

SPECIAL BULLETIN
Release Date October 9, 1931

TO MEMBERS

THE ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS
(and co-workers of a few stations not affiliated with the Association)

Since the release of the special bulletin mailed to members of the Association of College and University Broadcasting Stations on September 17 some very interesting communications have been received from over the country from program managers and directors. A collection of this material will no doubt be of general interest to all members. Below you will find "highlights" from some of these reports.

FROM JOE F. WRIGHT, UNIVERSITY PUBLICITY DIRECTOR AND DIRECTOR OF STATION WILL, UNIVERSITY OF ILLINOIS, URBANA: "The only thing we have in the way of records made by University of Illinois organizations is a two-faced Victor record which was made by the University Band when it went to Philadelphia with the football team in 1927. Both sides of the record contain Illinois songs. I should be quite happy to send complimentary copies of such a record to members of the Association in case they care to use them.

"Your 'Special Bulletin' was a dandy, full of news and good chatter, and I hope you will find time to do it more frequently.

"I see your point with regard to the work that Miss Dearth of WNAD has been doing. Last year we got from some western outfit continuities built along certain lines with the suggested records to go with the continuity. We used perhaps fifteen or twenth of them and have another such group tied up in bundles for filling programs this year." (NOTE--I wish to make immediate application for complimentary copies of the record mentioned by Mr. Wright, as we expect to have a special college night in the near future over Station WNAD at the University of Oklahoma. Will other directors who are interested in accepting his offer of having complimentary copies sent to them kindly get in touch with him immediately.)

FROM MR. J. C. JENSEN, DIRECTOR AND ENGINEER, STATION WCAJ, NEBRASKA WESLEYAN UNIVERSITY, LINCOLN: "Your very interesting news letter has just been received. I hasten to reply on two or three points. In the first place I am in communication with one of our graduates in New York, who is in a position to get favorable prices for us on recording equipment. We are expecting to purchase such equipment at an early date. As soon as we have any special results to report, we will send you full details. The records we already have were made in a Lincoln Speak-O-Phone studio, at a cost of \$2.50 each.

"Regarding the applications of WOW, KHQ, and WEEI for 5000 watts. WOW withdrew their application last week, and a telegram just received informs me that the hearings on the other applications have been postponed from September 22 to October 12. It will help our cause if a number of the college stations will send letters to the Commission protesting against granting an increased power to any of these stations.

"Regarding the questions at the close of your letter. Our class in Public Speaking has been putting on radio debates which have seemed to be reasonably popular. The response you get will depend on the type of questions discussed, and on the preparation of the debaters. To get the best effect over the air, the debaters should not be too dignified but should have a sense of humor and 'go after' each other more than in the usual collegiate debate. Your second question concerns sponsored programs for outside organizations. We have given time to the American Legion, the P.T.A., the W.C.T.U. The work of the P.T.A. has been most appreciated because it makes the widest

appeal to our audience. The programs of the W.C.T.U. have not always been of the highest class, but have on the whole been commendable. The American Legion is given time on special occasions, as is also the Salvation Army, and both have given good programs and produced favorable reactions.

"As to non-credit courses in Radio, we have offered several of this kind. If any of the members are interested in the general plan I can send them circulars on request." (NOTE--I wish to add here personal comment on one point raised in Mr. Jensen's report; namely, the use of teams in radio debates. At our local station--WNAD--we have had a very extensive public speaking program of all typos for the past five years. In this State there is a forensic organization known as the Oklahoma Junior College Forensic Association. We always make arrangements to present over the station the final championship debate between the two junior colleges "surviving the various tournament rounds." In this particular debate we have a studio judge group made up of eleven judges selected from the faculty of the University of Oklahoma. In addition to this group of studio judges we have seventy-five radio judges made up of prominent alumni, attorneys, educators, etc., scattered in all sections of the State "listening in" to the debate in their own homes. These seventy-five radio judges report to us by long distance--station to station calls to secure the best possible rate--within ten minutes after the close of the debate. You can see the possibilities of a tie-up of this kind. We have found that it is one of the most popular types of programs sponsored. There is an endless amount of detail work for several weeks before this final debate in sending out special bulletins to the group of radio judges, securing their assurance that they will participate in the program, etc. All effort exerted on this project, however, is ten times worth its cost in "good will" toward the station.

