

THE ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS

August 9, 1934

Office of
Executive Secretary
Norman, Oklahoma

To Members of the Association :

Some weeks ago we advised you in a special bulletin of the recent developments for the project of securing recordings of various federal government groups for circulation among members of our organization. Since releasing this bulletin, we have had letters dealing with this matter both from our members in response to the bulletin, and additional letters from government officials.

In this bulletin, we are quoting letters indicating the reactions of our various Association members relative to the project first, and following this the additional correspondence from various departments of the federal government, offering their cooperation. Before going into this particular item, however, I wish to call your attention to the item listed below:

All members of the Association have received special announcements from President Joe Wright in the past few days, urging your attendance at the annual Association convention to be held in Kansas City on September 10 and 11. Indeed, this promises to be the most outstanding and important meeting our Association has held during the years of its service to member stations. It behooves each and every station director to begin immediate plans to bring a large number of his co-workers to this very important conference. President Wright has corresponded with you by bulletins giving some of the very important problems to come before this meeting. Every member station of the Association should have one representative and, if possible, several additional members of its staff present. Some of the stations are organizing parties and as many as four representatives from those stations will be in attendance. This concerns our future. Many important items directly bearing on problems involving your institution must be discussed and settled in this convention. Won't you write President Joe Wright at the University of Illinois today stating that you will be present with us and also advise him how many delegates will be present from your institution.

Letters received from the membership since our last bulletin are as follows:

From J. C. JENSEN, THE NEBRASKA WESLEYAN UNIVERSITY:

"Was glad to hear from you again, even though it was only through a circular letter, and to learn that you are still working on that project of getting special transcriptions of governmental and scientific material for use by the college broadcasting stations. It seems to me that the following aspects of the problem must be given consideration, probably in the order named:

"1. Source of revenue. \$5000 to \$10000 per year for five years will be needed, according to the scope of the work planned and whether the material is

to be supplied gratis to cooperating stations. Federal funds might be found since this is properly a phase of adult education. Private philanthropy will probably be hard to find at present.

"2. A governing board to outline policies and direct operations. This might well be the National Committee on Education by Radio, or the College Broadcast Association itself. If the control is left to a federal commission already created the movement will tend to become too political in its tone and objectives for use in a university station which represents all the people. This would be especially true in the northern states.

"3. The establishment of a central office in Washington equipped for the making of master records and duplicates. This office should be in charge of a man who is familiar with the technique of broadcasting and who also could make effective contacts with government officials and with scientists and organize and carry forward the program as outlined by the Board. Portable equipment should be provided for making records at university centers and other points outside of Washington. Estimated cost; salary \$3000 plus \$500 travelling expense, with secretary and mailing clerk at \$900 and office rent at \$600. Cost of material, postage, etc. to be borne by cooperating stations.

"I recently recommended the purchase of recording equipment by the TVA as they have no funds available for operating a transmitter at present but might reach a large audience through radio stations which should be glad to obtain the material they have to offer. I have gone into the whole problem of recording somewhat carefully and will be glad to assist you in any way possible. Let me know what progress you make."

From C. A. TAYLOR, NEW YORK STATE COLLEGES OF AGRICULTURE AND HOME ECONOMICS:

"I am much interested in your circular of July 20, relative to electrical transcriptions of government activities for radio broadcast. I am afraid I have no definite suggestions to make as to the material required. We could use such transcriptions frequently on our station at Cornell University, and would be glad to have them. I think the transcriptions should be dramatized in some way and be matters of general interest, and tell the story of the wonderful reconstruction work that is going on in this country under Federal direction. We would not be interested in such transcriptions if they were propogandist speeches. We have plenty of speeches and plenty of propoganda already available through other sources.

"If I can be of further help along the lines of your circular, please let me know."

From GARLAND POWELL, THE UNIVERSITY OF FLORIDA:

"Your memorandum of July 20 regarding the use of electrical transcriptions by governmental agencies for broadcasting purposes at hand.

