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REPORT ON
RADIO ACTIVITIES
OF IOWA COLLEGES AND UNIVERSITIES
APRIL 1935

BY
W. I. GRIFFITH
DIRECTOR, RADIO STATION W.O.I.

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Report on
Radio Activities of Iowa Colleges and Universities
for
Iowa State Planning Board

In response to an invitation of Professor I. H. Hart, Coordinator of the Committee on Education for the Iowa State Planning Board, to secure data with reference to radio activities of colleges and universities in Iowa, the writer of this report prepared the attached form as a basis of securing data.

This form was sent to twenty-five Iowa Colleges and Universities. The letter was addressed to the President of the Institution or to some administrative head qualified to represent his Institution.

Rather complete reports are submitted as a part of this report, from Dr. Bruce Mahan, Director of Extension Service, University of Iowa, and comment is quoted from letters of the Presidents or representatives of several other Iowa colleges. The writer of this report, includes as a part of the report, what is being done at Iowa State College (WOI).

R A D I O*

The Committee on Education of Iowa State Planning Board, thru Coordinator I. H. Hart of the Iowa State Teachers College, has asked the writer to prepare a report for the Committee as to the present status of Radio as an aid to education in the state of Iowa.

1. Please give us the benefit of your opinions regardless of whether or not individuals and groups representing your Institution have broadcast over your own Radio Station, or over any other station. Also, whether or not use has been made for the purpose of instruction in your Institution of programs arising over some other radio station not connected with your Institution.

* Form referred to in paragraph one.

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I. Historical Background.

Details of any organized work in the field of radio such as broadcasting or using programs broadcast by others.

II. Present Status.

Information on what is being offered in this field, including broadcasting over your own, or other stations, classes in radio technique, or use made of programs broadcast by others.

III. Trends.

Impressions of what trends are evidenced in radio broadcasting of reception in your Institution.

IV. Previous proposals for reorganization.

Details of any plans which might have been contemplated for furthering the use of radio as an educational aid.

V. Summary and applications.

General summation of all information given above and any other suggestions pertinent to this subject.

VI. Recommendations.

All suggestions for your own particular Institution, as well as those which would in your opinion, serve to further the use of Radio as an aid in education in the state of Iowa. This should include a very frank statement on your part of the service now being offered by the broadcasting stations in Iowa conducted by Educational Institutions and the degree of co-operation that you have experienced, together with any suggestions that you may have as to helping these stations render a more efficient service.

In considering the subject of radio under these six headings please include all information that you believe will be of value in a survey of this kind. Your hearty cooperation in this project is greatly appreciated and we trust it will be possible for you to file your report with the writer by February 5.

Yours very truly,

(SIGNED) W. I. GRIFFITH

W. I. Griffith, Chrm.
Sub-committee on Radio and
Visual Education of the
Iowa State Planning Board.

1. Historical Background.

Dean M. J. Nelson reports that some years ago Iowa State Teachers College maintained a broadcasting station for a few years. This was deleted for the reason that it was not possible to comply with the Federal Communications Commissions request that only licensed engineers be employed.

President D. O. Kime, Western Union College, Le Mars, Iowa, reports as follows concerning the broadcasting station that was owned and operated as a part of Western Union College:

"At Western Union College we operated a broadcasting station beginning as early as 1922. The station was increased in power until we were using fifteen hundred watts. Due to difficulties in maintaining a satisfactory program throughout the year, the station was sold to the Sioux Falls Broadcasting Association now operating under the call letters KSOO.

"One of the troubles encountered was with the Radio Commission following demands from commercial stations who desired the channel on which we operated. The commercial interests seem to want to chase off the air any educational classes or programs with the claim that the general public is not interested in these programs.

"It is evident that the radio can be used by the colleges of the state of Iowa. The cost, however, of preparing the programs and the use of the station makes it prohibitive for most educational institutions to use the radio in education. We do not anticipate using the radio because of the cost involved.

"While operating our own station we spent several thousand dollars during a period of six years. The returns were satisfactory but the cost of operation was too great".

The historical background of WSUI and WOI is included in the special reports that follow.

II. Present Status.

Under this heading we should like to consider the report that is submitted by Professor Edwin G. Barrett, managing director of the School of Radio, operated in connection with Drake University, Des Moines, Iowa.

"For several years Drake University has broadcast programs over Radio Stations WHO and KSO, Des Moines. Prior to 1933 there was no organized schedule, although a number of programs, chiefly musical, were broadcast. During the major part of the school year 1933-34, Drake presented two fifteen minute programs weekly over WHO. Members of the Drake faculty spoke on academic subjects on one of the weekly quarter hour periods. The other weekly program was presented by students of the Fine Arts College - musical and dramatic. For two months in 1933, Drake music and drama students broadcast a quarter hour daily over KSO from a remote studio on the campus.

"At present Drake University offers courses in the College of Fine Arts. These were started at the opening of the 1934 fall semester and include:

"Broadcasting 1. Principles of Broadcasting, Development of Radio. Methods and studio procedures, covering fundamental problems of radio speech, drama, music, program arranging, testing in practice studios, and actual experience "on the air". 2 hours credit.

"Broadcasting 2. Continuation of Broadcasting 1. Advanced work in radio program arranging and production. Practical work and exercises in

test studio. Advanced students will have an opportunity to arrange, direct, and produce the programs which our department presents regularly over Stations KSO (and affiliated stations WMT and KWCR) and WHO. This requires consideration of Radio Speech, Music, Drama, and Continuity. 2 hours credit.

"Radio Continuity Writing 1. Exercises and practice in writing announcements, musical program "frameworks", advertising "spots", dialogs, short radio sketches, adaptations of plays for radio presentation, and radio plays. Consideration of problems of radio drama presentation, including use of atmospheric and interlude music and sound effects. (Continuities for all Radio School productions on the air will be discussed and written by members of this class.) 2 hours credit.

"Work in radio courses is under the direction of Edwin G. Barrett, formerly program director of KSO. He has been identified with radio broadcasting for seven years. The advisory board includes Dr. Herbert Gould, Dean of the College of Fine Arts, Prof. J. J. Fiderlick, Professor of Drama and Head of the Department, Dean L. E. Hoffman, Dean of the College of Commerce, and Prof. Emery H. Ruby, Professor of Journalism and Head of the Department.

"Many faculty members have commented on the cultural and educational importance of radio broadcasting, and look for decided progress in this field in the future. Students, particularly those preparing for careers in journalism, commerce, music and drama, recognize the importance of adequate training in radio fundamentals and methods, as well as actual broadcasting experience.

"Drake University's contribution to the furthering of radio's cultural and educational phases has been in the way of broadcasts of worth while

music, and talks by faculty members on educational subjects.

"Radio courses will consider problems of radio in education, as well as the commercial phases of radio broadcasting in general. The progress of radio as an educational aid depends, I believe, on a better understanding on the part of educators, of radio broadcasting problems, opportunities, and limitations.

"Just as commercial broadcasters recognize the importance of serious planning of all radio programs, educators must arrange their radio material to take advantage of the opportunities of this medium of transmission of knowledge.

"Surveys indicate that at least ten per cent of all programs broadcast may be classed as educational in character. These programs must, in a sense, compete with broadcasts which are for entertainment alone. A student cannot easily leave a lecture in a classroom, but it is a very simple matter to turn the dial on a receiving set if a broadcast proves dull or uninteresting. Every well planned radio program must take into consideration the listening audience to be reached, the method of arrangement and plan of presentation which will best reach the audience, hold its interest, and "put over" the message."

President Arthur E. Bennett of Upper Iowa University, Fayette, Iowa, reports that they have made some use of the Iowa broadcasting stations, and appreciate the courtesies that have been offered by WSUI, WMT, and WOI. He is of the opinion that there is a growing demand for classical music. He also believes a great deal can be accomplished by radio debates and that the general public is being "fed up" with cheap radio programs and are demanding programs of a higher standing. President Bennett further adds

"programs emphasizing the personality values of an education and emphasizing the aspects of worthiness in American citizenry are to be commended. Law obedience, real temperance and the safe-guards which education offers for conserving the spiritual values in our boys and girls from our homes offers real opportunities to the courageous of heart."

President John Paul of Fletcher College, University Park, Iowa, states they have accepted the courtesy of broadcasting stations and groups representing the College have presented programs from time to time. He adds "I believe I have observed a wholesome growth in educational influences promoted through the radio. The Colleges come to feel that, aside from the direct services they render to their patrons, they have a more effective opportunity to contribute to cultural uplift in general."

Grinnell College has used a period known as the Grinnell Hour over WOI, since December 1933, and feels that it is an opportunity for raising the general cultural level and stimulate an appreciation for music of this type.

Dean William E. Berry of William Penn College, Oskaloosa, Iowa, states that they have occasionally presented programs over some of the radio stations in Iowa. He further states - "In general I think there is a very great opportunity lost by the fact that so many of our radio programs have practically no value at all. By way of educating the general public, I believe, that a great deal could be done."

Miss Lois Crawford, director of Radio Station KFGQ, Boone, Iowa, operated by the Biblical College and Associated Institutions, reports that there has been a decided increase in their mail response to programs broadcast that are known as the half hour of Daily Bible Teaching. This station

enjoys a large radio audience among the Scandinavian Lutherans. Some use of the radio equipment has been made for correcting speech defects, using it as a public address system, rather than broadcasting the material.