Another recommendation to program directors follows: In practically every state there is an organization known as the state high school debating league. This organization is made up of from 100 to 350 of the leading high schools in each of the states. This school year the subject being used by 28 of these states (the subject selected by the National University Extension Association Debate Committee for the cooperating states) is, RESOLVED: THAT THE SEVERAL STATES SHOULD ENACT LEGISLATION PROVIDING FOR COMPULSORY UNEMPLOYMENT INSURANCE. We recommend that you use as many debate contests among your larger and better high schools as you can possibly include in your program. We use at least eight each season. The response is excellent. We have a set-up something similar to the plans as outlined for the finals of the Oklahoma Junior College Forensic Association. The rivalry of the teams, the experience gained on the part of participants, and the "good will" feature introduced in behalf of your station is well worth all effort expended in carrying forward this program. For the information of our various program managers and directors throughout the country I wish to list here the official manager or director of each of these high school debating leagues in the cooperating states. I am giving you this list from my files of the National University Extension Association and it is accurate in every respect and completely up to date. I would suggest if you are interested in this project that you get in active touch with the director of the high school debating league in your State and he will be able to give you some very valuable suggestions as to teams debating in the organization and in this way you can select the nearby teams or any others you wish to use and schedule them to meet some other strong outstanding teams and really have an excellent program. I will appreciate a report from any station manager or program director who uses any of the teams debating unemployment insurance this school year, as I wish to incorporate this report in the N.U.E.A. report on debate activities over the country. The following is the list giving the name of the director, his complete address, and any special comment needed--A copy of this special bulletin is being sent to the state director of the debate league in each of the states listed in order that he may be acquainted with this announcement before requests reach him from the offices of the program managers in his state:

J. T. Reid, Director of University Extension Division, Albuquerque, New Mexico.

W. J. Kay, Head of Public Speaking Department, University of West Virginia, Morgantown, West Virginia.

- C. E. Lyon, University of South Dakota, Vermillion, South Dakota.
- R. L. Davidson, Jr., University of Missouri, Columbia, Missouri.
- L. L. Hilton, University Extension Division, University of Arkansas, Fayetteville, Arkansas.
- W. Arthur Cable, University of Arizona, Tucson, Arizona.
- A. A. Reed, Director of University Extension Division, Lincoln, Nebraska.
- Brooks Quimby, Director of Bates College Debating League, Bates College, Lewiston, Maine.
- C. Stanton Belfour, University of Pittsburgh, Pittsburgh, Pennsylvania.
- Milton Badger, Secretary-Treasurer, Colorado High School Debate League, University of Colorado, Boulder, Colorado.
- Mrs. Adela Bittner, University of Indiana, Bloomington, Indiana.
- J. C. Wardlaw, Director of Extension Division, University of Georgia, Athens, Georgia.
- Louis Clifton, Extension Division, University of Kentucky, Lexington, Kentucky.
- Miss Almore Scott, Department of Public Discussion, University of Wisconsin, Madison, Wisconsin.
- W. C. Blassingame, Director of Extension Division, University of Alabama, University, Alabama.
- O. E. Smith, Executive Secretary, Minnesota High School Debate League, Anoka, Minnesota.
- J. H. McBurney, Manager, Michigan High School Debate League, University of Michigan, Ann Arbor, Michigan.
- F. C. Lowry, Director of Extension Division, University of Tennessee, Knoxville, Tennessee.
- Fred S. Sorrenson, Manager, Illinois High School Debating League, State Normal University, Normal, Illinois.
- A. H. Yoder, Director of Extension Division, University of North Dakota, Grand Forks, North Dakota.
- Bruce Mahan, University of Iowa, Iowa City, Iowa.
- D. R. Parker, President, Montana High School Debate League, University of Montana, Missoula, Montana.
- H. G. Ingham, Director of Extension Division, University of Kansas, Lawrence, Kansas.
- D. W. Rilev, Manager, Ohio State League, Ohio State University, Columbus, Ohio.
- T. M. Beaird, Director, State Public Speaking Leagues, University of Oklahoma, Norman, Oklahoma.
- E. A. Cortez, University of New Hampshire, Durham, New Hampshire.

P. M. Collier, Secretary of Debating League, University of Oregon, Eugene, Oregon.

L. A. Mallory, Coach of Debate, University of Wyoming, Laramie, Wyoming.

E. R. Rankin, Director of University Extension Division, Chapel Hill, North Carolina.

FROM MR. ALLEN MILLER, RADIO DIRECTOR, UNIVERSITY OF CHICAGO, CHICAGO: "We have done no broadcasting of dramatic productions from the University studios.

"We are, however, faced with the same problems you mentioned since we are considering the broadcasting of student productions this year. Consequently, if others are able to give you the necessary information, we would appreciate the report you suggest sending to all members of the Association of College and University Broadcasting Stations." (NOTE--In the course of the next few days--after I have received replies from some ten or twelve states--I expect to send out a special bulletin on the proposition of broadcasting radio dramatic productions. This will give you the reaction of the various station managers from over the country.)

FROM MISS GLADYS L. BAKER, ASSISTANT PROGRAM DIRECTOR, STATION KFKU, UNIVERSITY OF KANSAS, LAWRENCE: "Mr. Ingham has handed me your letter of September 30 regarding the plays broadcast over this station.

"We have not to date broadcast any plays, although we have and still are considering the matter. Last year Professor Allen Crafton, Head of the Department of Speech and Dramatic Art, expressed his willingness to cooperate in broadcasting plays. He suggested that we write the Samuel French Company regarding the royalty charges. In reply to Mr. Ingham's letter stating our case we received the following answer:

'--- We suggest you submit a list of the titles you are interested in for radio broadcasting, and if available, we shall be glad to quote you the best possible royalty terms. The fees listed in our catalogue apply only to amateur stage presentations.'

