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Education by Radio



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THE PURPOSE of the Committee shall be to secure to the people of the United States the use of radio for educational purposes by protecting the rights of educational broadcasting, by promoting and coordinating experiments in the use of radio in school and adult education, by maintaining a service bureau to assist educational stations in securing licenses and in other technical procedures, by exchange of information thru publications, and by serving as a clearing house for the encouragement of research in education by radio.—From the by-laws of the National Committee on Education by Radio.



National Committee on Education by Radio
1201 Sixteenth Street Northwest
Washington, D. C.
1933

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The Madrid Radio Conference

ONCE EACH FOUR YEARS, representatives of the various nations of the world hold a conference to make agreements concerning international telegraph, telephone, and radio services. These agreements, like the international regulations concerning postal service and copyright, are ratified by treaty and become the law of the world insofar as these matters are concerned. The most recent of these conferences was held in Madrid, Spain, September 3 to December 9, 1932.

In addition to the government delegations, representatives of private companies, recognized by their respective governments, and invited by the Spanish government, were in attendance.

The only representative of education at the conference was Armstrong Perry, director of the service bureau of the National Committee on Education by Radio. Mr. Perry went on the invitation of the Spanish government, because certain American companies concerned had attempted to gain control of education by radio and, presumably, would try to shape the treaty to fit their own purposes. Primarily, these conferences are governmental in character, for most national governments protect the rights of their citizens in electrical communications as well as in communications by mail. It is natural that the powerful commercial lobbies, which have been hammering at the doors of the American Congress, to forestall radio reform, were on the ground in full force at Madrid. These private companies, having secured admission, were trying to secure full voting power for their representatives. Radio officials of the United States government seemed to be fully in accord with this plan.

The American official delegation did not go as far as had been suggested by the commercial group. No open demand

was made to place commercial companies on an equal footing with governments in the conference of plenipotentiaries. But, to quote the Madrid convention:

The provisions of the regulations annexed to the present convention are revisable by administrative conferences of delegates from the contracting governments which have approved the regulations submitted for revision, each conference fixing itself the place and the time of the following meeting.



ROBERT C. HIGGY, director of radio station WEAO, The Ohio State University, Columbus, Ohio, and former member of the National Committee on Education by Radio. Trained in radio engineering, Mr. Higgy is an expert in the technical field as well as in the details of administration and programming.

The private companies apparently conceded the right of the governments to make regulations but went after the right to vote on changing the regulations.

The American official delegation proposed that the following section be added to the article in the convention on "Conference of Plenipotentiaries and Administrative Conferences":

Each administrative conference may permit the participation of private enterprises of a country in which the government does not operate the service to which the regulations in question are applicable.

After much discussion the section was finally adopted as follows:

Each administrative conference may permit the participation, in advisory capacity, of private operating agencies recognized by the respective contracting governments.

The term "private operating agency" is defined in the annex to the convention as follows:

Any individual, company, or corporation, other than a governmental institution or agency, recognized by the government concerned and operating telecommunication installations for the purpose of exchanging public correspondence.

The American communication companies, which operate international radio, telegraph, and telephone services, are thus included in the Madrid convention, and it will become international law, binding upon the United States, if it is ratified by the Senate. The way is thus opened for the broadcasting stations affiliated with the RCA, thru its subsidiary, NBC, to

AMERICAN DELEGATION

—The outstanding result of the [Madrid] conference was the adoption of a single convention [treaty], the first ever adopted by the nations of the world, which covers communication in general—not only radio but telegraphy and telephony.—E. O. Sykes, chairman, American delegation at Madrid.

AMATEURS—Two principles impressed me at the recent Madrid conference: [1] The general development of the radio art has forced international regulation back to fundamental considerations of technic and economics; diplomacy and political considerations alone cannot bring about any accord inconsistent with technical and economic necessities; [2] From these standpoints and from other considerations it has come about that radio cannot dam up its own fountain sources—the amateur identity must be preserved for the good of all branches of the activity.—Paul M. Segal, general counsel, American Radio Relay League.

GOVERNMENT—It is understood from an official source that the work of the American delegates at the Madrid conference is considered very satisfactory and that the radiotelegraph convention and annexed radio regulations adopted at that conference are deemed the best available under the circumstances, adequately protecting American interests.

Radio Poaching

be directly represented where regulations governing the allocation of radio channels and other important matters are changed. The convention recognizes no right of the other 550 American broadcasting stations, the 50 special experimental stations in colleges, the 30,374 amateur stations and the 91 municipal and state police stations, to be represented either where the regulations are made or where they are changed.

The point of view of these groups was presented repeatedly to the official delegates of the United States government. The records show that requests to ensure the rights of state-owned and other educational broadcasting stations and college experimental stations were followed by definite efforts to leave them unprotected.

In the beginning it was officially stated on behalf of the American official delegates, that they were free to make decisions. Following the conference it was stated officially that the delegation was acting under instructions.

The way may be open for the Department of State to submit names to the governments of countries entertaining future conferences, as it did to the Spanish government. These governments may invite representatives of educational stations and other stations or groups of stations thus suggested, but a representative of the Department of State at Madrid declined to give any assurance that such invitations would be suggested.

Every radio station, according to the definitions annexed to the Madrid convention, operates a service which is international from the point of view of interference. Any station may be forced to suspend operation by regulations made by a conference of plenipotentiaries and changed by an administrative conference.

The chairman of the American delegation said, with respect to administrative conferences dealing with the telegraph and telephone:

Government representation would be impossible because the government must consider not only the companies but the users of the communication service. It would be impossible from a practical or political standpoint to give government credentials to those who furnish the service and leave the users unrepresented.

He stated, in the first meeting of the combined convention committee of the Madrid conference:

At the outset of our discussions, the United States delegation believes that the work might be expedited by briefly indicating the fundamental principle, on which rests the participation of the United States at this conference. This principle arises from the fact that the electrical means of communication in the United States are the property of the private companies that operate them.

A careful search of the official documents has failed to reveal any reference to the fact that the United States government and a large number of the states own and operate broadcasting stations for governmental purposes.

DURING RECENT MONTHS there has been an increasing tendency on the part of commercial radio broadcasters to assign time to various associations and civic bodies. Several reasons have been given for this new burst of "generosity."

First, a desire on the part of the commercial radio monopolies to make a better showing in view of the almost certain investigation of radio broadcasting by Congress.

Second, the increasing breakdown of radio advertising as listeners grow disgusted, and refuse to listen. As advertising clients withdraw, leaving vacant hours, it is cheaper to give these hours to others than for the company to employ talent and fill them.

Third, the efforts of the National Committee on Education by Radio—its insistent demand that the rights of the listener be given more consideration.

Fourth, the attempts on the part of the broadcasting "trust" to interpenetrate various civic bodies and associations in an effort to destroy and head off the growing demand for radio reform. This form of "political" lobbying thru organizations will in the end prove a boomerang because it helps to convince Congress of the futility of commercialized domination of radio broadcasting.

Fifth, the discovery by the radio companies that organizations with a large public following can be used to build up the value of an hour and to establish a listening clientele, with the knowledge that this hour can later be used to commercial advantage by replacing the civic program with an advertising program. This policy might well be described as "Radio Poaching." However profitable such a practise may be for a time, it is one of the forces that will help eventually to destroy the present American practise of financing radio from advertising contrary to the best experience of the rest of the civilized world.

Sixth, and by no means to be ignored, is the sincere desire of the better elements in the commercial broadcasting companies to perform really needed and useful public services. It is because radio programs supported by advertising are inherently wrong in principle, that this element in the broadcasting organization is always playing against a stacked deck.

WITH ADVERTISING TALK estimated to consume one-fifth of the day's broadcasting time in the United States, it becomes plain that all that annoys a radio listener is not static.—Editorial, *Christian Science Monitor*, December 2, 1932.

A COMBINED RADIO STATION AND NEWSPAPER constitute such a control over the agencies of free speech in a community as to destroy democracy at its very source.

THE NEW JERSEY CONGRESS OF PARENTS AND TEACHERS believes that radio broadcasting is an extension of the home; that it is a form of education; that the broadcasting channels should forever remain in the hands of the public; that the facilities should be fairly divided between national, state, and county government; that they should be owned and operated at public expense and freed from commercial advertising. In furtherance of these ideals the Congress instructs its corresponding secretary to send a copy of this resolution to the United States Senators and Representatives from New Jersey and to members of the New Jersey Senate and Assembly.—Resolution passed by the New Jersey Congress of Parents and Teachers in convention assembled, November 3, 1932.

Vocational Guidance By Radio

EDWIN A. LEE

Director, Division of Vocational Education, University of California

THE UNIVERSITY OF CALIFORNIA Radio Service is carrying on during the current year a most interesting and significant experiment in vocational guidance. Under the general supervision of the writer there began, on September 28, a series of discussions dealing with the topic "Vocations for which the University of California offers training." The response to the series is already such that it appears certain that the program may become a permanent part of the radio service.

The series is definitely pointed toward high-school and junior-college students. All over the state at 9:45 o'clock each Wednesday morning, in some places in small classes, at others in general assemblies or groups of classes, young men and women are listening to authoritative discussions concerning the vocations for which one may secure training at the university. Authority is guaranteed when such leaders as Professor W. C. Perry, director of the school of architecture, discusses architecture; Dean G. S. Millberry, dentistry; Dean H. F. Grady of the college of commerce, foreign trade; and Professor B. M. Woods, chairman of the department of mechanical engineering, aeronautical engineering; to mention but a few of those who have already spoken.

The problem of selecting the vocations to be discussed was not simple. It is not generally recognized that there are approximately one hundred vocations for which one may be trained at the University of California, ranging from architecture to zoology. So far as feasible the desires of listeners are controlling our decisions. It has also seemed wise, despite the fact that the series deals with vocations on the level of university training, to include a certain number of discussions concerning vocations for which training may be secured in the high schools and junior colleges of the state. In these addresses, which will be given from time to time during the year, we will have the cooperation of the commission for vocational education of the state department of education.

The reader may be interested in knowing the basis on which vocations are chosen for the weekly discussions. There are eight different questions which are applied to each vocation. Not all of the hundred for which the university trains rate highly in the list. Those for which the answer is uniformly yes are the vocations which are included in the group from which is selected the specific vocations to be broadcast each Wednesday.

These are the questions:

[1] *Is there a wideness of appeal?*

Aeronautical engineering rates an unqualified yes to this question.

[2] *Is there possibility of future development?*

Dentistry, for example, satisfies this question.

[3] *Is the vocation largely unknown but rich in opportunity?*

Criminology represents a group that this question uncovers.

[4] *Are the conditions of employment favorable?*

The overcrowded vocations generally, though not always, draw a negative answer to the question.

[5] *Is there a need for welltrained workers in the field?*

Law, for example, despite its overcrowding, is a vocation in which there is great need for welltrained practitioners.

[6] *Is the training offered at the university adequate?*

There are some of the hundred for which training is not adequate. Such will not be discussed in the series.

[7] *What is the social importance of the vocation?*

Practically all vocations for which the university offers training are socially important to a degree. Those which rate highest, other things being equal, are chosen for broadcasting.

[8] *Is there accurate information available concerning the vocation in terms of the above questions?*

This question is really of secondary importance, but in border-line cases may be the deciding factor.

The division of vocational education is eager to help any high school or junior college which wishes to supplement the radio broadcasts with a curricula program. There is no problem which calls for clearer vision on the part of principals and presidents than the problem of adequate vocational guidance. It is the hope that the University of California radio programs will stimulate a live and continuous interest thruout the state in this most fundamental aspect of secondary education.

Building Radio-Advertising Programs

MANY HAVE BEEN THE COMPLAINTS of listeners about the atrociousness of commercial radio programs. The blame has been laid at the door of the individual stations, the networks, the Federal Radio Commission, and Congress. Perhaps, after all, the fault lies in part with the practise of certain of the advertising agencies. Lloyd Jacquet, writing in the December 26, 1932, issue of *Broadcast Reporter*, page 24, describes this practise when he says in part:

These people—I mean the advertising agencies—put on really good shows. There are dinners, cigars, even an occasional drink, while captains of industries, with a few corporals from the press thrown in, listen to an audition which has cost the agency nothing to assemble, write, and produce. . . . They engage nice private dining rooms, have the telephone company pipe the program from the studio into the smoking lounge, send invitations with railroad tickets enclosed, shower attention, boutonnières, and Burgundy where they will do the most good. . . .

Is this method the best way to secure programs that will raise the educational and cultural standards of the people of the United States? Does this not illustrate the fundamental weakness of the "American Plan of Broadcasting?"

THERE WERE more than 340 radio programs [sponsored series] during 1932. Most of them were hardly fit for human consumption.—*Forum*, January 1933, p64.

Radio and Home Economics

A NEW ENEMY of home-economics education has appeared which will have to be subdued in the next few years. The radio is the most powerful and the most pervading carrier of misinformation of consumption which human ingenuity has yet invented. It has revived the medicine show on a grand scale. Judge Ira Robinson, of the Federal Radio Commission, describes the advent of radio in these inelegant but none the less graphic words: "Radio was born a crippled child, birth-marked by advertising and commercialism, and it behooves every one of us to get it out of that deformity." The quack and the fly-by-night man are not the only offenders. The stuffed shirts and silk hats of commerce are making hay while the sun shines. This Bacchanalia of Ballyhoo cannot go on indefinitely. While the law still allows it, the makers of cigarets, tooth pastes, antiseptics, patent medicines, yeasts, gasolines, and soaps are running riot.

The masses of people are swallowing the daily ethereal buncombe—hook, line, and sinker. Advertising patter becomes a part of their daily speech; theme songs a part of their vocal repertory. They are accumulating a new body of fears and superstitions. The selling power of radio is enormous. At the end of five weeks of broadcasting over WTMJ, the George Ziegler Company of Milwaukee reported that it sold twenty-seven tons of Betty Jane, a new brand of box candy in the Middle West. Carson, Pirie, Scott and Company, Chicago manufacturers, bought three broadcasts on WMAQ announcing new Bobolink full-fashioned hosiery and sold 200,000 pairs in three weeks. Against this tremendous force the school, thus far, has proved helpless.

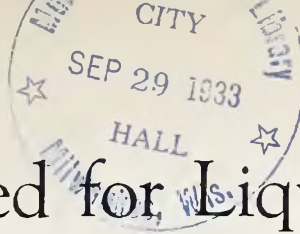
If I were a teacher of home economics, I should make a list of the popular broadcasts which sell common commodities. I should then deliberately proceed to build learning units as an antidote to what is being let loose on the air. I should use brand names if permissible but nevertheless I should fashion the learning experience so that there would be no doubt that the pupil was discovering the truth about the quality and serviceability of radio-advertised products. F. J. Schlink of *Consumer's Research* in the May 1932 number of *Progressive Education*, suggests several ingenious ways of analyzing or testing commodities as learning enterprises. Teachers, especially, will welcome his suggestions.—Henry Harap, associate professor of education, school of education, Western Reserve University, Cleveland, Ohio.

The Spanish Telephone Contract

DURING THE DICTATORSHIP of Primo de Rivera in Spain, the International Telegraph and Telephone Company—the international branch of the AT&T—made a contract with the Spanish government by means of which it hoped to make a profit out of providing Spain with telephone service. Since that time Spain has had a socialist revolution. The Spanish people did not like de Rivera or the monarchy, and threw them both out; and they did not like the system of running public service for private profit and decided to put an end to it. Consequently the Cortes is now planning to abrogate the contract negotiated between de Rivera and the American telephone magnates. Our Department of State has objected strongly to this procedure and, it is reported, threatens even to sever diplomatic relations if the act of confiscation is carried thru. It is, in other words, defending American capitalists against Spanish national socialism. This is not our idea of a just, a wise, or a diplomatic attitude to take. Can the United States government guarantee to American profit-seekers that the system under which they endeavor to make their gains will endure against popular wrath in all countries? Is not the risk of confiscation by a possible socialist government one of the proper and inevitable risks that American investors in foreign countries must bear? Will the American people back up American capitalists in an effort to enforce capitalism on an unwilling world? Our idea is that business contracts are not the most sacred things in life; that they have not, for instance, a validity superior to popular revolutions. We believe that the friendship of the Spanish people is more valuable to the United States than the vanished profits of the AT&T.—*The New Republic*, December 14, 1932, p110.

BENEATH ALL THE PROBLEMS that trouble us today, both industrial and economic, there is one great and fundamental problem we must never lose sight of. It is the problem of keeping up a high quality both of body and mind in the mass of the people. If the human quality goes down, those other problems are bound to go from bad to worse. If the human quality goes up, those other problems will tend to solve themselves. In all the great cities of America I see forces at work which are causing damage to both the bodies and the minds of the people who live in them, especially to the young.—L. P. Jacks, *Education Through Recreation*, p155, Harper and Brothers.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:
Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington D. C., American Council on Education.
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James N. Rule, state superintendent of public instruction, Harrisburg Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.
Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.



Shall Radio Be Used for Liquor Propaganda?

THE COLUMBIA BROADCASTING SYSTEM presented a chain broadcast of an interview with Prince Jean Caraman de Chimay, prominent French sportsman and proprietor of the most famous vineyards in Champagne at 1:15pm [EST] on Sunday, November 13, 1932. "Why Drink, and What?" was the title of the program. The advance press releases and newspaper comments that followed the broadcast left no question but that the chain officials were making an attempt to bid for liquor advertising when and if intoxicating beverages are legalized in the United States. The complete text follows:

Prince Jean Caraman de Chimay: I enjoyed thoroly my recent trip to America. Everywhere I went I was so heartily welcomed and was given such a good time that the few weeks I spent over there passed like a dream. I can't imagine anything more charming than American hospitality. As a matter of fact, my American friends were so kind in every way that I felt as if I were at home. I am sure that such a kindly nation must be a very happy nation, and I am looking to see it again when it will be still happier. I say "happier," because I had a sort of feeling that the only drawback to most people's happiness over there was the false situation created by "The Noble Experiment."

Question: Do you think that the French people, generally, are looking hopefully to the end of prohibition?

Prince Chimay: Of course the French people are too respectful to set aside the law of any nation, but they can't help thinking, certainly, in the back of their mind that some day the Americans should have with them one more mutual taste, the pleasure and benefits of good wine. It really makes the French people a bit sad, you know, to see their wines which for centuries have held such a high place in the history, in the tradition, and the life of a country, despised and refused as something evil; while, on the contrary, they think it Heaven's bounty to mankind.

Question: Is that opinion general in France?

Prince Chimay: There is no doubt about it. Champagne, for instance, has become to be considered so important by doctors that there is a large consumption of it in all the French hospitals. Even the American hospitals use it. I understand the prohibition enforcement regulation has had to admit its medical properties and so permit a certain quantity of champagne to be imported each year. I have been told many a time that during the war champagne saved more lives than is commonly known. Champagne given at a critical moment often carries the patient thru to complete recovery.

THE ONLY DRAWBACK to most people's happiness over there [in America] was the false situation created by "The Noble Experiment." . . . It really makes the French people a bit sad, you know, to see their wines . . . despised and refused as something evil . . . Champagne, for instance, has become to be considered so important by doctors that there is a large consumption of it in all the French hospitals. Even the American hospitals use it. . . . The children [in France] have wine with their meals almost from the time they leave off mother's milk.—Prince Jean Caraman de Chimay.

This reminds me of a case in our vineyard. We had a very old peasant. As a matter of fact, he was well over 70, and he was lying dangerously ill. The doctors agreed the end had come and his friends gathered to take watch, as is the custom in old peasant France. One of them said, "It looks sad to see the old man lying there after all the jolly parties we have had together. How he would hate to see us sitting here with nothing to drink."

His companions reflected a moment and agreed. "I think wherever he is, he would like better to see us with a bottle of good champagne," he said. So they went down to the cellar and got one. They popped the cork, but they did not enjoy drinking without their old pal. So they had the brainy idea of pouring a glass for him, too, and one of them poured a few drops between his closed lips. To their amazement, the old fellow opened his eyes, asked for more, and you must believe me, he lived ten years longer. During this new lease of life, he took a new wife who later on presented him with a son.

Question: With such a crowning argument about why to drink, you might tell us something about what to drink, and when to drink.

Prince Chimay: Well, to tell you the truth, my personal opinion is that, apart from drinking, I never can make up my mind when I like it best. Try it before lunch as a cocktail, and see if your lunch party won't be brighter! Take a drop

THE COLUMBIA BROADCASTING SYSTEM, New York, N. Y.—I want to protest against the liquor advertising that went out over your network on Sunday, November 13. Things have come to a pretty pass when a network such as yours will invade the home, even on Sunday, with such a piece of advertising. When a network such as yours has sunk as low as this it is time you heard from the public and heard in no uncertain terms.—Howard J. Chidley, First Congregational Church, Winchester, Mass.

on a fishing expedition and see the size of the fish you catch! And when you come to the 19th hole, see if a bottle of good champagne won't make you start another round. Some people, I am told, are said to wash golf balls in champagne, always hoping to get the longest drive. And when the weather is very hot, drink it, at least, with ice water. You will find it very much more refreshing than any ginger ale.

I might say every time seems good to me, apart from breakfast; and even then, I must say, that there are times when we go out on shooting parties, and we have very early lunch, almost breakfast, and when I see the way my friends gulp it down, it looks to me as if that time suits them as well as any other.

Question: Do you think that champagne is the only good drink?

Prince Chimay: My goodness, no! The Bordeaux wines are grand. All the French wines are good—so are the Burgundy's; they can't be beaten. For a men's club dinner [and this is no secret] champagne will always be the prize favorite, because it is the only wine that makes the girls laugh. As for a bottle of Bordeaux or Burgundy, which has been sunk in your cellar for thirty or forty years, or more, the custom was that only the master of the house could handle it and pop the cork. He would go and spend hours with his oldest son among the old bottles, transmitting to him the secret of the cellar.

Champagne is more like a "Jack-of-all-trades." You can drink it, even the oldest vintages, without notice. In moving it about, to picnics, and such, there is only one important thing to remember, it must be thoroly chilled.

Question: Is the question of age very important with champagne?

Prince Chimay: That depends on personal opinion. It is very difficult to say, but I think myself that champagne is at its best when it is about six years of age, and it remains at its best for 20 years. Of course, bear in mind, it takes four or five years to get a bottle of champagne ready for the market.

Question: Perhaps you would be good enough to give us some more reasons for drinking?

Prince Chimay: Does it really need any excuse? There are few, if any, reasons why we should not drink wine; certainly, there are very few champagne drunkards or Bordeaux drunkards in the world. I have never seen one. When they talk in America of "light wines" they mean champagne, Bordeaux, and other French wines; they do not mean heavy wines like port and sherry and the sweet wines. Champagne and claret are both in the light wine category. This means that they can be used with impunity as well as with pleasure. The fact that good clear wine promotes good cheer seems to me

good enough reason to have a bottle of wine at the table every day. Most everyone in France, and I hope the French have the good reputation for being sober, industrious, and intelligent people, thinks that food without wine is like meat without bread. In the country, they even put wine in their soup. They call it wine soup. Many of our dishes are flavored with wine. Prunes are cooked in claret, and they are best cooked in good red wine.

The children have wine with their meals almost from the time they leave off mother's milk. They serve it to scholars from age 7 and up with the meals in the public schools. Of course, children take their wine well diluted with water, and so do some grown-ups. But no one is called a drunkard who uses wine. We call drunkards people who over-drink, and especially those who abuse spirits. Spirits have their value, too, but we won't go into that now.

Question: What is the result of all this, what we Americans call drinking?

Prince Chimay: The inhabitants of the wine-growing regions, like our vineyards in Champaigne, are invariably pleasant people. They are of kindly inclination, good nature, thoro, and very witty, and their wines cost them little or nothing, indeed so little that they can have all they want. But it is rare to find anyone among the vineyard people who over-drinks. I don't think I have seen a drunkard in my place for the past ten years.

Question: Their attitude is different from ours at home, no doubt.

Prince Chimay: Yes, perhaps, but even they look upon champagne as the wine to cheer, make life more happy. Whenever we feel the need for it, we can be sure there will not be any unpleasantness afterwards. All around the world champagne is chosen to cheer. It is essential at every formal dinner, and at very informal parties, too, for its promotion of joy. At every wedding, there must be champagne. When the baby is born, there must be champagne at the christening. At Christmas Eve, after the midnight mass, champagne is best with pancakes and Bock sausages. At New Year's Eve, champagne again, bottles and bottles and bottles of it, until the popping of corks resembles machine gun fire. It is easy enough to find excellent excuses to celebrate everything with champagne. When you stick to champagne and take nothing else with it, the after effects of even a good bit too much are not awful.

Question: That sounds very American.

Prince Chimay: You mean the joy of good wine? There are a good many ways of indulging one's self. Do you know the pleasant feeling your palate has when it is flavored with sparkling nectar? It is light and so easily digested. Why, even to look at it, it is good for the eyes—clear, sparkling, pure.

I WISH I HAD LANGUAGE emphatic enough to express just how much I do not want my home invaded by liquor advertising over the radio. I have four children, three of whom are boys, ranging in age from sixteen to five years. I will junk my radio before I will allow them to listen to the seductive lies the liquor interests have always used to entice young people. ¶ My husband is not at home at the present time, but I know he would heartily second my note of "no" on this subject. ¶ In the name of the young people of America, do all you can to keep John Barleycorn off of the air. My father joins me in this.—Mrs. Henrietta C. Mumford, Glendale, California.

Question: Gosh, Prince, you make me thirsty. The listeners in America must be thirsty, too.

Prince Chimay: Ha! Ha! The only thing I can do about it now is to drink their health. [Drinking a toast.] America, your health!

The National Committee on Education by Radio, as an organized agency working for the raising of the standards of radio programs, has been deluged with letters protesting against this invasion of the home. Leading publications of religious groups have carried articles vigorously denouncing broadcasts containing liquor propaganda and calling particular attention to Prince Jean's talk. Space will not permit quoting all of them, but the following are representative:

I am utterly opposed to advertising the liquor business and the drink habit over the radio.—Wallace E. Brown, Resident Bishop, Methodist Episcopal Church, Chattanooga.

I do not think the radio should be used to advertise anything that is destructive of the home, school, and church.—J. D. Leslie, Stated Clerk and Treasurer, The Presbyterian Church in the United States.

I am very much opposed to any liquor advertising in any manner and especially over the radio—it is another menace to good morals or citizenship.—William H. Groat, Executive Secretary, Oakland [California] Council of Churches.

I do not think that liquor advertising over the radio is in the interest of any home—quite the contrary. I am deeply interested in everything that will prevent the consumption and sale of liquor.—Avis A. Hawkins, Chairman, Christian Citizenship Committee, Federation of Women's Church Societies of Rhode Island.

God save America from liquor advertising on the air! The radio broadcasting is pagan enough without this added blight. Anyone who has seen the bill-board and tram-car liquor advertisements in Great Britain will shrink from anything of the kind in America.—Ralph S. Cushman, Resident Bishop, Methodist Episcopal Church, Denver.

The government would not permit anyone to promote the sale of narcotics over the radio. Liquor is a narcotic drug and should be handled in the same way. Children should be protected against urging of this kind—and many older persons are actually in need of similar protection. Don't let the air reek with urgings as to liquor.—Emerson Findley, Central Western Manager, *The Iron Age*, Cleveland.

In view of the fact that alcohol is considered a narcotic by modern science; that its use is socially unwise and harmful; that the manufacture and sale of intoxicating liquors is forbidden by the laws of the United States; and that the Presbyterian Church has for many years been strongly opposed to the manufacture, sale, and use of intoxicants, the Board of Christian Education states its opposition to the use of such important channels for influencing the public opinion, as the radio, in encouraging the use of intoxicants and in urging citizens of this country to a violation of our laws.

The Board of Christian Education is convinced that liquor advertising over the radio is detrimental to the interests of the fundamental American institutions such as the home, the church, and the school, and is opposed to the use of the radio as a medium for such advertising.—Resolution adopted December 7, 1932, by the Executive Committee of the Board of Christian Education of the Presbyterian Church.

The Elm Park Methodist Church of Oneonta, New York, comprising 330 members has officially passed a resolution opposing liquor advertising on the air.—Horace E. Weavers, Minister.

It is to my mind an intrusion upon the sacred rights and privileges of the home to permit such messages as were broadcast from France to America on the subject, "Why Drink, and What?"—Adna Wright Leonard, Resident Bishop, Pittsburgh Area, Methodist Episcopal Church.

Our Federation endorses the idea of keeping liquor advertising off the air and passed a motion requesting me as secretary to inform you of their action. You have our hearty approval of any plan that will accomplish this purpose and we will cooperate in every way necessary.—W. P. Watkins, Secretary, La Crosse [Wisconsin] Church Federation.

I most emphatically believe that liquor advertising over the radio is not in the interest of the American home, school, or church. I can say that this is not only my personal attitude, but is also the attitude of the Executive Board of the Duluth Council of Churches which met yesterday.—W. L. Smithies, Executive Secretary, Duluth Council of Churches.

I certainly am opposed to this propaganda in favor of liquor in any shape or form, and I consider the broadcast made from France to American homes over the Columbia Network, Sunday, November 13, as an outrage on American civilization, to say nothing of the pollution of the American home. It should not be allowed if it is possible to break it up.—W. R. Funk, The Otterbein Press, Dayton, Ohio.

The Columbia chain's international broadcast from France on "Why Drink, and What?" on November 13 was a shock to Nebraska which is dry and will remain dry whatever else happens.

It was a fundamental violation of every wet promise that dry territory and sentiment was to be respected.

Nebraska law prevents newspapers here from carrying liquor ads, etc., but the radio can get away with murder. I object to liquor ads on the air from any station but ordinary decent respect by the wets alone for their given word should prevent radio stations in dry territory from taking off a chain a wet program. We at least should have local option applied to the air and in some degree stop this moral debauch of American youth and the American home.—Ben F. Wyland, Minister, First Plymouth Congregational Church, Lincoln.

We understand that a proposal has been made that radio broadcasts be used for advertising beer. I am writing for the purpose of urging that all possible steps be taken to prevent the use of radio broadcasts for this purpose. I realize, of course, that the pressure of the brewery interests which are back of the beer measure is very strong and that the commercial and profit-making element is the strongest factor in the case so far as the agitation for return of beer is concerned. At the same time it would seem to me harmful for radio broadcasting companies to lend themselves to an enterprise of this kind; and that the real need right now is for constructive and intelligent education as to the dangers of the use of alcohol. People should be discouraged from the use of it rather than encouraged to increase the consumption of alcohol.

Radio broadcasts would tend to have the general effect of popularizing the drinking of beer which would entail a serious diversion of funds from the purchasing of food at a time when we are going thru our worst period of economic depression.

The radio is a wonderful institution but it is only in its infancy. The further commercializing of it for causes such as the one in question would seem to me to be detrimental to the future of the broadcasting business.

Millions of people in this country feel strongly on the subject of beer and will not be pleased with repeated broadcasts on this subject.—Claude E. Clarke, Attorney, Cleveland.

I NOT ONLY WISH to express my very strong disapproval of advertising liquor over the radio, but have been authorized to voice the disapproval of the Executive Board members of the Cambridge Federation of Women's Church Societies who will do what they can to fight it. We feel that our young people see and hear enough of such advertising without getting it served up in every program they tune in on.—Mrs. Susannah G. Oleson, Cambridge, Mass.

Radio and the Home

JOY ELMER MORGAN

Chairman of the National Committee on Education by Radio and Editor of the Journal of the National Education Association

RADIO BROADCASTING has made some very valuable positive contributions to homelife. It has helped to hold people in their homes, to acquaint them with beautiful music, to arouse interest in affairs, and to broaden human outlook to a worldwide horizon. Rightly used, radio may easily become a most powerful ally of happy homelife. But there is a negative aspect of the relation of radio to the home.

There has probably been no time in human history when the gulf between youth and adults was so wide as now. This has come about mainly as a result of motion pictures, children's features in the newspapers, the removal of industry from the home, automobiles, and radio broadcasting.

Radio broadcasting is the most farreaching of these new forces which play upon the child's mind. It goes into millions of homes that have no standards of discrimination; it reaches out-of-the-way places at all hours of the day and night; it exposes the child to programs which originate among the tenderloin elements in our large American cities.

In April 1932 I was called to appear before a committee of the Canadian Parliament at Ottawa which was then considering the problems of radio broadcasting. There came before that committee one of Canada's leading citizens. This man, who had traveled around the world to study the radio broadcasting systems of the different countries, was Sir John Aird, president of the Canadian Bank of Commerce. Sir John has a group of grandchildren living in his home and he has watched carefully the effects of radio in forming their attitudes and ideals. On the basis of such observation he told the Parliamentary committee that radio broadcasting is today exerting a greater influence on the character of young people than home, school, and church combined.

Music is more powerful than words in creating the subtle moods which fix attitudes, shape ideals, and fashion character. Plato once said: "The new style, [in music] gradually gaining a lodgment, quietly insinuates itself into manners and customs: and from these it issues a greater force, displaying the utmost

impudence, until it ends by overturning everything, both in public and in private." You can verify this in your own experience by recalling the relation between patriotism and the stirring national anthems of the various countries; between religion and the songs of praise and worship; between college spirit and the melodies of the schools; between the syncopations originating in the underworld circles in the cities and the growing divorce rate.