RADIO SERVICE

AT

THE STATE UNIVERSITY OF IOWA.

The State University of Iowa has reports indicating that radio broadcasting of information and college courses was started as early as 1911. This work was done with transmitting equipment licensed under the call letters 9YA. The State University of Iowa was fortunate in being able to obtain some of the first power vacuum tubes ever manufactured, and radio telephone broadcasting on a regular schedule basis dates from the time of experimental work with radio telephone transmission using these tubes; that is about 1918 or 1919. This work was done under the station call letters 9YA before broadcasting station call letters were issued. To our knowledge this was the first radio telephone station west of the Mississippi river. Improvements in radio transmission were rapidly made and the State University continued to expand its radio broadcasting equipment keeping pace with all new developments. When the first licenses were issued for radio telephone broadcasting stations, the call letters WHAA were assigned. These were later changed to WSUI at our request.

In order to keep pace with every development it was decided in 1923 to purchase the best possible radio telephone transmitter then available. Western Electric I-B equipment of 500 watts was installed bearing the serial number 202 indicating that it was the second unit of this type to be built.

Since the installation of this equipment every new development has been adopted and every suggestion of the Federal Radio Commission carried out.

The transmitter at Station WSUI now follows the latest design in radio engineering and incorporates direct crystal control of frequency, 100% modulation at a low level, the use of the most modern equipment throughout, including for example both condenser and ribbon type microphones. Two studios are available besides innumerable permanent connections to remote control positions. Practically all university buildings, Field House, and Stadium, serve the station with programs over our permanent network of connections.

As regards frequency assignments, transmission was first accomplished on a wave length of approximately 475 meters, (the term kilocycles was not then in use.) Immediately following the issuance of radio broadcasting station call letters in 1921, Station WSUI (then WHAA) operated on a frequency of 830 kilocycles. When the 500 watt Western Electric equipment was installed in 1923, a frequency of 620 kilocycles was assigned. This was changed to 710 kilocycles on June 15, 1927. Other changes in frequency assignments are as follows:

To 630 kilocycles on November 1, 1927

To 580 kilocycles on November 11, 1928

To 600 kilocycles on November 30, 1929

To 880 kilocycles, our present frequency, December 3, 1929

Recently the Federal Communications Commission granted WSUI an increase of daytime power from 500 to 1000 watts and unlimited time. With the beginning of the second semester of the current academic year Station WSUI

will be on the air twelve hours daily from Monday to Saturday with University vesper services on Sunday presenting a program primarily educational in character. This program includes: five courses directly from the classroom; two courses from the studio; radio aids for high schools; a speech clinic of the air; radio child study club programs; programs by state organizations such as the Iowa Federation of Women's Clubs, the State Medical Society, the Iowa Congress of Parents and Teachers, the State Teachers Association, the State Department of Public Instruction, the American Legion and Legion Auxiliary, the D.A.R., the Iowa Tuberculosis Association, and several others; and educational programs contributed by more than twenty departments of the University in such fields as music appreciation, poetry appreciation, television, science, physical education, art, literature, history, drama, speech, foreign language, household management, engineering dental hygiene, social welfare, psychology, and education. In addition athletic events, University convocations, conference lectures, University news, Orchestral, choral, and band music are regularly broadcast.

Through cooperation with Station WOI at Iowa State College certain programs are made available over both stations.

The staff at Station WSUI consists of one full time director, one full time program director, one full time operator, one full time production manager, one full time secretary, two part time announcers, and two part time operators. The program manager has charge of a class in "Speech in Radio" from which program managers, continuity writers, and announcers for certain programs are recruited.

Submitted by: Bruce E. Mahan
Director, Radio WSUI

RADIO SERVICE

AT

IOWA STATE COLLEGE

1. Historical Background.

History of WOI

Iowa State College was actively engaged in the radio field for many years before the advent of broadcasting. The Electrical Engineering Department, under Professor F. A. Fish, maintained a highly efficient amateur station operating under the call letters 9YI. This station was in operation prior to 1914. The 240 cycle note of the synchronous spark transmitter was well known throughout the middlewest before the beginning of voice transmission.

When the first regular broadcasts from KDKA had demonstrated the possibilities of this means of communication, the Electrical Engineering Department determined to construct a broadcasting station. Mr. Harmon B. Deal, a graduate of Massachusetts Institute of Technology, was chosen to supervise the project. He was assisted by one of the engineering students, A. G. Woolfries, now Chief Announcer of the station. Early in October 1921 work was begun on a fifty watt set - a "super-power" outfit for the time. Plans were later changed to increase this output to 100 watts. With this power, the transmitter first went on the air the evening of November 21, 1921, using a wave length of 375 meters and the call letters 9YI. The following April (1922) the call WOI was assigned by the Radio Division of the Department of Commerce.

Almost immediately upon its inception, the station inaugurated a schedule of service reports consisting largely of weather forecasts and live-

stock market news. The forecasts were sent by commercial wire from the United States Weather Bureau.

The market reports were copies from a long wave code broadcast by NAJ, the government station at the Naval Training School, near Chicago. This service from NAJ was continued for nearly three years, after which it was supplanted by commercial telegraph reports. In July, 1926, the United States Department of Agriculture leased wire service was made available.

It is interesting to remember that at this time, all broadcasting stations operated on a wave length of 360 meters - in theory at least. Actually, it was the custom for stations to deviate slightly above or below this channel according to the severity of interference. However, all government reports were transmitted on 485 meters. Thus, when a weather report was to be given, both stations and listeners changed to the longer wave; afterward, scrambling back to 360 meters for the balance of the program.

The 100 watt transmitter proved inadequate to cover the state, so plans were made for a more powerful set. In December, 1923, WOI put into service a 500 watt transmitter - again the "last word" in equipment and power: This outfit gave a fair coverage of the central portion of the state, and was heard in all parts of Iowa under favorable conditions. A small studio was secured - the "new" double button microphones were installed - the schedule was expanded - WOI rapidly forged to the front in midwest radio circles.

Constant expansion within the station soon brought a demand for additional room for studio and transmitter. As a result, a large laboratory adjoining the original quarters was made available. In 1924, this was

partitioned into a suite of rooms and the studio moved to its present location. Late the same year, a new 500 watt transmitter was put into service. Provision was made for increasing this power to 750 watts when the necessary permission had been obtained. This permission was forthcoming in August, 1925.

During this time, WOI had far outgrown its original function as an experiment of the Electrical Engineering Department. The station was reorganized in 1925 as a part of the Iowa State College and operated from funds supplied by the Agricultural Extension Service, Engineering Extension Service, and from General College funds, under the direction of Professor D. C. Faber, Director of Engineering Extension. Professor W. I. Griffith was named as Program Director, while Professor F. A. Fish remained in charge of the technical side. Within a year, this set-up was simplified by placing the entire station under the direction of Professor Griffith. The following year, 1926, the importance of the station's market news service was recognized and augmented when the U.S.D.A. installed a leased wire office to supply a comprehensive service to livestock market information. This service, together with a program of music, dramatics, talks, athletic events, and the like gave the station a distinctive program which appealed to a large group of listeners.

WOI was assigned a frequency of 1110 kilocycles in January of 1925. It soon became apparent that the effective coverage area of the station had been materially reduced. To offset this, a 5,000 watt transmitter was designed and built by the station staff, headed by Mr. Ralph Knouf, an Iowa State College graduate who had been employed by the General Electric Company. The new transmitter went into operation in January, 1927. Again

WOI boasted one of the most powerful and up-to-date sets in the country. Automatic crystal control of the frequency was one feature which then was used by only eight other stations. In June, 1927, another change in frequency put WOI on the 1130 k.c. channel. This high frequency was made still more undesirable by severe interference from nearby stations on adjacent channels.

The general re-assignment which took place in November, 1928, brought a welcome change to WOI. The station was placed on the 560 k.c. channel to share daylight time with KFEQ, St. Joseph, Missouri. Although the power was reduced to 3,500 watts, the resultant coverage was vastly superior to that obtained on the higher frequency. Relations with KFEQ were most friendly, but that station, of commercial necessity, sought a full time license. The latest change, made in November, 1929, licensed the station to operate with 5,000 watts power on the 640 k.c. channel. This is the frequency assigned to KFI, Los Angeles, and to WAIU, Columbus, Ohio. WOI operates, as a result, only during daylight hours. While a certain amount of night time would be acceptable, it is felt that the present assignment is generally satisfactory and every effort is being made to utilize these facilities to the utmost.

II. Present Status

The WOI station has developed a program of service reports for the farmers and shippers of the state. The reports deal with quotations on live stock, grain, poultry, and dairy products, as well as weather reports. Since Iowa is the principal live stock producing state in the Union, the markets are of great value to the listeners. The market schedule is as

follows: (The time of certain features changes somewhat during May to October when Chicago and other eastern markets operate on daylight saving time.)

