTEMBER, 1939, WITH LADY MAKE-BELIEVE FURNISHING CONTINUITY TO A SERIES OF FIFTEEN DRAMATIZATIONS OF CHILDREN'S STORIES. TEACHERS FOUND THEIR PUPILS EXCITEDLY ATTENTIVE; THE YOUTHFUL LISTENERS GREW TO KNOW LADY MAKE-BELIEVE AND TO LOOK FORWARD EAGERLY TO HER WEEKLY VISITS WITH DRAMATIZED STORIES. THEY WERE FASCINATED BY THIS FRIENDLY LADY WHO COULD MAKE THEIR FAVORITE CHARACTERS STEP FROM THE PAGES OF THEIR STORYBOOKS TO LIVE AND TALK FOR A QUARTER OF AN HOUR.

ON FEBRUARY 16, 1942, THE FIRST PROGRAM IN THE CURRENT SERIES WAS PRESENTED. "EPAMINONDAS" WAS ITS TITLE, A SKILLFUL TREATMENT OF THE FAMILIAR TALE. LADY MAKE-BELIEVE HAS RETURNED TO THE "LAND OF THE STORY-BOOK PEOPLE"; THE OLD WOMAN IN THE SHOE HAS GONE BACK TO HER OWN LARGE FAMILY FROM THE YET LARGER RADIO FAMILY. NOW THE CHILDREN ARE TAKEN TO THE SCENES OF THEIR FAVORITE STORIES ON A MYTHICAL MAGIC CARPET. PROGRAMS

INCLUDE: "THE TINDER BOX," "THE WILD SWAN," "ALADDIN AND HIS LAMP," "FERDINAND THE BULL," "PINNOCHIO," "ENCHANTED STAG," "PUSS IN BOOTS," "ALI BABA AND THE FORTY THIEVES," "TOM THUMB," "THE NIGHTINGALE," "SIMPLE SIMON," "GOODY TWO SHOES," AND "THE ADVENTURES OF PRINCESS MAID-ILIE." BASED UPON THREE YEARS OF EXPERIENCE AT EDUCATIONAL STORY-TELLING, THE SERIES PROMISES TO BE BETTER THAN EVER.

EACH OF THESE SEMESTER PROGRAM SERIES HAS CLAIMED A SIZEABLE AUDIENCE. FROM THE CHILDREN COME APPRECIATIVE LETTERS, VALENTINES, CHRISTMAS CARDS, AND DRAWINGS THEY HAVE MADE TO PICTURE THE STORIES. TEACHERS WRITE OF THE INTEREST SHOWN BE THEIR PUPILS AND SUGGEST STORIES SUITABLE FOR PRESENTATION.

"THE LAND OF MAKE-BELIEVE IS THE MOST POPULAR PROGRAM IN OUR SCHOOL," SAYS NORMAN JANNEY, PRINCIPAL OF FRANKLIN GRADE SCHOOL IN PULLMAN. "AT PRESENT OUR LISTENING AUDIENCE INCLUDES OUR EIGHTY PRIMARY STUDENTS, MOST OF WHOM ARE FAMILIAR, IN VARYING DEGREES, WITH THE STORIES PORTRAYED. THE METHOD OF PRESENTATION OF THIS PROGRAM IS EXCELLENT FROM BOTH THE TEACHERS' AND STUDENTS' POINT OF VIEW. IT IS A WELL-DIRECTED DRAMATIZATION WITH A VERY INTERESTING INTRODUCTION THAT IMMEDIATELY CATCHES THE HIGHLY IMAGINATIVE FANCY OF YOUNGER CHILDREN.

THE GREATEST VALUE OF THESE PROGRAMS COMES FROM THE MOTIVATION THEY GIVE TO CLASS ACTIVITIES. DEMONSTRATIONS, DRAMATIZATIONS, AND OTHER GROUP ACTIVITIES NATURALLY FOLLOW INTERESTING PROGRAMS. EXTENSIVE LIBRARY READING OF DESIRABLE MATERIAL IS A NATURAL OUTGROWTH."

BUT THE TRIBUTE COMES IN THE PROVING OF A THEORY. EDUCATORS SAID THAT EDUCATION BY MEANS OF ENTERTAINMENT WAS WORTH A TRIAL. AND SIX SEMESTERS HAVE SHOWN KWSC THAT IT CAN BE DONE--AND THE STATION OF THE STATE COLLEGE OF WASHINGTON CAN DO IT.

IT HAS HAPPENED HERE

RECOGNIZING THAT HISTORY REALLY DOES REPEAT ITSELF AND THAT THERE IS SOME CONSOLATION IN THE FACT THAT A SITUATION EQUALLY AS SERIOUS AS THE PRESENT ONE HAS BEEN EXPERIENCED AND WEATHERED BY THE NATION BEFORE, WJR, DETROIT, AND WALDO ABBOT, DELVE INTO HISTORY FOR A FIFTEEN-MINUTE BROADCAST ENTITLED "IT HAS HAPPENED HERE."

