

# NEWS **NAEB** LETTER

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Frank E. Schooley, Editor, Station WILL, Urbana, Illinois

March 1, 1943

### WORD FROM ENGEL

The Executive Secretary has received a letter from Harold Engel, retired NAEB president, and there now follows an expurgated edition:

"No, your truly hasn't fallen off the earth - or been sent to Australia - yet. I have been pretty busy - and have neglected my correspondence - no apologies or excuses.

I've missed the contact with NAEB. How is it going? Why not send me a News Letter once in a while - to the above address? You must be carrying on in good shape - with plenty of war-time problems to solve.

After finishing an orientation (refresher, they called it) course at Camp Callan, California I was shipped up the coast to Seattle early in January. My first assignment was to a search-light battery in the hills south of the city - a part of the outer circle of defenses. That really was rugged service. I nearly froze to death in that cold spell we had. The California-Washington contract was hard to take. After that I went up to radar school at Paine Field (and those radio plane detectors are as close as I've come to radio). When I got back from there I was assigned as Special Service Officer for the 212th Regiment CA, and am now stationed in the city of Seattle. This is a very interesting job and the kind of thing I've wanted to do. I handle social events, athletics, recreation, educational activities and morale for the soldiers. There is never an end to the work, but that helps to keep it interesting. We cover the city from end to end. Before long I'll know the town and its activities better than the natives do."

Harold's address is 1st. Lt. Harold A. Engel, Hq. 212th C.A. (AA), Seattle, Washington. I'm sure he'd be glad to have a word from you.

### NAEB MEETS IN COLUMBUS ON MAY 1

Acting NAEB president, Gilbert (Gibbs) Williams, WBAA, has called a meeting of NAEB for the evening of Saturday, May 1, in Columbus, Ohio. The meeting is scheduled jointly with the Institute for Education by Radio which will be held by Ohio State University, April 30 through May 3.

It has been suggested that NAEB arrange an additional session, perhaps Saturday afternoon, on the same date and dispense with the annual Fall meeting of NAEB. Matter is being referred to Executive Committee. If you have any suggestions, fire away. In the meantime, I'd suggest you plan on getting to Columbus, especially in view of probably cancellation of our Fall meeting.

HERE'S ANOTHER QUESTION

How do you feel about soap operas? Are you using them on your station? If you have used them, do your listeners like them? Has it improved or lowered quality of your programs?

ANOTHER SCRIPT FOR EXCHANGE

"Rendezvous with Destiny" a dandy dramatic production written and produced for WNYC, New York City, has been submitted to the NAEB script exchange and is now available, to any or all of our non-commercial stations. Thanks, Novik.

"BOOKS AND AUTHORS" SCRIPTS AVAILABLE

The Book-of-the-Month Club has announced that its weekly radio script, BOOKS AND AUTHORS, is available without charge to directors of college and university radio stations and to instructors in courses in radio and speech.

BOOKS AND AUTHORS is designed to offer a complete fifteen-minute book program and presents a panorama of news and reviews of representative new books in varied fields.

The script will be sent upon request, and there is no obligation. Those who write in to ask for the script regularly should address their requests directly to the Educational Department, Book-of-the-Month Club, 385 Madison Avenue, New York City.

WOSU BROADCASTS NEWS FOR CHILDREN

If you're interested in a different kind of news broadcast, tune in WOSU, Ohio State University, any Thursday at 1:45 p.m. CWT. You will hear a news broadcast for children -- but one which attracts an ever-increasing number of adult listeners. The broadcaster is C.W. Pettegrew, WOSU program director, who had his own son Ronnie in mind when he started the weekly program 18 months ago.

Pettegrew gives the younger generation -- youngsters of the fourth, fifth, and sixth grades especially -- credit for plenty of intelligence. He wades right into such complicated subjects as manpower, taxes, the India problem, the war budget, women in the war, tactics and logistics.

The Ohio State broadcaster knows he has a large audience. Recently he made a ~~single~~ announcement, buried in the news program, offering a free war map. In the next few days he received 2300 pieces of mail, many of them multiple requests for school classes of 30 or more members.