WOI MARKET BROADCAST SCHEDULE

- 6:45 a.m. - Weather forecasts; livestock receipts.
- 8:50 a.m. - First Chicago Hog flash; receipts.
- 9:30 a.m. - Principal live stock markets on hogs, cattle and sheep, and tone of the market as reported by the Interior Packers of Iowa and southern Minnesota.
- 10:30 a.m. - Weather; report of the Interior Packers of Iowa and southern Minnesota; livestock, including Chicago hogs, cattle, and sheep, St. Joseph, Kansas City, Omaha, Sioux City and St. Paul; Grain and Dairy Products, including Chicago eggs, butter and live poultry, and New York eggs and butter.
- 12:15 p.m. - Weather; Chicago summary; advance estimates; Mid-west hog market review, including interior markets and packing plants.
- 12:30 - Cattle summary
12:40 - Sheep summary
- 1:30 p.m. - Weather; Livestock, including advance estimates and closing summaries from mid-west circuit and interior markets; closing grain and New York Poultry.

HIGHLIGHTS OF RADIO STATION WOI
Iowa State College
640 k. c., 5,000 watts

Monday, March 18, '35.

- 7:00 a.m. - Matins.
- 7:20 a.m. - Program Parade.
- 7:30 a.m. - News Notes.
- 7:40 a.m. - The Music Shop.
- 9:00 a.m. - "Lost Horizon" - Ruth Galvin.
- 10:00 a.m. - Homemakers - Mrs. Henry Ness.
- 11:00 a.m. - Class in Agriculture.
- 12:00 noon - "Honey Production" - Prof. F. B. Paddock.
- 12:45 p.m. - "Livestock Feeding Problems" - Prof. C. C. Culbertson.
- 1:00 p.m. - Moeller's Old Timers.
- 2:30 p.m. - Everyday Psychology.
- 3:00 p.m. - Masterwork: "Scheherezade Suite" - Rimsky Korsakoff.
- 3:30 p.m. - Short Story.
- 4:00 p.m. - Grinnell Hour.

Tuesday, March 19, '35.

- 7:00 a.m. - Matins.
- 7:30 a.m. - News Notes.
- 9:00 a.m. - "Lost Horizon" - Ruth Galvin.
- 10:00 a.m. - Homemakers - Mrs. Henry Ness.
- 11:20 a.m. - Class in English.
- 12:00 noon - Agricultural Extension - Dir. R. K. Bliss.
- 12:45 p.m. - "Unpaid Farm Taxes" - Prof. R. C. Bentley.

- 1:10 p.m. - State Department of Agriculture.
- 2:30 p.m. - Child Study Club: Sex Education.
- 3:00 p.m. - Masterwork.
- 3:30 p.m. - Magazine Rack.
- 4:00 p.m. - Junior Academy of Science.
- 4:30 p.m. - Harmonic Trio.
- 5:00 p.m. - Scanning the News - Robert Murray.

Wednesday, March 20, '35.

- 6:45 a.m. - Service reports.
- 7:20 a.m. - Program Parade.
- 7:40 a.m. - The Music Shop.
- 9:00 a.m. - "Lost Horizon" - Ruth Galvin.
- 10:00 a.m. - Homemakers - Mrs. Henry Ness.
- 11:20 a.m. - Class in Economics.
- 12:00 noon - "Garden Features" - Prof. P. H. Elwood.
- 12:45 p.m. - Poultry Problems - Dr. E. W. Henderson.
- 1:10 p.m. - Recital - Harry Christiansen.
- 2:00 p.m. - Federated Women's Clubs.
- 2:30 p.m. - Child Study Club: Home and Community.
- 3:00 p.m. - Masterwork.
- 3:30 p.m. - Far Lands.
- 4:00 p.m. - "Hand Infections" - R. R. Harris, M.D.
- 4:30 p.m. - Child Study Club: Life Philosophy.

Thursday, March 21, '35.

- 7:00 a.m. - Matins.
- 7:40 a.m. - Music Shop.
- 9:00 a.m. - "Lost Horizon" - Ruth Galvin.

- 9:50 a.m. - State Basketball Tournament - First Round.
12:45 p.m. - Farm Crops Question Box.
1:10 p.m. - "Bird Neighbors" - B. V. Travis.
1:50 p.m. - State Basketball Tournament - First Round.
5:15 p.m. - Rythm Review.

Friday, March 22, 1935.

- 6:45 a.m. - Service Reports.
7:20 a.m. - Program Parade.
7:40 a.m. - The Music Shop.
9:00 a.m. - "Lost Horizon" - Ruth Galvin.
10:00 a.m. - Homemakers - Mrs. Henry Ness.
11:20 a.m. - Science Day Talk.
12:45 p.m. - "Legume Inoculation" - Dr. R. H. Walker.
1:10 p.m. - Book Review - Frances Warner.
2:05 p.m. - Vocational Agriculture Teachers.
2:25 p.m. - High School Basketball Tournament - Second Round.
4:30 p.m. - Orchestra Program.

Saturday, March 23, 1935.

- 6:45 a.m. - Service Reports.
7:00 a.m. - Matins.
7:30 a.m. - News Notes.
7:40 a.m. - The Music Shop.
9:00 a.m. - "Lost Horizon" - Ruth Galvin.
10:00 a.m. - P.T.A. Program.
11:00 a.m. - Vocational Education.
11:45 a.m. - Public School Forum.
12:15 p.m. - Market Summary.

1:00 p.m. - Boys and Girls Hour.

1:20 p.m. - State Basketball Tournament - Semi-final round.

3:30 p.m. - Rythm Review.

Many other interesting features are given by members of the Iowa State College faculty and distinguished visitors to our campus. Last year - Mrs. Henry Ness, Director of the Homemakers Half Hour, received 170,160 requests for copies of manuscripts that had been presented over WOI on her program.

WOI cooperates with all public service groups and welfare organizations that have a forward looking educational program. We have cooperated by broadcasting programs sponsored by the following organizations:

1. State officers for administrative reasons.
2. Iowa State Teachers Association.
3. Iowa Congress of Parents and Teachers.
4. Women's Federated Clubs.
5. American Legion.
6. American Legion Auxiliary.
7. Veterans of Foreign Wars.
8. Veterans of Foreign Wars Auxiliary.
9. Iowa Farm Bureau Federation.
10. Iowa Grange Association.
11. Iowa Association for the Blind.
12. American Red Cross.
13. Iowa State Medical Society.
14. Boy Scouts of America.
15. Iowa Board of Health.
16. Iowa State Police Department.
17. Iowa Tuberculosis Association.

While WOI is rated as a daylight station and must cease broadcasting at sunset, it was on the air for 2,516 hours and 10 minutes during 1934.

Many of the WOI listeners live on farms. The following Table No. I shows the distribution by counties of the radio receiving sets on farms of Iowa for 1933. Data taken from assessors reports as of record January 1, 1934 and supplied through the courtesy of Charles D. Reed, Director of Iowa Weather and Crop Bureau. At the top of the table it will be observed a comparison of the data year by year since 1926. There was a gradual rise in the number of farms reporting receiving sets from 20.84% in 1926 to 47.81% in 1931. The years 1932 and 1933 showed a reduction, probably due to the general financial depression. Many farmers did not have funds with which to keep the batteries charged. The last report, January 1, 1934, shows some increase (33.43) over the number reported the preceding year. Absolute accuracy is not claimed for these data for the reason that the friendly assessor may not have listed all sets for taxation purposes - especially, if it were reported as an old set and of but little value. This does not show the number of sets installed on farms during the past fifteen months since January 1, 1934.

TABLE I

Summary for State	Total Radio Sets on Farms	Total Farms in State (3 acres or more)	Percentage of Farms Having sets	Average of 1 Radio Set to each
Jan. 1, 1934	71,467	213,769	33.43	2.99 farms
Jan. 1, 1933	69,363	212,236	32.68	3.26 "
Jan. 1, 1932	97,938	212,246	46.14	2.16 "
Jan. 1, 1931	102,315	213,993	47.81	2.09 "
Jan. 1, 1930	97,286	208,506	46.65	2.14 "
Jan. 1, 1929	86,192	210,310	40.95	2.44 "
Jan. 1, 1928	76,032	210,108	36.18	2.76 "
Jan. 1, 1927	65,466	211,637	30.93	3.23 "
Jan. 1, 1926	43,968	210,899	20.84	4.79 "

<u>County</u>	<u>No. Radio Sets on Farm</u>	<u>No. of Farms</u>	<u>Per Cent of Farms Having Sets</u>
Adair	770	2196	35.06
Adams	755	1634	46.21
Allamakee	628	2217	28.33
Appanoose	302	2390	12.64
Audubon	819	1811	45.22
Benton	1024	2557	40.05
Black Hawk	934	2395	39.00
Boone	1024	2463	41.58
Bremer	622	2070	30.05
Buchanan	560	2344	23.89
Buena Vista	781	2038	38.32
Butler	623	2233	27.90
Calhoun	801	1998	40.09
Carroll	785	2208	35.55
Cass	1029	2187	47.05
Cedar	809	2244	36.05
Cerro Gordo	717	1988	36.07
Cherokee	947	1839	51.50
Chickasaw	610	2011	30.33
Clarke	300	1505	26.58
Clay	858	1851	46.35
Clayton	798	3055	26.12
Clinton	982	2801	35.06
Crawford	977	2575	37.94
Dallas	836	2348	35.60
Davis	294	1950	15.08
Decatur	443	2121	20.89
Delaware	554	2253	24.59
Des Moines	614	1889	32.50
Dickinson	434	1223	35.57