Up until this century we have assumed that the formation of the child's mind was the responsibility of his parents or of teachers and ministers selected by his parents or his community and especially licensed to perform the task of instruction. By opening the homes to radio advertising we have exposed childhood to all the wiles and tricks of the salesman. The dominating motive in this process is not the desire to improve life which animates every worthy parent or teacher, but the desire to make sales and to form habits which will lead to repeated and continuing sales.

Recently a new prospect has appeared, that of liquor advertising over the radio. On Sunday, November 13, there was brought from France over the Columbia network a preliminary liquor program. The National Broadcasting Company not to be outdone in this preliminary campaign to attract foreign liquor advertising, brought in from Berlin on New Year's Eve a midnight celebration in the Hotel Vaterland which was in fact a liquor propaganda program featuring the leading wine merchant of Germany.

The time has come for home, church, and school to take hold of this problem, to give it serious study, to understand its profound relation to child life and character. The time has come when the Congress of the United States should make a thorough investigation of the whole subject of radio broadcasting, not primarily as a phase of industry but as one of the major factors in American culture and character. Let every citizen who is a friend of childhood join in demanding that Congress shall make such an investigation and that on the basis of its findings it shall construct a system of broadcasting for America which will protect the finer and nobler elements of our civilization.

Abstract of an address delivered at the Conference on Home Conservation, Washington, D. C., January 11, 1933.

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Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington D. C., American Council on Education.
Joy Elmer Morgan, chairman, 1201 Sixteenth Street, Northwest, Washington, D. C., National Education Association.
James N. Rule, state superintendent of public instruction, Harrisburg Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.
Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Chain Monopoly of Radio Stations

CALEB O'CONNOR

THERE HAS BEEN MUCH AGITATION among the broadcasting stations of the nation's capital.

One of the two octopus tendons of the National Broadcasting Company now comes into Washington thru the local station WRC. This broadcasting station, in the opinion of radio experts, has a very favorable assignment both as to power and wavelength, and operates fulltime. Local advertising is being sold by this station, sometimes taking the place of sustaining programs from New York over the wire, and at other times sandwiched between programs as it is before the Amos 'n' Andy hour. Wonder if Pepsodent knows that a portion of its hour has been given over to local advertising?

The other tendon of the octopus, known at NBC as station WJZ, is about to gain entrance into Washington thru another channel. Should the Federal Radio Commission approve of the lease by NBC of one of the two remaining Washington stations, it will give New York an even greater control of radio programs than it now has. Much dickering has been going on for months, between the trust and the two local Washington stations, which now carry local advertising programs; but until they can boast of New York chain programs, and adequate power, their field will not be equal to WRC, the trust tentacle.

While NBC is taking advantage of the unsettled political upheaval, a *nip and tuck* Congress, and a powerless chief executive, to install its second station in the nation's capital, it does not seem to entirely eliminate CBS. NBC thru its connections must derive a tremendous income from the thousands of miles of wire which CBS must rent from AT&T.

The attention of Congress may later be called to the fact that NBC used this governless condition as a time to bring its second station into the capital. An incoming President without power and an outgoing President without authority makes an ideal time for combinations to perfect their plans for growth and usurpation.

New York once considered why NBC should be permitted two stations, while private owners were confined to one sta-

tion. It all depends upon how Owen D. Young, their democrat, has aligned himself and his combinations with the new Congress. It would not surprise us to find him quite a factor with his fellow democrats. Time only can tell just what his influence will be.



FRANK F. NALDER, director of radio station KWSC, The State College of Washington, Pullman, Washington. Having been graduated from the institution which he now serves as director of the division of general college extension, Dr. Nalder later received an M.A. from Columbia and a Ph.D. from the University of California. KWSC is one of the highest powered of the college stations.

The trust will now begin grooming a republican in their midst, to perform the same offices in 1936, should the other political party assume command. In corporation management, expediency and propaganda are two terms never allowed to fade too far in the background. There seems no limit to which capital will not go to accomplish its end, even in this unsettled, unequal, economic upheaval, and despite the recent decision against the RCA trust in Delaware.

CBS has changed from the Leese station, WMAL, to the Vance station, WJSV, paying some \$20,000 yearly for the station name, but using their own power plant "across the Potomac from Washington" for their power. Was it Al Jolson who said that his race would take over a certain secret organization as soon as it got on a paying basis?

Power is not the only factor, for while the Columbia station in Washington, now WJSV, boasts of ten-thousand-watts power, and can be heard in California and Vermont, there are parts of Washington in which it cannot be heard with clearness. CBS knows this; so does NBC.

So far, WJSV is not taking spot advertising of local origin, but is using the wired programs from New York.

It was a surprise to learn that Harry Butcher, who has worked to carry to completion their power plant "across the Potomac from Washington" and their offices in the heart of Washington in the Shoreham Building, is to be replaced by one of the many vicepresidents from their New York office. It was hoped that CBS would make Butcher a vicepresident, because of his loyalty, business sagacity, and charming personality, but CBS decided otherwise.

We have always felt that the CBS programs eclipsed those of either of the two NBC stations, which in itself is no mean accomplishment. CBS must make money to live. NBC could afford to pay out all it makes to accomplish its purpose of

THE DECISION OF JUDGE JOHN P. NIELDS in the RCA anti-trust proceedings rendered at Wilmington, Delaware, on November 21, 1932, was the "Crack of the Whip" for a new era in "Wired Radio" which is the backbone of education by radio.—Major-General George O. Squier.

securing the wire and air control of this entire nation of ours.

But the intention of NBC is to dominate the situation with two stations to Columbia's one in the nation's capital. No matter what Congress *does*, it *talks*, and talk, musical, and unmusical sounds are what a microphone can reproduce.

So, Mr. Advertiser, if you cannot come into Washington on NBC's choice chain, WRC, you have Columbia's ten-thousand watter, WJSV; and so far, purely local stations of 250 and 100 watts respectively, WMAL and WOL. You may soon have a chance on NBC's other chain. The *Evening Star* of January 14 gave a lengthy front page account of the leasing of WMAL by itself and NBC, yet the short account of the refusal of the Federal Radio Commission to grant an increase of wavelength to our remaining local station, WOL, was in an inconspicuous place on the back page.

Expediency and propaganda are terms not unknown to the trusts, in these ticklish times. Millions are spent with publications in order to maintain control of what they might print in their editorial or reader columns inimical to the trusts.

Will Change Clothes

THE NATIONAL ELECTRIC LIGHT ASSOCIATION, well and not-too-favorably known after the Federal Trade Commission investigation of utility propaganda, is being dissolved and the Edison Electric Institute is being formed to succeed it. The industry announces that it is taking this step "to divest itself of all semblance of propaganda activities." It will "assume an attitude of frankness and ready cooperation in its dealings with the public and with regulatory bodies."

But the same men who were officers of the National Electric Light Association are to be officers of the Edison Electric Institute, and some of the new trustees are men who figured prominently in testimony and exhibits of the Trade Commission probe, in spite of the fact that an attempt is being made to assign to Insull all responsibility for the widely condemned propaganda campaign.

The Trade Commission's official report on this phase of its investigation is due soon. Will the power industry try to dismiss it as a condemnation of an organization which no longer exists? More important still, will the new institute with its protestations of frankness, escape all suspicion of propaganda activities for some years?

The cleansing process within the industry includes reform of certain holding-company practises as well as frankness.

Members promise to limit their service fees so that they shall "be reasonable and commensurate with the value of the services rendered and the fair cost thereof." They promise also to furnish consumers, stockholders, and others with accurate information as to income, operating expenses, and surplus. Both of these are extremely desirable reforms, certain to be

enacted into law unless the public becomes convinced that need for such a law has ceased to exist.

Americans should insist on federal and state regulation in the interest of consumers and the stockholders. The issue will become less plain as claims are made that evil practises have been discontinued, and it may be necessary to conduct another lengthy and expensive investigation to ascertain the truth of these assertions.

For the objects announced by the institute no one can have anything but praise. But these aspirations should be buttressed by protective laws.—Editorial, *Washington Daily News*, January 16, 1933.

Advice from an Advertising Man

THIS IS THE SITUATION. What can we do about it? How are we to pull ourselves out of this slough of chicane and vulgarity into which, with every passing day, we seem to be sinking deeper? For it must be apparent to every thoughtful person that something ought to be done about it. . . . This is what I propose: *Let every person who feels himself concerned in this matter make a resolve not to buy any more goods which are advertised in any unseemly or unethical way.* . . . If enough people would do this—if only a relatively few people would do it—there would be consternation in the enemy's camp. The retailer would complain to the wholesaler. The wholesaler would complain to the manufacturer's salesman. The salesman would pass the word on to the manufacturer, and the manufacturer would clean house.—H. A. Batten in the *Atlantic Monthly* for July 1932, p56.

Coins New Radio Words

MAJOR-GENERAL GEORGE O. SQUIER has coined five new words in his new book, "Telling the World," being prepared for the Century of Progress Series of the Chicago World's Fair.

The new words are: **radovision**, to replace our present word, *television*; **radome**, to replace our present use of *studio*; **radovia**, a street, road, or way where radio is exhibited; and **radiopolis** or **radiopole**, for any radio city such as the present Rockefeller Center in New York.

These words have been submitted to and approved by numerous radio organizations and are a distinct contribution to the terminology of this new science.

BIG BUSINESS fears government ownership and operation, not because government management is inefficient, but for precisely the opposite reason—its very efficiency, which is constantly showing up the graft and corruption in the industrial bureaucracy.

THE SAME OLD OCTOPUS—The National Electric Light Association, mired in its own slime by the revelations of the Federal Trade Commission's power trust investigation—has dissolved to become the Edison Electric Institute. This habit of changing names has been made familiar by the practises of exploiters, lobbyists, high financiers, gangsters, and thieves.

Amateur Radio

LOUIS R. HUBER

Wireless Operator, First Class, United States Coast and Geodetic Survey

AMATEUR RADIO is one of America's own peculiar institutions, working toward a greater economic effectiveness. Perhaps it is not definitely within the classification of education or even definable strictly as education but it is a form of recreation and practical training which is already being sponsored by many schools.

Do you know the typical amateur radio operator? He is the odd and little-known lad who, in his attic, has assembled a strange collection of coils, tubes, and condensers, and who is known to have communicated with Australia. On June 10, 1932, there were 30,640 of these amateurs in the United States, and their average age was approximately seventeen years. These lads first learn the international code and then, after passing an examination, get a license from the Federal Radio Commission. This license authorizes an amateur to use his equipment within any of the seven frequency bands set aside for him in the "short-wave" territory.

Amateur Radio and the radio amateur perform valuable services in three different fields—in industry, safety of life, and national defense. A hobby, and in itself strictly non-commercial, it has a happy relation to economics which makes it unique as a recreation.

Johnny Jones, W7CXL, goes from high school to college and takes electrical engineering. In his senior year, General Electric or Westinghouse sends a man to interview all promising EE students. Among the many questions he asks is one to this effect: "Have you had experience in amateur radio and, if so, to what extent?" Johnny qualifies; he goes with GE or Westinghouse. Thousands of amateurs and ex-amateurs now engaged commercially in radio owe their initial, basic training in the fundamentals of radio operation to their amateur experience. It is no smirch on the record of an amateur if he is also a professional engineer, operator, salesman, or serviceman in commercial radio, so universally is this bond recognized.

There is hardly any major disaster, such as a flood, hurricane, or tornado, in which radio amateurs have not been the first to establish communication from the stricken area with the "outside." When wire communications fail, Johnny Jones gathers up "B" batteries and wire and goes on the air. He can, if necessary, build a transmitter out of your old receiver. His versatility with pliers and wire, and his unflinching sense of duty were proven in the Florida hurricanes of 1926 and 1928, in the Mississippi and New England floods of 1927, and in the Alaska Kennecott landslide last summer.

In time of war Johnny Jones becomes a radio operator for Uncle Sam. During the World War, Amateur Radio, then much smaller, furnished 3500 operators for the U. S. fighting forces. Uncle Sam was so thoroly impressed that now he provides reserve organizations for radio amateurs, in the Navy's Volunteer Communication Reserve and the Army-Amateur Network.

Amateur Radio thrives nowhere as it does in the United States. It is typical of America. Canada is the only country approaching us in the extent to which Amateur Radio has grown. Great Britain, France, Italy—all the others impose strangling restrictions in spite of the fact that the amateur is recognized in international radio law, and is assigned exclusive international frequency bands. But this hobby of youth, assuming as it has the proportions of a great national radio playground, of immense value to the radio health of our country, has already proven its claim to a place in our economic planning.

Radio in the Classroom

The twelve most important objectives in using the radio in the classroom [ranked in order of importance]:¹

- [1] To broaden the vision of the pupils.
- [2] To create, hold, and utilize interest.
- [3] To inspire the pupil.
- [4] To develop habits of concentration and listening.
- [5] To stimulate desirable, voluntary self activity.
- [6] To supplement classroom teaching.
- [7] To develop further intellectual culture.
- [8] To advance the cause of education.
- [9] To serve as an instrument of progress.
- [10] To stimulate the efforts of the teacher.
- [11] To allow the teacher time to study individual differences.
- [12] To supply certain needed recreational benefits.

Correction

EUGENE S. WILSON, vicepresident of the AT&T, has informed us that in the article entitled, "The Spanish Telephone Contract," page 4 of the January 5, 1933, issue of *Education by Radio*, IT&T should be substituted in the last line for AT&T. We regret the occurrence of this typographical error.

¹ Eibling, Harold H., *The Administration of the Classroom Use of the Radio in a Centralized School System*, Unpublished Master's Thesis at The Ohio State University, 1932, p. 17-18.

RADIO BROADCASTING has quite altered the intellectual life of the human race. It has modified the cultural climate. It has changed the background of our tastes and attitudes. It is today more powerful than home, school, and church combined in the formation of human character. If the human race wishes to rear its own children according to the standards furnished by homes, schools, and churches, it must reclaim radio from the hands of the greedy exploiters who now dominate broadcasting in America.—Joy Elmer Morgan.

Wisconsin State Radio Chain

WIRE LINES now connect the two state-owned broadcasting stations in Wisconsin, WHA, the university station at Madison, and WLBL, the station of the Department of Agriculture and Markets at Stevens Point.

This is the culmination of the move started in 1930 to merge the two stations. At that time the state's petition for a single 5000-watt station to be located near the center of the state, was denied. Since then, both of the existing stations have been rebuilt and improved. WHA increased its power from 750 to 1000 watts, acquired new antenna masts and installed a new transmitter. WLBL put in a modern 2000-watt transmitter and built new masts. Both stations now have efficient equipment and together are capable of reaching effectively an estimated ninety percent of the people of the state.

Each station retains its identity and all of the same programs are not heard over both stations. WHA, being located in Madison, the seat of the government and center of education, has available a wealth of talent. Consequently most of the programs used by both stations originate in its studios. Special market reports are heard only over WLBL, "The official agricultural voice of Wisconsin."

These are believed to be the first state-owned linked stations in the country and the move marks another accomplishment for a state long known as a leader in developments in the common interest.

Among the features used by both stations are the Wisconsin school of the air [two daily classroom programs], farm program, Homemakers' Hour, On Wisconsin series, health programs, news, safety club, music appreciation course, Spanish lessons, foreign language programs [German, French, Spanish, and Scandinavian], farm institutes, drama institutes, and some programs in music, drama, and literature which will be entertaining as well as educational in nature.

Among the features to attract the most attention is a daily program broadcast directly from a studio in the dome of the state capitol building. Prominent state officials and departmental workers come before the microphone and tell the people of their activities. Measures which are before the legislature are explained by those who understand the problems involved.

The first program to be presented over the hookup was the inauguration of the new governor and other state officials on January 2. During the primary and regular election campaigns, in the fall of 1932, both WHA and WLBL carried on an impartial program of political education. Wisconsin people seem to be political-minded and hailed the move as a real service.

Each recognized party, regardless of financial backing or power, had an equal opportunity to be heard by the citizens.

In this combination of stations Wisconsin controls the most efficient hookup now existing for covering the state. Listeners report that in certain of the northern areas WLBL is the only Wisconsin station which they can hear satisfactorily. The northwestern tip of the state still will not be covered effectively.

These stations are on regional channels and are authorized to operate during daylight hours only, a handicap which greatly limits adult education. Wisconsin people are looking forward to the day when both stations will have the privilege of using evening hours so as to make possible a more extensive program of adult education.—Harold A. Engel, assistant program director, station WHA.

Canada Reduces Radio Advertising

RADIO STATIONS in the United States would devote, on the average, 19.51 minutes to advertising sales talk during an entire eighteen-hour broadcasting day if the new Canadian radio plan were adopted here. Writing to the National Committee on Education by Radio, Hector Charlesworth, chairman of the Canadian Radio Broadcasting Commission, describes the plan as follows:

The intention of the Act of Parliament with regard to radio advertising as I interpret it is that the advertising sales talk must not exceed five percent of the time occupied by the sponsored program. On the programs which our Commission proposes to sponsor on its own account there will be no advertising except in some special instance that might arise, like a government bond issue.

We have, under the Act, the power to increase the allotment of advertising time beyond five percent, but I am adverse to doing this. We cannot put this rule into effect earlier than April next because all Canadian stations are licensed until March 31st.

The figure, 19.51 minutes, was arrived at by taking the average percent of commercial programs given by United States radio stations, to be 36.14, as reported by the Federal Radio Commission, on page 14 of Senate Document No. 137, Seventy-Second Congress, first session.

Canada is extremely anxious to eliminate advertising entirely, but does not feel like doing so at present. With broadcasting stations in the United States, bombarding Canadians with sales talks about American products, it would place Canadian manufacturers at a serious disadvantage.

Would it not be a delightful change, if in this country as a first step toward eliminating advertising completely, the radio advertising talks would be limited to five percent of the commercial programs?

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 - H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
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- Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Should Advertisers Control Radio Programs?

WORDS WITHOUT END have been written in defense of the present "American Plan" of broadcasting. A few of these have been statements of honest opinion, but most of them have been inspired by the selfish interests of individuals who are now profiting from the present radio system and expect to continue to do so.

An advertiser who buys a fifteen-minute period or a longer one, whether it be on one station or on a nationwide network, uses that period precisely as he wishes unless he violates the laws of libel or obscenity. He knows that a tremendous protest must be registered against his program before he can be forced to discontinue the use of the time or improve that program. The reason is that the average individual is inclined to accept such a thing as a radio program without much question since it apparently costs him nothing.

However, certain advertising programs are calling forth loud objections from public-spirited groups thruout the country as is evidenced by recent articles appearing in the press. One variety in particular which has been protested against for at least a year, is the blood and thunder type of radio program. Programs of this type, if permitted at all, should be given so as to reach homes in the service area of each station after 9 P.M. The *Washington Evening Star* in its issue of February 3, reprinted an editorial from the *Chicago Daily News* under the heading, "The Children's Hour of Horror." It is such a good statement that it is given below in full text:

Parental complaint is heard against a surfeit of blood and thunder in commercial radio programs designed especially to intrigue juvenile interest. Many letters on the subject have reached the *Daily News* from disturbed mothers. Parent-teacher associations are discussing the effect of that sort of mental diet on child minds. An adult revolt seems to be brewing.

It is alleged that at the twilight hour, when eight-year-old Jimmy tunes in, the serenity of the home is assailed by raucous growls of desperate hoodlums, shrill screams of terrified victims, rattle of gunfire, and groans of the dying. In an atmosphere shivery with stealthy plotting and sanguinary with violent deeds, the temperature of Jimmy's imagination rises to fever heat. Later he kicks off the bedclothes and arouses his slumbering parents with yells of nightmare panic.

Girls of tender years, no less than boys, have developed a taste for the radio successor of the dime novel. They listen with gasps of creepy fascination to blood-curdling drama that, by vocal and imitative sound, carries intenser thrill and horror than does the printed word.

Theorists will differ as to the harmful effect such entertainment may have on the immature, beyond a temporary overstimulation and a crowding out of better provender for thot and emotion. It is certain, however, that altho it may profit the sponsors of the program, it contributes

nothing desirable to the mental equipment of the child, and if it alienates adult approval obviously it will not long profit the sponsors.

It is to be regretted that material of so dubious a sort should be used when there is so vast a reservoir of heroic deed and stirring adventure, of whimsical fancy and magic wonder, on which to draw for children's programs. In days when crime is a social problem of first magnitude, feeding crime thrills as leisure-time enjoyment to infant minds is surely to be deprecated, and good homes are justified in resenting an invasion of the undesirable, so easily made and so difficult to prevent. Moreover, to provoke such resentment scarcely can be wise business policy.



JOHN C. JENSEN, director of station WCAJ, Nebraska Wesleyan University, Lincoln, Nebraska, whose appointment to the Federal Radio Commission was recently sent to the Senate by President Hoover. A radio engineer of note, an educator and an executive of considerable experience, and a member of a large number of learned societies, Professor Jensen is well qualified for this position. His appointment meets with the approval of educators and others who believe the Commission needs at least one representative of education.

If the advertiser fails to take appropriate action, the Federal Radio Commission is the next line of defense, since it has the entire responsibility of enforcing the principle of public interest, convenience, and necessity in the administration of radio.

If commercial stations overload the ether waves with sales talks or inappropriate programs, a proper balance can be maintained if a sufficient number of educational stations are provided in each state. As the Iowa Press Association comments in the *Iowa Publisher*:

If the advertiser wants to pay forty or fifty dollars a minute to have cheap stuff broadcast from Boston to San Diego, that's his business. But it is distinctly the public's business when the Federal Radio Commission denies a university the right to broadcast information of real value during the evening hours because the time after 6 P.M. is all needed by commercial stations.

Ballyhoo interspersed with threadbare jazz and moronic dialog is forced into millions of homes during the evening, to the exclusion of worthwhile entertainment and information of

value. It is time that Congress kicks radio out of the morass of commercialism and enables better programs to get on the air.

If we read history correctly we would have made a careful study of radio long ago and adopted a plan which would protect the interests of the listeners and still be a distinctly "American Plan." Lawrence D. Batson in *Radio Markets of the World, 1932*, p11, gives a careful statement of a monopoly system which the British government operates as contrasted with the independent-station system employed in the United States. He says:

Listeners' interests, aside from their program dictation, are centered in the degree of service available. Under monopoly systems the density of population of an area is given only superficial significance in developing a system of coverage, the intent usually being to provide service to all areas indiscriminately. Under the independent-station systems, however, the interests of the broadcasters are best served by locating the station in heavily populated centers, resulting in a tendency to concentrate in such centers all of the broadcasting service which the available channel facilities will accommodate. Radio regulation of several countries limits the degree to which these facilities may be used in such centers.

THE NEWS that the Supreme Court has declined to support the Rev. Robert P. Shuler in his appeal against the Federal Radio Commission will be received with relief mingled with regret . . . grave questions of constitutional rights enter the case, and in its ruling upon this aspect of the dispute, the decision of the Supreme Court is unsatisfactory. . . . The Radio Commission sent an agent to investigate [Shuler's station] . . . and altho the agent recommended that the license of the station be renewed, the Commission disagreed with him, and voted that the license be withheld on the ground that Mr. Shuler's addresses were not, as a rule, "in the public interest."

This decision was appealed in the District of Columbia, but the District court upheld the Commission. Mr. Shuler's next move was an application to the Supreme Court of the United States for a writ of certiorari. This was denied, and the decision closes the Los Angeles station. Practically, too, it also closes the commercial stations to Mr. Shuler, since these corporations will hardly care to put their valuable licenses in peril. . . . The issue here is whether or not the constitutional guarantee of free speech is a reality or only a pretense. If a man can be deprived of his usual means of uttering his sentiments, or of any means in itself lawful, by the action of a federal agent, acting under the authority of a commission whose constitutional warrant is highly dubious, then it would seem that this constitutional right is not much more than a flimsy pretense. . . . The sole reason why certain rights are embodied in the federal and in the state constitutions is to protect them against this summary process by placing them beyond denial or dispute, saving always the authority of the courts to review cases of alleged abuse. To place these cases under the original jurisdiction of a federal commission, acting on information supplied by its agents, is to open the door to the possibility of the gravest autocratic abuses. . . . Are messages, lectures, discussions, and statements, on matters of philosophy, ethics, theology, economics, news reports, and any and all matters that can engage the attention of the mind of man, to be subjected to control by the federal government, on the ground that they fall within the purview of the interstate commerce or the general-welfare clause of the Constitution? In that event, the constitutional right of free speech becomes little more than the right to utter what is not offensive to a federal commission.—Abridged from an editorial in *America, A-Catholic-Review-of-the-Week*, January 28, 1933, p397.

THE FOURTH ANNUAL MEETING of the Institute for Education by Radio will be held at The Ohio State University, Columbus, Ohio, May 3-6. These institutes, which are noted for open and frank discussion of questions on radio education, have been attended by leading educators and broadcasters from all over the United States and foreign countries. Their contributions have appeared in the published proceedings under the title of "*Education on the Air.*"

This year sessions will be devoted to the following subjects: use of radio in the schools; methods of presenting educational programs; ways in which the listener can be advised as to the educational programs on the air; studies of the audience response to programs and ways of measuring it. Many outstanding speakers have already been secured. As a special feature of this meeting broadcasters will bring sample recordings of programs already successfully broadcast. These recordings will be played for the members of the Institute and the broadcaster will explain why certain methods of presentation were used.

In addition to the regular sessions, roundtables will be held on the following special phases of educational broadcasting: commercial stations and educational organizations; college and university stations; school broadcasting; and research in radio education.

Florida Begins Radio Series

RADIO STATION WRUF of the University of Florida began on January 6 a new series of twenty-seven broadcasts falling under the general topic, "Economic Conditions of Today." National problems which are being discussed are unemployment, agriculture, taxation and public finance, federal bank policies, and American education. The effects of the present depression upon foreign trade and Europe will form the second part of the series.

The first discussion was by Dr. M. D. Anderson of the college of commerce and journalism at the University of Florida. This broadcast was in the nature of an introduction to the series and covered "General Conditions Leading to, and Characteristics of, a Business Depression." The broadcasts are given each Friday at 4:45PM EST.

These programs are being arranged and presented under the direction of the Beta Eta Chapter of Delta Sigma Pi, professional commercial fraternity.

WE BELIEVE that radio is a most powerful agency of education; that the broadcasting channels should forever remain under public control; and that more adequate facilities should be available to the national and state governments.

The college broadcasting stations, correlated with the purpose and programs of our common schools, are the one hope we have of a better use of radio in the future.

We commend the action of the state board of higher education in continuing the operation of station KOAC and earnestly urge that more adequate facilities be provided for this radio station so that it may in the near future serve the citizens of the entire state.—Resolutions adopted by the Oregon State Teachers' Association, December 28, 1932.

More Views on Madrid

THE ASPECT OF THE MADRID CONFERENCE which most impressed me was the attitude of forbearance, cooperation, and conciliation which was displayed by the representatives of the nations of the world and the fact that it was found possible in this diverse world of ours to obtain general international agreement on as complicated a subject as world electrical communications. In particular, I think it remarkable that general agreement should have been obtained on the laying out of radio wavelengths with respect to the various services.—Eugene S. Wilson, vicepresident, AT&T.

ONE OF THE OUTSTANDING THINGS to me was the willingness of all nations to rearrange facilities and make concessions to those services which protect human life at sea or in the air. Additional facilities were extended to the aeronautical services, and also for the extended use of the various types of radio beacons. Likewise, an improved situation was created for the short-distance maritime telephone which is adapted to small vessels, such as fishing craft, which have not formerly been equipped with radio apparatus. After returning there was some gratification in learning that the door had not been shut entirely upon the possibilities of a later conference to adjust the difficulties peculiar to broadcasting in North America.—Walter Evans, Westinghouse Electric Company, East Pittsburgh, Pa.

I AM DISAPPOINTED in the results of the Madrid Conference. The resulting convention has, I believe, defects which will embarrass and delay the sound development of radio in the interest of the public. No doubt it is an improvement over the Washington Convention of 1927 but it falls far short of what might have been accomplished. I do not blame the American delegates for what happened. The results were largely due to factors over which they had no control, including interference emanating from Washington. . . .

The chief defect is, I think, the failure of the treaty to give recognition to economic and technical facts in the allocation of the lower frequencies [long waves], with the result that, except in Europe, there is no allocation of such waves to broadcasting. . . . On the other hand, no provision was made which gives any better opportunity for meeting the broadcasting needs of North American countries [e. g., Mexico] than was already afforded. . . .

A second defect is the failure of the Conference to ensure the elimination of the spark transmitter nuisance on ships by 1940. . . .

A third defect, which is due to historic accident more than to anything else, is the fact that, in future conferences for the revision of radio regulations [including the allocation of wavelengths to different services], radio communication companies engaged in public correspondence will be permitted to participate, while no such provision is made for any other type of radio communication interest. . . .

The Madrid Conference was an interesting study in cross-currents. The fact is that on allocation matters, the same conflicting interests are to be found within every important nation—between the broadcasters, the mobile interests, aviation, and the military establishments. . . .—Louis G. Caldwell, representing National Association of Broadcasters.

Radio Course for Teachers

A FIELD COURSE in the advanced technics of teaching, consisting of twenty-five half-hour lectures by Dr. L. John Nuttall, Jr., superintendent of the Salt Lake City schools, is being given by radio each Thursday at 10PM over station KSL. The series began on October 6 and with the omission of one week due to Thanksgiving, will end on March 30.

This radio course has been given as a part of the work of the extension division of the University of Utah with the cooperation of the state department of education and the Salt Lake City board of education. Those who register, pay the six-dollar fee, and satisfactorily complete the course, will receive five hours upper division university credit. More than 150 persons are actually enrolled for this work, while many others listen without formally enrolling.

The course has three aims: [1] that the teachers may know how the various types of classroom work may be built around the modern concept of "directing study"; [2] that the teachers may study in the natural classroom setting, the application of this modern technic of teaching to real teaching aims; and [3] to bridge the gap between theory and practise by a process of experimental teaching as directed in the course.

Course requirements: [1] careful consideration of the study sheets which are mailed to each student the Saturday prior to the lecture; [2] listening to the lectures by radio, using the outlines as guides; [3] carrying out in the classroom the twelve exercises given as assignments on the study sheets; [4] preparing and mailing to the university a careful description of the work done on each assignment, a statement of the success or lack of success of the experimental classroom work, and questions that arise and call for further discussion; [5] study of the criticism sheets mailed after these papers are read; [6] listening to the "report" lectures which are given by radio; and [7] an examination given in each locality under the direction of some responsible person.

The topics for the twenty-five radio lectures follow: [1] the definition of learning and teaching aims; [2] pre-testing in defining aims and teaching aims; [3] selection and organization of subjectmatter; [4] pupil interest—motivation in teaching; [5] report on classroom work on "learning aims"; [6] teaching an "ability to do"; [7] report on classroom work in "pre-testing"; [8] teaching information—the assignment; [9] report on classroom work in "motivation"; [10] individualizing instruction; [11] report on classroom work in "teaching of skills"; [12] teaching rules, definitions, meanings, and the like; [13] report on classroom work on "assignments"; [14] teaching facts by silent reading or lecture; [15] report on classroom work on "individualizing instruction"; [16] teaching by discussion—the socialized recitation; [17] report on classroom work on "teaching rules," and the like; [18] methods of drill and practise; [19] report of "use of silent reading and lecture in the classroom"; [20] use of visual aids; [21] report on use of the "socialized recitation"; [22] lesson for appreciation; [23] report on classroom work on "methods of drill and practise"; discussion of expression activities; [24] report on "use of visual aids in the schools"; [25] report on the lessons for "appreciation"; summary.

Broadcasts for Chicago Schools

THE PUBLIC-SCHOOL SYSTEM of Chicago is continuing the sponsorship of half-hour daily broadcasts intended for classroom use. The present program schedule which began January 30 will continue thru and include June 23.

WMAQ, a Chicago commercial radio station furnishes the free use of its facilities for these broadcasts, but the program itself, as it should be, is in charge of members of the staff of the Chicago public schools. G. P. Drucek, principal of the Curtis Junior High School, is chairman of the committee in charge of the broadcasts. The excellent cooperation which has existed between the schools and the radio station is due in no small measure to the foresight and vision of Judith C. Waller, vicepresident and general manager of WMAQ.

The school broadcast period is from 1:30 to 2PM each school day. During each half hour, two fifteen-minute lessons are given. Programs are so arranged that some material is provided for pupils in all grades from the first to the ninth inclusive. The subjects for which supplementary material is given by radio include: music, social studies, geography, history, household science, science, stories in mathematics, poetry, art, guidance, current events, character inspiration, health, book club, prominent citizens series, primary story hour, and a series on the Century of Progress intended to give both pupils and teachers a better idea of this exposition.

Excellent material for school use is being broadcast in these programs, it was discovered by the research director of the National Committee on Education by Radio on a recent visit to Chicago. Pupils in classrooms he visited were intensely interested in the broadcasts and seemed to be profiting by what they heard. Not all schools are equipped to receive radio programs, nor are they required to use them, even if they do have radios, but the evidence school authorities have collected concerning the use of the programs convinces them of the desirability of their continuance.

Demonstration by Radio

AN EIGHT-MINUTE SPEAKER on the subject of reading is followed by an expert teacher and a wellprepared class to prove what the speaker has said. This is the plan the New York city schools follow in using the radio for purposes of demonstration teaching. By the middle of May 1932, a series of twenty-four of these demonstration lessons had been given, using WNYC a noncommercial radio station belonging to the city of New York.

