

NAEB NEWS LETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WNYC RECEIVES BILLBOARD PROMOTION AWARD

WNYC, NEW YORK CITY, RECEIVED A SPECIAL CITATION FROM BILLBOARD MAGAZINE AS A PART OF ITS SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY. THE CITATION WAS GIVEN WNYC BY THE JUDGES OF THIS YEAR'S BILLBOARD SURVEY "FOR MAKING NEW YORK A BETTER RADIO TOWN." WNYC WAS THE ONLY NON-COMMERCIAL RADIO STATION IN THE NATION TO RECEIVE AN AWARD.

THIS SPECIAL CITATION MARKS THE SECOND CONSECUTIVE YEAR THAT THE MUNICIPAL STATION HAS BEEN SINGLED OUT BY THE AWARD COMMITTEE OF BILLBOARD'S ANNUAL SURVEYS FOR SPECIAL RECOGNITION. LAST YEAR THE RADIO EDITORS OF NEW YORK THAT FORMED THE AWARD COMMITTEE PRESENTED WNYC WITH A CITATION FOR OUTSTANDING PUBLIC SERVICE TO THE CITIZENS OF NEW YORK.

THIS YEAR, THE JUDGES WERE MEMBERS OF THE LEADING ADVERTISING AGENCIES ENGAGED IN RADIO SALES PROMOTION. THEY INCLUDED CARLOS FRANCO (OF YOUNG AND RUBICAM), LINNEA NELSON (OF J. W. THOMPSON), AND FRANK SILVERNAIL (OF BATTEN, BARTON, DURSTINE, AND OSBORNE).

FCC ANNOUNCES POLICY OF STATE-WIDE PLANS FOR FM

THE FEDERAL COMMUNICATIONS COMMISSION HAS RECEIVED INFORMATION FROM THE U. S. OFFICE OF EDUCATION CONCERNING PROPOSED STATE-WIDE PLANS FOR THE ALLOCATION OF THE FIVE FREQUENCIES RESERVED FOR NON-COMMERCIAL EDUCATIONAL FM BROADCASTING STATIONS. IT APPEARS THAT SUCH PLANS, IF CAREFULLY PREPARED WITH A VIEW OF FAIR TREATMENT OF PUBLIC AND PRIVATE EDUCATIONAL INSTITUTIONS, BOTH URBAN AND RURAL, AT THE PRIMARY, SECONDARY, HIGHER, AND ADULT EDUCATION LEVELS ALIKE, MAY PROVIDE A SOUND MEANS FOR SECURING THE MAXIMUM POSSIBLE UTILIZATION OF EDUCATIONAL FREQUENCIES. ACCORDINGLY, WHILE THE COMMISSION MUST DISPOSE OF EACH APPLICATION ON ITS MERITS, IT WILL GIVE CAREFUL CONSIDERATION IN CONNECTION WITH EDUCATIONAL APPLICATIONS TO ANY STATE-WIDE PLAN FILED WITH IT.

THE COMMISSION'S RULES DEFINE A "NON-COMMERCIAL EDUCATIONAL BROADCASTING STATION" TO MEAN "A STATION LICENSED TO AN ORGANIZED NON-PROFIT EDUCATIONAL AGENCY FOR THE ADVANCEMENT OF ITS EDUCATIONAL WORK AND FOR THE TRANSMISSION OF EDUCATIONAL AND ENTERTAINMENT PROGRAMS TO THE GENERAL PUBLIC."

WISCONSIN HOLD SUMMER RADIO INSTITUTE

THE DIRECTOR OF THE DIVISION OF RADIO EDUCATION AT THE UNIVERSITY OF WISCONSIN - H. B. MCCARTY, BETTER KNOWN AS MAC --REPORTS THAT HE HAS BEEN SWAMPED IN CONNECTION WITH THE UNIVERSITY OF WISCONSIN SUMMER RADIO INSTITUTE, HELD JULY 17TH THROUGH 24TH. ON THE INSTRUCTIONAL STAFF OF THE INSTITUTE WERE H. L. EWANK, PROFESSOR OF SPEECH; WILLIAM G. HARLEY, ASSISTANT DIRECTOR OF WHA; WALTER KRULEVITCH, PROGRAM SUPERVISOR, WHA; HELEN HANFORD STANLEY, DIRECTOR, RADIO WORKSHOP, UNIVERSITY OF ALABAMA, AND MAC.