TABLE I (cont)

<u>County</u>	<u>No. Radio Sets on Farm</u>	<u>No. of Farms</u>	<u>Per Cent of Farms Having Sets</u>
Dubuque	592	2286	25.90
Emmet	483	1232	39.20
Fayette	819	3073	26.65
Floyd	629	1847	34.06
Franklin	882	2141	41.24
Fremont	631	1772	35.61
Greene	752	2077	36.21
Grundy	633	1775	35.66
Guthrie	684	2329	29.37
Hamilton	937	2227	42.07
Hancock	752	1979	38.00
Hardin	607	2182	27.82
Harrison	818	2782	29.40
Henry	684	1855	36.87
Howard	473	1728	27.37
Humboldt	498	1479	33.67
Ida	551	1447	38.08
Iowa	689	2173	31.71
Jackson	609	2334	26.09
Jasper	1033	2935	35.20
Jefferson	474	1834	25.85
Johnson	817	2627	31.10
Jones	684	2278	30.03
Leokuk	671	2552	26.29
Kossuth	1037	3058	33.91
Lee	558	2028	27.51
Linn	989	3405	29.05
Louisa	403	1380	29.20
Lucas	361	1728	20.89
Lyon	735	1860	39.52
Madison	683	2265	30.15
Mahaska	914	2713	33.69
Marion	565	2369	23.85
Marshall	1031	2259	45.64
Mills	698	1615	43.22
Mitchell	588	1742	33.75
Monona	668	2185	30.57
Monroe	307	1700	18.06
Montgomery	868	1612	53.85
Muscatine	615	1712	35.92
O'Brien	886	1929	45.93
Osceola	451	1316	34.27
Page	874	2215	39.46
Palo Alto	551	1856	29.69
Plymouth	1036	2850	36.35
Pocahontas	750	2030	36.95
Polk	1019	2686	37.94
Pottawattamie	1566	3706	42.26

TABLE I (cont)

<u>County</u>	<u>No. Radio Sets on Farm</u>	<u>No. of Farms</u>	<u>Per Cent of Farms Having Sets</u>
Poweshiek	825	2181	37.84
Ringgold	506	1962	25.79
Sac	1005	1967	51.09
Scott	1016	2196	46.27
Shelby	954	2162	44.13
Sioux	732	2939	25.78
Story	888	2254	39.40
Tama	933	2654	35.15
Taylor	751	2220	33.83
Union	560	1690	33.14
Van Buren	405	1982	20.43
Wapello	294	1965	14.96
Warren	616	2409	25.57
Washington	797	2290	34.80
Wayne	415	1916	21.66
Webster	999	2564	38.96
Winnebago	438	1615	27.12
Winneshiek	946	2793	33.87
Woodbury	849	3073	27.63
Worth	447	1527	29.27
Wright	905	1953	46.34

Distribution of percentages of gain or loss by counties in the number of Radio Sets on farms. Jan. 1, 1934 as compared with Jan. 1, 1933.

Gain 0-4.9% in 48 counties
 Gain 5-9.9% in 12 counties
 Gain 10-14.9 in 1 county

Total Gain 61.

Loss 0-4.9% in 34 counties
 Loss 5-9.9% in 4 counties

Total loss 38.

Average gain 0.75% in 99 counties.

In October 1934, WOI appeared at a hearing in Washington, D. C., before the Federal Communications Commission in defense of its rights to continue to use its present facilities of 5,000 watts power, during daylight hours, on the 640 k.c. frequency. The following information (Table II) was submitted in evidence at this hearing. The table shows the distribution in the 99 counties and 8 neighboring states of the 21,816 responses and signatures on petitions received from October 8 - 18 inclusive. There are 72 more signatures without legible addresses.

These responses of signatures on petitions, or letters, were filed with WOI in a protest of the proposal to assign the 640 k.c. frequency to any station, or stations, which would result in interference or curtailment to any degree with the WOI program.

The Federal Communications Commission has not yet rendered a decision on this question, but this table is submitted in this report as some evidence of the area covered by WOI and the number of listeners sufficiently interested to take the trouble to express an opinion.

TABLE NO. II

Adair	216	Howard	47
Adams	77	Humboldt	106
Allamakee	46	Ida	93
Appanoose	46	Iowa	121
Audubon	57	Jackson	4
Benton	188	Jasper	324
Black Hawk	705	Jefferson	49
Boone	458	Johnson	415
Bremer	135	Jones	47
Buchanan	110	Keokuk	173
Buena Vista	220	Kossuth	848
Butler	156	Lee	72
Calhoun	268	Linn	592
Carroll	92	Louisa	38
Cass	634	Lucas	117
Cedar	69	Lyon	25
Cerro Gordo	699	Madison	107
Cherokee	99	Mahaska	242
Chickasaw	69	Marion	353
Clarke	81	Marshall	442
Clay	160	Mills	25
Clayton	96	Mitchell	165
Clinton	25	Monona	77
Crawford	115	Monroe	60
Dallas	410	Montgomery	73
Davis	17	Muscatine	85
Decatur	117	O'Brien	212
Delaware	79	Osceola	37
Des Moines	42	Page	36
Dickinson	412	Palo Alto	122
Dubuque	49	Plymouth	78
Emmet	261	Pocahontas	220
Fayette	256	Polk	1222
Floyd	254	Pottawattamie	36
Franklin	148	Poweshiek	172
Fremont	14	Ringgold	89
Greene	184	Sac	324
Grundy	91	Scott	53
Guthrie	100	Shelby	30
Hamilton	331	Sioux	123
Hancock	108	Story	856
Hardin	393	Tama	215
Harrison	61	Taylor	31
Henry	58	Union	131

TABLE NO. II (cont.)

Van Buren	70	Winnebago	100
Wapello	170	Winneshiek	85
Warren	217	Woodbury	227
Washington	176	Worth	127
Wayne	68	Wright	190
Webster	457		
Illinois	106	Nebraska	248
Kansas	50	North Dakota	8
Minnesota	2093	South Dakota	217
Missouri	197	Wisconsin	66

These responses and signatures on petitions were filed with WOI in protest of the proposal to assign the 640 k.c. frequency to any station, or stations, which will result in interference, or curtailment to any degree of the WOI program.

III. Trends

We believe, judging from correspondence with listeners and conversations with visitors to the station, that the public is rather disgusted with certain advertising on radio programs. The chief reason for this is because this advertising is often reported to be untrue, or overstated, and for the additional reason that many of the programs are lacking in culture and refinement.

This means that the educational stations that depend for their support on taxation, or funds other than advertising, are in a strategic position in winning the good will of listeners. We believe, that more attention is being given by educational stations to the content of the program material and that it be well presented.

IV. Previous proposals for reorganization

It would be very desirable from many standpoints to be able to use WOI during evening hours, but if such a privilege were granted it would have to be on a different frequency than the one now being used (640 k.c.). This might result in being assigned to a frequency on which there would be interference in a reduction of power to the extent that the WOI signals could not be heard with reliability in all parts of the state. For this reason, it has seemed desirable to make the best use possible of the facilities now available.

We have cooperated with WSUI in broadcasting material released by the Iowa Child Welfare Research Station of Iowa City. Last year 162 listening groups of at least ten ladies in each group used this service. We think this is typical of many other programs that might be broadcast by WOI that originate on the University campus.

It would also be highly desirable to broadcast material for the purpose of supplementing the elementary and high school classroom instruction. This could be done by means of remote control from Iowa State Teachers College at Cedar Falls.

It would add much to the effectiveness of the WOI program and the service it is able to render to the state if it were possible to be connected by remote control with a studio in the state capitol. This could be used by the administrative heads of departments for the discussion of timely topics by members of the general assembly and for the use of distinguished visitors to Des Moines, who could, and would, discuss topics of general interest to Iowa.

V. Summary and Applications.

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. It has tried to adopt a policy of being of service. It has drawn up the following statement of purpose and policy for the guidance of members of its faculty in preparing material for broadcast.

To Members of the Faculty:

In order that our radio station, WOI may be of the widest possible service to the people of Iowa and serve the best interests of the College, we are submitting the following statements and are asking for your continued cooperation and constructive criticism.

I. Purpose of the station.

- (a) To broadcast educational material by recognized authorities in their special field.
- (b) To broadcast market and weather reports.
- (c) To broadcast enough high class entertainment consisting of musical numbers, plays, debates, athletic events, etc. to add interest to our programs.

II. Policy of the station.

- (a) Station WOI, operated by the Iowa State College, is the station of the people of Iowa for the thousands of radio listeners in the state and elsewhere.

Station WOI is one of the voices of the Iowa State College and care is taken that the programs broadcast are such that the College is willing to be responsible for them. The station does not broadcast political, religious, fraternal or other propaganda on controversial subjects unless the lecturer is a member of the faculty or the lecture is being given under the auspices of some recognized division or organization operating under the College direction. The station broadcasts only special services which are reliable and educational and entertainment numbers which are wholesome and give to our programs a distinctive Iowa State College atmosphere. The time of the station is not for sale, directly or indirectly.