UNDER THE DIRECTION OF ABBOT, DIRECTOR OF BROADCASTING FOR THE UNIVERSITY OF MICHIGAN, THE PROGRAM REVEALS THAT THE UNITED STATES HAS HAD DARK DAYS BEFORE, EVEN TRAITORS, AND THAT ENEMIES HAVE INVADED OUR LAND, BUT ALWAYS, AMERICAN DETERMINATION AND INGENUITY HAVE WON OUT. THE PROGRAM IS BROADCAST TUESDAYS AT 3:15 P.M.

ADDITIONS TO NAEB SCRIPT EXCHANGE

<u>TITLE</u>	<u>AUTHOR</u>	<u>SOURCE</u>
FROM LEGAL HISTORY (I)	ELLIE TERRETTA	UNIVERSITY OF MICHIGAN
FROM LEGAL HISTORY (II)	ELLIE TERRETTA	"
THE FOURTH FIDDLER	SARAH B. STAEBLER	"

(TITLE)	(AUTHOR)	(SOURCE)
HEROES IN MEDICINE:		
1. MARIE CURIE	DUCAN WIERENGO	UNIVERSITY OF MICHIGAN
2. MAJOR WALTER REED	"	"
3. EDWARD TRUDEAU, THE BATTLE WITH TUBERCULOSIS.	EILEEN ADAMS	"
4. DR. WILLIAM BEAUMONT, U.S.A.		"
PRICE CONTROL (ADDRESS)		"
RADIO AND DEFENSE (ADDRESS)		"
MICHIGAN COUNCIL OF DEFENSE (ADDRESS)		"
CIVILIAN DEFENSE (ADDRESS)		"
OPPORTUNITIES FOR VOLUNTEERS IN THE CIVILIAN DEFENSE PROGRAM (ADDRESS)		"
THE BILL OF RIGHTS (ADDRESS)		"
UNITED FOR DEFENSE (ADDRESS)		"
THE GREAT LAKES IN POETRY (ADDRESS)		"
WHY LEAVES CHANGE THEIR COLOR IN THE FALL (ADDRESS)		"
VOICE CONTROL (ADDRESS)		"
VOCATIONAL GUIDANCE AND PLACEMENT (ADDRESS)		"
INVITATION TO READING:		UNIVERSITY OF WISCONSIN
1. JOHN BROWN'S BODY		"
2. POEMS OF AMERICA TODAY		"
THE HERITAGE OF HUMANITY:		"
1. DAFT HENLEY		"
2. THE DREAMIN' OF MICHAEL		"
THE STORY OF AMERICA:		"
1. MR. SAM ADAMS OF BOSTON		"
2. WE HOLD THESE TRUTHS		"
3. FATHER OF HIS COUNTRY		"
4. THAT THE NATION MIGHT LIVE		"
5. THE STORM BREAKS		"

WAR EFFORT ON WOSU

STATION WOSU, WHICH IS THE BROADCASTING STATION FOR OHIO STATE UNIVERSITY, LISTS A VERY LARGE NUMBER OF SIGNIFICANT PROGRAMS RELATING TO THE WAR EFFORT. AMONG OTHERS IS A SERIES BY DOCTOR HAYES ON "ECONOMICS OF THE WAR," A SECOND ENTITLED "KEEP THE HOME FIRES BURNING," WHICH COVERS THE ACTIVITIES OF OHIO WOMEN IN WAR TIME, AND STILL ANOTHER ENTITLED "OHIO AT WAR."

THESE THREE PROGRAMS CONSTITUTE A MAJOR CONTRIBUTION TO THE PROSECUTION OF THE WAR AND CONTAIN INTERESTING IDEAS FOR ALL EDUCATIONAL BROADCASTING GROUP STATIONS. IN ADDITION, RADIO PROGRAMS FOR SCHOOLROOM RECEPTION HAVE BEEN CHANGED OVER IN PART TO A DIRECT CONSIDERATION OF EDUCATION AND THE WAR. AMONG THESE ARE INCLUDED PROGRAMS SUCH AS "OHIO BUILDS A NATION," AND A "NEWS REVIEW" PROGRAM. PROGRAMS ON THESE TWO SERIES WILL BE OF INTEREST TO SCHOOL BROADCASTING GROUPS.