Consent Decree Victory for RCA

WHILE THE FEDERAL GOVERNMENT sought to sever the interlocking ownership ties that bound RCA to Westinghouse Electric and Manufacturing Company and to General Electric Company, and obliterate the exclusive cross-licensing agreements, aims to which RCA scarcely could offer a gushing welcome, nevertheless RCA's goodwill and financial condition are improved by the terms of the contracts. . . .

While any violation of law is denied by the defendants, and the decree is specifically clear about the reservation of any such admission, nevertheless radio in nearly all its branches was generally regarded by the public as being obviously bottled up in the combination of interests. . . .

One would expect, since RCA was the chief defendant, that it might emerge from the fray somewhat damaged in repute and purse, but in fact RCA's position is morally stronger. It is impossible to see any financial penalty to RCA in the generosity with which Westinghouse and General Electric have treated it in respect to the floating debt owed by RCA to these two concerns. As a side issue the RCA building was purchased by General Electric at book value, \$4,745,000, while \$4,255,000 in ten-year debentures were issued by RCA to the two companies, these transactions cancelling the \$17,938,733 debt to the two of them, the difference, \$8,938,733 being discharged in consideration of the new agreements.

Since RCA is to move into Radio City ultimately, it will have no need for the beautiful office building it recently erected, and it is a treat under such circumstances to have a creditor take over an asset at book value in a depressed market, and join with a co-creditor in virtually writing off a difference of nearly \$9,000,000. Then, too, RCA was under heavy commitments for leases in Radio City. . . . and since the requirements will be much less than previously anticipated, RCA pays some \$5,000,000 [a bargain according to Mr. Sarnoff] to Rockefeller Center for the privilege of withdrawing from the excess of the lease commitments over requirements. . . .

Since the terms of the consent decree require that General Electric and Westinghouse dispose of half of their stock holdings in RCA in three months. . . . On what terms the distribution will be made has not been stated, but as to the one-half required in the three-month period it seems reasonable that the RCA stock will go to the stockholders of the two companies as a gift, which would strike some consoling balance with the \$9,000,000 write off. . . .—Editorial in *Radio World*, December 10, 1932, p20.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:
Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
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James N. Rule, state superintendent of public instruction, Harrisburg Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.

Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Effects of Radio on Children

CHILD STUDY ASSOCIATION OF AMERICA

THE CHILD STUDY ASSOCIATION has been concerned for some time with the number of inquiries which it receives from parents in regard to radio programs for children. The Association has recently distributed a simple questionnaire to mothers in its study groups which are conducted at the Association's headquarters thruout the year under the direction of Mrs. Sidonie Matsner Gruenberg, who is director of the Association; Mrs. Marion M. Miller, associate director; and Mrs. Cecile Poppel, director of study groups.

The results of this questionnaire are contained in a report of the replies received from eighty women, mothers of 134 children — seventy-one boys, and sixty-three girls, ranging in age from two to fifteen.

The Association does not consider this report either exhaustive in its scope or conclusive in its findings. Its importance lies in the fact that it indicates the trend of thought of intelligent parents.

What children like to hear—Music that comes over the radio makes an appeal to many babies, just as does music from any other source. This was definitely reported as early as six months in one case, and by a year and a half or two it seems to be quite general. It is several years, however, before "programs" have any meaning. At four and five there is some interest in special programs, particularly if there is an older child in the family. At six this carry-over of interest seems to reach the first of two high spots. [Does going to school perhaps give children a chance to compare notes and to stimulate each other's curiosity?] Intensive interest then appears to lull until about the age of ten. From ten to twelve or thirteen is the heyday of the radio, particularly of continued sketches and "thrillers." After that, the 'teen age becomes more selective—sports, current events, dance music, and science begin to be mentioned.

This pattern seems to be fairly general. Most children at any age "enjoy" the radio, since only nineteen are reported as indifferent and six as definitely disliking it—and these at scat-

tered ages. But of the remaining 109, just nineteen are described by their mothers as radio "fans," and these are with only three exceptions in the ten-to-thirteen-year-old group.

The amount of time spent at the radio fits into the same picture. Twenty children at ages varying from five to fifteen spend an hour a day listening; fourteen at ages from six to thirteen spend two hours; nine at ages eight to twelve [five of these are twelve] spend three hours; and one boy of thirteen spends five hours. The remaining ninety are reported as spending half an hour, fifteen minutes, or an irregular amount of time. It was not asked whether the children "did nothing else but" while the radio was on. But from the number of programs followed closely and

from the mothers' general comments it seems likely that listening is not exclusive when it takes up a couple of hours or more.

One mother disapproves particularly of her fifteen-year-old son's "ear massage" in his room. Another says in more detail:

It is, on the whole, a distracting influence. The fact that the radio keeps humming while he works on French or geometry is very disconcerting to me. [This is the boy who listens five hours a day.] For he claims that he pays no attention to it—but that he *needs* it to keep him at his work. It implies a division of interest—a lack of concentration of which I disapprove.

Most of the children who follow continued programs from day to day fall, as we would expect, in the six-year-old group or in the ten-to-thirteen-year-old group. The sixes usually follow one or two programs; the older children who are regular "fans" keep up with two, three, or four. Their preferences run strongly to continued dramatic sketches and comedy programs. But of those who do like music, just as many like concert music as the jazz and dance variety. Only one mentions French and dancing lessons, and one, Sunday morning worship service. In general, they like programs designed for adults better than programs for children, performed *by* children. But their preference over both these is far and away in favor of programs by adult performers but designed particularly *for* children.



WALLACE L. KADDERLY, manager of radio station KOAC, and fulltime staff members. KOAC is located at Corvallis, Oregon, is a state-owned station, and is an integral part of the general extension division of the Oregon state system of higher education, of which Dr. William J. Kerr is chancellor. Those pictured in the front row from left to right are: Anthony Euwer, wellknown poet and lecturer, announcer, and featured program contributor; Mr. Kadderly; Mrs. Zelta Rodenwold, director of women's programs; Byron Arnold, music advisor and accompanist; Oliver D. Perkins, operator; rear row: James Morris, announcer; Luke Lea Roberts, music director and chief announcer; Grant Feikert, engineer; Don Kneass, announcer; C. R. Briggs, director of farm and related programs. KOAC, like other college stations, secures, without expense, talent that would cost commercial stations hundreds of thousand of dollars.

In all but nine of these homes there is just one family radio in the living room, dining room, or sun parlor. [The nine were either hotel residents or older boys with a radio in their own rooms.] It might, therefore, be assumed that its use or abuse would be important to all the members of the family. But only about one-fourth of the mothers said they find it necessary to make definite restrictions as to time and in almost all these cases their children are the ones who actually listen an hour or more. Several mothers felt that it is "just hopeless," but the majority do not make any restrictions at all.

Does radio make for more companionship in the family or not? Very few children between six and twelve listen to the radio in company with their parents. Young children, apparently, accept their parents' choices and adolescents begin to share their tastes. But the school-age children definitely want to turn the radio on for themselves—they will not listen to programs tuned in by their parents and they do "want what *they* want when they want it."

Between the children themselves the radio makes a bond of common interest. Only seven mothers say their children disagree over it, and more than a quarter of them decidedly say that it prevents quarrels and gives children of different ages a pleasure which they can happily share.

But it does interfere with other interests—on this there is more agreement among the parents than on any other point. "Family conversation" is the greatest sufferer, with reading and music practise close seconds, and with mention also made of group games, creative play, crafts, singing, bath, and supper.

From the grownup point of view—What do parents think of all this? It is impossible to give a single composite answer, for their opinions vary from one extreme to the other. There are only eighteen who declare for unqualified disapproval in such terms as these:

- Too interested in sensational.
- Terrible.
- Jazz supersedes everything. Damning.
- Too exciting.
- Too stereotyped, sentimental, unreal. It fails where it could be of great benefit.
- False ideas and emotional reactions.
- Murder stories are bad.
- Not educational; a waste of time.
- The sheer impossibility and obviousness of the melodramatic. I class it with the funnies.

In some of the children's programs, the English is *terrible*; it is stupid stuff.

I question very often the entertainer's wisdom when he mentions behavior problems.

Does not promote a great interest in good music.

I believe my daughter would appreciate concert music more if she hadn't heard so many jazz programs.

I've no sympathy with night-club entertainers. Except for an occasional symphony concert I should not consider it beneficial.

My friends with children from seven on are perfectly frantic over the effect of the radio on the children. They say the programs are sensational nonsense, and their children are made nervous and develop fears they have never had before—fear of the dark—fear of men's voices if they are rough or deep. One mother says her children have developed a feeling of evil in the world. I know of one family where the interest in listening keeps the children glued to the radio from five o'clock on, to the distinct limitation of other play or activities. In another case, the child insists on having a loud speaker in her own room so she can listen after she goes to bed.

On the other hand, a few parents feel, as one said, that it is "all to the good," either as a social or an educational asset:

It is a pleasant diversion and addition to family companionship.

It brings recreation and pleasure to 'teen age groups at home.

It affords good information.

My boy is not interested in books. Unless compelled, he will not open the covers of one. I am very pleased at the interest he takes in these radio programs as I feel it is something to stimulate his imagination.

The radio has made my son alert to the news of the day. He reads the newspaper intelligently and correlates his information. I'm sure the terse snatches of news gleaned via radio have helped in this development.

I believe the radio plays an important educational rôle in my daughter's life. Without the radio, she would have little access to the outside world.

A small number of mothers feel that radio is simply negative and does not have much influence one way or the other. Not a few who question certain programs discount their "bad influence" because they feel that the preoccupation with one program or another is so transient.

This radio craze is a phase which the child is bound to outgrow. So I am not opposing her in any *obvious* way. I am patient with her and prefer to let the passion run its course, meanwhile offering pleasurable alternatives and hoping that some day she may find a new enthusiasm.

I know that eventually she will return to her reading and to her drawing. The encroachment of the radio simply makes it more difficult.

There are all sorts of expressions of this same desire to see both sides of the question:

The radio makes me a bit furious. It could be so marvelous from an educational and cultural point of view—but instead it is such a mess. And when a mother comes home to a house where three are running at

WHEREAS it has come to the attention of the Board of Managers of the Iowa Congress of Parents and Teachers, that many parents are protesting against certain radio programs given for children; that as a result of listening to certain radio programs children are reported to be afraid of the dark, afraid of walking in front of anyone on the street, afraid even of listening to these programs without an adult near them; and *Whereas* these parents feel that many such programs are producing distinctly unhealthy mental conditions in children—*Therefore* be it resolved that the Board of Managers of the Iowa Congress of Parents and Teachers go on record as opposing the commercial exploitation of children by means of radio programs of mystery stories, danger situations, and other so-called thrills whose chief appeal to the child's interest is thru fear for himself or for a real or imaginary character in the story; and be it further resolved that a copy of this resolution be sent to all advertisers using time in the Children's Hour, to Mr. Joy Elmer Morgan, chairman of the National Committee on Education by Radio, and to the radio chairman of the National Congress of Parents and Teachers.—Resolution adopted by the Board of Managers of the Iowa Congress of Parents and Teachers, February 8, 1933.

one time—each with a sillier program than the next—oh dear! At the same time the radio gives one Toscanini and *The Emperor Jones*. You want to smash it and you want to worship it.

A good many seem to share this desire both to laud and to condemn—some of them adding that much of the really good music comes after the children are asleep. Others who specify that most dramatic sketches are “too exciting,” and “murderous,” or “cheap” and “silly” still feel that on the whole the good outweighs the bad.

Several say they do not object to the radio in itself so much as in the crowding out, already referred to, of “achievements” and “creative interests.”

I like to see children get their pleasure thru participating. I suppose one can feel about radio as about books, that no child's taste is good to begin with, but will develop as general development goes on. Too great a time spent in listening to the radio by a child, if the interest continues for a long time, disconcerts me, for I feel that the child is wasting a lot of his time.

There is just as much place, particularly at the end of the day, for relaxation in the life of a busy child as of a busy adult. This is a point frequently stressed:

I especially like this hour, because it makes for a rest physically before dinner.

The radio has a place as relaxation and fun. I don't think it does any harm and the children have a right to their own choice. They pick up much information. It is a source of relaxation—but it would be *awful* if not controled.

Thus the large group of mothers which is moved neither to condemn nor praise is not taking a middle course thru indifference. There is a real effort to get perspective on this most modern and most universal interest and to relate its “problems” both to our social setting as a whole and to the intimate life within the family.

I don't think we can eliminate radio from the modern set-up. Concerning modern tools and mediums, my feeling has always been that instead of side-stepping them, we should attempt to use them in a constructive fashion. For example, my children have learned to be critical of the children's programs which contain obvious sales talks. They listen to the advertisement with amusement. My son often asks concerning

some food or other product, “Does it say that in *Consumer's Research?*” We have even discussed good versus bad programs. I feel radio programs for children are cheap and so are funnies, but it is a tolerable cheapness.

I do not understand how there is any argument about the radio in the child's life. It is a modern household appliance, almost a necessity and, like electricity and the automobile, should be used with discretion. The radio is a pleasant informal means of becoming familiar with the great musical masters; it opens conversations on politics and news items. As a means of teaching human understanding and geography, what could be more thrilling than tuning in on Paris, London, Rome? To our children the radio is one of the marvelous scientific inventions of the times. My five-year-old is more interested in how it works than in the programs and when it is out of commission its charms are double. In fact, the radio mechanic is his ideal.

I do not forbid tuning in on even the less desirable programs unless it is at a time that disturbs. Our children are always so busy that the radio is certainly not stressed; and if it is occasionally used for relaxation, what is wrong in doing so? Children cannot have adult tastes twenty-four hours a day. We do not expect it in other ways; why in this case?

Why not begin by asking what it is that gives children so much satisfaction in some of the radio programs disapproved by their elders and betters? Perhaps in these overprotected days the young Indian in most boys and girls has nothing else half so satisfying to which to turn for some deep inner craving. It is a phase which, other things being equal, they will grow thru and beyond.

When the radio becomes a serious problem in family discipline, why blame it? The trouble in such a case is likely to be deeply rooted in the home situation, and the radio just sets a match to the tinder.

The radio is not at fault if it is an outlet for something which is fundamentally wrong between the parent and the child.

As was pointed out in introducing it, there are no general conclusions to be drawn from such a comparatively small and deliberately informal inquiry as this. It serves first to suggest certain patterns that children at certain ages do seem to follow in their radio interests, and second to indicate how their parents regard these. There appears much fair-minded criticism and a desire to utilize the radio for the enrichment of home living—and this self-evident point of view is in itself a significant “finding.”

THE RADIO SET OWNER who prefers good programs uninterrupted with sales talks is another of those who “don't know which way to turn.”—Editorial, *Christian Science Monitor*, January 13, 1933.

Petition to those people responsible for the production of the radio skit called “Orphan Annie”:

We, the undersigned, as members and friends of the *Minneapolis College Women's Club*, a branch of the *American Association of University Women*, wishing to uphold the best standards of education for the nation's children, do vigorously protest the present character of the radio program called *Orphan Annie* broadcast especially for children in the advertising of children's foods.

A survey made by the preschool group of the *College Women's Club*, members of which are especially interested in the physical and mental influences surrounding the growing child, has revealed an overwhelming majority of mothers of children from every walk of life protesting against this program and confirming our convictions that:

[1] The character of this program is not only widely at variance with the normal and ideal life for the average young child, but is indeed so cheaply melodramatic as to inculcate in the listening child a taste for the poorest in literature and life, and an unnatural desire for over-stimulation and thrill;

[2] That this continual and unnecessary over-stimulation is an actual physical and mental detriment to the normal functioning of the child's emotions of fear, anger, and loyalty;

[3] The reflection of this over-stimulation in nervous, frightened children, with strident voices and objectional vocabularies is actually antagonizing the parents to the extent that the value of the program as an advertising medium is entirely lost;

[4] That now when all forward-looking people realize that the control of crime is one of our country's greatest problems, we should not allow a generation of children to be drilled in all the technic and realities of every sort of crime, which are in fact being injected into this program so vividly. This so-called daily entertainment is tearing down faster than can be built up in children the ideals and standards of right living.

Having audited this survey and presented its findings to our general education section, this group and its friends wish to record its protest against such programs being broadcast, and to petition you to [1] either remove the objectional features of this program, *i. e.*, the overdrawn dramatic crime episodes, the raucous, unnatural voices of the actors, and the coarse vocabulary; or better still, to [2] substitute therefor programs to stimulate children's imaginations in the right direction, such programs to be chosen or sponsored by children's libraries from our unlimited store of *good* literature, and to be told or dramatized by persons trained to convey to the observant child the worth of good drama, told in good language, thru the medium of good voices speaking correctly.

[An identical petition was drawn up concerning the *Skippy* program.]

Advantages of State Radio

THE STATE OF WISCONSIN is most fortunate in having its town radio facilities capable of reaching practically every citizen in the state.

No other state in the Union is so well-equipped as Wisconsin is now to serve its people thru the medium of radio communication. It is quite fitting that Wisconsin, the birthplace of WHA, the world's oldest educational broadcasting station, should take this position of leadership in the development of state-owned radio facilities.

Properly used, the two radio stations owned and operated by the state can serve the people effectively and efficiently:

[1] By extending free to the people the educational advantages of the normal schools, colleges, and university.

[2] By reporting daily the findings of agricultural workers for the improvement of farm conditions.

[3] By extending the work of service agencies such as the State Board of Health.

[4] By keeping open the lines of direct communication between the people and the government officials in whom they have placed their trust.

Other states are watching with interest the development of Wisconsin's pioneering projects in radio.

I am told that just this week the educational director for the midwest division of the NBC was here to observe the workings of the Wisconsin School of the Air. This great leader had high praise for the work done here and declared it far superior to other similar educational projects.

Wisconsin has pioneered also by being the first state to make use of its own broadcasting facilities in an election campaign—and this fact was reported by the *New York Times*, the *U. S. Daily*, and numerous other newspapers and magazines thruout the country. Time on the air over both stations WHA and WLBL was given free of charge to all parties and candidates. This time, if purchased at commercial rates, would have cost more than \$10,000.

I understand that thousands of dollars of the taxpayers' money have been saved by utilizing *without cost* the services of university electrical engineers in the construction of equipment. In one instance, by especially designing and building the new WHA transmitter instead of purchasing it from the Radio Corporation or Western Electric Company, the committee in charge saved \$13,250. It is, of course, our purpose to keep alert to the possibilities for further economies in view of the

distressing times. On the whole, however, radio provides a very efficient and economical means for serving vast numbers of people where, before, comparatively few could be reached at one time.—Albert G. Schmedeman, governor, State of Wisconsin.

British Approve Present Radio

THE HOUSE OF COMMONS made it clear, after a three-hour debate tonight, that it would allow neither advertising nor political interference in British radio programs.

Proposals to place the British Broadcasting Corporation under Parliamentary control were decisively rejected, and a motion by Laborites that a committee recommend changes in the existing system met a similar fate. The House registered the emphatic belief that Britain's noncommercial, state-owned broadcasting system was functioning well and should be left alone.

The debate, the first of its kind since 1926, was precipitated by an incident on New Year's Eve, when an announcer criticized Poland and involved the broadcasting corporation in international difficulties. Criticisms of favoritism also have been coming from Left-Wing Laborites, Right-Wing Tories, and other political groups, which allege they are not getting a fair share of the programs. The postmaster-general assured the complainers that controversial opinions were welcomed in the British programs, except opinions which were blasphemous or openly seditious.

David Lloyd George charged that British newspapers were growing so biased and unfair in their news columns that independent radio programs were the last refuge of healthy political thought in England.

"Very few speeches are reported in Britain nowadays," he said, "and we have a condition of things where headlines are creating opinion. I don't say there is suppression of news, but there is emphasis of the particular kind of news which favors the opinion of the particular newspaper."

"Opinions are thus created not by editorials but by the way the news is arranged and displayed. Certain news is elaborated, while other news is put somewhere in the backyard. I don't know any other agency whereby we can, under the present conditions, present the vast issues upon which the country's life depends except the British Broadcasting Corporation."—Dispatch from London in *The New York Times*, February 23, 1933.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:
Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington, D. C., American Council on Education.
Joy Elmer Morgan, chairman, 1201 Sixteenth Street, Northwest, Washington, D. C., National Education Association.
James N. Rule, state superintendent of public instruction, Harrisburg, Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.
Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

NBC Changes Policy

CONSIDERABLE INTEREST HAS BEEN CREATED in radio circles by recent statements which give the impression that the National Broadcasting Company has made a definite change in policy. Previous public pronouncements by its officials had convinced the man in the street that the company did not believe in the support of broadcasting from any other source than the sale of time to advertisers. It is now reported on good authority that a new source is to be tapped, namely, listener contributions. The scheme does not provide that all receivingset owners shall pay fees of sufficient size to support broadcasting but will follow the novel but extremely successful plan now used in the Netherlands of asking for voluntary contributions.

There is one essential difference between the new arrangement which is proposed by the NBC and the system now in use in Holland. This small European country does not permit radio advertising yet the two broadcasting organizations report substantial profits over and above the cost of operation. The NBC on the contrary, tho claiming to be operating in the public interest, evidently proposes to force the listeners to pay for every program peculiarly prepared to serve the public interest.

Let no one be misled. The National Broadcasting Company has not decided to cancel its advertising contracts. As a matter of fact an official of the company recently stated that in his opinion there has been an increase rather than a decrease in the number of hours sold during the past year or so.

The reports of the change in policy arose as a result of the following letter sent to a select mailing list:

15 Broad Street, New York, April 3, 1933

Confidential

Dear —:

The Walter Damrosch Music Appreciation Hour, which is being heard each week by more than six million school children [*This is an extremely exaggerated estimate*] and two million adults over the largest regular radio hookup of any program, commercial or educational, faces abandonment after its final program of the present season, April 28.

The National Broadcasting Company, which has presented the Damrosch Hour for the last five years, at a cost of approximately \$100,000 a year, has found that it can no longer make this expenditure.

A group of music lovers who feel strongly that the Damrosch programs should continue, without any impairment in quality, have asked me to form a special Damrosch Hour Continuation Committee. To obtain representative opinion on the possibility of raising the funds necessary to provide the Damrosch Hour for three years, a few questions have been shaped. Your answers would greatly aid me in reaching a decision as to future plans for the Committee.

Please accept my personal appreciation of your kindness in answering these questions. Sincerely yours,

John W. Davis

- [1] Do you believe that the Damrosch Hour should be continued?
[2] Do you think many of your friends and associates would like to see the Damrosch Hour continued? [3] Do you favor the proposal that a special Damrosch Hour Continuance Committee sponsor an effort to raise a fund of \$300,000 to assure continuance for three years? [Any funds so raised would be turned over to the National Advisory Council on Radio in Education, a non-profit-making organization of which the eminent scientist, Dr. Robert A. Millikan, is president, to administer.] [4] Would you be willing to take part in raising the fund for continuance of the Damrosch Hour? [5] Can you recommend any organization in your locality that would lead and sponsor the project locally? If so, please provide name of person with whom we might communicate. [6] Do you believe that philanthropic foundations should contribute to a fund in behalf of the Damrosch Hour? [7] Would you be willing to contribute to the fund for continuing the Damrosch Hour? [8] Other remarks?



MARTIN HEGLAND, director of radio station WCAL, head, department of religion, and college pastor, St. Olaf College, Northfield, Minnesota. A graduate of St. Olaf College, Dr. Hegland holds an M. A. degree from the University of Minnesota, and a Ph. D. from Columbia University. WCAL, which derives its support from the contributions of listeners, enables St. Olaf College to render a distinctive educational, cultural, and religious service to listeners in that area—large numbers of whom are of Norwegian descent.

It has been evident for a long time that sooner or later the break would come. It was only a matter of time before a disgusted, intelligent, and discriminating radio audience would insist upon the maintenance of such current programs as are worth continuing; the presentation of a greater amount of high-grade microphone material; and the curtailment if not entire elimination of radio advertising. Conceding that the present haphazard plan will not continue long, NBC would now place the burden of providing *good programs* on the shoulders of the audience and at

the same time line its pockets from the programs of the advertisers given over the protests of the listeners.

It is significant that this movement to throw the support of the Damrosch programs upon the listeners should be headed by a man wellknown as one of the leading attorneys for the big power companies, which dominate radio broadcasting.

However, there is a brighter side to the picture. The demand for a congressional study of radio along the lines of the bill introduced by Congressman H. P. Fulmer of South Carolina is gaining ground. Such a thoroughgoing and impartial study would unearth many inconsistencies in the present type of radio operation in this country. It would furnish the foundation for a system of broadcasting in the United States which would avoid both the evils of government systems in certain other countries and of our commercialized American system. Conditions in America are unusually favorable for broadcasting. There is no reason why the United States should not have the best system in the world at the least cost to the individual.

Advertising Securities by Radio

MR. PRESIDENT, just a day or so ago, before the Committee on Banking and Currency, it was developed that Halsey Stuart & Co., one of the greatest houses of its kind, if not the greatest, in the United States, had hired a professor out of a university to talk over the radio to the people of the United States. I have heard him, and I suppose all senators have heard him, telling how to invest money. They call him "*the Old Counsellor*." He was a professor from a university. They paid him, I understand, \$50 a week. He did not prepare his addresses; Halsey Stuart prepared them. They got them up for him, and all he did was to read them, and that is one of the ways they operate. That looks a good deal like the methods the public utilities companies have used to control the public during all the years that have passed.

Here were men and women with some money, savings, perhaps the proceeds of a life-insurance policy to a widow from a dead husband, wanting to invest the proceeds, and they were talked to by "*Old Counsellor*," hired by Halsey Stuart & Co., paid by them, talking their words, not his, over the radio, giving this advice. They would naturally suppose he was a professor in a university, an economist, an honest man, and that he was giving his own ideas. When simmered down, the advice was that the securities they were advised to buy were securities which Halsey Stuart & Co. had for sale and which afterwards became practically worthless.—Senator George W. Norris of Nebraska. *Congressional Record*, February 23, 1933, p4928.

Utopian Radio

IT IS A STRIKING FACT that the radio should be such an abject failure in the one field where the greatest success was once prophesied—news broadcasting. One reason is that during much of the day, time on the air is completely sold to advertisers, so that it takes much effort and long advance notice to clear the airways. Yet the most important news, by definition, is that which is sudden and unexpected. Again, the broadcasters deliberately slight this function in the endeavor to keep the goodwill of the daily press and get its announcements of programs printed. The newspapers are already rather hostile to radio, which is an extremely important competitor for the advertiser's dollar. It is now apparent that on the basis of present inventions, radio will never be a substitute for the daily paper, which can be read at your convenience, with complete selectivity, at any rate of speed you wish, and can be filed for reference. In Utopia, of course, radio would be infinitely more useful than it is now. There would be about four stations, each of which would broadcast one type of material only, all day long—news from one, serious talks from another, light music from a third, good music from a fourth. But that is Utopia!—*The New Republic*, March 15, 1933.

Opposes Radio Advertising

AT THE PRESENT TIME, I am opposed to radio advertising from two quite definite points of view. First, from the listener's, whose reaction to the program would naturally influence my second, the advertiser's point of view.

If I buy a wireless set, I pay an annual license fee to be entertained, not instructed as to what goods I ought to buy. Were a canvasser or a commercial traveler to force his way into my house and thrust his goods upon me, I should consider it an unwarrantable intrusion. But I consider it no worse than that I should be expected, when I switch on my radio receiver to hear the entertainment to which I am entitled, to have to listen to a similar salesmanship. The obvious argument is that I have no need to listen. I can switch off. But why should I? What have I bought a radio for? What do I pay a license fee for? Not to "switch-off" but to "switch-on," to whatever form of entertainment appeals to me.

Another small, but nevertheless irritating, detail—I do not wish to hear a program "by the courtesy of" anyone. I don't want it given me as a favor when I know very well it is my due.

With the listener holding this point of view, it is hardly to be expected that the advertiser's verdict will be a favorable one, as every listener is a potential customer.

The advertiser or the advertising agent, who if possible must be still more careful in choosing his media, has neither the guarantee that the sales talk, which follows the "sponsored program," will be listened to [it is more than likely that as soon as it begins, the listener will switch off], nor the knowledge that the people who do happen to be listening are the people to whom his product appeals, nor the assurance that even if they are, they are not being antagonized by the method of approach.—Sir Charles Higham in *British Broadcasting Corporation Year-Book*, 1933, p59-60.

PERSONALLY, I FEEL THAT RADIO is rich in possibilities as an educational instrument in the schoolroom. The greatest handicap to its usefulness is the possibility that the broadcaster, if he is not a thoro educator, may be satisfied to put on the air, for the schools, the kind of programs that he would prepare for adults. It is absolutely essential that the programs mesh into the curriculum of the schools.—W. W. Charters in *Education on the Air*, 1930, p134.

A COMMERCIAL BROADCASTER who recently sold his station and went to Europe to visit stations there writes:

"I listen-in all hours of the day and night and am more than pleased at the music one can hear. The best music seems to come from Holland, Poland, and Prague, but it's all so much better than the rotten 'jazz' and 'blah-blah' in the United States that there's no comparison."

THE COMMERCIAL MONOPOLY CHAINS, after the practise had been established by the educational stations in the various states, were obliged to make some such provision for the discussion of public questions by the national legislative body. In making such an arrangement one company selected an hour unfavorable for listening on the eastern seaboard which is the center of our population and turned over the responsibility for program making to one of the local Washington newspapers.

Radio in the Wisconsin Legislature

HAROLD A. ENGEL

Station WHA, University of Wisconsin

WISCONSIN LAW-MAKERS are now using the state's radio stations to keep the citizens in close touch with legislative activities in Madison. Each day a broadcast direct from a studio in the capitol building features a message by a legislator who is prominent in the news of the day.

At the beginning of the present session every senator and assemblyman was invited to use the radio to keep his constituents informed of his activities and interests. He was asked to choose his own topics for discussion. So many have grasped the opportunity to extend their services to the people "back home" that it has been necessary to double the original time allotment for as much as a week at a time.

The "State Capitol" series was opened by Cornelius Young, speaker of the assembly at the age of twenty-five, who laid the groundwork for the talks to follow. Later broadcasts are featuring discussions of pending legislation, explanations of laws enacted, and weekly summaries of the activities of the legislature.

Each speaker is allowed a free rein; no censorship is suggested. Even in the most controversial of problems there have been no cases of indiscretions or ungentlemanly conduct. The solons have accepted the opportunity as a part of the plan to acquaint the citizens with the complex problems of this time of economic distress. Listeners, in turn, are eager to know what is being done in their behalf. A better understanding is the result.

Into the microphone the legislator speaks his mind. His voice is heard and he is understood as he intended. He welcomes the freedom from misinterpretations and distorted reports which have been known to come from the press, especially when the political affiliations of the speaker and the press do not coincide. The radio brings into the home the friendly warmth and assurance so vital to stability in turbulent times. It helps the legislator to maintain on the part of his constituents the confidence which elected him.

Important legislative events are put on the air as they occur. Since the first of the year the inauguration of the governor and other new state officials, the opening session of the legislature, and the much-awaited governor's budget message have been heard. Broadcasts of vital matters can be arranged on short notice thru the maintenance of a wire connection with the legislative chambers.

The Women's Legislative Council of Wisconsin finds it possible to extend the scope of its activities by using the WHA-WLBL hookup. Each week at a regular time it gives a summary and explanation of the more important developments at the capitol. Legislators themselves take part, broadcasting from the capitol studio. Matters of special interest to women are featured.

Continuing its program of political education, started during the election campaigns in the fall of 1932, a series of broadcasts has been arranged for candidates for the supreme court in the April election. Time was again distributed equitably

among the aspirants for office by the drawing of lots. *There is no charge to any speaker for the use of these radio facilities.* It is an educational project for the enlightenment of voters, and candidates are urged to use the time judiciously.

The state stations, WHA operated thru the University in Madison, and WLBL of the Department of Agriculture and Markets, are linked by wire and broadcast many important features jointly. More than 90 percent of the people of Wisconsin are within the service area of these two stations.

Wisconsin has begun to demonstrate a few of the ways in which the radio is a powerful force in the extension of opportunities to its citizens. Recognized as a leader among states in matters of politics and government, it continues to pioneer in the public interest. In the words of Governor Albert E. Schmedeman, "It is quite fitting that Wisconsin, the birthplace of WHA, the world's oldest educational broadcasting station, should take this position of leadership in the development of state-owned radio facilities."¹

PTA Writes Protest

AS THE GROUP OF PERSONS most interested in the welfare of children, the Rochester Central Council of Parent Teacher Associations wishes to call to your attention the undesirable features of your radio program coming at 8PM on Tuesdays and Wednesdays.

If ever children and young people should have high ideals held before them, it is now. Recreation they need, and wise-cracks, and nonsense and fun; but never a portrayal of crime that will give them not only the idea itself, but all the lurid details of its execution as well. The radio voice has become a background against which a modern child can think and act, but let that background be decent and uplifting, rather than degrading. Eight-thirty is the average hour for bedtime for school children; does it seem fair to them that their last half hour before being sent to bed should be filled with the shrieks of murdered men and the wails of betrayed women? If you must have these things, let it be after ten o'clock when children are in bed, or during the morning when children are in school. If you persist in undesirable programs during the evening the result will be the turning off of all radio entertainment during the evening.

Intelligent parents are becoming so annoyed at the type of radio advertising that is emphasized daily from five to nine, resulting in urgent demands from the children to buy XYZ toothpaste and ABC cereal, etc., that an organized resistance is growing up; parents are steadfastly refusing to buy any product advertised over the radio by over-emotional and too highly stimulating appeals.

We sincerely hope that you will consider our protests in behalf of our children.