KENTUCKY TO HAVE FM STATION

A 500 WATT FREQUENCY MODULATION RADIO STATION, TO GO ON THE AIR WITH A REGULAR PROGRAM SERVICE BY THE FIRST OF THE NEW YEAR, IS IN THE PLANS OF THE UNIVERSITY OF KENTUCKY AS A RESULT OF CONSTRUCTION PERMIT GRANTED THAT INSTITUTION BY THE FEDERAL COMMUNICATIONS COMMITTEE DURING JULY.

THE TRANSMITTER, TO BE LOCATED ON THE UNIVERSITY'S CAMPUS IN LEXINGTON, WILL SEND ITS SIGNALS FROM A SIXTY-EIGHT FOOT VERTICAL ANTENNA TO BE ERECTED ON THE TOWER OF THE BIOLOGICAL SCIENCES BUILDING.

THE PROGRAM SERVICE OF THE NEW STATION WILL BE SOMEWHAT RESTRICTED UNTIL THE WAR IS OVER AND CIVILIAN PRODUCTION IS RESUMED TO SUPPLY FM RADIO RECEIVERS, AS IT IS BELIEVED THAT THERE ARE ONLY A FEW IN THE RECEPTION AREA OF THE NEW STATION JUST NOW. HOWEVER, WHEN THE UNIVERSITY OF KENTUCKY STATION DOES START REGULAR BROADCASTS AROUND JANUARY 1, 1945, A BALANCED SERVICE OF ADULT EDUCATION, CULTURAL PROGRAMS, AND HIGH CLASS MUSIC WILL BE PRESENTED FOR THE BENEFIT OF THOSE WHO DO HAVE RECEIVERS.

THE NEW STATION WILL NOT INTERFERE WITH THE UNIVERSITY'S REGULAR BROADCASTS OVER WHAS, LOUISVILLE, AND WLAP, LEXINGTON, WHICH WILL BE CONTINUED.

WNYC AIDS NEW YORK TENANTS AND OPA

SOMETHING NEW IN THE WAY OF PUBLIC SERVICE BY A RADIO STATION WAS INAUGURATED IN LATE JUNE WHEN NEW YORK CITY'S MUNICIPAL STATION WNYC BEGAN BROADCASTING ANNOUNCEMENTS TELLING NEW YORKERS HOW THEY COULD OBTAIN A NEW O. P. A. RENT CONTROL FOLDER. SINCE THEN OVER 2,500 OF THESE FOLDERS HAVE BEEN DISTRIBUTED.

WNYC WAS REQUESTED TO PUBLICIZE THESE LEAFLETS BY THE O. P. A. AT THIS TIME BECAUSE THIS IS THE SEASON WHEN THE OCTOBER LEASES OF MILLIONS OF NEW YORKERS MUST BE RENEWED; AND IN AN ATTEMPT TO "HOLD THE LINE" THE O.P.A. WISHED TO PROTECT NEW YORKERS FROM RENT VIOLATIONS. THRU MANY SPOT ANNOUNCEMENTS AT DIFFERENT TIMES OF THE DAY, IN ORDER TO REACH ALL AVAILABLE LISTENERS, WNYC REQUESTED NEW YORKERS TO WRITE TO THE STATION OR TO THE O.P.A. DIRECTLY TO OBTAIN THIS RENT CONTROL LEAFLET BEFORE SIGNING THEIR NEW LEASES.

THE RESPONSE HAS BEEN MUCH BETTER THAN ANTICIPATED, A SINGLE SPOT ANNOUNCEMENT FOLLOWING MAYOR LAGUARDIA'S SUNDAY TALK TO THE PEOPLE DRAWING OVER 550 REQUESTS AND NUMEROUS PHONE REQUESTS.

FCC RAISES STATION VALUE QUESTION

THE FEDERAL COMMUNICATIONS COMMISSION ON JULY 24 ASKED CONGRESSIONAL DIRECTION AS TO THE POLICY IT SHOULD FOLLOW IN PASSING ON THE SALE OF RADIO STATIONS WHERE THE SALES PRICES ARE FAR IN EXCESS OF THE GOING-CONCERN AND PHYSICAL PROPERTY VALUES OF THE STATION AND APPEAR TO INVOLVE CONSIDERABLE COMPENSATION FOR THE RADIO FREQUENCIES THEMSELVES.

