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The Association  
of  
College and University  
Broadcasting Stations

**SPECIAL BULLETIN**  
Release Date April 14, 1932

**TO MEMBERS**  
of

**THE ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS**  
(and a special request mailing list)

Many interesting letters have recently been received at this office. In this bulletin several, which I believe will prove of interest to our members, are quoted. If you have any suggestions regarding the problems discussed, please write to this office, and they will be included in future releases to Association members.

FROM MR. W. L. KADDERLY, PROGRAM DIRECTOR, STATION KOAC, OREGON STATE AGRICULTURAL COLLEGE, CORVALLIS, OREGON: "I have your special bulletin of February 24, containing the suggestion that each member of the Association prepare a statement on the Seven Points listed by Professor Jensen. Furthermore, that the statement be filed with Federal Radio Commission and our representatives in Congress.

"On June 15, 1927, we were assigned to a frequency of 1110 kilocycles with unlimited time. In a general reassignment of frequencies on November 11, 1928, we were given unlimited time on 560 kilocycles and this later was voluntarily changed to 550 kilocycles which was better for our purposes.

"As I said in a previous letter, we now hold an unlimited license on 550 kilocycles

"Under these circumstances it seems to me that we are not justified in complaining of the treatment that we have received at the hands of the Federal Radio Commission. I am referring, of course, to our own station.

"Of course we feel that we should not be required to operate 12 hours a day to hold our unlimited license and that rule 151 of the new regulations of the Federal Radio Commission should exclude from its provisions stations like ours (this is a new rule to take the place of general order 105). In other words, we feel very keenly that our present unlimited license should be available to the state of Oregon for developments in the future and that it is unreasonable to require us to broadcast 12 hours a day in order to hold that license. However, this is quite aside from the purposes behind Professor Jensen's suggestions. Our statement on those points would indicate that in the matter of assignment, time and power we have received fair treatment.

"Perhaps you have read the article by Director Meris of this institution on 'Is a Radio Budget Justified?' Copy of Education by Radio, Volume II, No. 4 which carries this article is enclosed."

ANOTHER LETTER FROM MR. KADDERLY READS AS FOLLOWS: "Thank you very much for the copies of the radio plays 'An Ohio Enoch Arden' and 'The Underground Railroad' supplied through you by WEAO.

"Through the National Collegiate Players at this institution we have made some progress in the last few weeks in presenting radio plays and we certainly would like to be put on the mailing list to receive additional manuscripts of this sort that

may become available from members of the association. At the moment we are in no position to reciprocate, but perhaps some day we will be able to make a contribution to the pool."

THE FOLLOWING IS A LIST OF REASONS WHY STATION WILL DOES NOT SELL TIME. THESE WERE SENT IN BY MR. JOE F. WRIGHT, DIRECTOR.

"1. In the first place this is a tax supported institution and we carry on no activity which might be considered as competition for any line of business in the state. Of course we must dispose of our surplus agricultural products, including milk, butter, eggs, etc., but all such items are sold at a price higher than the local market.

"2. Education and commerce simply do not mix. While it would not be true that to accept an advertisement would mean the University were endorsing that particular product, the inference would be there and it would certainly be harmful to the best interests of all concerned. Any tests made in our laboratories or any research work carried on is done for purely scientific purposes and even though one line of products, or one make of a machine proves to be superior to another, that information is never allowed to be used in a commercial way.

"3. We feel that the use of advertising would cheapen any educational broadcast we might render. Advertising over a commercial station may be all right in the eyes of many people, but in the eyes of those who are concerned primarily with education it is not all right. For instance, I learned yesterday that one of our medical men had been offered by a commercial concern as high as \$600 per talk for a series of discourses on a certain subject. He does not feel that he should acquiesce to the invitation because of his commercializing his knowledge. There are doubtless other reasons, but these three are foremost in my mind."

MR. J. O. KELLER, CHAIRMAN OF THE RADIO COMMITTEE OF THE NATIONAL UNIVERSITY EXTENSION ASSOCIATION, PENNSYLVANIA STATE COLLEGE, STATE COLLEGE, PENNSYLVANIA, HAS SENT OUT THE FOLLOWING LETTER: "You are all familiar with the fine lectures that are being broadcast on a country wide network, under the auspices of the National Advisory Council on Radio in Education. The lectures cover topics of interest in both Economics and Psychology and are broadcast by the National Broadcasting Company.

"Just recently a new series has been announced, starting March 19th and continuing until May 21st. The Director of the National Advisory Council on Radio in Education, Dr. Levering Tyson of 60 East 42nd Street, New York City, will be glad to cooperate in any way with you in furnishing printed copies of the addresses for distribution among students, or in other ways suggested by you. The University of Chicago has taken advantage of this opportunity and many resident teachers in Economics and Psychology are using these copies throughout the country.

"While the National Advisory Council may not have the correct solution to the problem of Education by Radio, certainly these fine broadcasts are of such splendid character that we should cooperate with them in this program to the fullest extent possible.

"Mr. Bittner, President Cavanaugh, Dr. Tyson, and myself will be glad to give any further information that may be wanted by you."

THE FOLLOWING LETTER IS FROM MR. J. C. JENSEN, DIRECTOR, RADIO STATION WCAJ, NEBRASKA WESLEYAN UNIVERSITY, LINCOLN, NEBRASKA: "Your bulletin of March 16 has just been received. It is gratifying to see the splendid response which is being received from so many of the colleges, and to learn that so many of them are sending to their Representatives in Congress a statement of facts regarding their broadcasting stations. This should be an effective method of molding opinion if the Fess Bill ever gets through the Committee so that a vote can be had.