Very truly yours,

¹ Inaugural address celebrating linking of state stations by wire, January 21, 1933.

Who is to Blame?

SOME TIME AGO, following the sensational murder by a young schoolboy, one of our Chicago dailies carried an editorial laying the blame for such conditions on parents and teachers. Of course we are the custodians of children, but are we wholly responsible for their actions?

Often a broken home is responsible, because it creates an emotional unbalance in the child deprived of the love and security it needs for normal development. For instance, that particular boy was deprived of his mother in childhood and the evidence showed that he was "shifted from one relative to another" during his childhood when he needed love and security. Then too, there are people who should never be parents.

But how often the community is to blame for conditions it permits *outside* the home and school. This morning I read of a school boy who killed a policeman, and to my amazement the blame is put on the movies he saw just before committing the crime. The accusation was considered, seriously enough, for theater owners were actually called in. That boy did not see crime in his home, but *he was shown all kinds of crime in the movies, sponsored by the community.*

We are one of the most backward countries in the world regarding the safeguarding of our youth. Not even Turkey and Russia allow their children to witness films of crime.

And even our newspapers, do they set a good example? At the time of the murder mentioned above, I wanted to get my son's reaction to what he was reading in the paper that came to our home every day. I was amazed and oh, so pleased with his answer. He said he had not read any of the details. "For that matter," he added, "there is very little worthwhile to read in the paper."

Are you, Mr. Editor, pleased with that reaction from a fourteen-year-old boy?

Again, I noticed an article recently by the radio editor of the *Chicago Daily News*. He said: "Crime and horror have become a large part of broadcasting—and *mothers* don't like it. That stuff over-stimulates a child, and if improperly or poorly done, may give him the dangerous idea that the gun is the answer to life's problems and the laws of man and nature not important." That sounds as if mothers were on the job, and fighting the people who have charge of the recreational hours of youth. This brings vividly to my mind the fact that I called up this same newspaper one evening, protesting against a horrible crime story that they had just sponsored over the radio.

Perhaps someone else besides parents and teachers is responsible for the crimes of youth.—A Chicago Mother.

Group Listening

SO FAR AS IS KNOWN, some 168 listening groups have been formed in various parts of the country to follow the series of addresses on "God and the World thru Christian Eyes." The method of listening is varied. In some cases the groups hold their discussion immediately after hearing the broadcast; in others it is held after a day or two's postponement; while in yet other cases the actual listening is done individually, but the group meets for discussion during the subsequent week. Since some of the talks are closely packed with ideas and are not easy to absorb at first hearing, this latter method has something to recommend it. . . . In one case, at St. Cuthbert's Parish Church, one of the principal churches in Edinburgh, the average attendance at the group meetings has been 300. We believe that there are many listening groups of which no record has yet been received, and the British Broadcasting Corporation would be grateful if the organizers of any such groups not already in touch with a regional station would communicate with Broadcasting House.—*The Listener* [London], March 29, 1933, p483.

1933-34 Debate Topic

RESOLVED: *That the United States should adopt the essential features of the British system of radio control and operation.*—This statement has recently been adopted by the wording committee of the Committee on Debate Materials and Interstate Cooperation of the National University Extension Association. It will therefore be the subject in the national contest and will be debated during the year 1933-34 by the majority of the high-school debating teams thruout the United States. In view of the increasing amount of dissatisfaction with the present American system, it is expected that the nationwide debate of this subject will bring out a great many facts with which few people are conversant.

THE MOST IMPORTANT THING in America is the youth of America. Don't help railroads and neglect boys and girls. Save the railroads; save the banks; save the insurance companies; take steps to save the building and loan associations; do anything to save the farmers, but always keep in mind the little generation. We can rebuild anything that is lost in America except the lapse of interrupted or denied education. Give attention to the one greatest need of our country—the need of education.—Aaron Sapiro, attorney-at-law, New York City.

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Long Beach Uses Radio

EDUCATIONAL RADIO BROADCASTS are supplementing classroom work in Long Beach, California, as a result of serious damage by earthquake to the city's school buildings. The broadcasting under the direction of the city board of education was suggested by C. C. Ockerman, principal of the Jefferson Junior High School, and H. S. Upjohn, superintendent of schools, and was organized by a committee headed by Emil Lange, director of curriculum and research, and by John L. Lounsbury, principal of the Long Beach Junior College. R. E. Oliver, head of the commercial department at Polytechnic High School, is in charge of broadcasts. These radio programs began April 1, 1933. Stations KGER and KFOX each donate a half hour daily and the local morning and afternoon newspapers print the lectures for the benefit of the general public.

While the schoolboard hopes to give education by radio a thoro test, possibly extending it to the elementary grades in lieu of home work, the programs now being given are intended for the pupils of the city's seven junior high schools and their parents. All schools are again in operation, but the condition of many buildings is such that half-day sessions are necessary, each child receiving four hours' instruction. An audience of three thousand junior high pupils is thus free to listen to the radio talks over KGER from 10:30 to 11AM, and an equal number to the program broadcast over KFOX from 2:30 to 3PM. The pupils listen in their homes or, if they have no radio, in the homes of friends or at KGER which has a large room available for this purpose.

Among the topics that have been broadcast are "The Growth of Our Number System," "Mathematics in Classroom vs. Mathematics in the Industrial World," "Romance of Mathematics," "Books as Friends," "Vocational Planning for Junior High-School Girls and Boys," "Current Events" which chiefly treated the administration of President Roosevelt, and "April in History" which in three broadcasts dealt with Jefferson, Monroe, and Grant whose birthdays fell within that month. Talks on music are planned.

To convey a more adequate impression of the Long Beach school broadcasts, let us select as representative, the morning program of April 18, 1933, given by KGER. The leading speaker was Maud E. Hayes, supervisor of homemaking education. Her subject was "Homemaking in the Long Beach Schools." The opening paragraph as it was given by radio outlines the nature of the talk: "It is the purpose of the

broadcast today to tell the parents of girls in junior high-school classes something about the homemaking work in Long Beach, and in later talks to suggest to the girls themselves some of the ways in which they can help at home by carrying out what has been discussed in class." After a general review of the need for such instruction in school, the speaker listed the points which the teachers were trying to emphasize in their work. These were:

- [1] Encouraging positive health habits and attitudes.
- [2] A working knowledge of processes carried on in the home and an interest in sharing them.
- [3] A degree of skill and ability suitable to the age and needs of the girl.
- [4] A wholesome attitude toward home and an appreciation of family relationships.
- [5] The ability to save and spend wisely either personal allowances or earnings, and to understand and appreciate the financial conditions of the family.

[6] The power and will to use and enjoy leisure time with profit to self, to family, and to community.

This speaker also discussed the "7 B Course" which deals with food choice and preparation, food in relation to health, habits in eating, food values, and the like. The second speaker, Harry Stauffacher, principal of the John Dewey Junior High School, directed his talk mainly to boys.

His theme was "How to Choose a Job and How to Hold a Job." He especially stressed the need of thoro preparation, citing the examples of Colonel Lindbergh and Admiral Byrd.

Listening to these broadcasts is not compulsory and no reports are required. It is felt that a loss of spontaneity might result if there were any obligation to listen, and that what now is a pleasure would become just another task. If a pupil does hand in a written report of a broadcast it is of his own accord and these voluntary reports receive extra credit. The teachers, however, make inquiries in classrooms to ascertain how many listened and what they retained. These casual inquiries, it is found, stimulate interest and discussion. If a child does miss a broadcast he takes pains to listen to the next.

In general, the results have been gratifying. The children appreciate that this radio material is of an informal nature and this has aroused a new spirit. They realize that education is something they need to equip them for life and are striving to carry on and make good without supervision.



L. LONGSDORF, extension editor and radio program director of station KSAC, Kansas State College of Agriculture and Applied Science, Manhattan, Kansas. With a major in journalism, Mr. Longsdorf holds B.S. and M.S. degrees from the University of Wisconsin. He has held his present position since 1927 and during that time has made an outstanding contribution to the use of radio for the advancement of extension work.

More About Children's Programs

FOLK TALES about fire-breathing dragons, child-eating ogres, and bloody conflicts which served in ancient times to stimulate and energize flagging childish spirits are not needed in the modern high-speed world of children. Modern children are a constant prey to overintense living, whether from dodging streetcars and automobiles, from moving pictures, or from the constant pounding of a crowded community life, and they need to be protected from overstimulation. Many discriminating mothers who would not allow their children to go to a blood-curdling play or picture make no audible protest when the same kind of program invades the quiet of the home thru the radio.

Why should parents supinely permit a heavier load of terror to be thrown over their children's so-called quiet hour on the air? There is no more reason why we should allow our children to be frightened or their vocabulary degraded over the air than that we should allow undesirable members of the community to spend their days in our home. It is certainly in our own hands to manage, for nothing will so quickly reflect our disapproval as the fact that we do not listen.

A movement of protest against many children's programs has made itself felt during the past two years, becoming vocal in the last six months. There seems to be no radio station that has escaped accusations of terrifying children, of giving them nightmares, of teaching them vulgar language, and of filling the house with "advertising junk."

Advertising program directors are more eager than anyone else to please the buying public, but they have no reason to believe that we disapprove of a program if we allow our children to respond to it by sending wrappers or labels to prove that we buy the advertised product.

Parents who wish to improve the quality of the radio programs to which their children listen will find assistance in the following suggestions:

[1] Listen to the children's hour programs with the children.

[2] Find out why children like or dislike certain programs.

[3] Unite for conference with other parents in the community to evaluate programs for children.

[4] Write to the radio station commending approved programs.

[5] Write to the station protesting against objectionable programs, stating plainly what features are disapproved, either as to program content or advertising material sent on request of children.

[6] Choose with discretion programs suitable for child listeners and dial out those which are undesirable.—Mrs. B. F. Langworthy, first vicepresident of the National Congress of Parents and Teachers.

Advertisers Furnish Ideas

WITH NBC STILL GAGGING over its efforts to swallow up phonographs, music publishing, moving pictures, vaudeville, grand opera, and its last mouthful—Radio City, it has its jaws wide open to gulp down the press. But the press has proved too big a mouthful, so far, even tho President Aylesworth has threatened to run his own newspapers, if the press fails to do his bidding.

The press refuses to be the crackers and cheese to follow the gastronomical gulping of communications courses, flavored with the apple sauce of regulatory bodies. Furthermore, the press has now laid down the gauntlet to the radio stations in the matter of using news dispatches.

There is one other mouthful that has proved too big for these gigantic jaws to crunch, and that is the advertising agencies of the country. Had it not been for the ideas given to radio by these agencies, and those gently purloined from smaller stations, and defenseless but enthusiastic authors, radio programs today would be but little better than they were ten years ago. The communications trust has provided little, and paid for less that is unique and original. It would have been a poor feast indeed had it alone supplied the entertainment.

Many times during the writer's connection with the NBC frantic appeals have been placed on employees' desks for new ideas, from the group in charge of production at that time. An example of the length of reach of the octopus, was its vain efforts to gather certain wellknown features within its tentacles, after many efforts to duplicate them. Both resulted in law suits and similar complications before a more expedient procedure was adopted for the time being, and the inevitable patient waiting of the reptile resorted to.

The press and the advertising agencies of the country have been able to evade the jaws of the behemoth because their combined wealth in ideas, dollars, and political power was quite equal to that of even this gigantic combination.

Maybe its jaws and throat are now clogged with its indigestible gulps, and it is engaged now in watching the jaws of the Columbia System, which is *not* running along on borrowed capital, and is more likely to crunch down upon NBC than the heretofore expected opposite, so a Columbia executive informs us.

For the time being, then, the press may be expected to hold its own against the controllers of all other forms of air and wire communication and entertainment, until another form of attack is formulated, and a vulnerable spot detected.

A greater force of slippery opening finders for complete communications control exists at all offices of the trust, than ever were employed to furnish entertainment to the dear public.—Caleb O'Connor.

THE CENTRAL FLORIDA BRANCH of the American Association of University Women declares itself in favor of the principle of reserving by legislation or regulation adequate radio channels for educational purposes. The Association commends the National Committee on Education by Radio for its efforts to further education by means of radio.—Adopted at the April 1933, meeting of the Central Florida Branch of the American Association of University Women.

Shall Foundations Control Educational Radio?

SHALL EDUCATIONAL BROADCASTING be in the hands of privately appointed committees operating in New York on funds supplied by private foundations, working hand in glove with the commercial radio monopolies which are closely allied with the great power companies—such committees for example as the National Advisory Council on Radio in Education?

Has the United States reached its present educational development by placing the control of education in the hands of private selfish interests? We believe fundamentally that responsibility for educational matters is vested in the people and should be exercised on a state and local basis. Public education is the only adequate safeguard to the effective functioning of such a democracy as ours.

The present development of the radio art gives abundant assurance that broadcasting can be used as an effective aid to promote education. It is a powerful tool. We must take every precaution to safeguard the microphone from those who would use it to further their own interests and indoctrinate the citizenry. Foundations may be helpful in financing some of the preliminary experimentation, but are privately appointed committees the proper custodians of this great public interest? Do they not get their funds from foundations which have frequently opposed democratic education?

What better example could be found than the following statement from the annual report of the Carnegie Foundation for the Advancement of Teaching? This statement, reprinted in *The Index*, a publication of the New York Trust Company, on page 72 of its April 1933 issue, has been given the widest possible circulation by many other banks and big corporations in their desire to cripple schools.

The Foundation has continually called attention to the fact that the development of the tax-supported system of schools and colleges was growing at an accelerated rate, and that it was departing from the original sound program of public education—a simple and sincere system of schools—to include in its list of studies many vocational and cultural subjects far removed from the conception of education upon which our public-school system originally was founded. In the process not only has there been an enormous inflation in the list of subjects offered in the elementary and secondary schools, but new agencies, such as junior colleges, have added to the confusion and the mounting cost of tax-supported education. The organized agencies of public education have followed the example of industrial agencies—agriculture, manufacture, transportation. Along with over-production in agriculture and in manufacture there has been a comparable over-production in the products of the tax-supported system of education. The inflation has resulted in a multiplication of subjects taught, in costly and expensive buildings,

and in a vast increase in the number of those kept in school beyond the point where the school was fruitful, and inevitably there has come an unprecedented rise in the cost. In the case of one large community whose budget was recently examined the school system cost nearly sixty percent of the total municipal income, and at the rate of growth in expenditure that has held for the past ten years the entire income of the community will be absorbed, in another decade and a half, by the support of public education. And this is no unusual picture.

The total lack of understanding of the facts about public education and of its relation to the democratic system of life, which is revealed in the above statement by the Carnegie Foundation, has been characteristic of certain big banking and financial interests in their opposition to schools. It is the same old struggle of greed and autocracy on the one hand against democracy and opportunity on the other.

Can the schools be expected to cooperate with broadcasting enterprises in the hands of the enemies of free democratic education?

Sustaining Programs Best

NOW IF YOU WILL LOOK OVER any extensive list of radio programs you will make an interesting and disquieting discovery. It is that virtually every broadcast from which you derive æsthetic enjoyment, and to which you attribute genuine cultural value, is a sustaining program . . . every one of these comes to you, not out of the advertising appropriation of a commercial sponsor, but out of the pockets of the National or Columbia broadcasting companies. Out of all of the serious broadcasts on the air, the Philadelphia Orchestra series, under Stokowski, sponsored by the Philco Radio, is almost the only commercial broadcast that can be considered an absolutely first-rate artistic offering.—Deems Taylor, "Radio—A Brief for the Defense," *Harpers*, April 1933, p561.

Home Economics Broadcasts

THE UNITED STATES OFFICE OF EDUCATION is collaborating with the American Home Economics Association in making a survey of series of home economics broadcasts since September 1, 1932. The National Committee on Education by Radio is glad to lend its support to this worthwhile project and suggests to the readers of *Education by Radio* that they make every effort to cooperate.

WE RECOGNIZE THAT RADIO BROADCASTING offers a means of public, and especially of adult education which, in point of efficiency and scope, can be attained by perhaps no other agency; we approve the action of the United States Commissioner of Education in appointing a specialist in radio education on his staff; we commend the efforts now being made in this state to make radio broadcasting effective in education; and we urge all our representatives in Congress to give vigorous and unequivocal support to national legislation which will provide for public education its due share of broadcasting opportunity.—Resolution adopted by the Representative Assembly of the Washington Education Association, held at Tacoma on November 26, 1932.

False Advertising

AFTER THEIR EXPERIENCE with the "Old Counselor," part of a program of Halsey, Stuart & Co., which made paper profits of \$36,000,000 and was associated with the Insull companies, *radio listeners will not be quite so gullible in following the advice of an honest-sounding voice over the air.* Neither will radio chains be so likely to carry investment advertising without making a more careful investigation of its reliability.

The mere fact that a reputable chain broadcast the advice of the "Old Counselor" gave the impression of his responsibility. Mr. Stuart told the Senate committee that *M. H. Aylesworth, president of the National Broadcasting Co., worked out the investment program* and Halsey, Stuart sponsored it.

Also certain public officials, such as Representative McFadden, of Pennsylvania, *chairman of the House Banking Committee* [! ! !], who introduced the first program upon which the "Old Counselor" appeared will not be so quick to accept invitations of the kind in the future. Unquestionably the presence of men nationally known and respected on this program played an indirect part in giving the listeners confidence in the "Old Counselor."

Harold L. Stuart, president of Halsey, Stuart & Co. of Chicago, explained to the Senate committee that the purpose of the radio program was to "educate the public about investment topics." It surely educated some of the listeners in a way they probably will never forget.

Altogether the series gave a black eye to financial advertising of this type over the radio and leads up to the question of what steps are to be taken to protect the public against such misleading advice in the future. It seemed to be the general conclusion at the Capitol that *there should be something in the law to prevent any but the soundest of investment advertising over the radio in the future.*—Robert D. Heinl, in the *Washington Post*, February 20, 1933.

Worth Reading

READERS of *Education by Radio* who have not already done so, should read "The Tenth Generation" found in the May 1933 issue of the *Journal of the National Education Association*, page 139. This article written by Harry Stillwell Edwards focuses our attention in these difficult financial times on some facts which are of such vital importance as to challenge our consideration.

Radio in Political Education

THE OTHER SITUATION which I have in mind has to do with some recent studies of the radio as an instrument for the political education of adults. I was invited, as a psychologist, to measure the effectiveness of a group of lectures on unemployment. Before starting to work on my tests I asked a sponsor of the broadcasts what kind of effects they were seeking. Were they seeking to spread new information on political subjects? Well, that was one object. Another object seemed to be that of stirring up political interest, whatever side of the question the listeners might come to take. When we made our actual measurements of the effects of this particular series, we found that the speeches did increase the information of the listeners somewhat, but the nature of the increase was important. *Really novel ideas practically failed to carry over.* The large effect was in the increased popularity of ideas already very much in the air. The series also had an effect in increasing the consistency of such general attitudes as: "The federal government must act in the unemployment emergency." It should be clear that such results as these are not simply comments upon the efficiency of previously established educational policies. They push one into judgments of what those policies should be. They suggest the possibility that radio broadcasts should avoid the purpose of disseminating novel ideas—that perhaps such broadcasts should have the more modest aim of crystallizing and defining that which is already known, but known only vaguely.—Edward S. Robinson, Yale University, in "Psychology and Public Policy," *School and Society*, April 29, 1933, p542.

Canada and the United States

VARIETY, that peerless journal of the amusement world, recently made a careful poll of 150 cities in the United States and Canada as to the favorite radio program in each community. It was found that the three most popular entertainers, in the eyes of the Americans, were in descending order Eddie Cantor, Ed Wynn, and Jack Pearl. In Canada, according to *Variety's* listing, they were the New York Philharmonic Orchestra, the Philadelphia Orchestra, and the Metropolitan Opera Company. This must prove something; but on the whole we had better leave it to a Canadian to say just what.—Editorial in *The New Republic*, January 11, 1933, p227.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:
Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington, D. C., American Council on Education.
Joy Elmer Morgan, chairman, 1201 Sixteenth Street, Northwest, Washington, D. C., National Education Association.
James N. Rule, state superintendent of public instruction, Harrisburg, Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.
Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Improve Radio Programs

AFTER A LONG STRUGGLE trying to improve the quality of moving pictures, parents in numerous homes have concluded that it is easier to find other types of recreation for children than to attempt to select suitable pictures from the mass of trash being spewed forth continually from the commercial studios.

A moving picture, once made, is comparatively permanent. After a number of showings, the various evaluating organizations can estimate its suitability for persons of various ages. Using the best of these reports, the intelligent parent can determine what moving pictures, if any, his children should see.

The radio is different. A single program is a transient thing, spoken over the air but once and then gone. Whether the effect is good or bad, once heard, its influence cannot be destroyed. The child does not have to go downtown and pay an admission, but in his home or perhaps in the confines of his own room, the radio program, without opportunity of preview or evaluation comes in to make an indelible impression on his plastic mind.

The radio constitutes a more difficult problem than that presented by children's reading. Radio programs bring a realism to youngsters that at the same age cannot be secured from reading. In fact long before a child can read, he can be intensely stimulated by a vicious radio program.

Parents do not have the opportunity in case of individual programs and seldom have the time in case of a series of programs to make a careful evaluation. In spite of this, the National Congress of Parents and Teachers and other organizations and individuals seeking an improvement in radio programs because of their injurious effect upon boys and girls, receive nothing but sneers from certain mouthpieces of commercial radio. Witness the following quotation taken from the "Behind the Mike with William Moyes" column of the *Portland Oregonian*, May 30, 1933, as a case in point:

Franklin Dunham, educational director for NBC, New York, who dropped in yesterday, brought one gem that interested this column. It was an answer to old hens who go around crying about children's programs on the radio ruining the young. Mr. Dunham puts it too nicely, so B. Mike, interpreter without portfolio, renders it thus: You don't let your kids read anything they want, do you? Well, it's the same with radio. You're supposed to teach them discrimination. If they don't exercise it themselves you're supposed to do it for them. The only place where a kid listens to whatever he dampleases is the unmanaged home. Unmanaged homes are places lacrimose old klucks neglect so they can shoot off their bazoos in public over the ee-vils of radio.

Advertisers responsible for most of the undesirable children's radio programs may take a measure of consolation from such articles as the above, but intelligent parents banded together in the various organizations giving study to radio problems will not be so easily satisfied.



CHARLES A. CULVER, *professor of physics, Carleton College, and director of broadcasting station KFMX which recently left the air for financial reasons after ten years of operation. Professor Culver is a Fellow of the American Institute of Electrical Engineers, member of the Institute of Radio Engineers, served as a major in the Signal Corps, and holds a number of patents in the radio communication field.*

It is a trite yet ever truthful saying that he who pays the fiddler, calls the tune. Where has it been shown to better advantage than in radio? Even the broadcasting officials of the chains or independent stations, high as their ideals may be, are powerless to regulate the content of programs given by advertisers. Perhaps the present American radio system can be modified to eliminate most of the present evils. This cannot be done by applying large quantities of whitewash. Right now representatives of the radio industry are busily writing articles for publication in various magazines in defense of American radio. A few readers may be fooled by the clever misrepresentation, but the bulk of the American public will resent this type of activity. They want the facts, not propaganda. They can tell from a casual listening to their own radios that something is radically wrong with the present system. Perhaps nothing can be done about it, but most of them feel that we should take the precautions of making a careful study before we blindly go farther in radio. An impartial Congressional study of radio similar to the Parliamentary study made for Canada by

Sir John Aird's Commission is the next logical step for the United States.

SOME AMERICAN FRIENDS living in Milan, Italy, report that they are absolutely reveling in the most gorgeous programs reaching them from every part of Europe even tho they have only a cheap receiving set. Europe has a wide choice and selection of national programs whereas in the United States we have no selectivity at all, but must content ourselves with the same character of commercialized tripe being broadcast from 400 stations at the same time.—An American radio listener.

NEVER IN THE HISTORY of the nation has there been such a bold and brazen attempt to seize control of the means of communication and to dominate public opinion as is now going on in the field of radio broadcasting.—Representative Frank R. Reid, Illinois.

Radio Education in Australia

DURING MARCH 1933, at the invitation of the Australian Broadcasting Commission, the minister for education co-operated in the formation of an advisory council to deal with educational broadcasts. The chairman is A. W. Hicks, M.C., M.A., assistant director and assistant undersecretary for education, and the secretary, E. A. Riley, M.A., formerly inspector of schools.

The council divided itself into two committees, one to deal with educational broadcasts for adults and one to concern itself with school broadcasts. The latter elected J. G. McKenzie, B.A., B.Ec., assistant chief inspector of schools, as chairman, and the general secretary as its secretary.

Two types of school broadcasts have been decided on. From noon till 12:20PM they will be suitable for children between the ages of 10 and 12 years, while the interests of students from 12 to 15 years of age will be catered to on four afternoons [Monday, Tuesday, Thursday, and Friday] from 3 to 3:30PM. On Wednesday afternoons from 3 to 3:30PM it is proposed to have a broadcast especially for pupils of the correspondence school. Subcommittees have been formed to draw up programs and select broadcasters for each of the subjects, which include English, history, geography, music for both groups, with French and science in addition for the seniors, and nature study and health talks for the juniors. A handbook, giving the programs, with notes, illustrations, and suggestions, will be issued to teachers, so that the young people may be prepared to receive the full advantage from the broadcasts.

A technical subcommittee is also at work seeking full information as to the type of reception that is available in various localities thruout the state with a given type of receiver. It is hoped to epitomize this information on a map of New South Wales, so that each school may know whether it can expect A class reception [guaranteed under all normal conditions] or B class reception, that is, a reasonable expectation of satisfactory reception, or whether it lies in a "dead spot" where there is no reasonable prospect of satisfactory reception.—The *Education Gazette*, New South Wales, May 1, 1933. p78.

Baker Replaces Young

ONE OF THE MANY difficult and important problems facing the United States today is that of removing radio from the domination of the Power Trust.

When on November 21, 1932, the federal court in Wilmington, Delaware, decreed that there must be a complete separation of interests between Radio Corporation of America and General Electric Company, Owen D. Young was ordered to sever his relationship with either RCA or GE. He accordingly resigned as director and chairman of the executive committee of RCA and all of its subsidiaries. This action by the court it was hoped would destroy monopoly in the radio field.

It now appears that the Power Trust interests have found a way out. By bringing Newton D. Baker, one of the country's leading power trust attorneys, into the directorate in the place of Owen D. Young, they have continued the connection in fact if not in name.

Lauds Radio Committee

THE NATIONAL COMMITTEE ON EDUCATION BY RADIO proposes to find the rightful place of radio in the general scheme of teaching.

Good! And at the same time, the Committee should make an attempt to find the rightful place of radio in the general scheme of our entire cultural and economic system.

Radio, as now handled, has many faults.

Chief among these are propaganda [as pointed out by the National Committee] and inaccuracy, as evidenced by the foolish and harmful reports broadcast during the recent California earthquakes.

Under the present system of commercialized programs the individual or company that purchases "time" on the air from the big chains can broadcast any sort of program which seems desirable.

If they choose to make it a program of propaganda—there is no one to stop them, for they have bought the time and it is theirs.

That fact, in and of itself, is a big drawback to education by radio.

As to inaccuracies by radio announcers, they are so commonplace as to be hardly worth comment.

We mention the recent California 'quakes, however, and state as one California newspaper did:

"The radio station that broadcast 'wild' accounts of a gigantic tidal wave that swept in from the sea, destroying towns and drowning thousands of people, gave the whole radio structure a 'black eye' that will remain for a long, long time. Inaccurate, sensational statements of this nature do serious harm."

Boxing enthusiasts who followed the Schmeling-Sharkey heavyweight match, were to some extent astounded.

Radio accounts of the fight had led all listeners to believe that Schmeling had won by a wide margin.

Merely another example of the helter-skelter and altogether questionable methods of today's radio broadcasting.

The ultimate solution seems to rest in government control.

England and some other countries, operate the radio as a government institution.

Educational and entertainment programs are put on without the endless interruption of: "Drink Whatis coffee" or "use this or that soap or smoke this or that cigar."

If handled properly, radio may serve humankind in many ways—

If handled improperly, it may prove to be a curse.

Right or wrong, each and every program put on the air is teaching something to millions of "listeners" every day.

The National Committee has the laudable ambition to make these teachings right and proper, rather than the reverse, as is the general rule today.—Editorial, *Meridian*, Mississippi, *Star*, May 2, 1933.

I BELIEVE that [elementary and secondary school] programs will have to be worked out for areas smaller than the nation, limited within a time belt, limited eventually to states, altho I do not have conclusive evidence to support such a belief.—W. W. Charters in *Education on the Air*, 1930, p129.

The Canadian Radio Plan

THE NEW CANADIAN PLAN of radio broadcasting had its origin in the appointment of the Royal Commission on Radio Broadcasting which was constituted "to examine into the broadcasting situation in the Dominion of Canada and to make recommendations to the government as to the future administration, management, control, and financing thereof."¹ The report of this commission known as the Aird Report, since Sir John Aird, president of the Canadian Bank of Commerce, was the commission's chairman, was made public on September 11, 1929.

With the facts in hand and wellcirculated thruout Canada, a special committee of the Canadian House of Commons was appointed on March 2, 1932 "[1] to consider the report of the Royal Commission on Radio Broadcasting dated the 11th day of September, 1929, and, commonly known as the Aird Report, [2] to advise and recommend a complete technical scheme for radio broadcasting in Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit, and [3] to investigate and report upon the most satisfactory agency for carrying out such a scheme, with power to the said committee to send for persons and papers and to examine witnesses, and to report from time to time to this House."²

After careful study the committee brought in a report recommending the nationalization of Canadian broadcasting, making radio selfsustaining, and vesting the business of broadcasting in an adequately paid commission of three members. This report was concurred in by the House of Commons on May 11, 1932.

Considerable preliminary work fell to the Canadian Radio Broadcasting Commission following its appointment. However, an example of the scope of the work and the essentials of Canadian radio under the new plan can be gained from the following paragraphs taken from the commission's *Rules and Regulations* issued April 1, 1933.³

3. All broadcasting in Canada shall be under the supervision of the Canadian Radio Broadcasting Commission. For the purpose of supervising radio broadcasting, the Dominion of Canada is divided into the following regions:

[a] The Maritime Provinces. This includes the provinces of New Brunswick, Nova Scotia, and Prince Edward Island.

¹ Royal Commission on Radio Broadcasting. *Report*. F. A. Acland, Ottawa, 1929. p5.
² House of Commons. Special Committee on Radio Broadcasting, No. 17. F. A. Acland, Ottawa, 1932. piii.

³ Canadian Radio Broadcasting Commission. *Rules and Regulations*. The Commission, Ottawa, 1933. 19p.

[b] Province of Quebec.

[c] Province of Ontario.

[d] The Western Provinces. This includes the provinces of Manitoba, Saskatchewan, and Alberta.

[e] Province of British Columbia.

4. The supervision of programs with regard to advertising contents, mechanical reproductions, quality, and all other matters covered by these regulations, shall be carried out by the regional directors of the Canadian Radio Broadcasting Commission, in collaboration with the assistant commissioners of each of the provinces within the respective regions.

89. In drawing up daily schedules Canadian broadcasting stations shall not exceed the following percentages for the several classes of program material mentioned:

Programs imported from foreign countries—40 percent.

A program of foreign origin which advertises goods manufactured in Canada, and names the address in this country where such goods are produced and distributed, shall be deemed a Canadian program.

90. No broadcasting station may broadcast any speech, printed matter, program, or advertising matter containing abusive or defamatory statements with regard to individuals or institutions, or statements or suggestions contrary to the express purpose of any existing legislation; as for example, the Patent Medicine Act or any regulations promulgated thereunder.

91. The commission reserves the right to prohibit the broadcasting of any matter until the continuity or record or transcription or both have been submitted to the commission for examination and have been approved by them.

92. Broadcasting stations in Canada shall not mention or suggest prices in connection with any advertising programs or announcements transmitted by the said stations.

99. Except where special permission has been given by the commission, the amount of advertising matter of all kinds contained in programs broadcast from Canadian stations shall not exceed 5 percent of the time of any program period, for example—in a quarter hour program, forty-five seconds only may be given up to advertising matter.

100. No station shall broadcast advertising spot announcements between the hours of 7:30PM and 11PM. No advertising spot announcement shall exceed one hundred words. Spot announcements shall not total more than three minutes in any one hour.

Death of Pioneer

THE FIRST EDUCATION DIRECTOR of the British Broadcasting Corporation, J. C. Stobart, passed away the early part of May at the close of a career devoted to educational work. His service with the BBC which began in 1925 consisted in the building up of the education department, the launching of school broadcasting, the introduction in the evening program of educational talks suitable for adults, and the supervision of the religious programs.

WE BELIEVE THAT RADIO BROADCASTING has potential values for education, culture, and entertainment, far in excess of those at present realized. We wish to commend the many programs of merit now being broadcast and to give credit to all those who have worked for program improvement. In view of the distinctly unhealthy reactions produced in boys and girls by some of our present radio programs, we urge that individuals and organizations responsible for such programs take immediate steps to make their content conform to generally accepted standards in the field of child development; and further that all parent-teacher units use every available means to secure such improvement at the earliest possible moment.—Resolution adopted by the National Congress of Parents and Teachers, Seattle, Washington, May 26, 1933.

Proposes Autocratic Radio Group Do They Get What They Want?