Station WOI endeavors to present programs which are distinctive of a state college and worthy of an educational institution. By this type of program we seek to be of service. (b) The station does not broadcast on legal holidays or other days when weather and market reports are not available unless a special program of outstanding importance is available. (c) The station does not broadcast an entertainment or program on the campus to which an admission is charged without the sanction of those responsible for the finances of the enterprise. (d) The station gives publicity to coming events such as short courses, summer sessions and special activities of the college when requested to do so and a copy of the announcement is furnished.

III. Points to be considered in determining whether or not a program is to be broadcast.

- (a) Has the material sufficient educational value or entertainment to be broadcast.
(b) Is the material of sufficient general interest to insure that a large number of those who "tune in" will continue to listen to the program?
(c) Does the material lend itself to broadcasting or does the success of the program depend upon charts, lantern slides or stage effects?

IV. Suggestions to the talent.

- (a) Response from the public indicates that the lecture from the studio should be from 10 to 15 minutes in length.
(b) The lecture should be written. Many requests for mimeograph copies of addresses are received.
(c) Talent must arrange to arrive at the studio at least five minutes before the hour scheduled, and hand to the announcer the complete program or title of address as it should be announced. Talent does not disappoint or keep even a small physical audience waiting. A very large radio audience is quickly lost unless the program starts at the appointed time and continues without interruption to the end.

Advance notice.

- (a) To insure correct publicity in radio magazines and in the columns of the daily papers, programs must be completed at least three weeks in advance.
- (b) A detailed list of the musical selections, authors and composers is desired at least one week in advance in order that the announcer may do his work most effectively.
- (c) Some information is very effective at certain seasons of the year and of less value at other times. Help us get timely material on the programs.

VI. Recommendations.

1. That WOI seek in every legitimate way possible to increase its efficiency and effectiveness by cooperating with all other agencies in broadcasting programs worthy of a college station.
2. That it enlarge its source of program material by remote control connections in other educational centers as may be possible.
3. That it develop an adequate program for schools as soon as possible. This program should be prepared for the purpose of supplementing the work now being done by the teachers in the elementary and high schools of the state.

Submitted by: W. I. Griffith
Director, Radio WOI

III. Trends.

From the comment just noted and from the reports from WSUI and WOI it is quite evident that radio has made some rapid strides as a tool for disseminating information. Radio receiving sets are being installed quite rapidly in the schools of Iowa and we are of the opinion that the installation will progress even more rapidly since school authorities feel there is ample program material to warrant the investment in adequate receiving apparatus.

IV. Previous proposals for reorganization.

We are quite sure that arrangements could be made with both the commercial and educational stations of the state to be of service to the Junior Colleges, Colleges and Universities of Iowa, for broadcasting frequent programs of educational and entertainment value, and that this would be of service to the general public, as well as to college students.

V. Summary and applications.

This report is intended to supplement the discussion on radio found on pages 465 - 475 inclusive of the September 1934 report of the Iowa State Planning Board.

At a meeting of the National Association of Educational Broadcasters held at Kansas City in 1934, a resolution was adopted to the effect that the Federal Communications Commission "allocate to recognized Institutions of higher learning operating non-commercial broadcasting stations -- sufficient facilities to adequately serve the territory which they normally serve in other capacities."

VI. Recommendations.

1. A closer degree of cooperation should be established between the Colleges and Universities, as well as other welfare groups, who have a constructive educational program, and the radio stations of the state - both educational and commercial.

2. That WSUI (State University of Iowa) be provided with sufficient funds to warrant the filing of an application with the Federal Communications Commission for a construction permit to build and maintain a transmitter of sufficient power, operating on a desirable frequency, to

insure satisfactory coverage of the entire state of Iowa.

3. If the suggestions in #2 are not possible either through lack of funds or inability of WSUI to secure adequate power and assignment of broadcasting frequency, comparatively free from interference, then sufficient funds should be made available so that WOI (Iowa State College) may make available to the citizens of Iowa, the following program material:

a. The most important items of the present WSUI program by means of remote control telephone wire connection, using microphones, amplifiers, and studio equipment now at Iowa City.

b. That a studio and necessary equipment be made available at Iowa State Teachers College, and connection be maintained by remote control so that program material originating in the Training School and at Iowa State Teachers College be broadcast directly to the elementary and high schools of the state.

c. That a studio and equipment be made available at the Capitol Building in Des Moines and connection be maintained by means of remote control telephone wires. This would make possible much valuable program material of interest to the general public and schools of the state. Such educational material might include -

1. Addresses by state officers.
2. Addresses by members of the General Assembly.
3. Addresses by distinguished visitors to Des Moines, as well as many high grade entertainment numbers of superior quality.

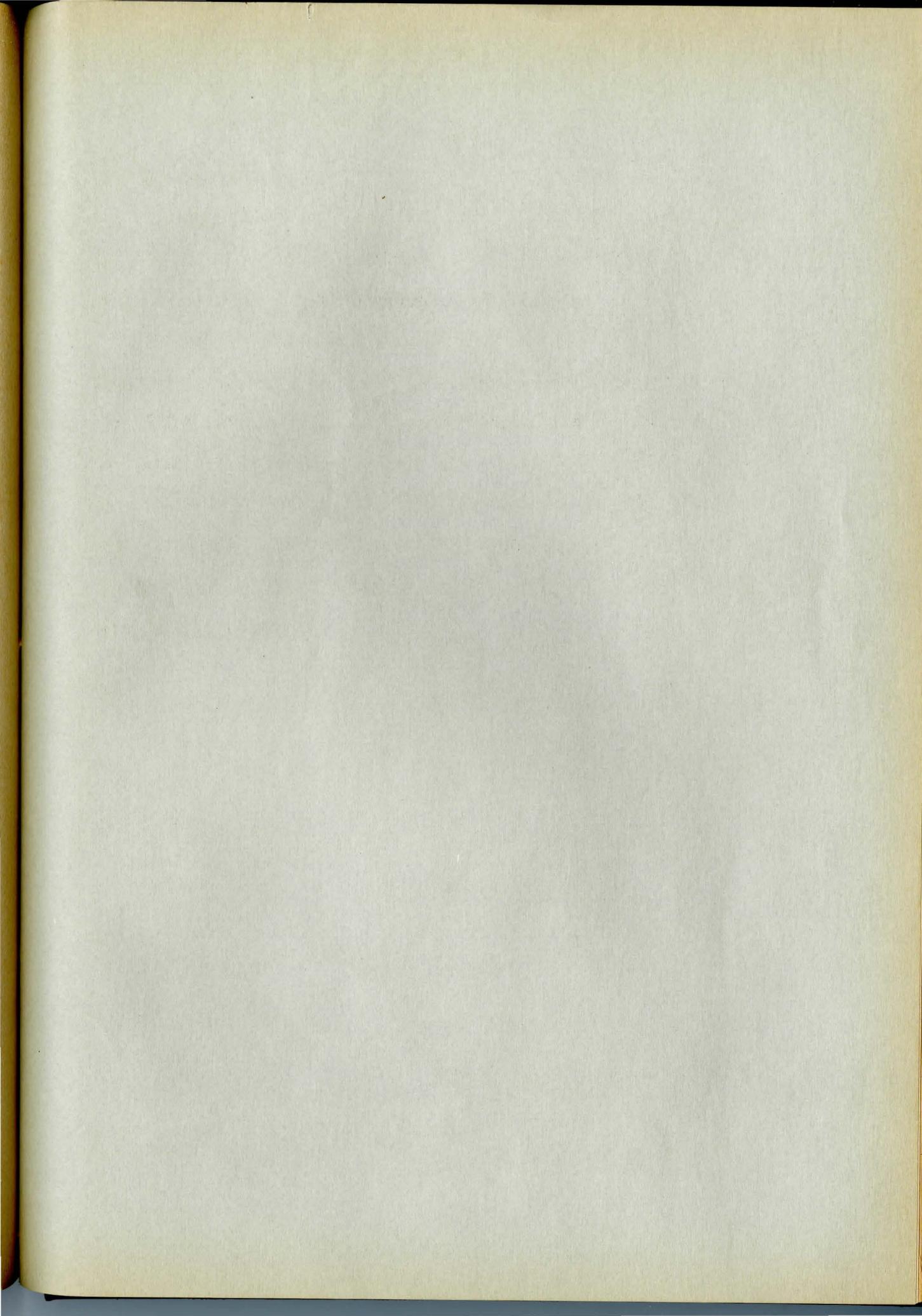
d. That the live stock, grain, poultry, dairy products, and weather service reports, as well as the most valuable parts of the present WOI

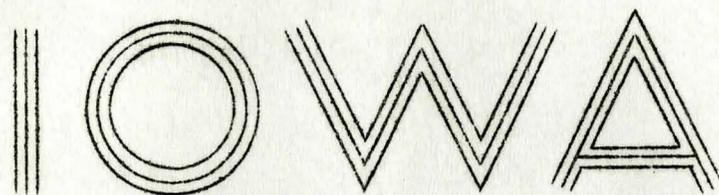
schedule be continued.

e. That it be made possible to establish remote control connections by telephone wires for the purpose of broadcasting outstanding events of great educational or entertainment significance.

Through the cooperation of agencies mentioned in a, b, c, d, and e, Iowa would then have an outstanding educational radio program.

WOI is now limited by the conditions of its license to daylight hours and cannot broadcast after sunset. The best way to get evening time is to have a strong demand for it from the public. This response would undoubtedly follow if a need for more time is demonstrated after a period of broadcasting a fine cooperative educational and cultural program as outlined above.