"JOURNEYS BEHIND THE NEWS" ON W H C U

WHCU, Cornell, has inaugurated a weekly 15-minute program for in-school use of pupils throughout central N. Y., in the fourth, fifth, and sixth grades, titled "Journeys Behind The News." Its purpose is educational; it interprets for the younger minds, in simple, understandable terms,

today's events as they are taking place around the globe.

Each broadcast, on Friday 8:15 p.m., EWT, is under the direct supervision of W. Robert Farnsworth, Director of Radio in the Ithaca Public Schools. It consists of a preparatory period of review, touching on the people, geography, and topography of the region to be discussed in the day's lesson; then, having been provided with an individual map, the student follows the course of the day's discussion, as he listens to the broadcast and comments on the news, as taken from the wires of the United Press.

Letters from schools in the listening area report that teachers see it as a means of correlating audio- and visual-aids in modern teaching. It serves to demonstrate in a practical way, what radio can offer in the field of formal education; -- it also brings the young person into closer relation with his radio.

### W N Y C CARRIES AMERICAN MUSIC FESTIVAL

"In these times of war and stress WNYC's Fourth Annual American Music Festival assumes new and added importance in keeping alive the American musical heritage and providing entertainment for everyone in the war effort." Thus M. S. Novik, director of the City Radio Station announced the beginning of WNYC's American Music Festival...a Festival which featured two days of outstanding programs written and directed by and for Americans. Ninety-seven broadcasts were carried and got under way with the gala concert held the night of February 12th in the Hunter College Auditorium.

Deems Taylor, Quincy Porter, Paul Creston and Alec Templeton, were conductors of their own compositions as a part of the first public Festival Concert, and Dean Dixon, nationally-known conductor led the orchestra in works of William Grant Still, Walter Piston, and Paul Bowles. Beveridge Webster noted American pianist was guest soloist in this concert. Clin Downes, popular New York Music critic served as commentator.

But this was only the beginning. Eith other symphonic concerts followed in rapid succession during the ten day period of the Festival...in addition to concerts of American Jazz Music.

### OKLAHOMA FARMERS HOUR STARTED ON W N A D

Addition to WNAD's, University of Oklahoma, broadcasting schedule of a weekly education 15-minute program of news and information for Oklahoma farmers has been announced by Virginia Hawk, station director.

Entitled the Oklahoma Farmers Hour, the first program went on the air February 15 with Tom W. Cheek, president of the Oklahoma Farmers Union, as main speaker.

The Oklahoma Farmers Union will co-operate with WNAD in preparing and presenting the weekly program. "We at the University are happy indeed to be able to provide facilities of the state educational broadcasting station for this series of agricultural programs for the farmers of Oklahoma," H. R. Scott, Extension Division director said. "These programs will help to bring greater farm production which is absolutely essential to win the war."

In behalf of the WNAD staff, Miss Hawk stated, "We consider it an important effort at WNAD to build a farm program for farm people in Oklahoma. Through a service of news and information to farmers we hope to reach a wider listening audience for WNAD, Oklahoma's educational station."

### FIVE YEARS OF RADIO

By William H. Johnson, Superintendent of Schools, of Chicago:

Just five years ago this week, the Radio Council put its first broadcast on the air. Since then it has done an average of four hundred programs every year....programs planned, written and produced for classroom use.

Now we are living in war-times. Our entire educational system is geared to the war effort. Not only is this true in the high schools but in the elementary schools as well. Our educational picture has changed, stress upon subject matter has been changed. No longer is it sufficient to teach the history of yesterday, we must train the youngsters to live in the world of tomorrow.

Aviation, mathematics, languages, geography and social sciences, these subjects are important now and will be more important as our elementary youngsters grow into high school and then into maturity. For these are the foundation upon which our elementary students will base their lives, and in basing their lives on this foundation do they not become the very basis of our city, state and nation?

The new radio program of this semester, the WORLD OF WINGS series; the NUMBERS AT WORK programs; the THOUSAND MILLION social science and geography series; the LANGUAGES IN ACTION programs have been planned, written and will be produced with but one purpose in mind...to supplement the work of the teacher in the subject mentioned above.