LEVERING TYSON, director of the National Advisory Council on Radio in Education, in his annual report for 1933 proposes the formation of a national radio institute to produce and support broadcasting programs in the United States. Quoting from page 21 of Dr. Tyson's report one finds his proposal for

... the formation of a National Radio Institute, entirely apart from any organization now in the educational broadcasting field but anticipating the cooperation of all, with the sole purpose of raising funds for devising and producing under its auspices programs of generally accepted excellence.

... there is nothing in this proposal directly or by implication, that the broadcasting industry should, even if it wanted to, be relieved of any of the financial responsibility for the many meritorious programs it has to its credit or that it will wish to organize in the future. This proposal merely accepts the challenge which the industry has held out repeatedly to the educators of the country.

... [The institute would] devise and produce programs in subjects of general importance and interest, such as public health, literature and the arts, science, home economics, agriculture, government, history and economics, labor, and international relations, for both school and adult audiences.

... its management would be vested in fifteen governors, men and women from all parts of the country who are nationally recognized for their ability and public spirit.

There is no doubt as to the desirability of a change in the present system of broadcasting, but would it be an improvement to place the responsibility of producing programs in self-appointed organizations? Since the United States still retains its faith in democratic government and democratic institutions, would it not be a better plan to entrust the control of radio to the duly selected representatives of the people?

Radio Question Popular

THE 1933-34 NATIONAL DEBATE QUESTION has already proved to be the most popular question yet selected, according to T. M. Beaird of the University of Oklahoma, chairman of the committee on debate materials and interstate cooperation of the National University Extension Association. The 1933-34 question, *Resolved that the United States should adopt the essential features of the British system of radio control and operation*, will be used by 1500 colleges and 6000 high schools in 33 states. Mr. Beaird estimates that at least two and one-half million people will hear the debates on the radio question during the coming year.

DO LISTENERS GET the radio programs they prefer? Clifford Kirkpatrick, associate professor of sociology, University of Minnesota, in a recent publication¹ concludes they do not.

Thru the use of a combined telephone interview and questionnaire study, Dr. Kirkpatrick made a detailed investigation of the radio audience in Minneapolis, Minnesota. His study concerned itself with such questions as [1] the volume of radio listening, [2] the trends of radio listening, [3] program preferences, [4] reactions to advertising, [5] influence of the radio on recreation outside the home, [6] selection of propaganda, [7] listener's reaction to the broadcasting source, [8] selection of programs with the aid of printed announcements, and [9] broadcasting content and suggestions for improvement.

In his investigation, Dr. Kirkpatrick found that the program preferences of listeners ranked as follows: [1] news and information, [2] classical music, [3] popular music, including jazz, [4] dramatic programs, [5] sports, [6] religious and inspirational talks, and [7] political speeches.

An analysis was made of the actual programs given over the four Minneapolis broadcasting frequencies. The composite Minneapolis radio program consists of 48.4 percent popular music, 13.9 percent direct advertising, 13.4 percent classical music, 6.7 percent educational programs, 6.2 percent drama, 3.9 percent sports, 3.6 percent station or chain announcements, 2.2 percent pressure appeals or propaganda talks, and 1.5 percent religious talks.

This study gives further verification to the impression held by many that in spite of an avowed desire to please *their* listeners, the commercial broadcasters have not measured up to the public interest, convenience, and necessity clause of the Radio Act. They either have paid too much attention to "fan mail" in building their programs, or those upon whom the responsibility falls do not have sufficient educational and cultural background to build the best types of radio programs, or else our noble experiment in attempting to develop a system of radio supported entirely by advertising is a failure.

JUST THINK, we breathe the very air thru which some of these radio programs come.—*Memphis [Mo.] Democrat*.

¹ Kirkpatrick, Clifford. *Report of a Research into the Attitudes and Habits of Radio Listeners*. Webb Book Publishing Company, St. Paul, 1933. 63p.

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The Case Against Chain Ownership¹

TRACY F. TYLER

Secretary and Research Director, National Committee on Education by Radio

THE ISSUE TO BE DECIDED HERE TODAY is whether the Federal Radio Commission shall approve the transfer of the lease of station WMAL from the M. A. Leese Radio Corporation to the National Broadcasting Company. It is not a question of whether programs of the so-called blue network shall be available to the citizens of Washington and vicinity.

I want to state in the beginning that in intervening in this case the National Committee on Education by Radio holds no brief against programs of the National Broadcasting Company, its officials, or those of station WMAL. The Committee's interest is not confined to this particular case which is purely local, but is concerned with the general principles involved.

The National Committee on Education by Radio contends that it is contrary to the public interest, convenience, and necessity for the Federal Radio Commission to approve the transfer of this lease from the M. A. Leese Radio Corporation to the National Broadcasting Company for the following reasons:

[1] *The best of these blue network programs can be brot into Washington in a better way without the necessity of transferring the lease to the National Broadcasting Company.*

There are two ways by which a city may receive programs from a network. The first is thru the plan proposed in the present case: namely, by the leasing of a station by the network itself. The second is thru the affiliation of a station with the network. It is this latter method which should be adopted in the present instance if the broadcast of blue network programs is essential to the citizens of Washington and vicinity.

I am inclined to agree with the attitude of the editor of the *Washington Daily News* when he made the following comment in the January 16, 1933 issue:

... the move marks another step in the monopolizing of the air by networks. NBC insisted on a straight five-year lease, giving complete control of WMAL to a national company. NBC might have given the same programs to WMAL under a type of contract it uses in other cities which would leave the management in local hands.

[2] *The programs of a station owned or operated by a chain company will reflect the social standards of the city in which the headquarters of the chain is located, rather than those of the local community.*

This is one of the most important bases of objection to chain ownership of stations. Whether the headquarters of the company owning the station happens to be New York, Chicago, Detroit, Cleveland, San Francisco, or any other city, the program standards, especially in the entertainment field, will be determined in that particular city and passed on to every community in the country. As a consequence, social standards of New York and Chicago, rather than of each local community, will be reflected in the radio programs. A remark recently attributed to a Southern Congressman might be pertinent to this point, when he stated that he had observed that the citizens of many southern communities were already "becoming like a bunch of damn Yankees." The social standards of a community should be allowed to develop out of the life of the community itself. Not only do the standards vary in sections of the country but in the states and even in the various cities, towns, and communities within a state. This is not to be taken as a criticism against all chain programs but merely to call attention to the fact that the final decision as to the broadcast of the program should rest with the station owners in the particular city rather than with persons located in New York.

[3] *It will create a greater amount of unemployment, and will greatly reduce the needs for, and the development of local talent.*

The usual practise is for a chain owned or operated station to use as many hours as possible which originate at the key station. This is an economical procedure since it reduces the costs for talent and at the same time makes it possible to sell a greater number of stations to an advertiser. But it does reduce the opportunity for participation on the part of many talented individuals. This decreased demand for talent will affect not only unpaid individuals or groups participating on behalf of community organizations or institutions, but also paid talent—especially orchestra members and other musicians essential to the conduct of a local station.

[4] *It will decrease the opportunity for educational institutions and community organizations to prepare and present radio programs of peculiarly local interest.*

It is difficult to arrange many educational programs originating in the locality of a chain controled station. In a city such as Washington there are numerous colleges, universities, schools,



GARLAND POWELL, since 1929 director of state and university radio station WRUF, Gainesville, Florida. Major Powell studied law at the University of Maryland, was admitted to the Maryland Bar in 1916, and as commander of the 22nd U. S. Aerial Squadron went thru five defenses on the Western Front in 1918. Prior to entering the radio field he was, for four years, national director of Americanism for the American Legion.

¹ Statement before the Federal Radio Commission, Washington, D. C., February 15, 1933.

community organizations and the like, which can contribute many valuable educational programs during a year's time. However, the opportunity for finding time for such programs is very much reduced when the station is controlled directly from New York. If George Washington University desires to broadcast a half-hour program on a particular night, it would be necessary for its officials to check with New York and they might then find it impossible to make a satisfactory arrangement due to the fact that some chain program for which the company was to receive money had the right-of-way.

[5] *It will result in a tremendous decrease in the amount of purely local material broadcast and a corresponding increase in chain programs emanating largely from New York, and may even cause the station to be largely a repeater station.*

This can probably be demonstrated best by the figures presented by the Federal Radio Commission in answer to the Couzens-Dill Resolution.² We find there a comparison between the chain and purely local service given by two different types of stations: [1] those owned, controlled, and/or operated by the National Broadcasting Company and [2] those affiliated with the National Broadcasting Company.

The Commission found that the former class of stations devoted three times the amount of facilities to chain programs as it did to programs having peculiarly local interest [31.0 units as compared with 10.75 units], while in the case of the latter type of stations there was a fairly even division [66.511 units as compared with 63.68 units].

Of even more significance to this particular case is the practise of the present red network outlet of the National Broadcasting Company in Washington, as shown on page 66 of the same report.² We find there, according to the figures of the Commission, that station WRC which is owned by the National Broadcasting Company devoted more than ten times the amount of facilities to chain programs as to those of peculiarly local interest [.52 units as compared with .05 units].

² Federal Radio Commission. *Commercial Radio Advertising*. Senate Document 137, 72nd Congress, first session, p66-67.

[6] *It may serve to decrease the local popularity of WMAL.*

The Commission will recall what happened to WMAQ, Chicago, when it was taken over and operated by the National Broadcasting Company. The third Price-Waterhouse audit³ shows a consistent decrease in popularity of WMAQ as determined by the answers given to the question, "What station do you listen to most?" The first audit, made in October 1930 when WMAQ was an independent station operated by the *Chicago Daily News*, revealed that 31.8 percent of the persons from Chicago returning questionnaires preferred WMAQ. The control of the station was subsequently transferred to the National Broadcasting Company, and by March 1932, when the third audit was made, only 19.4 percent of the individuals returning questionnaires indicated a preference for WMAQ. This is a decrease of nearly two-fifths.

[7] *It will serve to increase the already disproportionate assignment of facilities to the two large competing chain organizations.*

Those of us who have been observing the trend of events in radio believe that by its actions the Federal Radio Commission gives tacit approval to the establishment of two competing monopolistic organizations in the field of radio: namely, the National Broadcasting Company and the Columbia Broadcasting System, which are comparable to the two competing organizations in the telegraph field, the Western Union and the Postal Telegraph Company. It would seem that their intent was to preserve competition thru the establishment of these two nationwide companies. The principal difficulty with this comparison between radio and telegraph service is the natural limitations of frequencies for broadcast use. Whereas the telegraph companies are common carriers and must accept all messages presented to them in proper form and can increase their facilities at will to accommodate an increase in business, the limited number of possible radio stations makes it necessary

³ Columbia Broadcasting System. *The Third Study of Radio Network Popularity Based on a Nation-Wide Audit Conducted by Price, Waterhouse and Company. Public Accountants*. Columbia Broadcasting System, New York, 1932, p23.

LANGUAGE IS THE FUNDAMENTAL SOCIAL INSTITUTION. Communication of ideas and emotions makes possible the reciprocal influences without which collective deliberation and rational action are impossible. The most rudimentary organization of society is unthinkable without it. "Communication makes possible public opinion, which, when [scientifically] organized, is democracy." Obviously, therefore, the vehicles of language and communication are the most vital nerves or mechanisms of society. Who commands this machinery, commands all. . . . Domination of public opinion is achieved by our economic overlords thru their control of the traffic in what the people see, hear, say, and think. This manipulation of the vision, hearing, voice, and expression of the people must be terminated. Orderly and progressive change will come, or disorderly change will come. It is a matter of expansive or explosive evolution, ballots or bullets, brains or bombs. Change is inevitable. . . . Yet there prevails deliberate, determined effort completely to suck into the vortex of private commercialism the radio, the press, the motion picture and talkie, the school, the drama, television, concert, phonograph, and other potent means of culture. . . . An honest study of the situation will confirm the belief, we feel positive, that *only thru the complete nationalization of radio can freedom of communication be actually obtained in the field of the wireless*. And nationalization must be predicated upon the assumption of ownership of machines for use, in other realms than communication. Under the present system of property and profit for power, the people face liberty in no direction. The guiding principle, nevertheless, if broadcasting is to be for the people and not the people for the broadcaster, must be ownership of the media—the vehicles—of communication.—From *Abstract of Proceedings*, Christian Social Action Movement, Stockton, California, May 9-12, 1932, p27.

to allow the station management to be final arbiter as to what programs it will present.

If it is the intention of the Federal Radio Commission to continue to build up this dual monopoly of radio facilities until all of the broadcasting stations in the country are under the control of one or the other of these two companies, thereby establishing a private censorship over this important means for the dissemination of information, then the transfer of this lease would be in line with such policy. If it is the desire of the Federal Radio Commission to maintain independent stations controlled in the various localities, presenting programs peculiarly suited to community needs, then this transfer should be denied.

It is a matter of common knowledge that the North American Radio Conference which will be held in Mexico this summer will of necessity be forced to allocate some of the frequencies now used for broadcasting in the United States to one or more of the other North American countries. Various estimates have been placed upon the number of frequencies that will be lost to the United States in this re-allocation. Where will these frequencies be secured? It is unlikely that they will be taken from stations which are under the control of one of the two great chains, but more probably from the small, independent stations scattered thruout the country. If such is the case, a tremendous increase will result in the already too large percentage of frequencies controlled by these two chain companies.

[8] *Public interest will be served best if chain companies are not permitted to own, operate, or control stations but are limited to providing programs of national interest and importance.*

A station owned, operated, or controlled by a chain company takes such programs as the management of the chain directs. This is usually determined by the financial advantage which will result from a particular broadcast.

If chains were not permitted to own stations but simply arranged programs to be used by stations affiliated with the networks, two factors would determine the use of a chain program by a particular broadcasting station: [1] the real merit of the program and the suitability for the community in which the station is located; [2] the financial arrangements connected with the use of the program. If it is an advertising program, does the chain pay the station a sufficient amount or if it is a sustaining program, does the chain charge a reasonable price for the use of the program?

[9] *Each of the two chain companies already either owns or controls a Washington outlet, the Columbia Broadcasting System, WJSV, and the National Broadcasting Company, WRC.*

If the National Broadcasting Company is permitted to lease WMAL, a single 100-watt station will furnish the only purely Washington service, whereas the total power of the chain assignments will be 11,000 watts.

A New BBC Director

READERS OF THIS COLUMN will not have forgotten the name of J. C. Stobart, who died recently after filling with distinction the post of director of the religious work for the BBC. His successor is to be the Rev. F. A. Iremonger. A better choice could not have been made. Mr. Iremonger has many gifts to bring to his office. He is a scholar, a journalist, a parson with experience both in the city and in the country; and he has the gift of a sympathetic understanding of the many-sided religious life of his countrymen. He has been head of Oxford House in the East end, editor of the *Guardian*, and latterly vicar of Vernham Dean near Andover. He has been a careful student not without a keen critical ear of the BBC; he will carry forward the high ideals of Stobart, but I should be surprised if he does not show his own freshness of mind in the use of this instrument of education, of which we know as yet very little. There is no more important office than this into which Mr. Iremonger will enter almost at once, and his many friends will look with confidence to this new chapter in his life.—*Christian Century*, June 21, 1933.

British are Satisfied

CRITICS OF THIS SYSTEM are fond of asserting that the British programs are dull and uninteresting, that they are planned by individuals who decide what the people ought to enjoy instead of giving them what they want to enjoy. The people, they say, have no voice in the planning of their programs. But, if the listeners do not approve of the programs, they can disconnect their receiving sets, and refuse to pay the tax. The fact that the number of set owners paying this tax has increased in spite of the prolonged depression in England seems to be an effectual refutation to this criticism.—H. L. Ewbank in "Radio's Future," *Ohio Wesleyan Magazine*, March 1933, p94.

Advertising Drivel

WE SHARE WITH OUR EDITOR his aversion to the advertisers over the radio who grade their programs not to the army intellect, estimated by wartime experts to average that of a twelve-year-old child, but to the mental receptivity of those who would have to be thoroly educated to gain the status of an idiot. Hence, the announcer must spell out even the simplest of words, and indulge in other tricks calculated to impress those of sub-school age. No wonder the really intelligent listener is nauseated.—R. W. R., editor of "Short Takes" column in the Worthington, Minnesota, *Times*.

WHEREAS RADIO AND TELEVISION as media for the advancement of education and culture are destined to become increasingly valuable: *Be it resolved* that this Association in convention assembled urge state divisions and local branches to be alert to conserve in every feasible manner these agents for the purposes of education and culture, and to protect them and the public from undesirable development and exploitation.—Resolution adopted at the biennial convention of the American Association of University Women, Minneapolis, Minnesota, May 17-20, 1933.

Consumer Education and Defense

A NUMBER OF CAREFUL STUDENTS of the social and economic life of the United States have continually pointed out the crying need for consumer education.

In an article entitled "The Education of the Forgotten Man," appearing in the October 1932 issue of the *Journal of Adult Education*, Robert S. Lynd makes a strong case for making available adequate information about the products used in the American home. A few quotations from Dr. Lynd's article are indicative of his point of view:

... If the automobile industry guessed badly in the 1920's, the result in the 1930's is an intensified campaign directed at the consumer in which even the President of the United States is drafted to make a public statement urging the public to buy new cars.

... In the summer of 1931 the United States Public Health Service ventured a radio broadcast earnestly advising people to eat less meat in hot weather. In response to a torrent of protest from the meat industry, the Treasury Department, under which the Public Health Service operates, immediately ordered all broadcasts by the service to be submitted to the Treasury Department for censorship. . . .

Under existing pure food and drug laws, only the grossest abuses of those laws are caught, and the administrative machinery is admittedly inadequate to cope with the situation. Washington can proceed against misleading advertising statements on bottles, cartons, or in enclosed circulars, but it has no power over advertisers' claims, however misleading, when they are made thru the medium of the radio or newspapers. . . .

... A rigid rule thruout all federal departments forbids the imparting to the public of the names of the brands that are proved by the government tests to be the best.

... Impelled from within by the need for security in the most emotionally insecure culture in which any recent generation of Americans has lived, beset on every hand by a public philosophy that puts the health of business ahead of the quality of living, uneducated in the backward art of spending to live, the consumer faces a trying situation. . . .

We need to be educated as to what constitutes an adequate test of a consumer commodity. What, for instance, is the mail order company's test of a mattress by dropping a log on it worth? What do tests by such agencies as Good Housekeeping Institute signify? Recent developments in the merchandising field suggest that we are in for an era of vigorously exploited pseudo-tests.

We need to be taught to ask the federal government why the consumer is the man nobody knows in Washington.

Congress cannot longer delay passing adequate legislation to protect the public against fraudulent advertising. Unprincipled advertisers, and radio station owners, finding it difficult to keep out of bankruptcy under the *American System* of broadcasting, have filled the air with false and misleading advertisements. Thru the present effective radio censorship by private interests, the public is denied the chance to hear the truth about countless radio advertised articles that no one would buy if the real facts were known.

Extend the Broadcast Band?

DATA HITHERTO PRESENTED to the Committee Preparing for the North American Radio Conference appears to have been chiefly of a technical nature, bearing on the question of how necessary it may be to bring certain additional channels within the broadcast band, in order that all broadcast stations now operating may continue to be heard. Without questioning any of the engineering data submitted, we desire merely to point out that the primary question is rather, how necessary is it, in the public interest, that all these stations should continue to be heard at all? *No sane man would assert that a community which can tune in six stations is necessarily being better served with broadcasting than one which can tune in only three. All depends on the programs.* And if it be claimed by anyone that program service is likely to be just as good on each station, no matter how many additional ones are licensed to operate in the same territory, then that is a claim which we desire here to deny most emphatically.—Harris K. Randall, executive director, American Radio Audience League, in a communication dated June 9, 1933 to the Committee Preparing for the North American Radio Conference.

Indecent Radio Songs

THE PREDICTION that the mothers of the nation would unite in protest against "indecent" songs on the radio, as some of them already have united against the broadcasting of "lurid" bedtime stories, was made yesterday morning by the Rev. Dr. Minot Simons in his sermon in All Souls' Unitarian Church, Eightieth Street and Lexington Avenue.

"One of these days," he said, "I expect to see these mothers rise up against the indecent songs which are coming into their homes over the radio. Some of these songs are obscene. There is almost no limit to their immoral suggestiveness. They are adding one more to the demoralizing influences bombarding the youth of today. The broadcasting companies would much better wake themselves up to this abuse before the general public wakes them up."—*New York Times*, March 6, 1933.

NORWAY HAS TAKEN OVER all broadcasting stations and levies a tax of \$3.50 on each radio set to maintain the system. We may have to follow suit. They used to broadcast programs "thru the courtesy of the advertiser." Now it's thru the courtesy of the listener.—A. G. Erickson, *Springfield* [Minnesota] *Advance Press*.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:

Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington, D. C., American Council on Education.
Joy Elmer Morgan, chairman, 1201 Sixteenth Street, Northwest, Washington, D. C., National Education Association.
James N. Rule, state superintendent of public instruction, Harrisburg, Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.

Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Wisconsin's Struggle to Prevent Complete Commercial Control of Radio Broadcasting

A THREATENING SITUATION presents itself to the state of Wisconsin at the present time. Thru the full daytime operation of its two state-owned radio broadcasting stations, the state is pioneering in the discovery and develop-

ment of the civic and social possibilities of radio. These two stations are the 1-kilowatt university station WHA located at Madison and the 2-kilowatt station WLBL of the department of agriculture and markets at Stevens Point near the center of the state. These transmitters are connected by leased broadcasting circuits and all parts of the state save the extreme northwest and certain small pocketed regions receive with fair volume the programs originating in the state departments at the capitol and in the departments of the university. The continuance of this development is threatened by an application to the Federal Radio Commission advertised in the *Capital Times* and the *Wisconsin State Journal* of June 22. This is an application filed June 16 by the Badger Broadcasting Company, the stock of which is owned, 67 percent by the *Capital Times*, former sole owner of the Madison station WIBA, and 18 percent by the *Wisconsin State Journal*.

In this application, the owners of WIBA request to be assigned one-half time operation on the 720 kilocycle frequency with a power of 25 kilowatts so that WIBA and the *Chicago Tribune* station WGN will have equal broadcasting privileges on the 720 kilocycle channel. *The applicant also requests the elimination of the two state stations WHA and WLBL.*

The granting of the application as it stands would, of course, mean the non-renewal of the licenses of WHA and WLBL and the scrapping of the state's radio plant and service. The threat is not that the Federal Radio Commission will fail to continue the licenses of the two state stations. One of the most vital questions confronting both the Federal Radio Commission and the Congress is this: *How can the entire monopolization of the radio broadcasting facilities of the nation by private interests, to the exclusion of public enterprise, be prevented?* The service to public enterprise rendered by Wisconsin's state stations is unique and is being followed with much nationwide interest. It promises to make such a contribution to the solution of this vital question that there need not be the slightest fear

that the Federal Radio Commission will deny to the state the right to continue the operation of its stations.

The threat in the filing of WIBA's application is this. It has been filed at a strategic time. The day of adjournment of the 1933 session of the Wisconsin legislature approaches and there is still pending the bill carrying the appropriation for the operation of station WHA for the coming biennium. The operating expense is small, 0.6 of one cent per citizen per year, 0.6 of a stick of chewing gum per citizen per year. It is in large part an employment expense for the salaries of the transmitter and studio operators, announcers, and program director, since the state stations find it unnecessary to pay for the educational, informational, and musical programs. But expressed in dollars, the \$18,000 per annum looms large to a legislature and to the new administration confronted with the budget problems of today.

The application challenges the principle expressed in these words by former Secretary of Commerce Hoover:

Radio communication is not to be considered as merely a business carried on for private gain, for private advertisement, or for entertainment of the curious. It is a public concern impressed with a public trust and to be considered primarily from the standpoint of public interest to the same extent and upon the same general principles as our other public utilities.

It remains to be seen whether the filing of the WIBA application will re-

sult in the selling of the state's birthright for a mess of pottage. The birthright is the state's *right*, at its own expense, to be free and unhampered in discovering, developing, and using the resources of the radio in the interests of the commonwealth. The mess of pottage is the permission to use, with no direct expense to the state, such hours on the commercial station as the owners may see fit to grant, for the broadcasting of programs of the type and in the fields which the owners and their supporters, the advertisers, may see fit to approve

This is not the first attempt to hamper or hamstring the state in the development of its radio resources. Light is cast on the situation, both state and national, by the following brief history and statement of costs.

Wisconsin state stations pioneered—The state of Wisconsin has pioneered in the use of the radio to serve the public interests and enterprises of the commonwealth as contrasted



T. M. BEARD, director of radio station WNAD and of the department of town and country service of the extension division of the University of Oklahoma, and executive secretary of the Association of College and University Broadcasting Stations. Mr. Beard is chairman of the committee on debate materials and interstate cooperation of the National University Extension Association under whose auspices the radio question is to be debated during 1933-34.

with private interests. Its university station WHA started telephone broadcasts in the fall of 1920, the same fall in which the first privately-owned telephone station, KDKA, started its broadcasts. For the decade following 1920, the annual budgets for the operation of WHA were extremely meager, and the construction and continued operation of WHA were possible only because of the vision, devotion, and determination of the late Earle M. Terry, his student assistants and operators, and those members of the faculty and community who furnished the programs. WHA is heralded as the world's first educational radio station.

The radio broadcasting station WLBL of the department of agriculture and markets was first licensed for the broadcasting of market and agricultural information in 1922. The transmitter was originally located at Waupaca but in 1924 was moved to Stevens Point.

Neither of these state stations has ever sold time for advertising, yet both have pioneered in a number of state services.

Under the Kohler and La Follette administrations—The two state stations WHA and WLBL are limited to operation during daylight hours. The development of these stations and the state service they render, to such a high plane that the state might obtain the license to a cleared high-powered channel to which Wisconsin is entitled under the Radio Act, was strongly fostered during the administrations of Governors Kohler and La Follette.

As the first step toward obtaining a cleared channel station for serving the public interests of the state of Wisconsin, the regents of the university and the commissioners of the department of agriculture and markets in January 1930, authorized consolidation of the two stations into a single higher-powered station to be located as centrally as the operating funds would permit. The regents voted funds to construct a 5-kilowatt station provided other state departments using the radio facilities to broadcast educational and informational material would join in meeting the greater operating expenses of a higher-powered rurally-located transmitter. In consultation with Governor Kohler and the budget director the following departments pledged funds for the operating budget:

University of Wisconsin
Department of Agriculture and Markets
State Board of Health
State Department of Education
State Highway Commission
Conservation Commission

Accordingly, in April 1930, Governor Kohler signed a joint application from the regents and the commissioners of the department of agriculture and markets to the Federal Radio Commission for a license to consolidate the two state stations WHA and WLBL into a single 5-kilowatt station to be located on the state farm at Hancock, some 70 miles north of Madison and 25 miles south of Stevens Point.

While negotiations were pending with the Radio Commission in Washington, the editor of the *Capital Times*, which at that time owned and operated the Madison station WIBA, called up the chairman of the Wisconsin congressional representatives in Washington opposing the granting of the license.

The congressional representative of the Stevens Point district saw members of the Federal Radio Commission and

opposed the granting of a license for the consolidated station for any location save Stevens Point. To eliminate the political opposition from Stevens Point, the pledge of \$2500 additional operating funds per annum was obtained and the application was amended to locate the station at Stevens Point instead of Hancock.

Partly as a result of this opposition, the Federal Radio Commission held the state's application under advisement from April until June and then set the date for a formal hearing for November 1930; and finally in June 1931, some fourteen months after the filing of the joint application, it denied the application. The strongest ground for the denial of the application was that the applicants [for lack of funds] had not made full use of the facilities already granted by the Commission.

While the application was pending before the Federal Radio Commission, Governor La Follette succeeded Governor Kohler, and in the preparation of the university budget, which was submitted to the legislature in January 1931, provision for the operation of radio station WHA was omitted from the university budget with the definite understanding that a separate bill carrying an appropriation would make provision for the operating expense of the prospective consolidated 5-kilowatt state station. The legislature adjourned before the Commission reached its adverse decision, with the result that the regents of the university found it necessary to continue the operation of WHA during the greater part of the fiscal year 1931-32 from the "Regents Unassigned" fund.

At this point the Federal Radio Commission issued several new general orders requiring among other things more continuous operation of its licensees. This made it necessary to remove the transmitter of WHA from its location on the top of the physics building on the university campus to a rural location to avoid interference with the electrical researches carried on in that building.

When the situation was presented to the emergency board consisting of Governor La Follette and the Chairmen Mueller and Beggs of the finance committees of the senate and house, the board released moneys appropriated by the legislature of 1927 for radio towers, provided funds to move the transmitter to a rural location and to increase its power from 500 watts to 1000 watts, and also provided funds for the operation of the rebuilt station WHA during the fiscal year 1932-33.

As a result of this support, the state of Wisconsin possesses in WHA, a 1-kilowatt radio station equal to any 1-kilowatt transmitter in the state, built at a cost to the state of \$15,000. This is only 40 percent of the cost of a 1-kilowatt transmitter as given in the "Report of the Advisory Committee on Engineering Developments of the National Advisory Council on Radio in Education."

At about this same time plans to add additional stories to the Hotel Whiting in Stevens Point made it necessary to move the towers and transmitter of WLBL from the roof of this hotel. As a further step in the building up of the state's radio facilities, Governor La Follette approved plans by the commissioners of the department of agriculture and markets to rebuild this transmitter for the increased power of two kilowatts on a rural location, and to provide it with leased wire

connections to the studios in Madison so that the programs originating at the university and the departments and commissions at the capitol might be received thruout the state. For the past six months the 1-kilowatt station WHA at Madison and the 2-kilowatt station WLBL have been connected by leased wires, and, as previously stated, all parts of the state save the extreme northwest and certain small pocketed regions have been able to receive the state sponsored programs with fair volume.

Costs and examples of service rendered—The appropriation bill whose passage is jeopardized by the WIBA application and the representations of the commercial stations carries an appropriation of \$18,000 per annum for the operation of WHA. This covers the entire budget for operating and maintaining the 1-kilowatt transmitter of WHA and the studios at the capitol and university. It includes all wages and salaries for program director, operators, announcers, and other assistants. To meet the federal requirements, the station broadcasts nine hours per day. The computed cost at the lowest quoted card rate of leasing this amount of time from the 1-kilowatt Madison station WIBA, which has a smaller service area than WHA, is \$200,880.

During the last primary and election campaign in Wisconsin, those entrusted with developing the policy of the two state stations, in conference with the campaign managers of all parties having a place on the ballots, reached an understanding by which the facilities of the stations were made available without charge at noon and near sunset for a period of 30 days before the primary and 30 days before the November election to the candidates for state offices or other speakers designated by the parties. The time thus used for political broadcasts from the WHA transmitter if paid for at the card rate of WIBA would have cost \$5160. This pioneer experiment is the most significant step which has been taken to solve the problem of excessive use of money in political campaigns.

The following is a partial list of the agencies which have participated in the WHA broadcasts during the past year:

- University of Wisconsin
- Madison Public Schools
- Wisconsin State Medical Society
- Wisconsin State Dental Society
- Wisconsin Historical Society
- U. S. Forest Products Laboratory
- Wisconsin 4-H Clubs
- Future Farmers of America
- Women's Legislative Council
- Wisconsin Parent-Teacher Association
- Wisconsin Library Association
- Friends of our Native Landscape
- Wisconsin Humane Society
- Wisconsin Council of Agriculture
- Wisconsin State Bee Keepers Association
- National Cheese Producers Federation
- Wisconsin Cranberry Growers Association
- Door County Fruit Growers Union
- Wisconsin State Horticultural Society
- Wisconsin Live Stock Breeders Association

State Departments:

| | |
|-------------------------|---------------------------|
| Highway Department | Insurance Commission |
| Health Department | Industrial Commission |
| Conservation Department | Public Service Commission |
| Public Instruction | Board of Control |
| Agriculture and Markets | Tax Commission |
| Bureau of Personnel | Normal School Regents |

Radio stewardship—Thru the radio the state can serve its citizens whenever the need arises. Wisconsin has been faithful in its stewardship and is continually improving its radio service. The state broadcasting stations in Wisconsin are being used:

[1] To serve the agricultural interests of the state by furnishing technical and market information.

[2] To serve the households of the state by furnishing technical counsel on matters of health and conduct of the home.

[3] To serve the public schools of the state by supplementing their educational methods and materials. [During the winter of 1932-33, more than 23,000 children were reported listening in classrooms each week.]

[4] To serve public interests and public enterprise by providing them with radio facilities as good as the commercial stations have placed at the disposal of private interests and private enterprise.

[5] To serve the interests of an informed public opinion by providing a state-wide forum for the pro-and-con type of discussion of labor problems, of economic principles and problems, of the problems of taxation and regulation, and of the many other problems of public policy.

Monopolization of the nation's broadcasting quota—The percentage of the nation's quota of radio broadcasting facilities which is in the control of institutions or corporations whose primary interest in the radio is in using it for the purposes described above is becoming vanishingly small. A study printed in *Education by Radio* showed the distribution in the fall of 1931 to be as follows:

| | Quota Units | Percent |
|---|-------------|---------|
| NBC and its affiliated stations | 184 | 43 |
| CBS and its affiliated stations | 108 | 25 |
| All educational stations | 26 | 6 |
| All other broadcasters | 112 | 26 |
| | 430 | 100 |

A survey of the facilities of the 71 land-grant colleges and state universities of the nation in the spring of 1932 showed that the quota units assigned to these institutions amounted to only 3.5 percent of the national quota. This had fallen to 1.8 percent by 1933. He who runs may read. *The nation's limited and invaluable radio resources are almost, but not quite, 99.44 percent purely under the control of commercial interests for the extraction of private profit.*

It is this situation which has led the groups represented on the National Committee on Education by Radio to watch with so much interest the substantial evidence of the growing appreciation by previous state administrations in Wisconsin of the part which radio can play in the growth and development of the commonwealth. These groups are:

- National Education Association
- National Catholic Educational Association
- National Association of State University Presidents
- National Council of State Superintendents
- American Council on Education
- National University Extension Association
- The Jesuit Educational Association
- Association of College and University Broadcasting Stations
- Association of Land-Grant Colleges and Universities

To these associations, the relinquishment of the state's radio rights as an economy measure by the new and sorely tried legislature would be a blow.