STATE PLANNING BOARD

REPORT ON
VISUAL INSTRUCTION SERVICE
OF IOWA COLLEGES AND UNIVERSITIES
APRIL 1935

BY
W. I. GRIFFITH
DIRECTOR, RADIO STATION W.O.I.

Report on Visual Instruction Service
Of The Iowa Colleges and Universities
for
Iowa State Planning Board

In response to an invitation of Professor I. H. Hart, Coordinator of the Committee on Education for the Iowa State Planning Board, to secure data with reference to Visual Instruction Service in Iowa, the writer of this report prepared the following form as a basis of securing data.

This form was sent to twenty-five Iowa Colleges and Universities. The letter was addressed to the President of the Institution, or to some administrative head qualified to represent his Institution.

VISUAL INSTRUCTION SERVICE

The Committee on Education of the Iowa State Planning Board, through Coordinator I. H. Hart, of the Iowa State Teachers College, has asked the writer to prepare a report for the Committee as to the present status of visual aids to education in the state of Iowa.

We are especially anxious to secure all available details on this subject as now carried on in your Institution according to the following outline:

1. Historical Background.

Details of any organized work in the field of visual instruction, such as distribution service, courses presented, etc.

2. Present status.

Information on what is now being offered in this particular field, including distribution service, courses, or any other organized activities, including use made of Visual Aids in teaching in your own Institution.

3. Trends.

Impressions of what trends are evidenced in Visual Instruction in your Institution.

4. Previous proposals for reorganization.

Details of any plans which might have been contemplated for furthering the use of Visual Aids.

5. Summary and applications.

General summation of all information given above and any other suggestions pertinent to this subject.

6. Recommendations.

Include all suggestions for your own particular Institution as well as those which would, in your opinion, serve to further the use of Visual Instruction in the state of Iowa. This should include information on increasing the available supply of material in the state, and the quality of that already available, as well as the distribution of this material. Suggestions on possible courses to be offered to students in Visual Instruction would be included under this heading.

In considering these questions please include all information that you believe will be of value in a survey of this kind. Please base your information on the fact that Visual Aids may include a large number of devices, such as glass lantern slides, maps, charts, graphs, stereographs, film slides, motion pictures, etc. Any special activities in this field within your institution will, of course, be of great value.

Your most hearty cooperation in this project will be greatly appreciated and we trust it will be possible for you to file your report with the writer by February 5, 1935.

Yours very truly,

(SIGNED) W. I. GRIFFITH

W. I. Griffith, Dir. Radio WOI,
Chrm. - Sub-committee on Radio
and Visual Education of the
Iowa State Planning Board

WIG:lb

Rather complete reports are submitted as a part of this report from Dr. Bruce Mahan, Director of Extension Service of the University of Iowa and from Mr. H. L. Kooser in charge of the Visual Instruction Service of Iowa State College.

The following statement is submitted by Dean W. J. Nelson of the Iowa State Teachers College, Cedar Falls, Iowa:

"Concerning Visual Instruction at this College, I may say that we have about the Institution one good outfit for sound reproduction which is located in our auditorium. This takes the standard size film and we use it to a considerable extent for entertainment and occasionally for educational work. We have, for example, rented some of the educational films from the University of Chicago and have run them for various classes. In addition we have a small motion picture camera and projector which uses a 16 mm. film. We have used this largely in connection with the preschool and in connection with various types of publicity. There are also about the campus three or four projectors for slides which are used in various ways for instructional purposes in methods of teaching, in geography, and in other special fields."

Under the direction of Dean W. F. Barr of Drake University a great deal of interest has been shown and constructive work done with teachers and pupils taking teacher training courses in order to acquaint them with the literature on the subject and equip them to make effective use of such Visual Aids as they may find available.

VISUAL INSTRUCTION SERVICE
OF THE
STATE UNIVERSITY OF IOWA

For many years the Visual Instruction Department of the University of Iowa Extension Division has offered to schools, clubs, churches and other organizations a comprehensive service of educational lantern slides, moving picture films, and art exhibits. During the Summer Sessions at the University instruction in the use of this material and in the operation of projectors has been given regularly by Lee W. Cochran, in charge of

this department.

At present the Department distributes lantern slides in the following subjects: Botany, Biology, English Literature, Grade Geography, Health, History, Iowa Slides, Latin, Map Slides, Ornithology, Physical Geography, Miscellaneous Slides, and Social Science. School film lesson courses (16 mm. size) are offered in the following subjects: American Statesman, Athletics, Citizenship, Child Welfare, Demonstrating the Arts, Education, Electricity, Geography, Health and Hygiene, History, Industrial and Scenic, Music, Nature Study, Safety, Science, University of Iowa, World Geography, and Vocational Guidance. Talking pictures for classroom use are available in the following subjects: Biological Science, Music, Physical Science, Social Science, and Teacher Training. Fine art exhibits - Old and Modern Masters, European Travel Posters, High School Art Exhibit, Drawings, Paintings and Designs, and Art Reproductions - are available for distribution.

During the current year some four hundred high schools are using the lantern slide and silent moving pictures in the State University collection; and the art exhibits are in constant circulation. The talking moving pictures are being used largely for demonstration purposes; however, a few centers have installed sound equipment and are making use of available films.

On the campus at the University of Iowa moving pictures are being used extensively in instructional and research projects.

Under the sponsorship of the Graduate College various departments of the University present a series of educational talking pictures throughout the winter months to students and to the general public. These pictures

are of the 35 mm. standard sound type, and are presented in the Chemistry Auditorium which is equipped for this purpose.

Many colleges and departments in the University are using 16 mm. motion pictures for instructional and research purposes. These include the College of Education, the College of Engineering, the College of Medicine, the Iowa Child Welfare Research Station, the Department of Athletics and Physical Education for Men, the Department of Physical Education for Women, and the Department of Psychology.

Outstanding among the trends noticed in the field of Visual Instruction has been the shift from the standard 35 mm. size film to the 16 mm. size for classroom use and for research. With the perfection of the 16 mm. sound on film pictures and the reduction in cost of equipment for showing the same will come a tremendous development in the use of this medium of teaching.

In furnishing a service of Visual Aids for schools, clubs, churches and other organizations in Iowa, the Department of Visual Instruction of the University of Iowa Extension Division has worked in close cooperation with the Visual Instruction Service at Iowa State College. Demonstrations of available visual education material have been made at the annual meetings of the Iowa State Teachers Association and at District Teachers meetings. Catalogues listing the materials available have been distributed widely to schools, clubs, and other organizations.

Furnished by -

Bruce E. Mahan
Director - Extension Service.

REPORT ON
VISUAL INSTRUCTION SERVICE, IOWA STATE COLLEGE
for
IOWA STATE PLANNING BOARD

1. Historical Background

The Visual Instruction Service at Iowa State College was organized in 1914-1915 by the Engineering Extension Department as an outgrowth of the work that this department was doing with extension courses in Trades, Industry, and Shop Practices.

When the courses were first started few schools or other institutions were equipped with projection apparatus for motion pictures. This made it necessary to ship an Edison Kinetoscope from place to place.

Schools soon saw the benefits to be derived from the use of motion pictures and slides so that a demand for this material came from these institutions. Thus the service grew and developed.

At a later date the Agricultural Extension Service was invited to cooperate in order that a further expansion of the work might come about.

In the meantime the film and slide library at Ames grew. A full-time head was employed, and an extensive plan for the distribution of visual aids was offered to the schools of the state. These plans were presented at the State Teachers Association meeting in Des Moines, at the several sectional meetings in various parts of the state and visual aids were demonstrated at the Iowa State Fair and Exposition in Des Moines.

The coming of the World War compelled the elimination of extension courses of the Engineering Extension Department. All film and slide activities were at this time centered around war work.

Early distribution service developed around the supplying of regular circuit programs of both motion picture films and lantern slides. Schools were finding increased interest in the use of visual aids for teaching and general educational work.

Farm Bureaus and other agricultural organizations soon discovered the possibilities of motion pictures and other visual aids in rural education work. This type of service has grown extensively.

No regular courses in visual aids have been offered at Iowa State College. Each summer for several years an exhibit of visual aids has been sponsored, thus making it possible to acquaint students attending summer school with new developments in visual aids, projection equipment, and the preparation and use of these materials for educational purposes.

2. Present Status

The library of visual aids distributed by the Visual Instruction Service at the present time includes about 900 reels of 35 mm. motion picture films, 260 reels of 16 mm. motion picture films, 300 sets of lantern slides, 200 film slides, mounted prints, and several exhibits. Visual aids are circulated to schools, churches, farm organizations, Y.M.C.A. and Y.W.C.A. groups, and all other educational and non-theatrical groups.

These materials are obtained from various sources and among the subjects are those covering agriculture, science, geography, etc. An effort has been made to avoid as far as possible duplications in the library of visual aids distributed by the Extension Division of the University of Iowa, whose fields to be covered are somewhat different than those of Iowa State College. The Visual Instruction Service prepared many subjects for distribution, particularly lantern slides and film slides. Some motion

picture production work has also been done.