IN IDENTICAL LETTERS TO SENATE INTERSTATE COMMERCE COMMITTEE CHAIRMAN BURTON K. WHEELER AND TO REPRESENTATIVE CLARENCE LEA, CHAIRMAN OF THE HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE, F.C.C. CHAIRMAN JAMES LAWRENCE FLY SUGGESTED THE "TREMENDOUSLY HIGH PRICES" WHICH RADIO

STATIONS COMMAND IN THE PRESENT MARKET INDICATES THE SELLERS MAY BE PROFITING FROM THEIR LIEN ON A RADIO FREQUENCY WHICH THEY HAVE BEEN AUTHORIZED TO USE UNDER THE COMMUNICATIONS ACT OF 1934, BUT WHOSE OWNERSHIP UNDER THE ACT IS RESERVED TO THE PUBLIC.

CHAIRMAN FLY'S LETTER WHICH CITES SEVERAL SUCH RECENT TRANSFERS OF RADIO FACILITIES, FOLLOWS IN PART:

"THE CONGRESS HAS HAD BEFORE IT PROPOSALS TO LIMIT THE AMOUNT OF CONSIDERATION TO THE VALUE OF THE PHYSICAL PROPERTIES (OF RADIO STATIONS) TRANSFERRED BUT NO PROVISION OF THIS CHARACTER HAS BEEN ADOPTED. THE STATUTE DOES MAKE CLEAR THAT THE FREQUENCIES ARE NOT IN ANY WAY THE PROPERTY OF THE LICENSEES. THE COMMISSION HAS REJECTED AND IS PREPARED TO REJECT ANY TRANSFER WHICH ON ITS FACE INVOLVES A CONSIDERATION FOR THE FREQUENCY. THE COMMISSION, APPARENTLY CONSISTANT WITH CONGRESSIONAL POLICY, HAS APPROVED TRANSFERS THAT INVOLVE GOING-CONCERN VALUES, GOOD WILL, ETC. THERE REMAINS, HOWEVER, A SERIOUS QUESTION OF POLICY AND ONE ON WHICH THE LAW IS NOT CLEAR, AS TO WHETHER THE COMMISSION SHOULD APPROVE A TRANSFER WHEREIN THE AMOUNT OF THE CONSIDERATION IS OVER AND BEYOND ANY AMOUNT WHICH CAN BE REASONABLY ALLOCATED TO PHYSICAL VALUES PLUS GOING-CONCERN AND GOOD WILL, EVEN THOUGH THE WRITTEN RECORD DOES NOT ITSELF SHOW AN ALLOCATION OF A SUM FOR THE FREQUENCY. OUR CONCERN IN THIS REGARD IS HEIGHTENED BY THE TREMENDOUSLY HIGH PRICES WHICH RADIO STATIONS ARE COMMANDING IN THE PRESENT STATE OF THE MARKET. THIS IS ILLUSTRATED BY THE FACT THAT ONE LOCAL STATION WAS SOLD FOR A HALF-MILLION DOLLARS AND SOME REGIONAL STATIONS ARE SELLING FOR A MILLION OR MORE.

"IT IS THE COMMISSION'S POLICY TO DISAPPROVE OF TRANSFERS WHICH OBVIOUSLY REPRESENT THE ACTIVITIES OF A PROMOTOR OR BROKER, WHO IS SIMPLY ACQUIRING LICENSES AND TRAFFICKING IN THEM. UNDER THE PRESENT STATE OF THE LAW, HOWEVER, IT IS NOT CLEAR THAT THE COMMISSION HAS EITHER THE DUTY OR THE POWER TO DISAPPROVE OF A TRANSFER MERELY BECAUSE THE PRICE IS INORDINATELY HIGH - EVEN THOUGH IT MAY WELL BE DEDUCED THAT A SUBSTANTIAL VALUE IS PLACED ON THE FREQUENCY. IN THE ABSENCE OF A CLEAR CONGRESSIONAL POLICY ON THIS SUBJECT, WE THOUGHT BEST TO DRAW THE MATTER TO THE ATTENTION OF YOUR OWN COMMITTEE AND THE HOUSE COMMITTEE ON INTERSTATE AND FOREIGN COMMERCE."

--SCHOOLEY

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