It is not a choice between paying or not paying for radio service. It is the choice between paying for radio service directly [1.5 cent per citizen per year for the operation of the state chain] and then controlling the service, or paying thru the noose of private commercial censorship and taking what the advertisers choose to give.

British Adult Education

LISTENERS HAVE BEEN HEARD to express the opinion that it might be difficult in the future to maintain the high standard set by last winter's "Changing World" program of talks, in providing stimulating and controversial subjects for treatment in broadcast talks; but such doubts will surely be set at rest when particulars of the new series of talks arranged for the first three months of the New Year—which were approved in principle at last week's meeting of the Central Council for Broadcast Adult Education—are published. We are promised, indeed, a bold treatment of some of the most fundamental topics of discussion and controversy of the present day. For example, we are to have on Sundays a series of talks surveying the whole problem of "A Future Life." The method of treatment is to be partly historical and partly analytical. The first six talks will review the gradual evolution thru the ages of man's conception of life after death. Then will follow six individual "Points of View," in which the agnostic and the sceptic will come to the microphone as well as the representatives of positive belief, both in its Christian and non-Christian forms. Other red-letter days for the listener who delights in controversy will be Wednesdays, which are to be occupied by an examination of modern ideas about the state, the individual, and the social groups which lie midway between the two. Here, again, the method of treatment to be followed is to be also partly historical and partly analytical. Six informative talks on the history and development of the organization of society, given by an eminent political scientist, will be followed by a symposium of six debates or discussions in which individual speakers will put forward their own theses as to the best basis for society and will answer pertinent questions addressed to them by critics. Since this symposium is to include speakers who will put forward expositions of Fascism, Communism, Imperialism, internationalism, and constitutional government, it is likely to be extremely illuminating and thot-provoking for the listener who has not made up his mind which, if any, of these theories command his allegiance. But these two courses of talks by no means exhaust the stimulating fare which we are promised after Christmas. For instance, twelve talks are to be given on "Makers of the Modern World," among whom are likely to figure such centers of controversy as St. Thomas Aquinas, Luther, Darwin, Karl Marx, and Nietzsche. Each of these great men will be expounded by a speaker who is in sympathy with the ideas which he represents. Finally, we are to be offered also a series on "The Application of Psychology and

Biology to Social Life" which raises as many burning questions as any economic or political subject. Under this heading will probably come such topics as the psychology of the sexes and of religion, problems of race and eugenics, and the connection between biology and politics. On the face of it, it appears as tho there ought to be a rich crop of wireless discussion groups in the early part of next year, for never yet have such groups had a better opportunity of suiting their needs or a wider choice of subject and speaker—*The Listener*, British Broadcasting Corporation, October 26, 1932, p584.

Radio Listeners Interest

AN INVENTIVE RADIO LISTENER has fitted up for his own use a device which permits him to cut off the receiver, no matter in what part of the house he may be, whenever the announcer begins the advertising.

This listener has simply carried to a little greater length the action of countless thousands of set owners who by habit now either cut off the set entirely or detune it during the period when the announcer is extolling the merits of coffee, breakfast food, gasoline, patent medicines, cigarettes and such like.

Unfair tho it would be to program sponsors, a perfected device to take the advertising completely out of radio would undoubtedly find a big market in the United States today.

It is a fact which radio executives would do well to face that while millions of persons are listening to their programs infinitely fewer set owners are hearing the oftentimes offensively lengthy advertising spiels.

It is noteworthy that Americans who have studied European radio programs invariably make favorable comment on the widespread absence of the advertising tie-up which features the system as employed in the United States. While few go so far as to recommend seriously the complete abandonment of the American plan, there is almost universal agreement that radical changes must come in the length of time allowed for advertising in proportion to entertainment rendered, as well as in the character of the announcements.

Observers have made the significant comment that, apparently, the poorer our programs in entertainment value, the greater is the proportion of time devoted to sheer and blatant advertising. *Such programs of course represent an absolute waste of money insofar as the advertiser is concerned, because listener interest is at an irreducible minimum.*

It is recalled that the presentation of a large and splendid symphony orchestra was accompanied by the simple announcement, at very infrequent intervals, of the name of the sponsoring company. Needless to say, such a program gained a tremendous audience and one wholly sympathetic to the advertiser.

None will gainsay the justice of giving favor to the company or individual sponsoring a wholesome period of radio entertainment. But companies or individuals should recognize that in overdoing the advertising tie-up they defeat their own and definitely reduce listener interest.

It can be revived only by a reversal of policy.—Editorial in *Christian Science Monitor*, December 5, 1932.

Educational Broadcasting Station Succumbs to Commercial Attack

TRACY F. TYLER

Secretary and Research Director, National Committee on Education by Radio

ANOTHER EDUCATIONAL BROADCASTING STATION, wearied and financially exhausted from repeated attacks by commercial interests, finally discontinued broadcasting on August first. The station, WCAJ, owned by Nebraska Wesleyan University, Lincoln, Nebraska, was one of the pioneer radio stations of the country, having begun operation in October 1920. Its director was J. C. Jensen, professor of physics, and well-known authority in radio-engineering and scientific circles. He was appointed a member of the Federal Radio Commission by President Hoover but the appointment was never acted upon by the Senate. Even spokesmen for our present commercialized radio practise admired his ability and his fighting spirit. For example, Thomas Stevenson, editor of *Broadcast Reporter*, in speaking of the Hoover appointment said:¹

To the everlasting credit of Herbert Hoover, Professor John C. Jensen of Nebraska Wesleyan University has been nominated to the Radio Commission to succeed General Charles McK. Saltzman, who resigned. Altho Jensen probably will not get the job because of the determination of the Senate Democrats to prevent the confirmation of all Hoover appointments, it was a good non-political selection. Jensen has that understanding of fundamental engineering problems which is essential to good service.

Early history—When the Federal Radio Commission took office in March 1927, WCAJ together with seventeen other stations was assigned to a frequency of 1080 kilocycles. About May first of that year in the reallocation WCAJ was put on the same frequency with a station at Tulsa, Oklahoma, but with no requirement for time division. The Oklahoma station would not compromise; hence there was heterodyning for two months and then WCAJ was shifted to 590 kilocycles and allotted one-seventh of the time. This plan worked out quite satisfactorily until February 28, 1930 when WOW, the station with which it divided time on the 590 kilocycle frequency, asked for full time. On April 11, the Federal Radio Commission designated the case for hearing. After three months of negotiations in an attempt to solve the difficulty without a hearing WCAJ officials were compelled to come to Washington on September 10, 11, and 12, and spend considerable money to defend the station.

It was not until February 7, 1931 that Examiner Elmer W.

Pratt handed in his report which recommended the granting of WOW's application. In view of this adverse decision the educational station was forced to incur the additional expense of filing exceptions to the examiner's report.



J. W. STAFFORD, instructor in electrical engineering and manager radio station W.B.A.A., Purdue University, Lafayette, Indiana. Captain Stafford received the degree of Bachelor of Science in Electrical Engineering in 1924 and of Electrical Engineer in 1928, both from Purdue. His radio experience began as an amateur in 1908. During the War he was assigned to the Signal Corps, and attached to the U. S. Radio School, College Park, Maryland. He now holds a captain's commission in the signal reserve corps, and is a member of the Institute of Radio Engineers, of the executive committee of the Indianapolis-Lafayette Section of the American Institute of Electrical Engineers, and of the Reserve Officers Association.

Fortunately for Nebraska Wesleyan University, the Federal Radio Commission [Commissioner Lafount dissenting] reversed its examiner and on May 22, 1931 handed down a decision denying the application of WOW. However, the attack on the educational institution was not yet over. WOW had still another legal device to use in causing further annoyance to WCAJ and thru its attorneys on June 10 it gave notice of appeal to the Court of Appeals of the District of Columbia.

Education wins—After considerable delay, WOW's case came before the Court of Appeals on February 1, 1932. The Court handed down its decision on February 29, upholding the Federal Radio Commission and denying the application of WOW to secure the facilities of educational radio station WCAJ.

Plain justice surely would demand that after such a lengthy battle for its life with WOW, interspersed with a long controversy with the Federal Radio Commission even to maintain its power of 500 watts, WCAJ should be left alone to continue its educational work. That this work was of high quality is testified to by Charles W. Taylor, state superintendent of public instruction, when he said in an affidavit:²

I have listened very carefully to programs going out over station WCAJ. I want to commend you for the fine quality and educational usefulness of these programs . . . In a very

short time the commercial interests will have crowded the educational interests off the air. This should be considered contrary to the general welfare of the country at large. . . . It is hoped that educators and those interested in education will speedily arouse themselves to the need of protecting educational interests in this matter. . . . It seems to me that your evening programs are particularly valuable for the reason that they give you an opportunity to carry educational training and messages to the adult population who are unable either to go to school in the daytime or possibly listen in on the radio.

The new attack—Yet on May 8, 1933, WOW again filed application for WCAJ's facilities and on May 23, the Commission set the case for hearing. To fight the case would have

¹ *Broadcast Reporter*, February 15, 1933, p3.

² Taylor, Charles W. Statement on file with National Committee on Education by Radio.

Educational Broadcasting Being Extended in Europe

involved much time and several thousands of dollars of expense. If the case was won again by WCAJ, the rules of the Commission would permit WOW to repeat the attack in a short time. The United States is now in the midst of a financial crisis. Education, especially private, has been sorely pressed for funds to carry on its worthwhile service. Representatives of WOW finally convinced the university authorities that the best plan would be to sell the station. In spite of the value of the 590 kilocycle assignment, WOW closed a deal by paying even less than the value of the broadcasting equipment for WCAJ's rights on the air.

The case is now closed. The Federal Radio Commission will be able to say about it as about many of the others that WCAJ was not forced off the air, but voluntarily assigned its license to WOW. It used this type of analysis in trying to defend itself in response to Senate Resolution No. 129, 72nd Congress 1st Session. The Commission in answer to the question, "Since education is a public service paid for by the taxes of the people, and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the Commission given to the application of public educational institutions?" said:³

In the period from February 23, 1927, to January 1, 1932, the Commission granted radio station licenses to 95 educational institutions, 51 of which have been classified as public educational institutions, and 44 as private educational institutions.

As will be seen in the following tabular statements, 44 of these stations were in operation as of January 1, 1932; the licenses of 23 had been assigned voluntarily at the request of the educational institution to a person or corporation engaged in commercial enterprise; 18 had been deleted by reason of voluntary abandonment; and 10 had been deleted for cause.

What of the future?—Yet the drama uncovered by even a short trip behind the scenes gives indisputable evidence to the claim that *educational broadcasting stations in the United States are gradually being forced from the air by commercial interests*. Had they been protected by legislation or Commission regulations, probably most of them still would be serving their constituents. *How long are the American people going to tolerate the practise of putting commerce ahead of unselfish informational, educational, and cultural service?*

DON'T EXPECT MUCH FAN MAIL these days unless you're giving something away. Readers don't write congratulatory notes about your newspaper and magazine advertisements, do they?—J. T. W. Martin in "Some Things I've Learned from Nine Years of Radio." *Broadcast Reporter*, June 15, 1933, p10.

ALLEN RAYMOND, at present on the staff of the *New York Herald-Tribune* and former London correspondent of the *New York Times*, has prepared a stimulating and enlightening series of articles touching the present American broadcasting practise. The three articles are entitled, "The Coming Fight Over News," "Static Ahead!" and "The Follies of Radio," and are found in the June, July, and August 1933 issues of the *New Outlook*. A veteran newspaper reporter, Mr. Raymond will be remembered as the author of "What Is Technocracy?"

³ Federal Radio Commission. *Commercial Radio Advertising*, United States Government Printing Office, Washington, D. C., 1932, p50.

AT THE BEGINNING OF JUNE the Geneva office of the International Broadcasting Union received a letter from America from a quarter specially interested in the educational possibilities of broadcasting, asking whether it was true that the various European broadcasting organizations were experiencing difficulties in financing educational broadcasting.

A special inquiry made by the office shows that *not only have the European broadcasters no financial difficulties in this respect but that despite economies which presentday conditions may compel in other phases of broadcasting activity, plans are actually afoot for further extensions of the practise of broadcasting to schools*.

Definitely negative replies to the questions, whether difficulties were being experienced in the financing of broadcasting and whether there was any intention to discontinue educative broadcasting, have been received from the broadcasting organizations of Austria, Belgium, Czechoslovakia, Danzig, Denmark, the French State Broadcasting stations, Germany, Great Britain, Holland [VARA], Norway, Sweden, Switzerland, and Yugoslavia.

In addition the Czechoslovakian broadcasting organization asserts that the broadcasts made especially to schools in its country, which are becoming more and more perfect technically, are now attracting official attention and establishing themselves as an essential complement to the school curriculum. School broadcasting in Czechoslovakia is regarded not only as an important form of public service but also as valuable propaganda for broadcasting itself among the younger generation.

In Sweden, the school broadcasts [which are constantly developing] are regarded as the most important part of the broadcasting service. In Switzerland where, until now, the school broadcasts have been both local and experimental, the results have been so satisfactory that next season they are to be extended to all parts of the Confederation. The expenses will be defrayed for next season, as during the experimental period, from the general budget of the Swiss Broadcasting Society.

It is possible that the American rumor has arisen from the fact that in certain countries the school authorities are finding difficulty in getting loans for the purchase of receivers from local public and private funds. This is not a new problem. It has always existed.

Thanks, however, to various ingenious plans which have been developed under the stimulating influence of school broadcasting these difficulties are invariably overcome.—A. R. Burrows, secretary general, International Broadcasting Union.

MANAGERS OF RADIO TRANSMITTING STATIONS in Brazil complain that the police have censored even children's bedtime stories. Parents in the United States, listening to some of the "thrillers" that come in on their radios along about Johnny's bedtime, may be pardoned if they sympathize with the Brazilian censorship.—Editorial, *Christian Science Monitor*, July 17, 1933.

Farm and Home Broadcasting

ANDREW W. HOPKINS¹ AND K. M. GAPEN²

EDUCATIONAL INSTITUTIONS with agricultural colleges and experiment stations are in a strategic position to give service to the farmers and homemakers of their respective states. This possible service is unique in every way. It is a service that is impossible for commercial institutions to give.

Practical ways of solving problems of farmers and homemakers are continually being worked out at these institutions. Experimenters and extension workers are diligently seeking to secure and to disseminate accurate and uptodate information which will help make farming more profitable and rural living more enjoyable. That is one of the first tasks of such state institutions.

For a period of more than seven and one-half years, WHA, the first educational radio station in America, has been giving this farm and home radio service to Wisconsin taxpayers. WHA has been broadcasting scheduled programs of a general nature since 1920.

Unfortunately the facilities of the station have been greatly limited. The lack of sufficient power to reach a large majority of the Wisconsin public has handicapped and restricted its potential service possibilities. Lack of night-time broadcasting authority has also restricted the service which the Wisconsin College of Agriculture could and would offer to the public. It is the desire of the agricultural college at the University of Wisconsin to more efficiently and effectively reach a larger number of Wisconsin citizens.

During the years since that station has been in existence it has been giving day by day and week by week a service of exceedingly important information which would be difficult to duplicate. On one program it may have an economist of national reputation, speaking upon the "Farmers' Way Out" of the present situation thru the reduction of taxes, thru individual and collective effort, thru a lowered cost of production, and thru the widening of markets for the products of the farm. On another program it may be a specialist in land use, showing the possibilities of using land for other than agricultural purposes—recreation, forestry, and game production. And at another time a scientist may be suggesting to farmers of that state, thru information and encouragement, ways of using

legumes in order to grow the home supply of feed and forage and cut the farmers' feed bill by millions.

Farmers of the state may be expending large sums of money for expensive mineral mixtures which they do not need in the rations of their animals. Along come the chemists, speaking thru the microphone to the farmers of the state, and help them to save hundreds of thousands of dollars. In the fields of human nutrition and child care, there are similar opportunities which investigators are using to broadcast information which will be of untold benefit to the listening audience. And so we might go on enumerating the many ways and many subjects in and upon which that station is serving and servicing the farmers and homemakers of that state.

There has been worked out, and there is being worked out at that and other experiment stations of this country, vast stores of information which can be made quickly available over the air to the farmers and homemakers of the respective states. This information should go to these people without bias or prejudice of any character. Such institutions exist for the people, and not for any particular group which may be commercially interested in the broadcasting of only such information as may be to their temporary advantage.

Information on farm and home subjects needs to be broadcast in an interesting and easy-to-listen-to manner. Methods of presentation are important. Here are some of the ways in which WHA is, and has been for several years, broadcasting farm and home information effectively. The dialog, interview, question and answer by one man, narrative, dramatized, and anecdote types of radio presentation are being used effectively in addition to the regular straight talk method.

A questionnaire sent to the recipients of the farm and home programs asking vital questions about the programs and the desires of the listeners along program lines, brot out two salient facts—[1] that WHA farm and home programs have a large audience; [2] that the farm and home programs are being appreciated.

Those arranging WHA farm and home radio programs have found that the various parts of the program must be short—five to seven minute talks are long enough. There should be more and shorter items on farm and home broadcasts. Sincere variety is needed.

¹ Extension editor, College of Agriculture, University of Wisconsin.
² Radio editor, College of Agriculture, University of Wisconsin.

WHEREAS RADIO BROADCASTING is the only means whereby the citizens in general may hear the officials of our communities, our state, our nation and other nations, and the leaders in all fields of learning, business, and the professions, and *Whereas*, Radio economically increases the effectiveness of our schools, colleges, and organizations, making education and culture more easily available to children and adults. *Resolved*: That the Association of Boards of Education of Ohio approves the action of educators and broadcasters of Ohio and the National Committee on Education by Radio in organizing the Ohio Radio Education Association for the purpose of developing cooperation, encouraging educational and cultural broadcasting, and stimulating the interest of listeners.—Adopted at the annual meeting held in Columbus, Ohio, May 5, 1933.

Politics on British Air

A GREAT DEAL OF MISINFORMATION has been spread as to the British system of radio broadcasting. This has been particularly true in references to provision for political discussion. *The Listener*, an official publication of the British Broadcasting Corporation devoted to adult education, gives the following information in an editorial in its August 2, 1933 issue:

The late evening talks promise to provoke interest, enthusiasm, and disagreement. On Mondays will be political talks—absolutely free and uncensored. The speakers will presumably deal with points raised by their opponents in previous weeks, but they will be given a free choice of subjects and allowed to say exactly what they wish. Among the members of the different political parties who have agreed to speak are the Prime Minister, Mr. Lansbury, Mr. Baldwin, Sir Stafford Cripps, Mr. J. H. Thomas, Mr. Arthur Greenwood, and Sir Herbert Samuel. On Wednesdays and Fridays, Mr. Howard Marshall and Mr. S. P. B. Mais are to undertake two series of the kind in which they have proved themselves so successful. "Vanishing England" is the title of Mr. Marshall's—arranged in consultation with the Council for the Preservation of Rural England, the National Trust, and the National Housing and Town-Planning Council. It will deal with such things as desecration of beauty spots, litter, ribbon development, bungalow growths and so on; we fervently hope that Mr. Marshall will manage to bring home to individual listeners the horrors of the countryside as well as he lately brot home to them the horrors of the slums.

Debate Handbooks in Demand

MORE COPIES of the 1933-34 official debate handbook have been ordered than in any year since the work has been organized under the auspices of the National University Extension Association; according to T. M. Beaird, chairman of the committee on debate materials and interstate cooperation. The official debate topic this coming year is, "Resolved that the United States Should Adopt the Essential Features of the British System of Radio Control and Operation." Bower Aly and Gerald D. Shively of the University of Missouri are editors of the handbook. Delivery of the orders will be about September 1.

WHILE MANY WILL ENJOY a bit of music with a picnic meal or some vocal companionship on an otherwise lonely drive, there are others to whom one of the attractions of a car is the escape it offers from the blaring jazz and soap salesmanship of the radio at home. If these seekers after outdoor quiet are to be continually smitten with billboards on the ear as well as the eye, neither motoring nor radio will profit greatly by their custom.—Editorial, *Christian Science Monitor*, August 10, 1933.

Is This Free Speech?

A MEMBER OF THE FEDERAL RADIO COMMISSION, Mr. James H. Hanley, is widely reported as saying that preachers who venture to argue against the repeal of the Eighteenth Amendment in sermons over the radio should be cut off from the air, and could be cut off under a strict interpretation of the law. We do not know on just what paragraph of the law Mr. Hanley relies to authorize the withdrawal of broadcasting rights. It is true that the law gives large discretionary powers to the Federal Radio Commission, and it is also true that the Commission sometimes uses these powers with very little discretion, as in the case of the withdrawal of the license from the station used by Reverend Bob Shuler in Los Angeles for alleged reasons which were contradicted by the Commission's own investigator. Perhaps Mr. Hanley means that a strict interpretation of the law would give the Commission power to bar from the air anyone who has the temerity to oppose any policy favored by the administration. Or perhaps it seems to him to fall within the Commission's function to censor sermons and see to it that preachers stick to "the simple gospel" and do not trespass upon any field related to social ethics. Whatever the ground of Mr. Hanley's suggestion, it has not been well received. Even so wet a paper as the *Chicago Tribune* protests editorially against such a policy of autocratic governmental control over opinions and the agencies thru which they are disseminated. If our government, thru the Federal Radio Commission or any other part of its machinery, undertakes to tell the preachers what they shall preach and to warn the church away from every area which is touched by laws, there will be little to choose between such a regime and that which is now operative in Germany.—Editorial in the *Christian Century*, August 9, 1933, p1005.

ACCORDING TO THE NATURE OF THE CASE, radio education is not a matter that can be left entirely with commercial stations. A program of education requires definite planning and permanency of arrangement. There must be a long-time view of certain problems. Such permanency of arrangement is not possible except in those states where the public owns the station and in whose interest it is operated and controlled. The National Committee on Education by Radio believes in such national legislation as will protect the states in the programs of radio education which their people desire and are willing to support.—Coltrane, Eugene J. "Radio: An Instrument of Education in Modern Life." *North Carolina Teacher*, April 1933, p309.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:
Charles T. Corcoran, S. J., director, radio station WEW, St. Louis University, St. Louis, Missouri, The Jesuit Educational Association.
Arthur G. Crane, president, the University of Wyoming, Laramie, Wyoming, National Association of State Universities.
J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa., National University Extension Association.
Charles N. Lischka, 1312 Massachusetts Avenue, Washington, D. C., National Catholic Educational Association.
John Henry MacCracken, vicechairman, 744 Jackson Place, Washington, D. C., American Council on Education.
Joy Elmer Morgan, chairman, 1201 Sixteenth Street, Northwest, Washington, D. C., National Education Association.
James N. Rule, state superintendent of public instruction, Harrisburg, Pennsylvania, National Council of State Superintendents.
H. Umberger, Kansas State College of Agriculture, Manhattan, Kansas, Association of Land-Grant Colleges and Universities.
Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.
Everyone who receives a copy of this bulletin is invited to send in suggestions and comments. Save the bulletins for reference or pass them on to your local library or to a friend. Education by radio is a pioneering movement. These bulletins are, therefore, valuable. Earlier numbers will be supplied free on request while the supply lasts. Radio is an extension of the home. Let's keep it clean and free.

Conference Increases International Difficulties

ARMSTRONG PERRY

Director of the Service Bureau of the National Committee on Education by Radio

NO BROADCASTING STATION in the United States has any protection against interference from any other country except Canada. That was the situation at the end of the Mexico City conference, held July 10 to August 9, 1933.

The danger was great before. It is greater now. Latin Americans have seen the United States boldly maintain her right to use as many channels as she wants. They maintain that they have the same right.

Canada based her national system on the minimum needs for service to the listener—not the advertiser—and long ago she voluntarily limited herself to a reasonable number of channels. Like Canada, the Latin American countries consider public service the major function of broadcasting. They protect their publicly-owned stations. They will not let rampant commercialism monopolize the air. They are ready to answer the bombardment of advertising from American stations with programs from more powerful stations.

Commercialism overreached— Every dollar invested in American broadcasting is in jeopardy as a result of an overreaching by greedy commercialism. The American delegation unsuccessfully tried to defend an indefensible position forced upon it by the same commercial group that has demanded uncontrolled censorship of everything broadcast; denied the right of governments to control education by radio; attempted to take channels away from the navy, army, shipping, and aviation; interfered with the service of government laboratories necessary to the defense of the country; and fought the idea that it should pay for the public radio facilities which it uses for its own purposes.

The representative of a radio trade association stated, in defense of the American position, that if the other countries were granted all that they asked, the United States would have had only one clear channel. On the other hand, if the United States broadcasters had been granted all they wanted, nine other countries never would have had one clear channel among them. The failure to work out a continental allocation on the basis of service to listeners has caused the loss of all clear channels to all countries. Any American station, at any moment, may encounter a powerful interfering wave from some country that refused to sign away its birthright. This wave may cut down or destroy the station's coverage, stop its revenue. Plans are underway in Latin America for the erection of stations so powerful that they will be heard thruout

the greater part of the continent and will interfere with reception everywhere. American stations could shoot back at them, but while our stations were doing a thousand dollars' worth of damage in Latin America their stations could do a million dollars' worth here.



WI. GRIFFITH, director of radio station • WOI, Iowa State College, Ames, Iowa. Under his competent direction this noncommercial station has become not only one of the most powerful but also one of the most effective of the educational stations. It is an additional tribute to Professor Griffith that WOI is rated as one of the most popular of all the Iowa stations.

Latin Americans offer cooperation—The conference opened with the Latin American countries willing and anxious to cooperate in working out a scientific allocation for the whole continent, based on service to the citizens of all the countries. They recognized the fact that there are not enough radio channels to satisfy the demands of all who wish to exploit the listeners. They were willing to negotiate on the basis of minimum needs. The conference closed with the United States standing alone, her one ally having withdrawn to a neutral position. The demands of her delegation were considered entirely unreasonable, out of harmony with recently expressed desires of President Roosevelt for friendly trade relations, and contrary to the attitude of the American people.

An outside story—This is an outside story of the conference. Only officials of the participating governments were permitted to attend its sessions. Some of the statements are unofficial but all are believed to be substantially correct, since the report was submitted to all governmental delegations for cor-

rections, yet no inaccuracies have been reported.

Representatives of commercial radio concerns and of the National Committee on Education by Radio had been invited by the United States Department of State to attend the meetings preparatory to the conference. At the suggestion of a government official our Committee had provided the services of Commander T. A. M. Craven, who served with distinction thru the long series of preparatory meetings. These representatives were referred to as "outsiders." It was not until after the "outsiders" had purchased their railroad and pullman tickets that they were notified that the Mexican government deemed it inadvisable for anyone except government officials to attend. There is evidence that the Mexican government yielded, somewhat tardily, to the point of view of the United States government in this matter. The "outsiders," altho not invited, went on to Mexico City. On invitation, they attended the opening session of the conference, but were dismissed after the response to the address of welcome and were outside the rest of the time.

Nations participating—Of the 16 national governments, dominions, colonies, and possessions in North and Central America and the West Indies, only Canada, Costa Rica, Cuba, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, and the United States participated. The United States delegation represented Alaska, Puerto Rico, the Virgin Islands, and the Canal Zone, as well as the mother country. The Dominican Republic, Haiti, and Jamaica were not represented. Newfoundland and Nova Scotia did not send delegates, their interests being in the hands of the Canadians.

An American representative of a company associated with the Radio Corporation of America came to the conference as an official delegate of one of the countries. After unsuccessfully trying to secure control of three national votes by telling how much he disliked American greed, he became affected by the altitude and was unable to attend any more meetings.

After the committees had solved a few technical matters about which there was little disagreement, the rumors indicated that difficulties had been encountered. The big question was the allocation of broadcasting channels to the participating countries.

The United States, by an agreement made with Canada long before the conference, without consulting the other countries concerned, limited herself to the use of 90 broadcasting channels. Canada limited herself to 18 channels. All the other countries, being bound by no agreement, retained the right to use the entire 96 channels in the broadcast band. Fifteen of the 50 Mexican stations were wedged between frequencies used by the United States and Canada. The rest are squarely in channels used by these and other countries. At least two stations which had been forced off the air in the United States by legal procedure had made long-term contracts with the Mexican government and established high-power transmitters close to the American border. Headed by a former vice-president of the United States, one of these had a staff of observers estimated at from eleven to fourteen in Mexico City during the conference. It was the belief of some that the main objective of the conference, from the point of view of the United States, was to eliminate this station.

The Central Americans learned, early in the conference, that representatives of the United States were holding secret meetings with representatives of Mexico. The object of these meetings, it developed, was to bring Mexico and the United States into agreement on a plan which would exclude the other Latin American countries from having any share in the allocation of cleared channels. Just as the United States and Canada divided the channels, ignoring the rights of Latin America, the United States had been trying to bring Mexico into the deal [because Mexico had become troublesome as her broadcasting developed] and was ignoring the rights of the rest.

United States proposal—The United States, it was reported, proposed: [1] that broadcasting stations be limited to the amount of power needed for national coverage—one kilowatt in the case of small countries—that no channels be open for international service; [2] that stations be permitted to broadcast only in the official languages of their respective countries; [3] that no one who had been refused a station

license in one country be granted a license in another country without the consent of the country which had refused a license.

From the moment that these proposals were made it was safe to predict that there would be no agreement unless they were modified. It was not believed that the United States would abide by any restrictions on power or languages. The arguments centered on the number of channels that the United States would be willing to surrender. Someone pointed out, it is believed, that New York City was served by 34 stations and that in numerous other cities there were many more stations than were required to meet the needs of the listeners.

Costa Rica first—Costa Rica was the first country to list her requirements. She not only wanted channels enough for national coverage but advocated the principle that every country should have a number of clear channels for international programs proportionate to her commercial and educational needs. She pointed proudly to the fact that Costa Rica, with half a million inhabitants, has 2700 schools and only 150 soldiers in her army. She has not had one revolution during the past 65 years, which accounts for the fact that the Carnegie Association decided to build the Central American Peace Palace at Cartago.

Widening the broadcast band—The question of widening the broadcast band by including frequencies below and above the present limits is believed to have been discussed, but no agreement was reached. American broadcasters and the Radio Manufacturers' Association are known to favor the use of frequencies between 160 and 220 kilocycles. American manufacturers are interested in the fact that the estimated cost of new apparatus to enable American listeners to hear programs on these low frequencies would be about half a billion dollars. Army, navy, shipowners, and aviation interests of the United States are opposed to the allocation of these frequencies for broadcasting because, they say, that would displace necessary mobile services which cannot be accommodated elsewhere without prohibitive expense or loss of efficiency.

Use of broadcasting—Altho not scheduled for discussion the question of the purposes for which broadcasting stations were used did come up, it is reported. Latin American countries declared that they needed channels and stations to use in making education and culture more easily available to their people. Mexico and Guatemala, among other countries, have stations operated by their national departments of education exclusively for educational and cultural purposes. At least one other country has plans for a high-power station for educational purposes.

Reach Central America—It is reported that an engineer in the American delegation tried to justify the limitation of power in other countries by stating that stations in the United States were not heard in Central America. This statement, unfortunately, created a most unfavorable impression. The delegates of these Central American countries hear United States stations regularly. Also they knew that the Federal Radio Commission had authorized the erection of a 500-kilowatt station and they assumed that the \$400,000 investment in this station was not made exclusively to give engineers an opportunity to experiment between midnight and morning

with amounts of power which were never to be put to practical use. In short, the Latin Americans concluded that the United States wanted to retain possession of its neighbors' air but was unwilling to give neighboring countries an opportunity to reach American ears.

How shall an allotment of North American broadcast channels be made? If divided equally among the 16 countries and other large political units, there would be six channels for each. If divided on the basis of area, the United States, including Alaska, Puerto Rico, the Virgin Islands, and the Canal Zone would have 40.1302 channels. If divided on the basis of population we would have 72.2848 channels. The United States now has 79 channels, plus 11 shared with Canada.

Canada appears to be satisfied with the 18 channels she now uses. If the channels were divided on the basis of area she, with Newfoundland and Nova Scotia, would receive 41.2961. If divided on the basis of population they would receive 6.1889. Basing her national system on service to listeners rather than service to advertisers, Canada does not use as many channels as might be required under our broadcasting practise.

Chain announcement wrecks proposal—At the very time when the United States delegates were arguing for limiting each country to the use of its own official language, an American chain released an announcement of ambitious plans for broadcasting to all parts of North and South America in the official languages of all the countries on both continents. Some Latin Americans concluded that the American radio delegation, while officially representing the American government, actually represented only the point of view of a certain American commercial group, a point of view with which Latin America could not agree.

In justice the Latin Americans cannot be criticized if they use channels, even the best ones, claimed by Canada and the United States. All channels clearly belong to any sovereign

country within its own territory. Canada and the United States left no channels open for the other countries and it is not known that they make any serious effort to keep their waves at home.

