

SPECIAL BULLETIN
Release Date September 17, 1931.

TO MEMBERS

THE ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS

An excellent response has been received to my letters addressed to the various program managers, directors, etc. Since the vacation season is now closing and most of our co-workers are beginning their activities in radio work, I wish to release this bulletin to give a resume of some of the replies received from my communication of August 20.

FROM DIRECTOR B. B. BRACKETT OF KUSD, UNIVERSITY OF SOUTH DAKOTA, VERMILLION: " * * It is not probable that we can contribute anything of importance in loaning records for use by our membership, but I am willing to do anything that I can do to encourage the plan. To date we have made almost no use of records. * * *On after-midnight programs alone we have used records a number of times.

"However, as you doubtless know, WOI at Ames, Iowa, puts on many very fine musical programs using records. In fact, each week-day morning they present their 'Music Shop Hour', and those programs are wonderful compared with the jazzy stuff that the 'chains' are putting out at the same time. * * *If we were not so very short on funds this year, I would surely start a collection at this time; but this will be impossible, I feel sure

"About the finest part of your suggested use of records seems to me to be that of exchanging records of college songs, college yells, etc. We have no records in these lines, but if I can persuade our Publicity Department to have some made I shall certainly do so."

FROM DEAN H. V. CARPENTER, DIRECTOR OF STATION KWSC OF THE STATE COLLEGE OF WASHINGTON, PULLMAN: " * * *We are having considerable difficulty maintaining our place in the air against the effects of the new twelve-hour a day ruling, but hope to be successful."

FROM DIRECTOR W. I. GRIFFITH, STATION WOI, IOWA STATE COLLEGE, AMES: " * * * I doubt the advisability of our membership stations loaning records to one another. We have found they wear out and have to be replaced. * * *Another thing, the postage is quite high and of course they would need to be insured.

"I think in the case of records made by our own glee clubs, orchestra, and band, that we will be willing to exchange these with the other institutions belonging to the Association. The only question is about recording them. At our last meeting there was some discussion about the Association looking up the most approved method of recording and perhaps to have one of our members go from one institution to another and record such musical selections and such addresses as might be most worthwhile.

"We are doing considerable remodeling of our transmitter and when we get through if we have any money left we will consider the advisability of purchasing a recording device of our own. If we should do this we would then be in a position to furnish not only musical selections but many other addresses that may be of interest to other educational institutions, particularly those who are interested in Agriculture." (NOTE--I sincerely hope that Mr. Griffith is in a position at this time to advise us if he has been successful in purchasing a recording device and wish to urge that he send to the executive secretary's office details of his findings as to the best type of equipment, cost, practicability, etc.)

MR. GRIFFITH FURTHER STATES: "I note in your closing paragraph you ask for suggestions. I am sure that the educational stations are going to have more or less difficulty in keeping on the air with favorable power and frequency assignments unless they use the hours at their disposal in a profitable manner and use them for twelve months in the

year. With this in mind, I suggested to the member stations at Columbus, Ohio, that we will be very glad to be of service to any station who wants to start a Radio Book Club. We pioneered this idea and have made some mistakes that other people need not make if they will profit by our example. However, we do feel very well satisfied with our effort. We now have nearly 700 members and within the last year have circulated about 5,000 volumes. The club is self-supporting and is proving to be a real service to our members. About 50% of our early members have renewed their membership. As the winter season comes on when farmers are not quite so busy we expect this percentage to increase." (NOTE--I feel quite certain that a number of our member stations will be interested in this valuable suggestion by Mr. Griffith and will be pleased to have details relative to the Radio Book Club. WNAD is interested in this project and we wish to secure the Book Club catalogue and a little of the history of the movement, rules, etc., under which WOI operates this additional service. Will all other directors who are interested in the project kindly write to Mr. Griffith for the same materials.)

FROM PROFESSOR J. C. JENSEN, DIRECTOR AND ENGINEER, RADIO STATION WCAJ, NEBRASKA WESLEYAN UNIVERSITY, LINCOLN, comes the following: "We have two double-faced records of our Glee Club and quartette which we will be glad to loan to other college stations in return for similar material. We are contemplating the installation of equipment which will make it possible for us to record addresses by faculty members, etc., which could also be made available on an exchange basis." (NOTE--Again we ask Mr. Jensen for details relative to cost of installation of equipment, best types, etc., so that these findings may be passed on to the entire membership.)

