

Educators to Use Million Dollars in Time for Programs

Chicago Series This Season Given Widespread Coverage

A MILLION dollars worth of radio time will be allowed the University Broadcasting Council for its 1938 programs, according to Allen Miller, director of the non-profit organization incorporated in 1935 to further education by radio at Chicago, Northwestern and DePaul universities. This sum was disclosed in late September coincident with the issuing of a report which summarized the purpose and achievements of the Council since its incorporation.

Before the UBC was established, approximately \$10,000 annually was spent by the three schools for broadcasts, exclusive of the commercial value of the time donated by the stations. The study discloses that the cash appropriation for the University Broadcasting Council during 1938 totals \$58,500 donated by the following: WENR and WMAQ of NBC, WBBM of CBS, WGN of MBS, and WIND—\$15,500; the three UBC schools, \$13,500; Rockefeller Foundation, \$30,000. This sum, of course, is in addition to the time given UBC programs, time which in 1934-35 totaled \$169,000; in 1938 totals \$1,000,000.

Widespread Coverage

Significant is the increase in the value of time given the three universities before and after UBC, since it reflects the increasing respect of broadcasters for the quality and showmanship of UBC programs. For the 1933-34 period, time amounted to \$116,000; 1934-35, \$169,000; after formation of the University Broadcasting Council, 1935-36, \$398,000; 1936-37, \$811,000; 1937-38, \$1,000,000. (The time is computed at the then commercial rates.)

Another comparison of the interest is the percentage distributions of programs by time of day. Before the University Broadcasting Council, 71% of the programs were broadcast in daytime, and only 25.2% at night. The 1937 figures indicate a reversal with 70% of the programs aired at night, only 12.6% broadcast in daytime, and 17.4% aired on Saturday afternoon and Sunday morning.

Coverage maps of UBC programs show that prior to the formation of the Council primary areas of reception were confined to all or part of the following states: Illinois, Wisconsin, Nebraska, Michigan, Ohio, New York, Vermont, New Hampshire, Maine, Massachusetts. Primary area coverage for 1938 indicates the whole of the United States with the exception of Western Texas and Western Kansas. Prior to UBC, there was but one network program from the universities outside of the Chicago area, while in the spring of 1938, UBC had 11 network shows on the air in a single week.

The growth of the University Broadcasting Council is generally attributed to its practical approach. "We have increased the appeal of our programs," Mr. Miller said, "by maintaining a professional staff skilled in radio techniques which has materially raised the level of our broadcasts. The con-

Work of Office of Education Division Is Expanded by Additional WPA Grant

EXPANSION of the activities of the Radio Division of the U. S. Office of Education under a recent WPA grant of approximately \$200,000, which will support its work through next June at least,



was disclosed Sept. 26 by William Dow Boutwell, director. In addition to augmented staff and new programs, the WPA money will go toward grants for radio work at the University of Florida, Indiana State Teachers College, University of Kentucky, Louisiana State, University of Minnesota, University of Oklahoma, University of South Carolina, University of Indiana, Bureau of Adult Education of the New York State Educational Department and the Department of Public Instruction, Schenectady.

Enlarged Staff

The Federal Educational Radio Project under Dr. John W. Stuebaker, Commissioner of Education, will share in the grants and expand the Script Exchange organized last year to make available to schools, colleges and radio stations educational programs for local production. Funds have been collected from the industry to support this venture as a means of developing educational radio programs. To date 185 scripts have been prepared and 145,000 copies distributed for use on 148 radio stations.

To its staff the Radio Division has just added Gilbert Seldes, television director of CBS and a noted author, who will work on a part-time basis writing a new series titled *Immigrants All—Americans*

stant training and supervision of individual faculty members have made many of them effective broadcasters and we have made it possible for the radio audience to hear all of our educational broadcasts by cooperating with stations and securing time schedules that do not conflict. Believing as we do that the solution to educational broadcasting is to be found in increasing the quality of programs, we have concentrated upon this rather than the quantity of broadcasts to be built at the three universities."

The staff of UBC, in addition to Mr. Miller, includes Parker Wheatley, assistant director; Joe Ainley, production manager; Henry Barbour, continuity director; Malcolm Romberg, chief engineer.

UBC programs now on the networks include: Chicago *U Round Table*, NBC; Northwestern *U. Reviewing Stand*, MBS; *Science in the News*, NBC, featuring a commentator; *Of Men and Books*, CBS, extemporaneous lecture featuring Prof. John T. Frederick as book critic; *Roving Prof.*, NBC, with Prof. Wm. McGovern of Northwestern U.; *From the Ends of the Earth*, MBS, drama; with *Magnificent Failures* and *Night Skies* anticipated for production on MBS.