A false accusation—Two representatives of the broadcasting industry accused the representative of the National Committee of "dealing with the enemy" because, in performing his routine duties, he mailed to the delegates who had not seen it before, certain information on the financial results of broadcasting in various countries which had been published in the United States in 1932. What these gentlemen particularly objected to was information concerning the United States which one of them himself had prepared and published in an official document of the United States Senate, and testimony given at a public hearing by an official of his own organization. They said the data were out of date and inaccurate, but when they were invited to provide more recent or more accurate information for circulation to the same delegates, they said it was not available and that they would not give it to the delegates if they had it. This raises two fundamental questions: [1] Should any country in North or Central America or the West Indies be looked upon as an enemy of the United States? [2] Do the Latin Americans have rights equal to those of the United States?

There seem to be urgent reasons why commercial broadcasters in the United States ignore and try to suppress the fact that broadcasters in many countries with sound systems enjoy assured incomes and profits, guaranteed for periods of twenty to thirty years, while every American broadcaster continually faces the possibility of being put out of business by some covetous American competitor or by a foreign station.

In spite of failure to solve the extremely important problems referred to, the conference made some valuable contributions to North American radio. A reasonable share of credit for these accomplishments is due the American delegation.

Broadcasting in the United States

HAROLD A. LAFOUNT

Member of the Federal Radio Commission

UNDER THE RADIO ACT OF 1927, as amended, the United States government retains control over all forms of radio transmissions and communications within this country and its possessions. That Act provided for the creation of the Federal Radio Commission, which is charged with the responsibility of administering it.

By international agreement frequencies are allocated to different services—broadcast, ship, coastal, fixed, point-to-point, amateurs, aviation, and the like. The band between 550 and 1500 kilocycles is designated as the broadcasting band for use in the United States, and covers the frequencies indicated upon the dial of an average receivingset. It is the use of these frequencies that I shall particularly refer to here. We should bear in mind, however, the fact that the President, in an Executive Order, selected a few hundred frequencies for the use of the army, navy, and other departments of the government. All facilities not so allocated by the President come

under the supervision of the Federal Radio Commission. That body licensed, as of June 30, 1932, 34,741 stations, 606 of which were broadcasting stations. Licenses issued for the operation of these stations are for different periods of time varying from ninety days to three years. In the case of broadcasting stations the term is six months. Under no circumstances does the government make permanent grants.

The Act requires that the operation of broadcasting stations must be in the public interest, convenience, and necessity. Consequently, applications for renewal licenses are very carefully scrutinized and are often designated for hearings before the Commission when it is not satisfied they are operating in the public interest.

The Commission may also revoke any existing license for cause, providing, however, it does not act in an arbitrary or capricious manner. The courts have sustained the Commission's decisions that licensees have no vested rights in the

air. The Act denies the Commission any power of censorship. It is, however, duty bound to take into consideration programs or service previously rendered in considering applications for renewal of licenses.

Service to the listeners is the paramount consideration. That service has gradually developed from crude phonograph records and speeches to programs covering the whole gamut of human knowledge and human emotions. The evolution of radio broadcasting in the United States is one of the outstanding marvels of this wonderful age. Program directors vie with each other in providing interesting, instructive, and varied programs. Hundreds of intelligent persons are devoting all their time and talents to the study of the needs and requirements, the whims and fancies of various communities, providing the listeners with valuable information and worthwhile entertainment. An opportunity for expression is provided to every reputable and substantial class or group. Earnest efforts are made to give the people what they want and not what some one in authority may think is good for them.

National unity has been promoted, musical culture and appreciation widely extended, messages of men and women of outstanding achievements and mentality are now heard by millions thru the networks, geographical provincialism is being banished rapidly, thus preventing the disintegration of our vast population into classes.

Common sources of entertainment, common economic interests, common ideals, problems, and dangers constitute bonds for making our people homogeneous.

This new means for nationwide communication is proving a valuable adjunct to the government at this critical, changing era, informing the people concerning the economic readjustments being made designed to restore prosperity.

Our plan has developed, in all citizens, a deeper consciousness of the functions of our national government and the manifold and complex problems confronting it.

Educational programs are provided daily on many stations. Special efforts are made by the Commission to provide radio facilities for educational institutions. Emphasis is put on agricultural programs by many stations which are designed to aid farmers in rural sections.

The late Edwin A. Alderman, president of the University of Virginia, in an official report on the American system of radio broadcasting said:

Already many of the problems have been solved. Entertainers have achieved fame and fortune by furnishing amusement for millions of homes. Great musicians, freed at last from the limitations of the concert stage, have found in radio a national Peoples' Theater, and the works of immortals belong no longer to the few.

Government officials, statesmen, and political candidates now can and do address the whole people directly. The church has carried its message of faith far beyond its own doors. A death blow has been dealt to isolation and exclusiveness—whether geographical, cultural, or social.

Dr. Alderman added that if one evaluates current programs "it is surprising to find how many of them possess real educational merit."

The President's Research Committee on Social Trends [which served under President Hoover] composed of noted economists and sociologists, after an exhaustive study of the use of radio in America, found 150 different ways in which

it has contributed to the progress of the nation and the social habits of the people, adding much to their comfort and happiness.

In creating the Radio Act, Congress, in effect, ordained that the operation of radio stations would entail no expense to listeners, that no taxes should be imposed on the listening public for the support of stations or their programs. Proposals for taxing receivingsets, made during the debates on the proposed law, met with strong opposition from the general public.

The phenomenal growth of American broadcasting and of the radio audience in this country is tangible evidence of the soundness of our system. It is estimated that we have an audience comprising more than seventeen million radio families, representing 45 percent of all the radio families in the world and constituting a higher per capita set-ownership than that of any nation except the small country of Denmark. This, I believe, would not be so unless our system were fundamentally sound.

Six years after private enterprise had developed the radio broadcasting industry, the soundness of the system was recognized by Congress when it formulated and passed the Radio Act of 1927. At that time, as today, Congress had the power to create any system of broadcasting which it saw fit to bring into being. Congress, however, chose to continue the system of broadcasting already established.

Advertising furnishes the needed revenue just as it supports our magazines and newspapers.

Radio broadcasting in this country has been criticized because of this method of support. Personally, I see no objection to this plan providing the advertising is carefully regulated and intelligently presented. Advertising itself is a constructive force.

It would require vast sums to provide radio service to the American people under any other system which might be devised. Under the present plan, according to a recent survey made by the Commission to supply data for the United States Senate, it was disclosed that the investment of stations as of December 31, 1931, totaled approximately forty-eight million dollars. Since then considerable sums have been added.

That survey also shows that in 1931 the gross receipts of all radio broadcasting stations amounted to \$77,758,049; gross expenditures to \$77,995,405, which included \$20,159,656 for talent and programs; \$16,884,437 for regular employees; \$4,725,168 for equipment; and \$36,226,144 for miscellaneous.

All except forty of the stations in the United States are privately owned and operated, the exception being stations owned directly or indirectly by states and municipalities. About two hundred stations buy part of their programs from companies engaged in chain broadcasting. These stations are for the most part independently owned and operated, and join the network at intervals to obtain programs of national interest. The chains also provide highclass programs to many rural communities lacking talent.

IT IS NOW WOSU since the Ohio State University recently secured permission from the Federal Radio Commission to change the call letters of its publicly-owned non-commercial radio station. The station formerly used the letters WEAO.

The Drug and Beauty Racket

ONE OF THE MOST SERIOUS INDICTMENTS of our present American radio practise is the increased business it brings to companies selling harmful cosmetics and quack cures. Radio is not the only medium thru which such products are brought to the attention of the public. Radio, however, not only adds the force of vocal persuasion in appealing to the average citizen, but with marked effectiveness reaches the illiterate, the near illiterate, and the person who reads few, if any, newspapers and periodicals. Receipts from the sale of radio time for advertising drugs and toilet goods during the lean month of July 1933 were \$789,334 according to *Broadcasting*.¹ This represents more than one-fifth of the receipts for all radio advertising in the United States for that month.

The Committee on the Costs of Medical Care found that the people of the United States annually spend \$525,000,000 for self-medication and only about one-third as much [\$190,000,000] for prescriptions or purchases made with the direct advice of medical practitioners.²

Health authorities, sociologists, economists, and others who have carefully studied the problem of false and misleading advertising have suggested that in the absence of adequate legislation the schools should be called upon to give instruction along this line. In a recent article Irving S. Ross points out:³

Millions of consumers' dollars are wasted, their shelves are filled with useless antiseptics, harmful breakfast foods, and dangerous tooth-pastes. . . . Government regulation has been admittedly inadequate due mostly to lack of funds. . . . Obviously the school must fill this gap by providing unbiased information; no other institution can do it. No reputable manufacturer could object to that. He should welcome it. . . . In these times of hard-pressed consumer dollars there can be no quibbling about the necessity of such instruction. . . . We must replace the radio crooners, the ad-men, and the high-pressure salesmen. Yes, it's high time we fired Amos 'n Andy!

President Roosevelt promises us a "new deal" in this "false advertising racket." At his direction, assistant secretary of agriculture, Rexford G. Tugwell, has prepared a bill which is now pending in both House and Senate. It is predicted that hearings on the bill will begin early in December. The adminis-

tration's proposed measure would preserve the good features of the antiquated food and drug act of 1906, and according to the *Washington Star* of August 27, would provide, in addition, the following:

[1] Cosmetics would be brought within scope of the statute.

[2] Mechanical devices intended for curative purposes and devices and preparations intended to bring about changes in the structure of the body would be included also.

[3] False advertising of foods, drugs, and cosmetics would be prohibited.

[4] Definitely informative labeling would be required.

[5] A drug which is, or may be, dangerous to health under the conditions of use prescribed in its labeling would be classed as adulterated.

[6] The promulgation of definitions and standards for foods, which will have the effect and force of law, would be authorized.

[7] The prohibition of added poisons in foods or the establishment of sale tolerances therefor would be provided for.

[8] The operation of factories under federal permit would be authorized where protection of the public health could not be otherwise effected.

[9] More effective methods for the control of false labeling and advertising of drug products would be provided.

[10] More severe penalties, as well as injunctions in the case of repeated offenses, would be prescribed.

In defending the proposed legislation as it affects radio, Dr. Tugwell makes the following comments:⁴

Frankly, modern advertising of foods, drugs, and cosmetics does not always merit public confidence. . . . The standards of radio advertising in this field are no higher or lower than those of other advertising media. . . . Even if every broadcaster and publisher in the United States conscientiously tried to accept only truthful advertising in this field, he would not possess the scientific evidence on which to make a decision. . . . Just now consumers have lost faith in a great deal of advertising, and it is going to take a severe jolt of some sort to restore it. . . . It is a primary function of government to provide effective consumer protection. . . . The Department of Agriculture has received abundant evidence that the public wants false and misleading advertising cleaned out of the press and off the air. . . . Radio may discover special reasons for wanting the pending bill passed. Radio, now subject to federal control, is called upon to serve the public interest, convenience, and necessity. It is conceivable that a widespread consumer demand for control of advertising might result, at least temporarily, in restrictions being imposed solely on radio by the licensing authority. Competitively, this would place radio at a disadvantage. It would be more in the public interest, and more to the interest of radio, to have a single, reasonable set of standards applicable to all.

Forward-looking legislation of this sort will have its opponents. Enormous profits are being made thru the sale of poisonous toothpastes, hair removers, and eye-lash dyes; alleged

⁴ Tugwell, Rexford G. "How Food and Drugs Bill Would Affect Radio." *Broadcasting*, 5:5, September 15, 1933.



S. W. JONES, program director and announcer of radio station KFDY, South Dakota State College, Brookings, South Dakota. After receiving a bachelor's degree from South Dakota State College in 1927, and a master's degree from Iowa State College in 1928, Mr. Jones spent three years as county extension agent in South Dakota. Since 1931 he has served his alma mater devoting half time to radio and half to rural organization in the extension service.

¹ Codel, Martin. "Monthly Guide to Broadcasting Business." *Broadcasting*, 5:17, October 1, 1933.

² The Committee on the Costs of Medical Care. *The Costs of Medicines; The Manufacture and Distribution of Drugs and Medicines in the United States and the Services of Pharmacy in Medical Care*. University of Chicago Press, 1932, 268p.

³ Ross, Irving S. "Let's Fire Amos 'n Andy." *Secondary Education*, 2:90-91, September 1933.

ALL POINTS OF VIEW concerning radio control policy are being presented in *Education by Radio*. In this issue, p50, will be found the point of view of the National Advisory Council on Radio in Education. The position of the Federal Radio Commission was presented in the September issue. Others are to follow.

cures for diabetes, arthritis, tuberculosis, overweight, and high blood pressure; and unnecessary, if not harmful, mouth-washes and health giving crystals. A recent book devoted to an exposure of these "rackets" will give a wealth of evidence for those who desire to secure the facts in the case.⁵ Already the powerful manufacturers and distributors of the products which will be affected by the bill have begun lobbying against it. No doubt some of the short-sighted broadcasting stations fearful of losing a large slice of advertising revenue will lend

their opposition. On the other hand consumers, as of one accord, will give the bill enthusiastic support because of the protection it will give them.

The removal from the air of false health and drug advertising will be a step forward in the improvement of American radio practise. It should be the beginning of a careful scrutiny in this country of many other indefensible types of radio advertising such as financial, liquor, narcotic, and the like. More power to the President and his advisers in their fight!

Program Experimentation of the Council

Levering Tyson

Director of the National Advisory Council on Radio in Education

THE EDUCATIONAL BROADCASTING SITUATION presents at least three distinct aspects, Dr. William John Cooper, then commissioner of education, stated in effect several years ago: first, there is the necessity for developing worthy programs and bringing them to the microphone; second, the broadcasting of such programs; and third, the measuring of the reception and effectiveness of instruction.

Commissioner Cooper pointed out that the United States Office of Education has a definite interest in the last mentioned: the commercial companies and college stations thruout the country seemed to be concerned chiefly with the second; and until the National Advisory Council on Radio in Education was organized no one had attempted to deal satisfactorily with the first aspect. The Council, among other purposes which are possible under its charter, has undertaken since then not only to collect and study programs regardless of their source, but also to devise means for more effective programs, and to compare progress in education by radio in this country with educational broadcasting abroad. As yet no one is prepared or competent to say whether or not this will eventually force the Council to discuss the mechanisms necessary for educational broadcasting and whether their ownership should be in commercial hands, in the hands of educational institutions, or in the hands of non-profit cooperative federations, or perhaps in all. However in its experimental work with educational programs on a national basis the Council in the brief period of two years has accumulated some little experience. The National Committee on Education by Radio has requested the director of the Council to outline that experience for the readers of *Education by Radio*. In view of the forthcoming debates all over the country on the relative merits of the British and American systems of broadcasting this experience is outlined below, with the British system in the mental background, so to speak.

In America the only facilities available for presenting educational programs for nationwide consumption are the national networks of the Columbia Broadcasting System and the National Broadcasting Company. Both had stated publicly that when a thoroly representative group of educators devised programs their network facilities would be made available without charge.

The following series of experimental programs were organized, and beginning with the fall of 1931 were broadcast under Council auspices, utilizing in every case a coast-to-coast network of one or both of these organizations:

Aspects of the depression—A series on important economic questions broadcast over 57 NBC stations from October 17, 1931 to May 31, 1932 [32 weeks].

⁵ Kallet, Arthur, and Schlink, F. J. *100,000,000 Guinea Pigs, Dangers in Everyday Foods, Drugs, and Cosmetics*, New York: Vanguard Press, 1932.

Labor and the nation—A series on the development of American labor broadcast over 47 CBS stations from May 1, 1932 to July 3, 1932 [10 weeks]. This series was resumed for 10 weeks over 48 CBS stations from September 4, 1932 [the day before Labor Day] to November 5, 1932.

You and your government—A series of impartial, nonpartisan broadcasts on government over 45 NBC stations from April 5, 1932 to July 5, 1932 [14 weeks]. This series was resumed over the NBC network beginning September 6, 1932 and has continued without interruption since.

Psychology today—A series of recent developments in psychological research broadcast over 57 NBC stations from October 17, 1931 to May 21, 1932 [32 weeks].

Vocational guidance—A series indicating the necessity for direction in choosing a vocation broadcast over 60 CBS stations from February 18, 1932 to April 24, 1932 [eight programs including ten addresses and six dramatizations].

Radio's past and future—An address by Dr. Robert A. Millikan, president of the Council, broadcast over the combined NBC and CBS coast-to-coast networks May 22, 1931. The President of the United States, speaking from the Cabinet Room in the White House, introduced Dr. Millikan.

American education past and future—An address by Dr. John Dewey on an NBC network October 25, 1931.

The economic world today—A series of roundtable discussions on current economic questions by prominent economists, newspaper correspondents, and others conversant with national economic problems broadcast over an NBC network beginning November 12, 1932 and continuing thru June 10, 1933.

The lawyer and the public—A series of fifteen radio programs by leading members of the legal profession, dealing with the lawyer's part in legal reform and in legislation, and with his relations to the court and to the layman broadcast over 70 CBS stations from February 12, 1933 to May 21, 1933.

The expanding universe—On invitation of the Council, Sir Arthur Eddington, world-famous astro-physicist, delivered a series of three radio addresses on "The Expanding Universe" on September 8, 15, and 22, 1932. The programs were carried over an NBC network.

America and the world situation—On January 23, 1933, by special arrangements with the Council, Dr. Robert A. Millikan organized a convocation in the Pasadena, California, Civic Auditorium, at which he, Dr. Albert Einstein, Mr. Henry M. Robinson, and Professor William B. Munro spoke. This program was carried over an NBC network.

The production and distribution of these programs has given Council officials some insight into the broad general problem of educational broadcasting on a national scale. On the basis of this experience a comprehensive and systematic series of experiments could well be organized, the results of which could be taken as an index of what might be done in this country. There are a great many students of this problem who believe that some such experimentation is necessary immediately, without any relation to the future American radio structure.

Program content—Subjectmatter for broadcasts which are broadly educational in character is unlimited. The Council decided to limit its program experimentation to fields of immediate public interest. The first step was to assemble abso-

lutely competent and representative individuals who could plan programs that would be thoroly comprehensive and useful from the subjectmatter standpoint. In the case of economics, for example, the American Economics Association, the National Bureau of Economic Research, and the Brookings Institution were each invited to select two individuals for this purpose. To this committee of six individuals was turned over the entire responsibility for the organization and presentation of the subjectmatter of the proposed series in economics, the committee choosing its own chairman, adopting its own procedure and thereafter being entirely independent. The same general procedure was adopted and has been followed in the case of all other committees.

The Council *per se* produces no programs. Those listed earlier were the result of this activity. Upwards of a dozen such committees have been organized and have proposed programs. Other committees are planned or being formed.

From the Council's experience this method for radio presentation of the most advanced thought in a given field is entirely practical. It corresponds to the methods followed in foreign countries, of course allowing for basic differences in responsibility which exist where education is definitely under government control. In America these committees have had a free hand.

Important as some such organization is under any system of broadcasting, it is only the first step. The employment of effective technics before the microphone is just as important as the adequate organization of material to be broadcast. The Council has found that there are relatively few experienced broadcasters in the academic world in this country. Apparently it will be necessary for us to attempt for some time the discovery of individuals who can qualify both in knowledge of subjectmatter and microphone technic.

In foreign countries, notably England, the demands of technic are readily recognized and opportunity is afforded to educational broadcasters to discover and develop this ability. Thus far the Council's experimentation in this field has consisted largely in trying out the relative effectiveness of various types of programs—that is, the dialog, roundtable, or general discussion, in contrast to the "straight talk." We are led to the inevitable conclusion that the microphone personality of the "performer" is the important factor. It is to be deplored that with the enormous amount of broadcasting in this country in the past decade so little scientific study has been made of the radio talk as a program device.

In many foreign countries, particularly in Britain, after program content is determined upon, broadcasters step in to assist in this matter of technic. In America we have not utilized the experience of broadcasters to as much an extent as our resources would allow. In addition, educators abroad are responsible for more of the merchandising work of a program than they are in this country. For example, the 1933 BBC

Year-Book stated: "The Council [that is the Central Council for Broadcast Adult Education] advises as to program content and speakers, but *its chief work* lies in the organization of the listening end, in particular the study-groups which are springing up in all parts of the country."

In the Council's experience there has been absolutely no attempt by the broadcasters to control subjectmatter or suggest what should or should not be put on the air. There are on record lurid instances of "censorship" of programs as practised by commercial broadcasters. There has not been a single instance where this has ever been attempted in respect to our programs. There was one very heated argument *between the Council's office and one of our own committees* over a question of good taste, but the broadcasting company had no relation to this argument or any knowledge of it.

Merchandising—From the outset the Council has recognized the relatively easy task of assembling speakers and putting them before the microphone. However, this was not interpreted as real *educational broadcasting*. It has been believed from the start that to be truly educational a program must, first, have an audience assembled for it ready and qualified to appreciate what comes to it; second, that audience must be held and must be stimulated to follow up the broadcast with existing devices for that purpose, or additional devices must be created. In all its program activities the Council has attempted to "merchandise its wares."

The absence of any listing of "educational" programs available to the American radio audience has been keenly felt. It has been necessary to provide printed notices containing information about Council programs and to distribute these very generally thruout the country. Every dignified publicity mechanism has been used. The assistance of organizations and influential individuals interested in the subjectmatter of each program has been secured. The United States Office of Education has been of great help. Provision has been made for re-printing all Council programs at cost for the use of anyone who wants them. Plans for the ultimate electrical transcription of all programs have been made. The organization of discussion groups under competent leadership and direction is an essential and our relatively meager experience indicates great potential developments. Reading lists prepared under expert and practical guidance of librarians who come in constant contact with the demands of the general public are an important feature of every broadcast. Wherever possible the use of exhibits in libraries and museums is desirable.

There is nothing new in all this except that in America under whatever system of broadcasting we operate or will operate, some such organization work is necessary. The expense of this organization work is enormous and will always be an important factor to be considered under any system.

Finance—As soon as Council committees had recommended programs and had organized them for the air, both networks

WHEREAS, THE WISCONSIN LEGISLATURE is mindful of the activities of the state-owned radio stations, WHA and WLBL, in taking to the people noncommercial broadcasts of a high class; and *Whereas*, it recognizes the service rendered to the citizenry in making these radio facilities available to all legislators for uncensored discussion on matters of public concern; therefore, be it *Resolved by the Assembly, the Senate concurring*: That the legislature hereby expresses its appreciation and approval of the operation and use of the state-owned radio stations in the interests of the people, thru the dissemination of information from the educational, governmental, agricultural, and other service agencies of this state. *Be it further Resolved*, That properly attested copies of this resolution be transmitted to the managers of radio stations WHA and WLBL.—*Joint Resolution Number 178A*, adopted July 21, 1933 by the Wisconsin legislature.

made time available. There has never been any question about payment for these network facilities and no program recommended by the Council has ever been refused time.

The costs of broadcasting programs of this type are by no means confined to the cost of facilities. Under any system of broadcasting the enormous costs for providing adequate programs must be met. In the experience of the Council the most important elements in these costs aside from the question of facilities are concerned with the proper organization of the program itself and the adequate merchandising of it after it is organized. Experimentation with programs on a paid and volunteer basis has confirmed the belief of the Council that in general those who participate in a program should be paid a fee. Thru the employment of available supplementary devices and existing correlating agencies it is possible to thoroughly merchandise a program for a reasonable sum, but there is little chance of the sale of enough printed copies of the program to pay for the support of other program expenses.

Our experience in this respect seems to coincide with experience of the British, altho the analogy is not quite fair because the BBC has a rather elaborate publications program in which the publication of talks pamphlets constitutes only a small part. Other publications include the *Radio Times* which is primarily a program-listing weekly; *World Radio* containing notices of foreign programs and comment thereon; and *The Listener* which is a high-class weekly review. All these magazines carry a large amount of advertising and considerable revenue is derived therefrom. The talks pamphlets themselves and the pamphlets for distribution to schools contain advertisements which also are productive of revenue. The advertising in the radio periodicals is general in character. The advertising in the talks pamphlets is directly related to the subjectmatter.

In general the Council's experience has indicated that not enough consideration has been paid to the basic economic problem of securing sufficient money to broadcast representative educational programs adequately.

Facilities—As indicated earlier, every request made by the Council to the national networks for time has been granted. The approximate hours selected for programs, the length of the programs, and the duration of the series, were recommended by Council committees—and not, as has been frequently stated elsewhere, taken by the Council as largess from the broadcasting companies.

The problem of securing desirable time does not present any difficulties so far as the national networks themselves are concerned. In the Council's experience the difficulty arises with the member stations on the network. In every program issued under Council auspices we have had a desirable nationwide coast-to-coast network. There have been difficulties with individual stations which could not be resolved because of local commitments, not always commercial contracts. A sustaining program for local consumption which has been maintained by a member station over a long period of years with an enthusiastic following, will occasionally block an outlet for a Council program in a strategic locality. Our experience has been that

the officials of the networks are ready and anxious to make good their public statements with respect to programs that are devised and produced under thoroly representative auspices; that station managers generally adopt the same attitude; but that local considerations, both commercial and otherwise, have to be taken into account.

The question of desirable time is a difficult one in itself and is made more so when organizing a program for national consumption by differences in the various time zones across the American continent. This difficulty will be present under any system of broadcasting in this country. The habits of the listening audience in America are not definitely determined by any means. Evening time is thought most desirable for programs of an educational character. The hours after 6PM are thought to be most valuable commercially. The Council's experience would seem to indicate that a comprehensive editorial policy for all broadcasting, which would be extremely difficult if not impossible to secure because of time changes and because of the network complexities in this country, might throw some light on this problem. The British Broadcasting Corporation talks program for the fall of 1933 utilizes 10:45 to 11AM six days a week, 10:50 to 11:20AM two days a week, 3:15 to 3:35PM two days a week, 6:50 to 7:05PM two days a week, 6:50 to 7:10PM one day a week, 6:30 to 6:45PM one day a week, 6:50 to 7:20PM [for language courses] two days a week, 7:05 to 7:25PM three days a week, 7:10 to 7:25PM one day a week, 7:30 to 8PM five days a week, 8:30 to 9PM one day a week, and various late evening periods five days a week. On Sundays there are programs from 2:40 to 3PM, 7 to 7:30PM, and 8:15 to 8:45PM. It will be noted that practically all these programs fall before 8 o'clock in the evening. In a given week all these programs constitute thirty-four separate items involving eleven and one-quarter hours; prior to 8PM twenty-seven items involving nine hours; after 8PM seven items involving two and one-quarter hours. Of all these only nine items, involving four and one-quarter hours weekly, are arranged under the auspices of the Central Council for Broadcast Adult Education; the other items such as news reel, foreign affairs, sports talks, the theater and the cinema, new books, and traveler's tales, are arranged wholly by the broadcasters.

The schools program is fifteen minutes each morning and approximately an hour and one-quarter each afternoon for pupils of all ages.

The importance of regularity and compactness is apparent in the British system. It would seem to be possible in America to organize regularity of broadcasting but because of political and geographical considerations the compactness is and will eternally be absent, thus making practically impossible a determination of what is desirable time.

The production of programs is only one Council activity but an extremely important one. The experience above outlined is relatively meager but its value lies in the fact that it constitutes the only attempt that has been made in America to produce programs of this type on a national basis. From it deductions can be made as to problems that will arise under any system of broadcasting in this country.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee are: Charles T. Corcoran, S. J.; Arthur G. Crane; J. O. Keller; Charles N. Lischka; John Henry MacCracken, vicechairman; James N. Rule; H. Umberger; Jos. F. Wright; and Joy Elmer Morgan, chairman.

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Radio Debate Creates Interest

LETTERS POURING INTO THE OFFICES of the National Committee on Education by Radio, the United States Office of Education, and numerous other public and private agencies indicate the keen interest which the 1933 debate question on radio ownership and control is arousing. These letters come not only from highschool and college students and members of the faculties of educational institutions but from business men, housewives, and other public-spirited and thoughtful citizens. For example, in referring to the radio question a prominent Boston business man wrote:

I hope and trust that the young men and young women who this year are debating on this matter will bear in mind that uncontrolled radio broadcasting will mean the ruin of the intellectual life of America, for radio is turning upon the public as a Frankenstein returning to terrorize the people who made it.¹

One of the principal difficulties with radio broadcasting today is that the control of its programs rests with the "advertising crowd." Referring to the basis on which the whole modern advertising structure rests, a recent writer states:

Some years ago an ingenious practical joker proposed to the Associated Advertising Clubs of the World the slogan, "Truth in Advertising." . . . Advertising men—like a crowd of hypnotists solemnly putting themselves to sleep by their own passes—have not only adopted the slogan, but, by a natural process of rationalization, have come to believe that it is actually true. . . . To this day most advertising men, victims of their own technic, swear that they speak the truth, the whole truth, and nothing but the truth—dashing off preposterous imperatives and monstrous superlatives with the air of Moses bringing down tablets from the Mount.²

Some people wonder why radio is so severely criticized because it gives time to sales talks when similar criticism is not heaped on newspapers or periodicals. To understand this let us contrast the two media.

I have in my hand a copy of the *New Outlook* for July 1933. A full-page advertisement of Listerine Shaving Cream appears on page 1; a stimulating article on the radio entitled "Static Ahead!" by Allen Raymond begins on page 17. If I am interested in shaving cream I can read the page devoted to the former; if I want a better understanding of radio's problems I can read the latter. I do not have to peruse one in order to secure benefit from the other. If I choose to devote a few minutes to the radio article, I am not annoyed with paragraphs describing the shaving cream, scattered here and there thruout the story. I am sure that the radio article was not sponsored by the advertiser who purchased page 1 or by any other. An advertiser's task is completed when he buys a particular space, and delivers his message in his own way.

If I talk with the editor, Alfred E. Smith, I will find that *the determination of which articles shall appear in his magazine is in the hands of the editorial department and not of the business office or individual advertisers.* Furthermore, I find a fairly definite segregation of the advertising, leaving the best parts of the publication for the editorials and feature articles.

These are a few of the things which distinguish the magazine from commercial radio as found in the United States. They lead to such questions as: Why should radio's editorial page be cluttered up with cheap advertising? Why should the front cover be used to advertise harmful drugs or cosmetics? Why should advertisements of tobacco, liquor, or investments usurp the space which otherwise might be devoted to feature articles? Why is radio advertising permitted in the evening? Why not classify and group all sales talks together and entirely separate them from the education, culture, and entertainment, so as once and for all to eliminate the present control over programs by advertisers and advertising agencies?

Many additional reasons can be found for the criticism of advertising over the radio and its acceptance in other media, but a new one appears as a result of a recently completed study at the University of North Carolina. Henry N. DeWick found among other things that "Auditory presentation of advertising copy is distinctly superior to visual presentation when the problem involved is to recall the contents of the advertisements or the products and their trade names, after a delay of from five days to five months." In other words, persons not interested in the advertising chatter

[and how many are?] find the sales talks running thru their minds, try as they will to dismiss them.

One of the rapidly increasing number of critics of American radio, a philosopher and student of public affairs, says

The radio in America has been allowed to gravitate to almost exclusive control by big business interests. It is viewed by them as a new and profitable vein of advertising revenue. The absurdities and banalities which such control and such a purpose have turned loose on millions of radio listeners almost beggar description. These are fundamental and obvious facts; only a blind optimist would deny, or dispute, or justify them. They call for swift and far-reaching reconstructive effort by the public. In the present state of public confusion, such efforts will probably not be immediately forthcoming.³

The "money changers" and their spokesmen minimize the educational value of radio. They draw attention to its use in many homes purely as an entertainment device. In many parts of our country, on many broadcasting stations, and cer-



CHARLES A. ROBINSON, S.J., *Saint Louis University, Saint Louis, Missouri, new member of the National Committee on Education by Radio succeeding Charles T. Corcoran, S.J.* Father Robinson has had wide experience as a student, teacher, and administrator not only in the United States, but in Canada, Austria, Holland, and Japan. After the war he was the Jesuit representative before the Interallied Commission, carried relief to the Jesuits in Japan at the time of the 1923 earthquake, and had charge of arrangements for the National Catholic Educational Association convention in Chicago in 1928. One of the original members of the Committee, Father Robinson returns after two years devoted to other fields of educational endeavor.

¹ The original of the letter written November 3, 1933 is in the files of the Committee.

² Knowlton, Don. "Truth in Advertising." *Atlantic Monthly* 151:403. April 1933.

³ Woelfel, Norman. *Molders of the American Mind*. New York: Columbia University Press, 1933. p38-9.