In addition to the preparation and distribution of visual aids, the Visual Instruction Service has prepared a number of mimeographed publications dealing with various phases of visual aids in the educational field. A list of these publications is attached to this report.

No equipment is sold by this department but complete facilities are available for making tests and preparing information on various types of equipment to aid those interested.

In an effort to make personal contact with as many teachers as possible, the Visual Instruction Service has a small exhibit at the Iowa State Teachers Association meeting in Des Moines each year. A representative also attends as many sectional meetings as possible each year.

The Visual Instruction Service also aids and acts in an advisory capacity in all visual aids problems on the Iowa State College Campus. Visual aids are used in many departments as a regular part of classroom procedure.

3. Trends

There are several very well-defined trends in the visual aids field in Iowa. Perhaps most important is the increase in demand for visual aids from most types of educational groups, particularly schools and farm organizations. Earlier mention has been made of the distribution of visual aids by a circuit plan. This type of circulation has been displaced entirely by the so-called special date plan. In this type of service all material is requested for use at some specific time. This means that educators are choosing their visual materials for use as a part of a carefully planned program.

This development has brought about a demand for better types of visual aids, more closely allied to the subjects being taught. As a consequence more and more material is being prepared according to standards set by prescribed courses of study.

The 16 mm. film has been responsible for increased use of the motion picture as a visual aid. Small, compact, and efficient projectors together with carefully planned educational films have served to greatly stimulate the application of the motion picture to teaching situations.

Several organizations have been established for the sole purpose of producing scientifically planned teaching films. These films have been developed after careful analysis of courses of study and teaching methods.

There seems to be a gradually increasing use of the glass lantern slide, not only in slides made by photographic processes, but in pupil-made slides as well. The latter group, made in the classroom by students and teachers from etched glass, cellophane, and similar materials, offer endless opportunities for utilizing this visual aid in teaching.

The use of the film slide has also been increasing. Because of the fact that film slides may be purchased at comparatively low prices, this form of visual aid is being developed as a part of personal libraries. The loan service, though increasing, is not extensive compared to other types.

There is a growing demand for the sound motion picture in teaching work. Although a comparatively recent development in its present form, 16 mm. sound-on-film motion pictures will no doubt find an increasingly important place in the educational field.

The thoughtful use of visual aids, other than projected materials, has also been increasing as evidenced by the demand for information on this

subject, as well as personal observation.

In extension teaching among the agricultural groups of the state the application of visual aids has been increasing in effectiveness. Many motion pictures are used as general features of programs, but more and more, films, slides and film slides are being applied to coordinate directly with projects.

Previously in this report mention has been made of the summer exhibits sponsored by the Visual Instruction Service. During the summer of 1934, in addition to the exhibit there was presented a series of lecture demonstrations on the general subject of visual aids in education. The attendance was quite satisfactory. At present the plan is to continue this each summer during the first session and, if there is sufficient demand, during the second. There is an increasing demand and need for teachers trained in the fundamentals of the preparation and use of visual aids.

4. Recommendations

The continued cooperation between the University of Iowa and Iowa State College is indicative of a finer visual aids service for Iowa. At the present time these two organizations are cooperating in the development of a library of sound-on-film motion pictures. Until the demand increases, duplications in the two libraries are to be eliminated wherever possible. Thus a larger library may be developed.

It is the sincere desire of the Visual Instruction Service to extend the relations already existing with the office of Miss Agnes Samuelson, State Superintendent of Public Instruction. Close cooperation between these two departments will bring about a more effective use of visual aids in the educational institutions of the state.

The success of the first attempt to conduct a series of lecture-demonstrations on visual aids at Iowa State College should be developed into regular courses on this subject. There is a decided trend in this direction. It is of interest to note that on October 10, 1934, the Pennsylvania State Council of Education in conference in Harrisburg passed a resolution to the effect that beginning September 1, 1935, no permanent license will be granted to any applicant to teach in the public schools of the commonwealth without evidence of his or her having had a laboratory course in visual-sensory techniques.

More material must be prepared in the future to coordinate directly with teaching procedure. As the demand increases there will be a greater need for better visual aids.

Increased efforts will be made to provide a more effective information service pertaining to visual aids in their various aspects.

Efforts should be made to develop research in the field of visual aids, particularly adapted to Iowa institutions.

In extension teaching in agriculture, home economics, and engineering, the more effective use of visual aids should be developed.

There should be close contacts between adjoining states in the interchange of visual materials prepared by one state which might be of use in a neighboring state.

The proposed National Film Institute would serve to further the field of visual instruction, not only in this country but from the international angle as well. This organization would not produce or distribute motion pictures or other visual aids but would serve only in an advisory capacity.

Summary

From the preceding part of the report it will be observed that a great deal has been accomplished by the four Institutions from whom we have quoted, but that this may really be considered to be only the pioneering development of this very important part of the aids to effective teaching.

Sufficient research has been carried on at Columbia University, Chicago University, Ohio State College and many other Institutions to indicate that this is a field in which teachers have a right to receive training. We are therefore submitting the following:

Recommendations

1. That we commend those in charge of the Visual Instruction Service at the State University of Iowa and Iowa State College for the degree of cooperation that has been shown toward each other, toward other Colleges and Universities and toward the public who has been interested in using Visual Aids.

2. That every effort be made to supplement the present libraries of films, slides and other Visual Aids now available for distribution by:

a. Purchase of such new material as may be available and found to be desirable.

b. By securing copies, if possible, and making available for distribution such Visual Aids as may have been collected by members of other college faculties or other individuals.

3. That we recognize in Visual Instruction materials one of the most important aids to teaching and that we earnestly urge those responsible for the teacher training departments of Iowa's three State Educational

Institutions, to offer credit courses of instruction in their respective Institutions, for teachers and prospective teachers so they may -

a. Know how to use most effectively the material they may have in their schools.

b. So that they will be qualified to give advice as to what apparatus and materials may best be purchased.

c. So that they may know how to construct and assemble inexpensive collections of exhibit material.

4. That we urge the continuance and enlargement of the efforts that have been made to bring the importance of Visual Instruction Service to the attention of all teachers, at sessions of the Iowa State Teachers Meeting and sectional meetings. This has been done by exhibits of material, by departmental discussions, and by addresses on this subject before general sessions.