"We submitted Professor Allen's selection of eleven one act plays each taking approximately twenty minutes. We received the following reply:

'Yours of the 10th at hand. The following are available for broadcasting over Station KFKU, each play at a royalty of \$10.00 for one broadcast;--

A Minuet, Spreading the News, Judge Lynch, No'Count Boy, Constant Lover, Maker of Dreams, The Boor, Rosalie, Workhouse Ward, Noble Lord.

Smarty's Part is not available at present.'

"Professor Crafton has suggested the possibility of a series of famous scenes from Shakespeare and other well known dramatists. As our budget does not cover the expense of royalty we have not accepted the offer of Samuel French.

"We shall be glad to receive any information and suggestions you may have regarding the use of plays by college stations. Professor Crafton is particularly interested in securing information regarding actual production of the play." (NOTE--I wish to state here the experience WNAD had with the Walter H. Baker Company, Boston, as well as other companies to whom we applied for permission to broadcast plays over our station--without paying royalties. The letters below, written on November 8, 1930, and reply on the part of the company November 12, 1930, are self-explanatory. I personally believe any of the companies will grant permission to our member stations if all interested program directors will join in a request to them.

November 8, 1930

The Walter H. Baker Company
Boston, Massachusetts

Gentlemen:

As your records will show, you have deposited with the Department of Public Information of the University Extension Division, Norman, Oklahoma, many copies of your one act plays which they send out to local clubs, high schools, etc., in the State of Oklahoma, and from which these organizations select the particular plays they want, and order from the Company. I am informed that this service has increased your business in Oklahoma materially in the past two or three years, and we now have another proposition which we feel will increase the service still more.

Officials of the University of Oklahoma broadcasting station, WOAD, desire permission to broadcast on our educational programs, when our various professors from the College of Fine Arts, School of Dramatic Art are discussing for dramatic clubs over the State, "The One Act Play", four of your plays. The plays we desire to broadcast with the aid of dramatic students in the School of Dramatic Art are as follows:

1. Where But in America.
2. Brothers.
3. Finger of God.
4. Joint Owners in Spain.

If you kindly grant us this permission we will make the following announcements immediately after the broadcast of the play by the students: "The copyright of this play is owned by the W. H. Baker Company of Boston. We have been granted special permission by the W. H. Baker Company to use this play this evening as a radio broadcast in order to stimulate the use by educational groups of high class materials. Through the courtesy of this Department of Public Information, University Extension Division, Norman, Oklahoma, where samples of the W. H. Baker Company plays are on deposit, you may secure several plays at one time which belong to this Company from which you may select the one act play you desire to use in your club or schools. Kindly write the Department for any further information."

Will you kindly advise by return mail as we are making up our educational programs for the next several weeks, and will need your permission not later than November 15:

Sincerely yours,

T. M. Beard, Program Director.

November 12, 1930

C-O-P-Y

Mr. T. M. Beard
Extension Division
The University of Oklahoma
Norman, Oklahoma.

Dear Mr. Beard:

We have carefully considered the request which you have made in your letter of November 8th, and our decision is to authorize you to broadcast the plays

WHERE BUT IN AMERICA
BROTHERS
FINGER OF GOD
JOINT OWNERS IN SPAIN

under the conditions which you have outlined, entirely free from royalty restrictions. The announcement which you will make is quite satisfactory. We are willing to make this unusual concession in view of the educational aspect of your programs.

The permission given above covers only the four titles mentioned and if further plays are to be used it will be necessary for you to get authorization for their use in advance of the broadcasting date.

We do hope that you will have success with your programs and we'll cooperate in every way possible to make them worthwhile.

Very truly yours

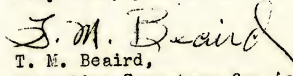
WALTER H. BAKER COMPANY
By Theodore Johnson

No doubt every program manager and director of our entire membership received this week announcement signed by Harold P. Brown, Managing Editor of the Radio Digest, relative to the Beauty Queen of American Radio Contest. I need not explain the entire contest as you are already acquainted with it. However, if you desire specific details write immediately to Harold P. Brown, Managing Editor of the Radio Digest, 420 Lexington Avenue, New York City, and I am sure that Mr. Brown will rush all details to you. Entries in this contest must reach New York on or before October 30. It appeals to me that here is an excellent opportunity for nation-wide publicity for our member stations. The Digest will run a brief sketch of the career of any one of your station artists. This will afford an excellent avenue of publicity which otherwise you could not hope to secure. We think enough of the idea from the standpoint of publicity alone to submit materials for this feature. All of us agree we need more publicity for educational stations.

It was recently proposed that a collection be made of photographs of staff officials, studios, and talent in each of the educational institutions holding membership in the Association and that a brief history of the station itself be submitted by each of the program directors, the same in turn to be made into a permanent printed bulletin for use of the members at large. Will you please send me your comments on this proposition, offering any suggestions or criticisms.

You may expect another bulletin just as soon as replies are received from over the country on many pending questions which will be of general interest to all of us in helping to produce better programs in our studios.

Very truly yours,


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