KENT INSTALLED AER PRESIDENT

MAJOR HAROLD W. KENT, DIRECTOR OF THE CHICAGO RADIO COUNCIL, ON LEAVE TO THE RADIO BRANCH BUREAU OF PUBLIC RELATIONS, WAR DEPARTMENT, WAS



INSTALLED AS PRESIDENT OF THE ASSOCIATION FOR EDUCATION BY RADIO AT ITS RECENT SAN FRANCISCO MEETING. OTHER AER OFFICERS ARE WILLIAM D. BOUTWELL, U.S. OFFICE OF EDUCATION AND I. KEITH TYLER, OHIO STATE UNIVERSITY, VICE-PRESIDENTS; ELIZABETH GOUDY, LOS ANGELES COUNTY SCHOOLS, SECRETARY; ROBERT HUDSON, ROCKY MOUNTAIN RADIO COUNCIL, TREASURER; AND HAROLD MCCARTY, UNIVERSITY OF WISCONSIN, REGIONAL VICE-PRESIDENT FOR DISTRICT III.

WNYC IN ACTION

NEW YORK'S MUNICIPALLY OPERATED RADIO STATION, WNYC, IS MAKING INCREASING EFFORTS TO BRING RESIDENTS OF AMERICA'S LARGEST CITY AUTHORITATIVE REPORTS ON WAR AND DEFENSE ACTIVITIES FROM BRITISH EXPERTS VIA DIRECT BBC PROGRAMS AND NEWLY TRANSCRIBED BBC FEATURES. WNYC AUTHORITIES FEEL THAT NEW YORK RESIDENTS CAN GARNER USEFUL INFORMATION--PARTICULARLY CONCERNING CIVILIAN DEFENSE FROM LONDON SOURCES IN THE AIR-RAID AREA.

THE FIRST DIRECT OVERSEAS BROADCAST FEATURE CARRIED ON A REGULAR SCHEDULE BY THE CITY STATION IS THE BBC "ANSWERING YOU" SERIES WNYC IS AIRING EACH SUNDAY. MEANWHILE THE CITY STATION IS MAKING INCREASED USE OF TRANSCRIPTIONS MADE FROM BBC SHOWS OF PARTICULAR VALUE TO METROPOLITAN LISTENERS. THESE INCLUDE "BRITAIN SPEAKS," HEARD THROUGH WNYC AT 8 P.M. EACH MONDAY, AND "WOMEN OF ENGLAND," A SERIES FEATURING REPORTS ON HOUSEHOLD "BLITZ" PROBLEMS BY MARGARET BIDDLE, WIFE OF OUR AMBASSADOR TO ENGLAND. THE LATTER SERIES IS BROADCAST BY WNYC EACH FRIDAY AT 8 P.M.

NEW YORK'S MUNICIPAL STATION WNYC ADDED A NEW SERIES OF CONSUMER PROGRAMS TO ITS GROWING SCHEDULE OF "HOME FRONT" BROADCASTS ON WEDNESDAY, MARCH 11TH. MRS. GRACE ALLEN BANGS, CHAIRMAN OF THE WOMEN'S DIVISION, NEW YORK CITY SALVAGE COMMITTEE WILL BE THE PROGRAM GUEST FOR THE INITIAL BROADCAST, DISCUSSING "THE CONSUMER FIGHTS THE WAR AT HOME."

THE MARCH 18TH BROADCAST IN THE NEW WEEKLY SERIES WILL FEATURE A REPRESENTATIVE OF THE OFFICE OF PRICE ADMINISTRATION DISCUSSING "PATRIOTISM IN THE BUDGET", WHILE THE THIRD PROGRAM, ON MARCH 25TH, BRINGS WNYC LISTENERS A DISCUSSION OF "PATRIOTISM IN COMMUNITY HEALTH."

NEW PROGRAMS ON WSUI

A NEW BULLETIN TELLS ON NEW SECOND SEMESTER PROGRAMS ON WSUI, UNIVERSITY OF IOWA. AMONG THE SERIES: "CONNIE KAY," ON HOW HOUSEWIVES CAN SERVE BEST THEIR COUNTRY; "FAMOUS IOWANS," WITH WILLIAM R. BOYD; "THE OTHER AMERICAS," FOR A BETTER UNDERSTANDING WITH OUR AMERICAN ALLIES, BY PETER MOUSOLITE; "YOU NEVER KNOW," A SAFETY SERIES SPONSORED BY IOWA DEPARTMENT OF PUBLIC SAFETY; "PROBLEMS OF THE WAR AND AFTER," BY PROF. HEW ROBERTS.

F.C.C. ACTIONS

WRUF, UNIVERSITY OF FLORIDA, HAD ITS APPLICATION FOR CONSTRUCTION PERMIT AND INCREASE OF HOURS OF OPERATION TO UNLIMITED SET FOR HEARING (3/3/42)

KOAC, OREGON STATE COLLEGE, APPLIED FOR MODIFICATION OF ITS CONSTRUCTION PERMIT (3/4/42)

WNYE, NEW YORK CITY BOARD OF EDUCATION, INFORMALLY APPLIED FOR EXTENSION DATE ON ITS CONSTRUCTION PERMIT(3/4/42). WNYE FORMALLY APPLIED (3/14/42)

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."



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



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