Respectfully submitted,

W. I. GRIFFITH

MATERIAL ON VISUAL AIDS AVAILABLE FROM VISUAL INSTRUCTION
SERVICE - IOWA STATE COLLEGE

General Catalog of Visual Aids

Catalog Supplements

List of Art Slides and Art Prints

Exhibits Available From Commercial Concerns

Material on the Use and Care of Motion Picture Film

Choosing the Proper Motion Picture Projection Equipment

Choosing Still Picture Projection Equipment

List of Comedy Films

Information on the Film Slide

Herm Biological School Films

Lincoln Cycle Motion Picture Films

List of Dealers of Projection Equipment

Making of Lantern Slides

Notes on the Taking of Pictures

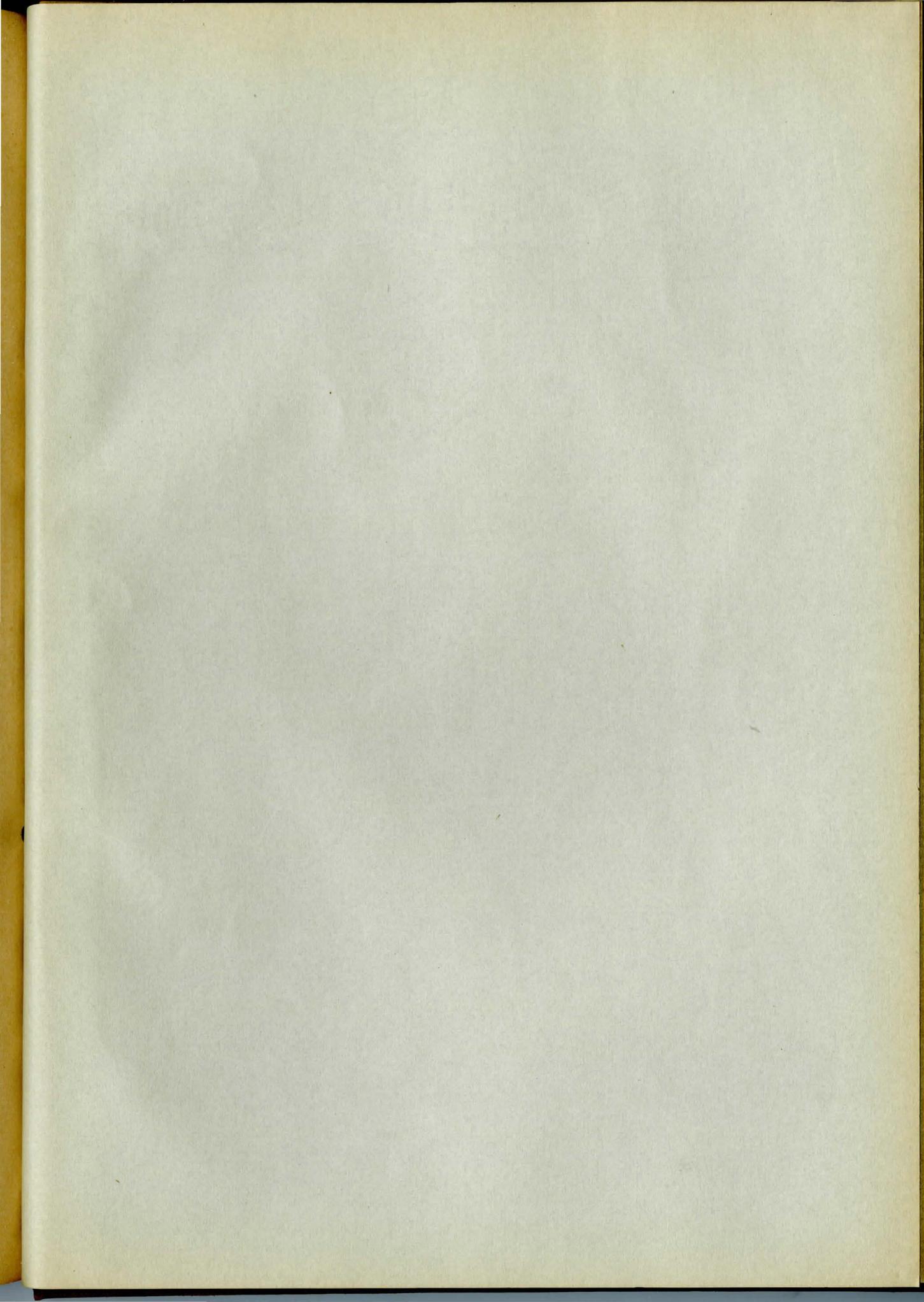
Oil on Film and Oiling of Projectors

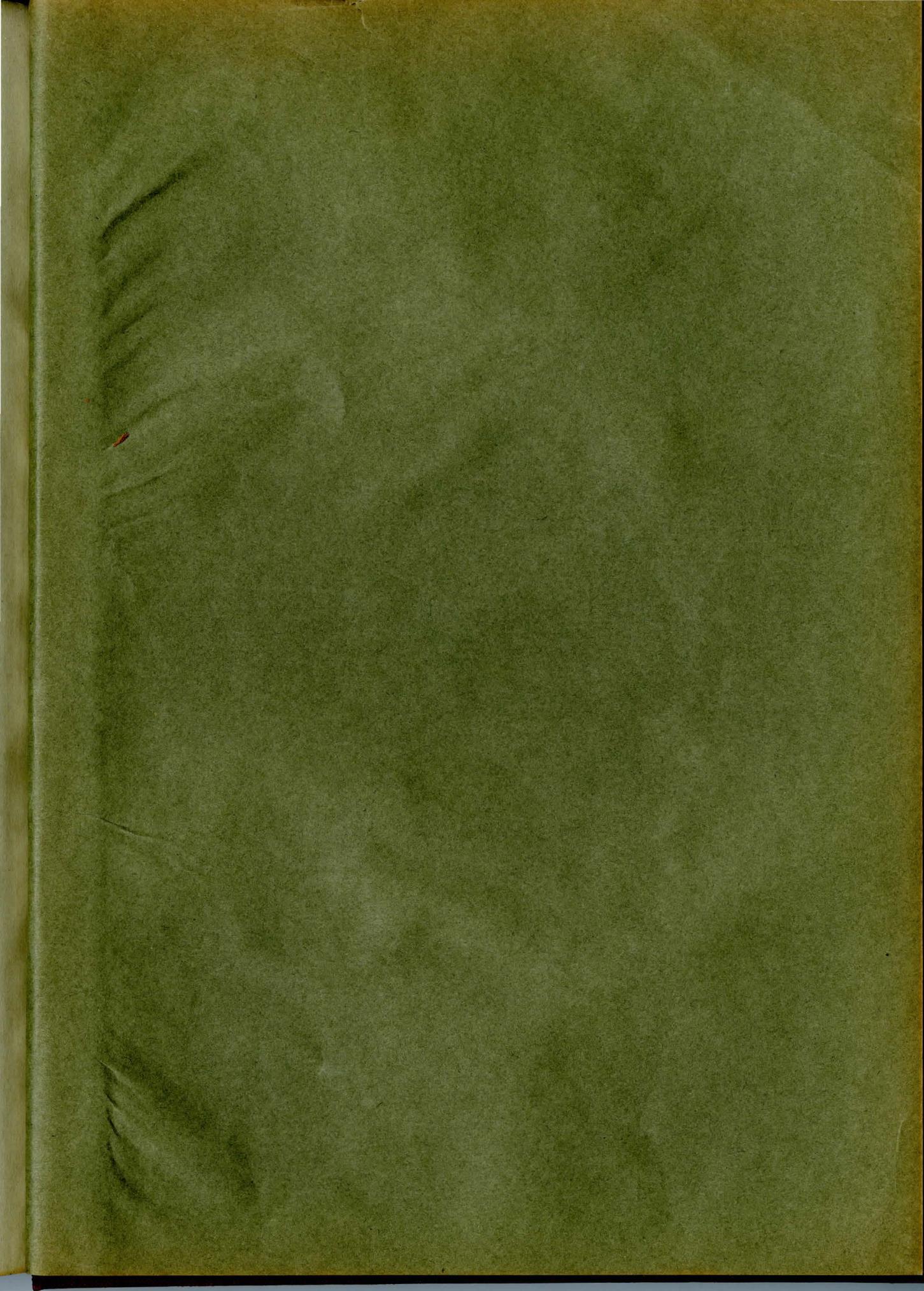
Projection Screens

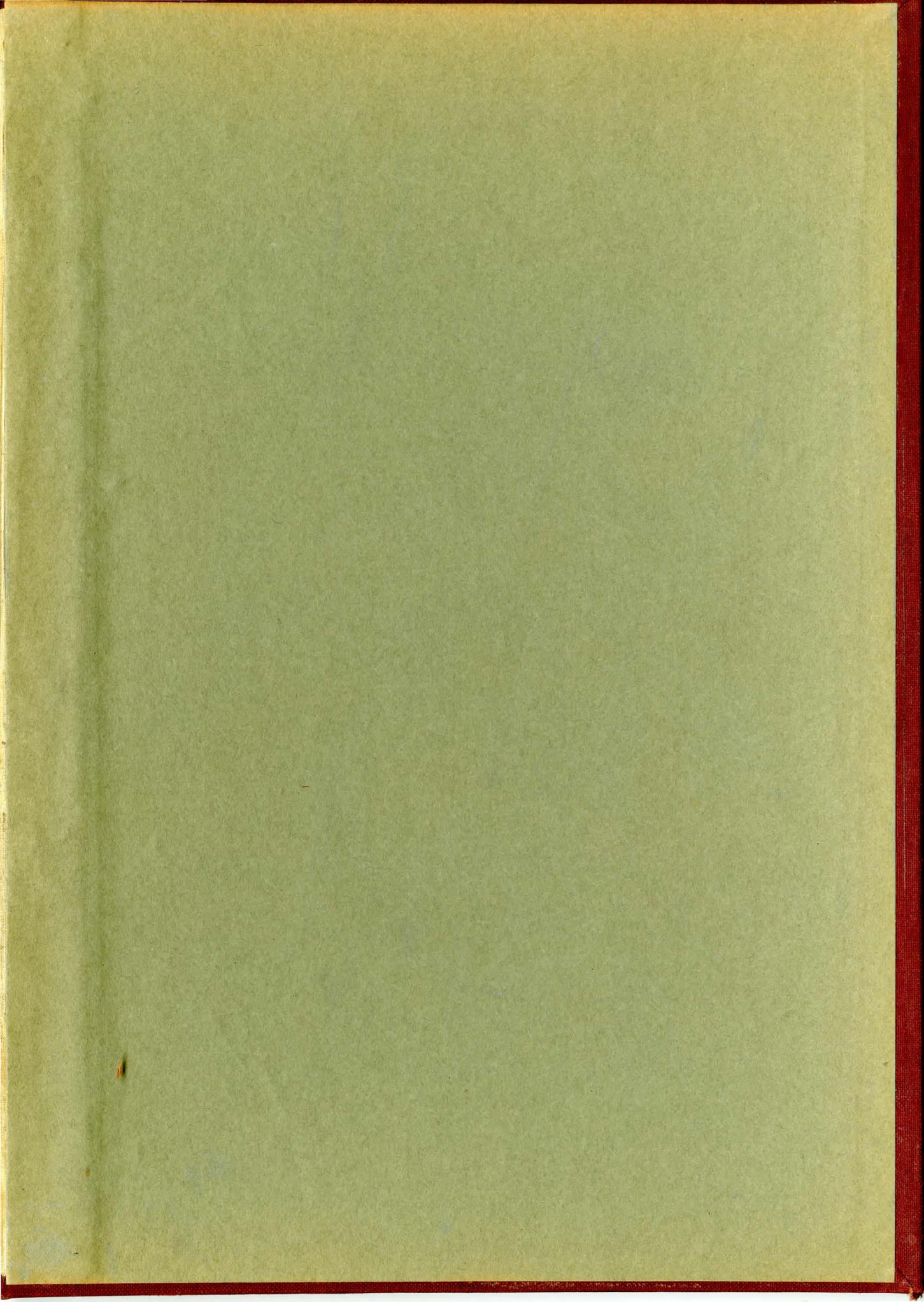
Preparing a Daylight Screen

The School Journey

Yale Chronicles of America Historical Films







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