"In another bulletin perhaps you should pass along to our members the fact that the

Court of Appeals in the District of Columbia decided the "OW" case in favor of WCAJ. This case will doubtless serve as a precedent in other similar attempts on the part of commercial stations. There are two errors in the report of the Court. One is obvious when they speak of the power used by WCAJ as 250 kilowatts. However, the court failed to look into the record very closely or they would not have made the statement that WCAJ is now licensed to broadcast with 250 watts and has a much smaller service area than "OW". The fact of the matter is that we have never held a license for 250 watts and are operating with a full 500 watts power, 100% modulation.

"In regard to the letter from Joe Wright in which he mentions the RCA-Victor monitor equipment, I have on hand a letter from this company offering a 10% discount to educational stations.

"We have been working for some time with some experiments in electrical transcription. We were finally forced by circumstances to make a number of recordings with the equipment on hand, and achieved results which are quite satisfactory so far as reproduction of speech is concerned, although not altogether acceptable for music. We obtained a supply of the RCA-Victor needles and blank discs for home recording. Our Audek pick-up was weighted down with a weight of about one pound and used as a recording instrument. The regular studio condenser microphone and line amplifiers were used in connection with a Silver-Marshall power amplifier with a 245 tube in the last stage. By running the disc at 33 RPM an 8 minute address can be put on one side of a 10 inch disc. This method has a lot of possibilities for the summer time when most of us have trouble in getting talent. We can record any address at the same time it is being broadcast, and other stations could doubtless do likewise. If 4 or 5 of our members will agree to exchange such material with us we will proceed to record a dozen or more of our talks on educational subjects during the remainder of the school year and exchange with them for summer programs.

"I note the troubles you are having with the Federal Radio Commission. Keep fighting them, obtain competent attorneys, make full use of Armstrong Perry, and of your Representatives in Congress, and you will win out in the end."

BELOW IS QUOTED A LETTER FROM MR. R. C. HIGGY, DIRECTOR OF STATION WEAO, OHIO STATE UNIVERSITY, COLUMBUS: "In accordance with your letter of April 4, I am sending to you all available copies of the two radio surveys recently completed.

"I am enclosing a letter received from Armstrong Perry and suggest that you insert a request in one of your bulletins in the near future for stations to experiment with the reception of WEXAL, WLW's short wave transmitter, to see if such a scheme would be practical.

"Your suggestion about the meeting in Columbus is quite satisfactory to me, and I trust you are in position to announce it to the Association and suggest some definite form of meeting, or items to be considered at the meeting. I will be glad to cooperate in every way and only wish that I had further time to work upon it.

"We have been having quite a busy time here at WEAO, the Federal Radio Commission case and the purchasing of new transmitting equipment, has been a responsibility, as well as a large task and is only partially completed. We expect to apply for a construction permit and contract for the purchase of our new station equipment next week."

THE FOLLOWING LETTER WAS SENT TO MR. HIGGY BY MR. ARMSTRONG PERRY, DIRECTOR OF THE SERVICE BUREAU OF THE NATIONAL COMMITTEE ON EDUCATION BY RADIO: "Recently I asked the Federal Radio Commission what its attitude was toward the transmission of advertising programs by experimental relay broadcasting stations. I have received the following reply: 'This will acknowledge the receipt of your letter of March 16 in which you inquire-"Does the Federal Radio Commission permit the broadcasting of advertising on short waves which are reserved for inter-continental broadcasting?" The Commission permits the transmission of advertising programs by experimental relay broadcast

stations provided no compensation is received therefor. " If the Association of College and University Broadcasting Stations should wish to reopen the matter concerning the offer of the Crosley Company to permit educational stations to rebroadcast programs from WLW and their short wave station, this statement might be useful. It would hardly seem that the Commission would care to maintain its opposition to the use of a radio channel for educational purposes in this country when it was permitting the use of similar channels for the broadcasting of American advertising into foreign countries without considering the wishes of those countries."

THE FOLLOWING COPY OF A LETTER FROM MR. H. UMBERGER, KANSAS STATE COLLEGE OF AGRICULTURE, MANHATTAN, KANSAS TO MR. J. C. JENSEN, RADIO STATION WCAJ, LINCOLN, NEBRASKA, WAS SENT TO THIS OFFICE BY MR. JENSEN. "I have yours of March 9 and I wish to thank you for sending to me the copy of the NATIONAL BROADCAST REPORTER containing the article entitled, 'College Owned Stations Devote more Time to Entertainment than to Educational Programs.'

"The figures as given for station KSAC are exactly reversed from those given in our last application for a license. Consequently, I am writing to the editor of the National Broadcast Reporter asking if this statement is a misprint.

"I shall be glad to follow this matter up and let you know. I appreciate very much your thoughtfulness in calling this matter to my attention."

THE FOLLOWING EXPLANATION AND ADDITIONAL INFORMATION WAS GIVEN BY MR. JENSEN:

"The article above referred to is found in the Feb. 20 issue of the magazine, on page 6. This article gives KSAC Educational 5% and entertainment 95%. Some of the other figures in the table will doubtless bear scrutiny. For example, in the case of WCAJ they do not bring out the fact that we use 40% for civic, religious and agricultural broadcasts. At least half of our 24% entertainment consists of musical programs by music students and faculty from Cotner College, Union College, and our own institution, and might properly be classed cultural and educational. To say that we spend nothing for talent when members of our faculty spend a considerable portion of their time on program work is obviously unfair.

"If we could afford to spend the \$25 for blank records we would record the programs of NOW for a whole day and send them in to some committee for analysis, jazz so much, advertising so much, etc. Why not have someone make a careful analysis of such programs, and give them full publicity?"

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We are glad to advise that four excellent plays that have been found good for radio use will be ready for release to members in the next few days.

Sincerely yours

T. M. Beard, Executive Secretary  
for Association