"After going over this bulletin I can readily see that most of these department heads must be informed in some way as to the usefulness of such an idea. Like most department heads, they have little comprehension of the value of selling their activities to the people, and the people have little idea of what their activities are, if any. I'll venture to say that one in a hundred people knows what the Department of Commerce does or what constitutes the Department of Interior and its many activities. The American people are woefully ignorant of the functions of government. I believe that in presenting propositions of this nature to the various branches of government you will have to be very exacting in the information you desire and the time they should take up, namely, 14 minutes each period. For instance, take the Bureau of Foreign and Domestic Commerce, people would be interested in what they are doing and how they are doing it, but little interested in a lot of dry facts and figures. The Bureau of Standards has enough scientific matters that come under them to give a thousand broadcasts of 14 minutes each, and very interesting ones, too. Then take your independent officers

and establishments, such as the Civil Service Commission, Federal Trade Commission, Aeronautical Board, and so on throughout the numerous boards and commissions, all of which have a story to tell, but in telling it they should ever keep in mind the fact that it has got to be humanized to the point where it's interesting enough to hold the people's attention. The Smithsonian Institute, like the Bureau of Standards, can tell a thousand untold tales of interesting and historical value, but again comes the question--the way you tell them.

"Remember in presenting these matters to the various department heads that you've got to tell them exactly what you want and how you want it, because they are not radio minded and, like all people ignorant of radio matters, have their likes and dislikes and cannot steer an even keel. It should be remembered that radio reaches all classes, as well as the masses.

"Any other way I can help you in this matter, you have only to call on me. I am vitally interested and sincerely hope that it goes through."

From FRANK F. MALDER, THE STATE COLLEGE OF WASHINGTON:

"Dean Carpenter and I have received, and read with care and interest, your circular of July 20 concerning electrical transcriptions for broadcasting information about the work of Government Departments. We are much interested to read these responses to your suggestions.

"Station KWSC will gladly broadcast such transcriptions. We understand, of course, that the expense of preparing them will, as it undoubtedly should, be borne by the departments involved.

"Government departments and scientific institutions at Washington serve the American people in many important ways. Under present conditions it seems likely that these services may be expanded and elaborated. Hence, there is every reason for conducting a continuous process of public education concerning these departmental services. Since this work of public education will be in the interests of the departments and the citizens of the nation, the expense of preparing these transcriptions and furnishing or circulating them among the educational broadcasting stations should logically be borne by the public through the departments served.

"Our educational radio stations, which are entirely free from commercial obligations, are the right ones to broadcast this information to the public. Furthermore, they offer through electrical transcriptions, a means whereby in the interest the voices and viewpoints of leading men in departmental organizations may be heard. I believe it would be a fine thing if many such transcriptions could be prepared, and if their broadcasting could be featured by educational stations at certain uniform hours. KWSC is willing to participate in such a program.

"We think, too, that in each instance a mimeographed copy of the material recorded on the transcription should accompany the disc. Before putting such a transcription on the air, the station should know what it is going to broadcast, and so be able to give suitable introduction and to fit such broadcasts intelligently into its other program material.

"We hope that the departments at Washington, in response to your energetic efforts, may soon produce a number of highly instructive transcriptions and make them available for broadcasting."

From A. G. WOOLFRIES, CHIEF ANNOUNCER, WOI, IOWA STATE COLLEGE:

"Your mimeographed letter of July 20 arrived in Mr. Griffith's absence. While I do not have a record of your previous correspondence on the matter of recordings for circulation in the association, I am sure that this station will be very happy to assign the necessary time to this feature. It seems to me that a daily fifteen or thirty minute program would be the ideal set up providing that

From LEO T. CROWLEY, CHAIRMAN, FEDERAL DEPOSIT INSURANCE CORPORATION:

"The Secretary of the Interior has called my attention to the fact that the Association of College and University Broadcasting Stations, through its interest in broadcasting transcriptions of activities and achievements within the Federal Government, may desire further information with regard to the Federal Deposit Insurance Corporation.

"I wish to take this opportunity of informing you that we should be very happy to cooperate in every way possible, and that if you have any requests for information you may address them to this office."

From LEONA B. GRAHAM, EXECUTIVE ASSISTANT, FEDERAL EMERGENCY ADMINISTRATION OF PUBLIC WORKS:

"The Commissioner of Education, Department of the Interior, advises this office that some 38 college and university broadcasting stations throughout the country are interested in disseminating information about activities and achievements within the Federal Government.

"In this connection the Public Works Administration would appreciate receiving details concerning your organization, with a view to participating in your program. Suggested topics might be: (1) The place of the Public Works Administration in the general recovery program; (2) the character of the organization set up; (3) certain difficulties encountered in carrying out the purposes of the Public Works Administration; and (4) the accomplishments of Public Works.

"We shall be glad to cooperate with you in the preparation of material on the above or related topics."

