

# NAEB NEWS LETTER

Office of Executive Secretary  
Urbana, Illinois  
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## WHA WINS 1938 HONOR AWARD

Wisconsin's state-owned broadcasting station WHA was named America's outstanding social service station in the 1938 VARIETY showmanship awards. The honor is significant in that it rates the station first among nearly 700 eligible broadcasting units in this country in scoring the past year's achievements. The granting of the Social Service award to WHA marks the first time a non-commercial station has been named for such an honor.

WHA is owned by the State of Wisconsin and operated through the University in Madison. Programs originating in its Radio Hall studios are carried extensively over WBLB, the state-station at Steven's Point, and by several private stations. It carries no advertising and serves as a communications device for extending the state services to the citizens.

In the 1938 competition of recorded educational programs, at Columbus, Ohio, WHA also took top honors in the field of highschool broadcasts. The state-stations' work in educational broadcasting has put Wisconsin in the lead in that field nationally. The University station is known as the country's oldest educational radio station, having started its telephonic work in 1917.

## STANDARDS AT KENTUCKY

Elmer Sulzer, Director of Radio Studios, University of Kentucky, has the following to say regarding standards used for U. of K. radio programs:

- (1) Avoid controversial subjects unless both sides are adequately represented.
- (2) Certain subjects about which nothing whatever can be gained by an open discussion had better be eliminated completely. In this connection might be mentioned such things as Evolution and Religion.
- (3) Disparaging remarks about living people are taboo. Disparaging remarks about persons who are dead and which are delivered in a sensational manner and not in an historical manner are also taboo.
- (4) It is best to avoid mentioning a specific product in speeches unless such mention is essential to the sense of the talk. Anything that might be regarded as an advertisement should be avoided.

- (5) In single talks a strict political neutrality should be maintained. This rule is, of course, waived in the case of round tables, debates and other types of discussions.

There are also some taboos as regards the musical programs which are as follows:

"No songs should be broadcast containing such words as "nigger", "chink", "dago", "kike", etc.; the lyrics of songs about drug cigarets such as "Reefer Man"; suggestive verses of certain songs such as "St. Louis Blues" or "Frankie and Johnnie"; songs with too tepid words, such as "All Through the Night"; propaganda songs, such as "Remember My Forgotten Man".

#### WISCONSIN SCHOOL OF THE AIR ENROLLMENTS UP

Great increases in the number of schools known to be listening to the Wisconsin School of the Air broadcasts over WHA and WLBI are reported by H. B. McCarty, director of the project. A tabulation showed more than 221,000 course enrollments in the 10 courses offered the first semester for grade schools. Teachers and school administrators are becoming definitely radio conscious. This is the eighth year WHA has broadcast the Wisconsin School of the Air.

#### KFUO FEEDING MUTUAL

The Lutheran Hour is now originating in the studios of KFUO, St. Louis. The Eastern portion of the Mutual network is fed at 1 P.M., EST, while the second portion is fed to the western network and is also heard over KFUO at that hour.

#### WTAW LOSES PROTEST

WTAW, Texas A. & M. College, College Station, Texas, has lost its protest to the FCC on the grant of a new station, to be known as KTBC, which is to use 1,000 watts power and share hours with WTAW. The FCC reaffirmed its decision of July 6, 1937, authorizing the new station.

#### NEW PUBLICATIONS OF INTEREST

"The International Protection of Literary and Artistic Property," by Stephen P. Ladas, is the first of its kind to appear in English. This work is of importance to all those who have to do with the reproduction of literary, musical and artistic material. It clarifies the questions of responsibility, liability, authorization, and many other important points. It is published by The Macmillan Company. Price \$8.50.

"The Law of Radio Broadcasting," by A. Walter Socolow has just appeared in a two-volume work. The work is broad in its aspects, treating with copyright infringement, defamatory broadcasts, rights of privacy, labor relations, censorship, and many other subjects. It is published by Baker, Voorhis & Co. Price \$25.00

"Development of Radio Education Policies in American Public School Systems," by Carroll Atkinson and "Development of Radio Education Policies in American Universities and Colleges," by the same author, are due from the press soon. Published by Edinboro Educational Press. Price \$1.50 each.

#### WDAG NEW WISCONSIN RELAY STATION

The Federal Communications Commission on December 20 granted the University of Wisconsin a construction permit for a portable-mobile relay broadcast transmitter to be used in conjunction with broadcasting activities of WHA and WLBL.

The new equipment which is now nearly ready for use can be heard only for a few miles. It will be used for originating programs where land-lines cannot readily be employed, such as foot-races, corn-husking contests and other out-of-door programs. The transmitter can be carried in a boat, automobile, or other conveyance.

The call letters WDAG have been assigned to the new transmitter. It will broadcast telephonically with 10 Watts power on a choice of 1622, 2058, 2150, or 2790 Kilocycles. A regular license will be issued when necessary testing has been completed to the satisfaction of Federal examiners. The construction work is being done by WHA radio engineers.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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