Public Versus Private Operation

tainly at many of the best hours of the day, the listener uses his radio set for entertainment for the perfectly obvious reason that no other type of program is available. Professor C. C. Cunningham of Northwestern University has well said

So far as education is concerned, American radio is a university in which the curriculum is drawn up by the business office with the expert advice of the head janitor.⁴

What radio must have is freedom. An educational activity cannot function properly, if at all, when subordinated to the censorship of business interests. It is all very well to magnify the dangers of beaureaucracy under a plan of government radio control. The extent of government censorship depends upon the sentiment in the country, not upon who owns the radio. We have even less freedom on the radio in the United States than exists in England. In addition to the private censorship frequently and effectively applied, our system, where "rugged individualism" is supposed to rule, is even subjected to government pressure. The President of the United States, or any other important federal official, may have the use of any broadcasting chain without cost, at any time he wants it, but as radio is now administered, no one who desires to criticize the government will be allowed time on the chains unless he holds a position which carries with it some influence over the license which the broadcasters hold. As Professor E. C. Buehler of the University of Kansas recently stated

there is no absolute freedom over the air at any time, and under any leadership it will suppress as much criticism of itself as it can. For example, in the present circumstances, General Johnson has demanded as much time on the national hookups as possible. If we had absolute freedom of the air, opponents of the NRA should be allowed an equal amount of time.⁵

Another factor involved in changing some of the fundamental features of the American radio practise is the matter of cost. It is not surprising that the selfish interests should use inflated cost figures. One representative of the "commercial crowd," for example, estimates that to adopt a radio plan similar to that of the British would involve an initial capital cost of \$278,000,000 plus an annual cost of \$145,000,000 for providing three national programs to every listener in the United States. Whether or not three national programs for the United States are necessary is certainly open to debate. Moreover an American plan using the essential features of the British system should cost no more, in all probability much less, than the present wasteful haphazard practise. According to the figures of the Federal Radio Commission the total physical assets of American broadcasting including technical equipment, real estate, furniture, and fixtures but excluding goodwill, total \$30,578,680.31.⁶ Gross receipts for one year of individual stations aggregated \$38,461,302.41 and of chain companies, \$39,296,746.36 according to the same report.⁷ From these amounts the entire support of the present American broadcasting practise has been derived. The reason receipts are given rather than expenditures is because the report of expenditures submitted to the Federal Radio Commission shows too much trick bookkeeping. For example, after listing the usual expenditures for programs, employees, line charges, equipment, replacement, and the like, CBS lumps more than 50 percent of its annual outlay under the heading of "other expenditures" while NBC places more than 40 percent under this same classification.⁸

THE RATES TO BE CHARGED for electric service recently announced by the authorities for the government-owned project at Muscle Shoals illustrate in a most striking manner the very great advantages of municipal and public ownership.

These rates are the lowest in the country except, of course, of some of the municipally-owned plants. The ordinary domestic user will pay only \$1.50 per month, whereas under private ownership the cost is two and in some cases three times as much.

The following table shows the cost of current for small users of 50 kilowatts per month, which is sufficient to supply a minimum number of electric lights, and enough additional power to operate an electric iron, a toaster, coffee percolator, and other modest uses at the Muscle Shoals rates as compared to rates under private ownership elsewhere.

Cost of 50 Kilowatts Per Month—Domestic

| | | | |
|---------------|--------|----------------------|--------|
| Muscle Shoals | \$1.50 | St. Louis | \$2.05 |
| New York City | 4.94 | Knoxville | 4.57 |
| Chicago | 2.95 | District of Columbia | 1.95 |
| Atlanta | 3.50 | Alabama | 2.58 |
| Denver | 3.60 | | |

Heretofore this current, which has cost the government plant at Muscle Shoals $1\frac{1}{3}$ mill per kilowatt hour to produce, has been sold to the Alabama Power Company at 2 mills [$\frac{1}{5}$ of a cent] per kilowatt hour. And the Alabama Power Company has been selling the current to the ultimate consumer at as high as 16 cents. The average domestic rate was 5.56 cents.

Many municipal plants in the United States have rates almost, and in some cases, quite as low as those mentioned above for the Muscle Shoals project. For example, the Cleveland municipal plant has been furnishing electricity at a maximum rate of 3 cents per kilowatt hour from the beginning. Virginia, Minnesota, has perhaps the lowest maximum rate of any municipal plant in the country, 2 cents.

Tacoma, Washington, also has a very low domestic rate, altho somewhat higher than the Muscle Shoals rate mentioned above. Los Angeles; Jamestown, New York; and Kansas City, Missouri are other municipal plants having particularly low rates.—Carl D. Thompson. "How Public Ownership Reduces Rates." *Journal of the National Education Association* 22:213, November 1933.

Denmark Satisfied with Governmental Control

GOVERNMENTAL CONTROL over radio-broadcasting operations in Denmark, which ranks first among nations in the number of receivingsets in proportion to population, is said to be giving complete satisfaction. Furthermore the control system is selfsupporting financially, says the Department of Commerce.

Danish broadcast programs are controlled by a supervisory board of fifteen members which accepts suggestions from civic organizations which have been formed for the purpose of seeking an improvement in radio programs.

Receivingsets are licensed at about \$1.75 a year and the broadcasting monopoly receives the entire sum. In most European countries the government levies a tax on receivingsets.

There is about one receivingset for each seven persons in Denmark, while in the United States the estimate is one set for eight and a third persons.—*United States News*, July 15-22, 1933.

⁴ In a debate on the question of radio control over NBC and CBS networks, November 1, 1933.

⁵ NBC and CBS network debate, op. cit.

⁶ Federal Radio Commission. *Commercial Radio Advertising*. Senate Document 137. Washington: Government Printing Office, 1932. p43.

⁷ Ibid p43-4. ⁸ Ibid p50.

American Broadcasting Results in Losses

BROADCASTING AS CARRIED ON in the United States is not resulting in profits, one gathers from a perusal of the testimony presented in the NRA hearings. John W. Guider, special counsel for the National Association of Broadcasters, testified that

The only available statistics indicate that the [radio-broadcasting] industry as a whole has not as yet operated at a profit.¹ . . . Altho there has been a general drop in advertising revenue thruout the entire [radio-broadcasting] industry in 1933, it is to be remembered that local broadcasting business has been particularly poor due to the generally depressed retail trade conditions in the country.²

In addition to the testimony given by their legal representative, the National Association of Broadcasters in a prepared memorandum entitled "Economics of American Broadcasting" included the following significant material:

In 1931 according to the Federal Radio Commission, total station expenditures exceeded total station revenues by \$237,356. Since there is a duplication of more than \$7,000,000 in the revenue figure, it is probable that the deficit of the industry as a whole, was somewhat greater than the aforementioned amount.

During the past 18 months radio-broadcast-advertising revenues have suffered serious declines. Network revenues for the first seven months of 1933 are approximately 33 percent below those of 1932. It is quite certain that there has been at least a similar decline in the individual station field as a whole, though figures are not available on this point.³

How times have changed! It was only a few weeks ago that *Broadcasting*, the official organ of commercial radio in the United States, made a vehement attack on one of the members of the staff of the National Committee on Education by Radio for distributing this same information to delegates in Mexico City.⁴ It will be interesting to note whether this trade organ makes a similar attack on Attorney Guider and the officials of the National Association of Broadcasters for their recent testimony before the NRA.

False Radio Advertising Opposed

BECAUSE MANY CONSUMERS are influenced in their choices of consumer goods and services by broadcast statements regarding the values of these goods and services, we [The American Home Economics Association] recommend that the following paragraph be added to Article VI—Trade Practises, of the Proposed Code of Fair Competition for the Radio Broadcasting Industry:

No broadcaster or network shall knowingly permit the broadcasting of any false representations regarding goods or services or any representations which may by ambiguity or inference mislead the hearer regarding the value of such goods or services.

It is a matter of common knowledge that such false or misleading statements are often heard on the air. Some merely claim higher quality than the product and its price warrant, and thus affect only the pocket-book. Others recommend the use of beauty preparations which contain ingredients injurious to the user. Still others make false claims for the nutritional or curative values of foods and drugs and are thus

¹ John W. Guider in *NRA Proposed Code of Fair Competition for the Radio-Broadcasting Industry*, p10.

² *Ibid* p12.

³ *Ibid* p193-4.

⁴ "Failure in Mexico." Editorial in *Broadcasting* 5:18, August 15, 1933.

dangerous to health. From many possible illustrations we cite one broadcast in a popular series which did both. It said of a certain medicinal product, "After using — for ten days you are going to get a new slant on life. . . . It will correct faulty elimination, liver and kidney troubles, arthritis, indigestion, rheumatism, and acidosis. . . . You can regain your health, but not if you delay."

Of this product the U. S. Food and Drug Administration said: "The truth is that if you are suffering from these diseases and delay rational treatment to try out — you may never regain your health." It proceeded to cite the nature of the physical harm which might result from following the practises recommended by the advertiser and to expose the fraud perpetrated on the public by the sale under a new name of a product long familiar to the public at a price almost four times that of the product under its old name.

It is our belief that *the broadcasting of such false or misleading advertising is rapidly destroying the faith of the public in all radio advertising* and this is doing the broadcasting industry more harm than good. It is weakening the confidence of the public in similar goods and services not so advertised, thus lessening the value of broadcasting as an advertising medium for honest products.—Alice L. Edwards in *NRA Proposed Code of Fair Competition for the Radio Broadcasting Industry*, p161-163.

College Work by Radio

WISCONSIN HAS BEEN one of the few farsighted states in radio development. This progressive commonwealth owns and operates two broadcasting stations for the education of the people. As a consequence, thousands of boys and girls in farm and city homes on October 2, began attending a new kind of school.

The new kind of school is the Wisconsin College of the Air which is being broadcast between 1 and 1:30PM each school day for a period of thirty weeks by the two state radio stations, WHA at Madison and WLBL at Stevens Point. The project is designed to extend educational opportunities to the young people of the state, particularly those in rural areas, between the ages of 14 and 20 years.

Five courses are being offered this year as follows: *Mondays*—farm life and living; *Tuesdays*—enjoying your leisure; *Wednesdays*—you and your home; *Thursdays*—the world about you; and *Fridays*—social problems of today.

Enrolment in the courses, open to all, is free to Wisconsin residents. Study outlines are provided in connection with each course. By passing a satisfactory examination upon completion of the radio lessons, a student will be given a certificate of achievement.

Cooperating in the planning and presentation of the Wisconsin College of the Air are the following agencies: state board of vocational education, state department of public instruction, Wisconsin teachers association, university extension division, Wisconsin college of agriculture, university school of education, Wisconsin press association, and state-owned radio stations WHA and WLBL.

LIKE THE FILM, the radio broadcast is capable of exercising so great an influence for good or bad that it is little short of a crime to allow it to be debased, and it is the duty of every good citizen to see that it is an influence for good.—A. T. Wilgress, legislative librarian, Province of Ontario.

National Radio Popular in Canada¹

I AM GLAD OF THE OPPORTUNITY afforded by your letter this morning to let you know what the situation is in regard to the rumor in the United States about payment of receivers' license fees. I may tell you in general terms that there is no foundation for the rumor. Upon receiving your letter I communicated with the branch of the service responsible for collecting the fees. I learned that last year fees were collected from 98 percent of the people who, according to the census, owned receivingsets, and the collection officials anticipate that this year's results will not fall far short of last year's.

The collection year corresponds to our fiscal year which expires March 31st, so that there are still five months of the present year to run. Collections have been a little slow for the first seven months but there have been other causes than any dissatisfaction on the part of Canadian listeners with the Commission's broadcasting service. Hard times have supplied one cause and I may tell you that some people who just could not afford to pay have been treated leniently. Then at Windsor, Ontario, there have been a couple of test cases in the courts in which a contention that the owner of a receiving-set need not pay the fee because it could not be proved that he operated the set has been upheld. These court decisions have had wide publicity and have encouraged a number of people to postpone payment. The decisions will be appealed and if that course fails, the Act, of course, can be amended.

Some months ago there was considerable agitation in some districts, particularly in Toronto and in the West, against the Commission's service, largely against the broadcasting of French programs. This has pretty well died down and within the last few weeks the Commission's service has been coming in for a great deal of commendation and is quite clearly pleasing large numbers of people especially in the West and in the Maritimes where previously radio service had been anything but adequate. This improved sentiment, one would think, should assist in the collection of license fees.

I can assure you that there is no question of our system breaking down from the cause you suggest or any other. My own observation is that national radio has been gaining in favor rapidly in recent weeks.—E. C. Buchanan, director of public relations, Canadian Radio Broadcasting Commission, Ottawa, November 3, 1933.

University President Condemns Radio

IN THE PRESENT SCRAMBLE for bread on one hand and the craving for "circus" entertainment on the other, the mass of American people are sinking to the level of the Romans of Nero's day and are losing their taste for the fine things of life, it was declared yesterday at the Northeastern Ohio Teachers Association convention.

¹ Rumors traceable to commercialized radio interests in the United States had hinted that the Canadian radio system was in danger of breaking down because of the dissatisfaction of listeners over the payment of license fees. The National Committee on Education by Radio wrote to the Canadian Radio Broadcasting Commission, asking for the facts in the case. This article contains the text of the letter received in reply.

It is up to schoolmen to counteract the subversive influence of the radio, the movies, and the cheap magazines, President A. H. Upham of Miami University told a superintendents and board members meeting, in likening the present temper of the populace to the "bread and circus" desires of the Romans under Nero.

"The Neros of this country think that the worse shape the populace is in, the worse kind of entertainment they want," he said. "You only have to go to a movie or look at a movie magazine to realize the depraved taste of many. A radio magazine asked its readers to pick the greatest crooner—think of that. Now they are getting up an all-American jazz band.

"With bread the great essential want on one end of the scale and craving for the circus kind of entertainment on the other, the danger is we will forget the precious things in between—the splendid, enduring values of life, self-denial, service, taste for literature and art."—*Cleveland Plain Dealer*, October 28, 1933.

Power Increase Granted to WILL

THE UNIVERSITY OF ILLINOIS was granted authority to increase the daytime power of its radio-broadcasting station WILL from 500 watts to one kilowatt in a decision rendered by the Federal Radio Commission on October 20, 1933. In rendering its decision concerning WILL, which at present is broadcasting nineteen hours per week, the Commission concluded:

The privilege of operating WILL this limited time enables the University of Illinois to render a distinctive broadcast service of particular value and interest to residents of the state, and the proposed increase in power would tend to improve and enlarge this service.

This public broadcasting station supported by and ready to serve the people of the state of Illinois is still permitted only 250 watts night power. The Federal Radio Commission should next assign to the state of Illinois for use by WILL a frequency which would permit higher nighttime power. Thru this means a greater proportion of the population of the state could be brought into closer contact with the educational plant of the university, the assets of which amount to approximately twenty-nine million dollars.

Listener Has Invested Most Money

THE MANUFACTURE AND SALE of radio receivingsets during the last decade has marked the most extraordinary development known to modern business and placed this business as sixth in the industries of the nation. Beginning in a small way, with perhaps an annual sale of \$2,000,000 worth of sets scattered rather sparsely over the country, the growth has been so tremendous that on December 31, 1929, the total money value in terms of sets, parts, and accessories sold during the preceding ten years amounted in round figures, to \$3,500,000,000.—Frank A. Arnold. *Broadcast Advertising*. New York: John Wiley & Sons, 1933. p45.

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Radio in Canada and in England

THE ENORMOUS GULF which separates a commercial radio system from a planned system designed to serve public welfare can be understood best by a consideration of purposes and objectives. Canada, having decided recently to copy certain essential elements of the British system, is an example of a country which realizes the need of careful direction in respect to so vital a medium of mass communication as the radio. The following three statements, the first by E. A. Weir, director of programs of the Canadian Radio Broadcasting Commission, the second from the official report of the British Broadcasting Corporation, and the third from *The Listener*, may prove helpful.

The Canadian viewpoint—What is the prime purpose of radio, the most potential of all the arts since the invention of printing? On the answer to that question depends one's outlook on the whole subject of broadcasting and the form of organization best designed to make the most of it as a national asset.

Briefly there are two schools of thought, first, that which holds that *radio exists primarily as an advertising medium*—as something to push the sale of goods; to increase the turnover of every sort of product from toothpaste to gasoline, cigars to ginger-ale, and perfumes to quack remedies. Indeed, sometimes we get letters from ladies who wish to advertise for husbands, tho they are never prepared to pay much for them. That is, broadly speaking, the school of thought which has so far dominated broadcasting thruout North America, and as we all know, radio has proven a tremendously effective medium for that purpose.

The second school of thought maintains that the prime purpose of radio is something quite different from the merchandising of goods—that *it is primarily a great entertainment and educational medium*, falling far short of its proper use at the present time. This second school is divided into a variety of groups. Some want musical entertainment almost entirely, and within that group we have the devotees of jazz, of the symphony, of musical comedy, of chamber music, or other forms. Others prefer a substantial part of their entertainment in the form of programs more definitely educational in character, and so there are all classes between. Some do not object to a little advertising, if they are assured good entertainment, but the increasing tide of dissatisfaction provoked as a result of the lengths to which some advertisers go in their efforts to force sales threatens to seriously impair the efficiency of radio even as an advertising medium. In Canada this has resulted in action to limit advertising to 5 percent of the program time.

Tho the latter school of thought is closer to the truth, it does not fully express the real purpose of radio. *To me the prime purpose of this great medium of thought-communication*

is to assist in developing to the highest degree the latent possibilities of the talent lying undeveloped or semi-developed in our cosmopolitan population. It is not merely a question of whether we shall have good programs or poor programs—

whether we shall increase the turnover of our industries and add so many millions to our trade balance, but whether the inherent genius of the scattered population that we are trying to mould into one united people shall have opportunity to express itself.

A problem of great magnitude lies before the Canadian Radio Broadcasting Commission. Those who carry the responsibility for the future development of radio in Canada bear a responsibility second to none in the Dominion. They are dealing with cultural and spiritual values. They are providing the opportunities for selfexpression for the finest tempers among our people, for that side of Canadian life which will be our permanent measuring stick among the nations of the world.¹

A British retort—In a recent address which attracted considerable notice, the American publicist and broadcaster, William Hard, propounded the intriguing paradox that the effect of "governmental" broadcasting as practised in Europe is to advance culture but not civics, while American "free" broadcasting is advancing civics but not culture. When allowance is made for the over-sharpness of the generalization, the proposition as stated would be very difficult to confute. But the facts might equally well be stated in another way, that the freedom of America is failing to rise to a cultural opportunity that the governments of the Old World have been socially-minded enough to seize, and that the higher the cultural level of the governed is the less

they are likely to be successfully "doped" by the governors. Still other interpretations could be suggested, but common to all of them is the fact that the standpoint of a government towards broadcasting is fixed by its standpoint towards its people. This is the root of the matter, and the forms of constitution, administration, and finance, important as they are, are derivatives. The question "Whither broadcasting?" therefore can only be answered by posing another question "Whither society?" and it is best, here, to leave it at that.²

British model recommended to Canada—Adaptation of the British model to suit the distinctive needs and conditions of Canada is the basis of the recommendations made by Mr. Gladstone Murray in his report to Mr. R. B. Bennett on the organization of Canadian broadcasting. "Experience elsewhere," he points out, "has proved the folly of trying to make



CARL MENZER, since 1923 director-announcer of radio station WSUI, and associate in the department of electrical engineering, State University of Iowa, Iowa City, Iowa. Graduating from the State University of Iowa in 1921 with the degree of Bachelor of Science in Engineering, he received his Master of Science degree in 1922, and the professional degree of Electrical Engineer in 1924. Mr. Menzer is not only a skilled program director, but has had twenty years technical radio experience including constructing and operating of transmitters and receivers, and as radio operator on lake steamers, designing engineer for a radio manufacturer, teacher of electrical engineering, radio, and communications, and research worker in radio, television, and related fields.

¹ Abstract of an address before the Fourth Annual Institute for Education by Radio, Ohio State University, May 5, 1933, by E. A. Weir, director of programs, Canadian Radio Broadcasting Commission, *Education on the Air*, 1933, p37-48.

² British Broadcasting Corporation, *Yearbook*, 1933, p317.

broadcasting administration a department of state. *The arguments against this are as decisive as are the arguments against leaving broadcasting entirely in the hands of private commercial interests.*" The constitution of Canadian broadcasting, however, should not be a mere copy of some other constitution. The BBC may indeed serve as a model, but Canadian broadcasting should develop on its own distinctive lines, availing itself of the best experience of the rest of the world. For instance, "in Great Britain the distinction between general legislative functions of the board of governors and the particular administrative functions of the executive is established *de facto* but not *de jure*. If Canada makes the distinction *de jure* as well, then there is a guarantee of continuity which does not yet exist in Great Britain."

The financial basis which Mr. Murray proposes for Canadian broadcasting is rather different from that which is familiar to us in Britain. It envisages a combination of license revenue with a limited revenue from advertisement—a halfway house between the British and the American systems; but not more than 5 percent of the program period would be allocated to direct advertisement, and another 5 percent to indirect advertisement. Mr. Murray's plan includes many features designed to safeguard Canadian broadcasting from trouble arising from provincial and geographical difficulties, as well as from racial, linguistic, religious, and political misunderstanding. He lays considerable stress upon the need for creating machinery which will insure that the Canadian Radio Broadcasting Commission keeps closely in touch with the principal trends of public opinion and takes full account of the views of listeners. The creation of advisory committees, the development of a strong public relations department, and the effective management of press publicity are all recommendations based upon the experience of British broadcasting. Careful preparation in advance of each new step is necessary if public good-will and understanding are to accompany each new development of the broadcasting service. On the program side immediate but cautious advance is advised, to be followed by more ambitious improvements later on as circumstances permit.

In the fields of specialist broadcasting, in music, the drama, the lighter forms of entertainment, religion, politics, and education, paths may be opened up similar to those which have proved so acceptable in Great Britain. But Canada cannot expect fully-grown radio drama, a national symphony orchestra, nondenominational religious services, or elaborate educational broadcasts to spring suddenly into being. Modest beginnings must be made, and again and again in his report Mr. Murray emphasizes the prime importance of "the unflinching recognition of the priority of entertainment values in all departments of program work." One of the most significant of his recommendations is concerned with the need for good announcing, a need which applies particularly in the delivery of news bulletins. "There is herein," says Mr. Murray, "a great opportunity to set a new standard for the North American continent. Announcing for the Commission should be a model of

diction, arrangement, and good taste. It is possible to create a tradition of enunciation without imposing a uniform dialect"; and he rightly adds that such good announcing would not only add to the prestige and popularity of the Canadian Commission, but would "convey a sense of repose which is not as evident as it should be either in Canada or the United States."³

Kadderly Leaves Oregon

WALLACE L. KADDERLY has recently assumed his duties in San Francisco as western program director of the United States Department of Agriculture. In his new position Mr. Kadderly will have charge of the western farm and home hour, a regular program given over a chain including the following NBC stations: KFI, KGO, KGW, KFSD, KOMO, KHQ, KGIR, KGHL, KTAR, and KDYL.

Mr. Kadderly since 1925 has been program director and manager of KOAC, state-owned radio-broadcasting station at Corvallis, Oregon. Under his management KOAC became one of the outstanding noncommercial broadcasting stations in the country. Previously he had served the agricultural extension service as assistant county agent, farm management specialist, assistant county agent leader, and head of the department of information.

Aid to Debaters

A PAMPHLET entitled *American Broadcasting* should be in the hands of all high-school and college students debating the radio control question this year. This pamphlet of twenty pages contains an analytical study of one day's output of 206 commercial radio stations including program content and advertising interruptions.

It appears from the study that the American system, under which the broadcasting service is supported wholly thru the sale of advertising time, is an unsatisfactory makeshift and that a fundamental change is inevitable if radio is to render the nation the service which the listeners want and to which they are entitled.

American Broadcasting is published by and can be secured free from the *Ventura Free Press*, Ventura, California.

Comparison of Advertising Receipts

THE GROSS RECEIPTS for advertising in four different media during two recent months of 1933 are given in the November 10, 1933, issue of the *Heinl Radio Business Letter*. The figures which were secured from the statistical bureau of the National Association of Broadcasters are as follows:

| Medium | August | September |
|--------------------------------|--------------|--------------|
| Radio broadcasting | \$3,693,247 | \$3,949,341 |
| National magazines | 6,644,831 | 7,942,886 |
| Newspapers | 37,790,096 | 38,371,622 |
| National farm papers | 236,505 | 373,134 |
| Totals | \$48,364,679 | \$50,636,983 |

³ *The Listener* [London], August 30, 1933, p304.

WE BELIEVE THAT RADIO BROADCASTING has potential values for education, culture, and entertainment, far in excess of those at present realized in the United States. In view of the distinctly unhealthy reactions produced in boys and girls by many of our present radio programs, we urge that individuals and organizations responsible for such programs take immediate steps to make their content conform to generally accepted standards in the field of child development; and further that all parent-teacher units use every available means to secure such improvement at the earliest possible moment.—Resolution adopted by the New Jersey Congress of Parents and Teachers, November 3, 1933.

University of Kentucky Listening Centers

THIRTEEN LISTENING CENTERS are making available radio programs of the University of Kentucky to hundreds of persons in the creek valleys and coves of eastern Kentucky. These under-privileged people, many of whom previously had never heard a radio program, are now brought into closer touch with the outside world.

The university provided the radio sets which were placed in community centers, schools, and in one case a general store. A competent director operates each radio set on a definite schedule. Each center must be open to the public and in full operation to receive all University of Kentucky radio programs, with the exception of those occurring late at night. No other programs are specifically designated, but a sincere effort is made to have the radio tuned to worthwhile material at all times. Monthly reports sent in from each center give, not only the total number of listeners to each day's university program, but constructive criticism of it as well.

The centers now in operation are located at Cow Creek, Owsley county; Gander, Letcher county; Bolyn, Vest, and Pippapass, Knott county; Hyden and Wooton, Leslie county; Davella, Martin county; Williba, Lee county; Bonanza, McDowell, and Langley, Floyd county; and Morris Fork, Breathitt county. Four other centers for which aeriels and grounds already have been installed will soon be opened.

Radio in the Soviet Union

DURING THE FIRST FIVE-YEAR PLAN the entire radio system of the Soviet Union was thoroly reconstructed and extended. The following table shows the number of stations, their power, and also the number of receiving points in the USSR:

| | 1928 | 1929 | 1930 | 1931 | 1932 |
|---|---------|---------|-----------|-----------|-----------|
| Number of stations . . . | 23 | 41 | 53 | 57 | 66 |
| Power of the stations [kilowatts] . . . | 126 | 218 | 395 | 902 | 1,702 |
| Number of receiving points | 350,000 | 555,000 | 1,200,000 | 2,000,000 | 2,800,000 |

In the last five years the number of radio stations has increased almost three times, their power thirteen and a half times, and the number of receiving points eight times. This has caused a considerable increase in the number of radio listeners, which, in 1932, was estimated to be between ten and twelve million. This figure is based on the fact that usually every receiving point is used by a family of several persons and that many sets are collectively used in workers' clubs, village reading-rooms, army barracks, and communal living quarters.

Every nationality in the Soviet Union may have programs broadcast in its own language. Fifty different languages are used in broadcasting.

The system of local broadcasting points, organized in large industrial enterprises and many *sovhozes* and *kolhozes* is widely developed. These points function almost entirely independently, organizing radio-newspapers and concerts. These local stations also frequently relay the programs of the cen-

tral stations, or send their programs thru them. On October 1, 1928, there were 27 local stations, on January 1, 1931, there were 962, and at the end of 1932 approximately 3000.

The special radio broadcasting of correspondence school courses has also developed to a large degree. *During the first five-year plan 125,000 radio study points were formed*, making it possible for many thousand workers and collective members to take correspondence work by radio.

The ultra high-frequency system has also highly developed, increasing some twenty times and allowing for sending and receiving programs from the district, regional, and republic centers of the most outlying spots in the Urals, Yakutia, Kazakstan, and other distant places. The *rayon*¹ receiving system has grown from 150 to 2500 units, facilitating transmission to the *rayons*.

Ten large radio telegraph centers have been organized in Moscow, Tashkent, Alma Ata, Khabarovsk, Irkutsk, Novosibirsk, Sverdlovsk, Leningrad, Tiflis, and Baku. All these centers are connected with Moscow and their own *rayons*.

Eighty-three new transmitters of 372 kilowatt power, 350 short-wave transmitters for outside *rayon* connection, and 250,000 new radio points are planned. Sport arenas are having radio connections installed. The plan for 1933 foresees the receiving of Moscow programs by all regional, district, and republican centers and the sending of their own local programs by these centers to the *rayons*.—*Soviet Union Review*, October 1933, p214-15.

Radio and English

RADIO SHOULD EXERT A POWERFUL INFLUENCE on our speech and tastes. But who is there to guide the listener thru the maze of programs? Here is a place where the English teacher can help. She can help to set standards for the appreciation of radio programs.

It is well for teachers to know the havoc the Amos 'n' Andy program is creating in the English language. Once I presented a list of words to college students and asked them whether they had ever heard the words before and whether they had used them. There was a tendency on the part of those who listened to Amos and Andy most frequently to define all words in the Amos and Andy sense.

The function of radio is to enliven and stimulate, not to teach. Teaching is the job of the classroom teacher. Radio must give us plays, readings, information. But the plays, readings, and information should be complete in themselves, should constitute an artistic unit.

The contributions which the radio can make to English teaching are these: it can serve to illustrate various phases of instruction by presenting readings, plays, examples of speech; it can help the teacher cover a subject extensively; it can show the teacher new or varied methods of teaching, permitting her to observe her pupils' reactions to these methods.

The English teacher can contribute to radio by bringing her pupils to critical appreciation of values in some pro-

¹ A Soviet Union political subdivision similar to the county in the United States.

WHEREAS THE RADIO is primarily an instrument of popular education and culture, be it resolved that we urge the Congress of the United States to make provision for a scientific and comprehensive study of the whole field of radio to the end that a system of radio broadcasting suited to national ideals and the needs of the people may be developed.—Resolution adopted by the Iowa Congress of Parents and Teachers, October 27, 1933.

grams and hazards to taste in others; she can show pupils what radio programs mean in terms of their speech, word choice, and phrasing, and, most important, their preference for literary and social values. Thru the pupils, she will reach the parents, and thru both, the broadcaster. The influence of the English teacher is of great significance.—Abstract of an address by F. H. Lumley, Ohio State University, before the National Council of Teachers of English, December 1, 1933.

Canada Provides Free Service

THE EXCESSIVE COSTS for telephone lines used for broadcasting purposes in the United States have been attacked by both commercial and educational groups and by Congressional leaders. Costs to states and educational institutions are particularly burdensome since under the American broadcasting practise an educational station makes its contribution to public welfare without any corresponding revenue return, while a commercial one merely adds the wire toll item to its charge for advertising time.

In Canada the facilities of the Alberta government telephones enable the University of Alberta radio station CKUA to form a network with two other stations, CFAC and CJOC, without cost except for overtime service of linemen on Sundays which amounts to five or six dollars per month.

What a blessing such an arrangement in the United States would be to the state network in Wisconsin, WHA and WLBL; to Oregon's state station KOAC; the state stations KSAC and KFKU in Kansas, and WOI and WSUI, in Iowa; and to the many other public radio services now rendered at a cost of thousands of dollars annually for wire tolls.

New Radio Course in Utah

AFIELD COURSE in classroom organization and management, consisting of twenty-five half-hour lectures by Dr. L. John Nuttall, Jr., superintendent of the Salt Lake City schools, is being given by radio each Thursday at 10PM over station KSL. The series began on September 28 and with the omission of one week in November, two in December, and one in February, will end on April 12.

This year's course follows as a result of Dr. Nuttall's successful radio course in the advanced technics of teaching given last year. [See *Education by Radio* 3:15, March 2, 1933.] Last year's course, the first experiment of the University of Utah in this field, attracted a large number of registrants, 80 percent of whom received university credit.

The topics to be treated in the twenty-five radio lectures follow: [1] the place of learning environment and morale in school achievement; [2] organizing the pupils for instruction;

[3] adjustments to individual differences; [4] class size and teaching load; [5] school plant and pupil population; [6] seating in classroom organization; [7] lecture based on questions asked by class members on problems of organization; [8] factors in pupil progress; [9] school failures; [10] lecture based on questions asked by class members on pupil progress; [11] the daily program; [12] establishing classroom and building routine; [13] adjusting to the time schedule; [14] routine of attendance control; [15] compulsory attendance administration; [16] lecture based on questions asked by class members on routine; [17] routine problems of discipline; [18] conserving and developing character thru discipline; [19] lecture based on questions asked by class members on discipline; [20] management records; [21] pupil accounting; [22] permanent school records; [23] management in relation to auxiliary activities; [24] school publicity devices; and [25] questions and summary.

Prefers British System

JOHAN MCCORMACK, the Irish tenor, adds his name to that large group of Americans who having an intimate knowledge of both British and American broadcasting prefer the British.

"Radio appears to be in need of new ideas," Mr. McCormack observes. "Programs are repeated day after day, with slight modifications and under different titles, because good program ideas are scarce." But he contends the broadcasters can find solace in the fact that the motion pictures and stage are in the same predicament. A producer makes a novel picture and others are quick to imitate.

"In the main, I prefer England's broadcasting to America," said the noted tenor. "The English showmen seem to have discovered the knack of making abstruse subjects clear, interesting, and entertaining. American broadcasters should concentrate on more speakers who devote their talents to presenting interesting topics in a popular style."¹

Selective Listening Essential

IF THE NATION CONTINUES to turn its millions of radios to a certain point on the dial and receive thruout the day from early morning until late at night all that comes over the station without discrimination there is serious danger to the emotional life of the nation. Millions of children and young people who are subject to the continuous nerve-racking jangle of a Rudy Vallee orchestra or a noise equivalent, or to the whining, crooning of the average radio performers, not artists, are undergoing an emotional strain that will inevitably cause social and economic trouble. It is impossible to send into the intimate home-life of the nation all of the offerings of our radios without leaving these results.—G. B. Phillips, in "Possibilities of Radio in Education." *North Carolina Teacher*, April 1933, p299.

¹ *New York Times*, December 3, 1933.

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