MR. JENSEN CONTINUES: "We are installing equipment capable of giving 1000 watts power, 100% modulation. Our license does not permit us to use all this power immediately, but we think that permission will be granted soon. The other stations on our frequency are all applying for 5000 watts power. This will be particularly bad for us if the applications are granted because KHQ has been interfering with us seriously in north-western Nebraska with 1000 watts. Do you believe that we could get the backing of the Association of College and University Broadcasting Stations in opposing the granting of any more power to WOW, KHQ, and WEEI." (NOTE--As executive secretary of our organization I am unable to answer this question and will ask that each director correspond directly with Mr. Jensen relative to this matter. As Director of WNAD at the University of Oklahoma I most assuredly will help him in any way possible in opposing the granting of any more power to WOW, KHQ, and WEEI.)

FROM DIRECTOR D. E. NOBLE, WCAC, CONNECTICUT AGRICULTURAL COLLEGE, STORRS, comes the following: "Your letter regarding the phonograph record exchange is very interesting. This year we expect to find it necessary to fill in time by use of phonograph records. We have just ordered forty new electrically cut Victor phonograph records and we expect to order more later." (NOTE--I am exceedingly interested in having a list of the records ordered by Mr. Noble and any detailed information he may have to give so that I may pass it on to our members.)

MR. NOBLE FURTHER STATES: "We should certainly be pleased to cooperate in any exchange system which might be evolved. At present we are having some trouble in arranging our schedule with our time sharing station. Later when our winter program is started we shall be glad to write you about our activities." (NOTE--As Director of WNAD I am happy to report that a most pleasant situation has always existed between our station and KGGF of Coffeyville, Kansas, our sister station with whom we share time. I will be pleased to write a personal letter to any of our members if we may offer any suggestion that will be of value to them as to how we work out our time sharing plan. I am sure we have more members of the Association who are in a position to offer valuable advice along this line.)

FROM DIRECTOR A. A. APLEGATE, STATION KFDY, SOUTH DAKOTA STATE COLLEGE, BROOKINGS: "Station KFDY owns no musical records, but has depended entirely upon local stores in the city." (NOTE--We would be pleased to have details as to the type of record programs KFDY has sponsored in order that our membership may be advised.)

MR. APLEGATE CONTINUES: "I think your suggestion of a record exchange is a very excellent one and if we are able to build up any kind of library we shall be glad to do some sort of exchanging."

FROM DIRECTOR HAROLD G. INGHAM, STATION KFKU, UNIVERSITY OF KANSAS, LAWRENCE: "As you perhaps know, our broadcasting station has not purchased any collection of musical records, using instead the records which are loaned us by the leading music dealer in this city. The only records which we have purchased are those of the University Glee Club, which have been used as a signatory song in introducing and closing our programs. This record was discontinued last year and since we have used 'Speak-o-Phone' records (aluminum disks) made by the Glee Club last year.

"I feel that I have nothing unique to suggest in our plans for programs this year. It may be as we get into the work for the first semester I will discover that we have made some development which may be of interest to other stations and will be glad to forward the information to you."

FROM RADIO DIRECTOR ALLEN MILLER, THE UNIVERSITY OF CHICAGO: "A number of years ago the Victor Phonograph Company made a record of the University of Chicago songs. The conditions, however, were not conducive to the best reproductions so that the finished result is of inferior quality.

"We are in no position to make use of records in our program since, as you may know, the Chicago Federation of Musicians has an iron-clad ruling that only union musicians at the rate of \$17.00 per day may be used for playing records over the air. Obviously, this fee is exorbitant in view of the meagre budget available for our educational program.

"I will keep you informed regarding any unusual developments in our program during the year."

I am passing the details of these various communications on to the membership thinking that they may be of interest to you as they certainly have been of interest to me.

It seems that my former communication relative to the Famous Song Series now being completed by Miss Miriam Dearth of Station WNAD, University of Oklahoma, was misunderstood by some of our members. This is not a recorded musical series. It is designed for an individual soloist to present the work regularly at the station. More details relative to this feature will be given in the very near future.

There are many projects that may be developed by the members of the Association of College and University Broadcasting Stations from which directors throughout the country who hold membership in the Association may profit in presenting their programs. In my opinion, we can make this exchange of ideas a valuable part of the work of the Association. I want to especially urge that officials of our member stations send at once any suggestions that you may have that other stations may use on proven projects you have used in your programs or projects contemplated for the future. Below are some questions which may stimulate thought in this line and which may be a "life saver" for many of our directors in introducing new features in their programs:

- (1) Do you have radio debates? If so, by what organizations? How do you conduct them? What is the response? What suggestions have you for improving same?
- (2) Do you sponsor programs for "outside" organizations, such as civic clubs, the American Legion, women's clubs, etc.? If so, how do you conduct them? What has been the result? How may other stations use them and thereby improve their programs?

- (3) Do you offer a non-credit radio course of instruction in any field? If so, how is the work organized? What is the response? What are some of the barriers to be avoided by the men introducing this work?

Very truly yours,

T. M. Beard
Executive Secretary for Association
University of Oklahoma
Norman, Oklahoma.