Local fall shows of UBC will include *Do You Know*, a quiz program designed to show the thinking process, on WGN; *Thinking Straight*, *The City*, *Government*

All which on Nov. 14 will replace the highly successful *Brave New World* on CBS Mondays, 10:30-11 p. m. (EST) and run for 26 weeks. The series will be devoted to dramatizations of contributions the various races have made to American life.

Mr. Seldes was scheduled to confer on the projected program in New York Sept. 28 with a special advisory committee which includes Sterling Fisher, H. V. Kaltenborn, Reed Lewis, Marvin Lowenthal, Louis Adamic, Dr. Esther Caulkin Brunauer, Dr. Everett Clinchy, Dr. Stephen Duggan, Dr. Joy Elmer Morgan, Dr. James T. Shotwell and Avenire Toigo.

Mr. Boutwell announced the addition of three more experienced radio people to his Washington staff. They are Irve Tunick, formerly continuity director of WINS, New York, who wrote the Remington-Rand *Cowboy Tom's Roundup* series; Osmund Molarsky, script writer, who wrote some of the DuPont *Cavalcade* programs, and Selma Goldstone, writer formerly with Roger White Productions, New York.

The staff now numbers 157 engaged in writing, production research and the operation of the Script Exchange. About 40 of these are based in New York under the direction of Philip Cohen, who has just returned from London where he made a three-month study of the BBC under a Rockefeller Foundation scholarship. Mr. Cohen is assisted as director by Mitchell Grayson, formerly in the cast of the Broadway production *Having a Wonderful Time*.

In addition to the *Immigrants All* series, the project will continue *The World Is Yours* now on NBC-Red, Sundays, 4:30-5 p. m. Its author is Peter Harkins.

WHAS Host at Meeting On Educational Project

SUPPLEMENTING its pioneering efforts in education by radio, WHAS, Louisville, was host at a meeting in Louisville, Sept. 30 of leading educators and broadcasters called together to complete the project. For a number of years, WHAS has been establishing listening centers throughout Kentucky with special programs of an educational character geared for the outlying areas. This project was to be rounded out at the Sept. 30 session.

Educators from Indiana, Ohio and Tennessee and broadcasters from the same area were to be present. Speakers included Dr. J. W. Stuebaker, U. S. Commissioner of Education; Allen Miller, of the University Council of Chicago, and Sterling Fisher, CBS educational director. About 150 guests were expected. At the conclusion of the speeches, there was to be a roundtable discussion. Barry Bingham, president and publisher of the *Courier-Journal and Times*, which operates WHAS, was to preside, with Mark Ethridge, vice-president and general manager and former NAB president, to conduct the round table.

Texas Quality Network Celebrates Anniversary

CELEBRATING its fourth anniversary, Texas Quality Network, WBAP, Fort Worth, and other member stations WFAA, Dallas, WOAI, San Antonio, and KPRC, Houston, broadcast a special program beginning at 6 p. m., Sept. 10.

TQN, organized in the summer of 1934, began operation the following Sept. 10, giving advertisers facilities to broadcast a single program covering simultaneously four of the large market areas of the state. The network has been used extensively for football broadcasts, and during the Texas Centennial in 1936, WBAP fed several special programs to NBC on coast-to-coast hookups.

Honor for McGrady

EDWARD F. McGRADY, former Assistant Secretary of Labor, who last month was named to the boards of directors of both NBC and RCA, was honored by the American Arbitration Society, representing both industry and labor, at a dinner at the Hotel Astor, New York, Sept. 27, broadcast over NBC-Blue. The association's first medal for distinguished service in industrial arbitration was presented to the former Government official, who is now vice-president in charge of industrial relations of RCA and who succeeded the late James R. Sheffield on the RCA and NBC boards by vote of the directors Sept. 23. Notables in public life and heads of both AFL and CIO unions were present to honor the labor leader.

Magazine Feeler

PENINSULAR News Service Corp., New York, has begun a daily program, *The Hour of Spain*, to promote the magazine *Spain*, on WHN, New York, Mon. through Sat., 11-11:15 p. m. Other stations may be added later. Agency is Carlo Vinti Adv. Co., New York.

Chime Code

A CODED chimes system, replacing the customary gongs at station breaks, has been inaugurated at WJNO, West Palm Beach, to notify station employees who are off duty of any emergency arising at the station without also informing the listening public that the station is in trouble. Within three days after the new system was installed its value was proved when the announcer on night duty became ill and gave the emergency signal, whereupon another announcer, who was listening in while driving in his car, rushed to the station and took over.

and *Business*, *Abundant Life*, *News Behind the News* on WIND.

Programs of UBC have received many awards. In 1937 the Chicago *U. Round Table* received the award of the Women's National Radio Committee and the medal of merit from "Radio Guide," as well as honorable mention at the Second American Exhibition of Recordings of Educational Programs. The Exhibition also awarded *Science in the News* and *The Right Job*.