From JOHN H. FAHEY, CHAIRMAN, FEDERAL HOME LOAN BANK BOARD:

"The Secretary of Interior has written us concerning your desire to obtain detailed and authentic information in regard to the activities and achievements of certain of the Departments and Agencies of the Federal Government, in preparation for broadcasting information to the public. He has suggested that our Department cooperate by supplying material of the character you desire.

"I am enclosing several descriptive pamphlets and excerpts from speeches made by various officials of our organization indicating the nature, scope and activities of our four Departments - the Federal Home Loan Bank System, the Home Owners' Loan Corporation, Federal Savings and Loan Associations, and the Federal Savings and Loan Insurance Corporation. You will find the pamphlet entitled "The Three Agencies," describing the first three of these units, particularly instructive.

"If, after examining these and considering the extent to which you desire to use broadcasting material concerning our organization, you will let me know in detail any additional information and help you may wish to have, I shall be glad to cooperate by extending further assistance."

From G. D. MUNGER, COMMERCIAL MANAGER, ELECTRIC HOME AND FARM AUTHORITY, INC.:

"Your letter directed to the U. S. Commissioner of Education relating to use of governmental information by university broadcasting stations has been brought to my attention.

"The Electric Home and Farm Authority is an agency of the federal government, associated with the Tennessee Valley Authority in an electrification program in the area of the Tennessee River Basin. Its three directors are the directors of the Tennessee Valley Authority. I am sending you a booklet which describes its manner of operation in a program designed to make cheap electricity available to all Tennessee Valley residents.

"We should be glad to supply you with a more comprehensive report on the activities of this agency if you have use for this information in the college and university broadcasts. We are placing your office on our mailing list so that you will receive such literature as we distribute from time to time."

amount of material was available. Thus, it could be scheduled regularly and would please a consistent audience of interested listeners.

"Two other things occur to me. First, that it will be very important in view of the bitter fight which will doubtless mark elections for the next few years, that this material be entirely free from propaganda. You know as well as I how sensitive some of our local politicians are to anything which may remotely suggest hostile propaganda. Second, if the recording is to be of reasonably high quality it would add greatly to the program if some music were included. I would suggest that the service bands - Marine - Army and Navy would furnish very suitable music for the opening and closing for these recorded programs.

"I expect Griffith to be back in the office by the first of September and when he arrives I will see that your letter gets his immediate attention. Meanwhile if there is anything I can do, do not hesitate to call upon me."

Additional letters from various departments of the federal government received since our last bulletin was released to members are as follows:

From A. L. FLINT, CHIEF OF OFFICE, THE PANAMA CANAL, WASHINGTON OFFICE:

"The following is a copy of a letter dated July 5, 1934, recently received by this office from the Secretary of the Interior:

"Prof. T. M. Beaird, Executive Secretary of the Association of College and University Broadcasting Stations, has written the Commissioner of Education of this Department that the 38 college and university broadcasting stations throughout the country are very much interested in broadcasting transcriptions of activities and achievements within the Federal Government. This proposal seems to have considerable merit since, if accepted, it would undoubtedly lead not only to a better understanding between the various Government offices and the colleges but also might become an important means of diffusing governmental information of general public interest.

"If your office is interested in making such information available to these broadcasting stations, kindly communicate with Professor Beaird for further details. His address is the University of Oklahoma, Norman, Oklahoma."

"The above quoted communication was brought to the attention of the Governor of The Panama Canal and a letter dated July 18th has just been received from him stating that he would be interested in receiving further information concerning the broadcasts mentioned.

"It would accordingly be appreciated if you would furnish this office, in duplicate if practicable, with further details regarding the broadcasting proposal referred to in the letter from the Secretary of the Interior."

From WILLIAM STANLEY, THE ASSISTANT TO THE ATTORNEY GENERAL, DEPARTMENT OF JUSTICE:

"The Secretary of the Interior has informed the Attorney General of your proposal to have the Association of College and University Broadcasting Stations broadcast governmental information of general public interest. The Attorney General has requested me to inform you that you may expect the full cooperation of this department.

"Will you kindly give me your ideas as to the exact manner in which the information furnished by this Department will be disseminated? The choice of speakers and the length of time which you may be able to allot will, in a large measure, dictate our preparation of suitable data.

"May I take this occasion to thank you for your kind offer, and express my appreciation of its worth."

All this information is self-explanatory. Your executive secretary appreciates the interest shown by the directors and officials who have responded to our earlier bulletin dealing with the transcription project. Kindly advise us of any additional thoughts you may have along this line, as we hope to get some very definite action dealing with this matter completed in the Association meeting in Kansas City.

Sincerely yours

T. M. Beard, Executive Secretary