### CHICAGO RADIO SPRING PROGRAMS ANNOUNCED

Aviation, its history, the science which makes it possible, its increasing effect on the world, and the story of its first inventors and fliers, will be told in three broadcast series for use in the classrooms of the Chicago Public Schools via station WIND during the February-June semester. George Jennings, Acting Director of the Radio Council, Board of Education school broadcast department, announced that the new aviation series when it started on February 17.

"WORLD OF WINGS" is the title of all three series. "New Worlds for Old," the history of transportation and communication, will be broadcast Wednesday station WIND, 1:30-1:45 p.m., for the students of the middle elementary grades. On Thursdays, same time and station, "Contact", the scientific side of of aviation, will be broadcast. "Destinaticn Unlimited," the story of the aviation's inventors and fliers, will be broadcast on Fridays throughout the semester, also at 1:30-1:45 p.m., on station WIND.

Schools will receive pictures, flight maps, north pole projection maps, transport plane menus, the informational material from all the major airlines and from all U. S. Air Corps and government agencies. These are to be displayed during the radio broadcasts and studied later.

Other new radio series to be broadcast by the Radio Council include "Numbers at Work," to be broadcast Mondays, station WIND, 1:30-1:45 p.m., a series designed to motivate students to study mathematics courses now and elect them in high school; and "Languages in Action," heard Tuesdays, 1:30-1:45 p.m., also a motivation series toward understanding of languages and their study.

For kindergarten and primary listeners "We Visit Story-Land," will be broadcast each Monday, station WJJD, 2:14-2:30 p.m., On Tuesdays, same time and station, Let's Tell a Story, a series of dramatizations from books for students in the upper elementary grades, will be broadcast.

The Thousand Million, geographical and social science background on the United Nations, will be broadcast on Wednesdays, station WJJD, 2:15-2:30 p.m., for the upper elementary and high school students. That's News to Me, a student news commentary, will be broadcast on Thursdays, same time and station.

Battle of Books, quiz program for upper elementary students, to be heard each Friday, station WJJD, 2:15-2:30 p.m., presents teams from two schools each week in a contest of questions on children's books. This program is produced in cooperation with the Board of Education Library.

Four Radio Council programs for high school students will continue during the second semester. They are:

YOUNG AMERICA ANSWERS, high school current events quiz, heard on Saturdays, WBBM, 12:30-1:00 p.m.,

HIGH SCHOOL STUDIO PARY, variety show of student talent, also broadcast each Staurday, station WMAQ, 11:30-12:00 p.m.,

YOUR JOB IN REVIEW, interviews with executives of various trades, professions, and U. S. armed service branches, will be broadcast on Thursdays, station WJWC, 4:45-5:00 p.m. Students of careers classes of Chicago Public High Schools submit questions to the Council to guide the speakers on this program.

PREP SPORTS, student news commentary, is broadcast each Thursday, station WAAF, 1:15-1:30 p.m.

#### U. K. SERIES PLANS FOR KENTUCKY POST-WAR DEVELOPMENT

Plans for a comprehensive economic development to take place in Kentucky after the war, are contained in a series of 32 weekly radio broadcasts over station WHAS, Louisville, which started Sunday, February 14. The programs, arranged by the University of Kentucky, and broadcast from its studios in Lexington, feature talks by University and other experts on specialized subjects germane to Kentucky's future industrial development, including manpower, mineral wealth, transportation facilities, taxes, schools, forests, tourist possibilities, agriculture, and technology.

Dr. H. L. Donovan, president of the University, opened the series, and Dr.

Frank L. McVey, president emeritus, will give the concluding talk.

"OUR HIDDEN ENEMY - VENEREAL DISEASES" ON W L A P

A series of ten radio talks to be presented weekly, and entitled "Our Hidden Enemy - Venereal Diseases" has been arranged by the University of Kentucky radio studios and will be presented over WLAP, Lexington, starting March 10. The talks will be written and presented by Dr. Charles G. Baker, director of the Fayette county (Lexington, Ky.) venereal disease program, and will be designed to acquaint listeners with details of how the diseases are contracted, symptoms, late developments, and treatment procedure.

--Schooley

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



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



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