

From near and far come words of praise for the men who sponsor and operate the Voice of Soonerland. Right: William H. Witt, assistant director of the department of publications of the extension division. Below, left to right: Walter Emery, debate coach for the university, serves this year for the first time as chief announcer and studio manager; and T. M. Beard, of the extension division, executive secretary of the National Association of College and University Broadcasting Stations, is program director for WNAD and secretary of the university radio committee.

## The premier university of the air

RADIO STATION WNAD

BY WILLIAM WITT, '32

**T**HE opening of the new \$5,000 studio of WNAD, "The Voice of Soonerland," the University of Oklahoma broadcasting station, in October of this year, marked the tenth anniversary in the history of this plant.

During this ten year period the station has grown from an unpretentious set of apparatus in the basement of a Norman residence to its present status, a palatial studio backed by thousands of dollars worth of equipment generating a power of 500 watts.

Without a doubt, the university has the best educational plant and studio in the country, judged not from the exterior appearance and the money invested in the new Union building plant, but from the performance and recognition of the educational programs presented.

The public speaking broadcasts of the station have been copied by other stations over the country time and again. The superiority of the station, which has obtained its present prestige through the whole hearted support and co-operation of the faculty people and the university as a whole, has been signally recognized in recent months by the National Association of College and University Broadcasting Stations, which has conferred upon WNAD the honorable task of conducting the national play writing contest for the association.



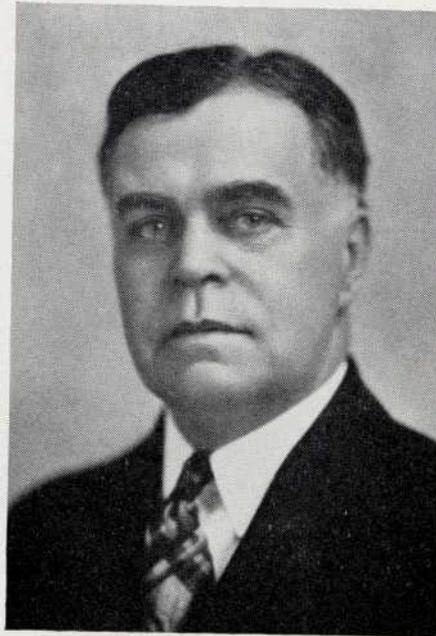
Growth of the station has been in line with the general spirit of progress of the state of Oklahoma. Each year finds some new improvement, some new touch in the university which places its standards above those of a previous year. With this progress of the institution it has been quite natural that WNAD should follow this trend, until now the station may more appropriately be called, "The Pride of Soonerland."

This modern radio station had an humble beginning in September of 1922, when Maurice Prescott, a student in the college of engineering made the first steps toward securing a broadcasting station from his setup of privately owned equipment.

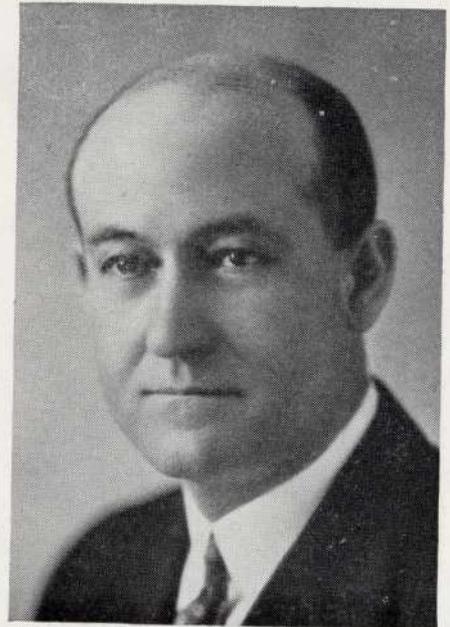


In this connection a small group of interested students formed the Oklahoma Radio Engineering Company, and this group assisted Prescott in gathering apparatus for broadcasting purposes. It was only a few weeks after this venture that WNAD officially went on the air with a power of 50 watts. From a studio in the basement of Prescott's home, these ambitious lads went about the task of putting the university on the air. The programs were limited, a few phonograph record broadcasts and play-by-play accounts of Soonerland's athletic triumphs composed the schedules on the air.

By 1923, a definite relation was established with the university whereby



Top row, left to right: Dr. William B. Bizzell, president of the university, who has done much to assist in the expansion of WNAD, serves as ex-officio chairman of the radio committee; and Dr. Paul L. Vogt, dean of the extension division, serves as active chairman. Below, left to right: Prof. F. G. Tappan, director of the school of electrical engineering, as a member of the radio committee advises in regard to mechanical matters relative to the operation of the station; Prof. G. Milton Dieterich, representing the college of fine arts as a member of the radio committee, directs the WNAD Miniature Symphony Orchestra; Dr. John F. Bender, of the college of education, is a member of the committee.



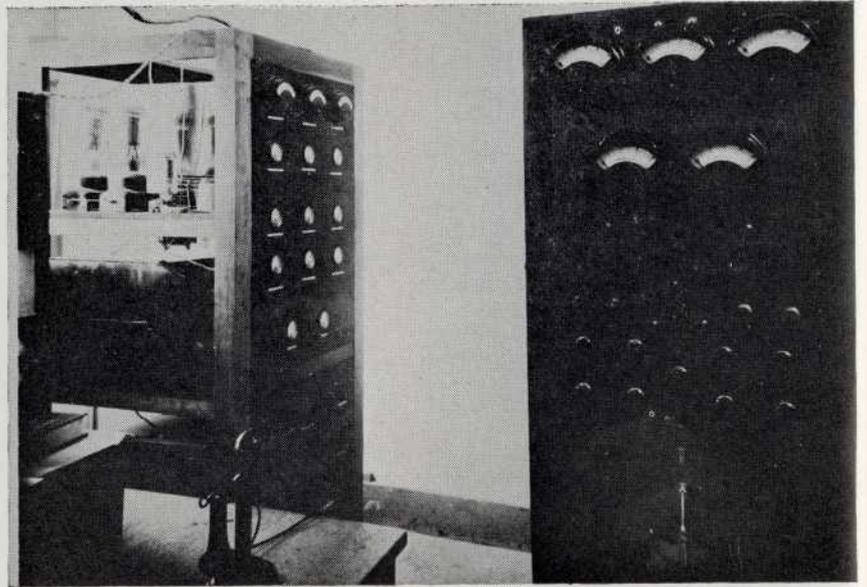
this station became a part of the electrical engineering laboratory equipment of the college of engineering. With this step forward, Prescott and a few other electrical engineering students in the university, who were interested particularly in radio engineering, set about the task of improving the station. Early in the school year 1923, the power was increased to 100 watts, the work being done under the supervision of O. W. Walter, assistant professor of electrical engineering. Prescott became chief operator. C. E. Bathe, a student member of the "radio clique" succeeded Prescott as the chief operator when the latter found that his work as a senior in the

college of engineering was too heavy to permit his participation in the work of the radio group or to continue the rigorous duty of running the power plant for the new station. Prescott was the first pioneer to pass from the picture of active progress in the life of his "brain child."

At the opening of the school year, 1925-26, WNAD officially went on the air as a 500 watt station at its improved studio facilities in the old engineering laboratory building. The work of assembling this complete layout of new equipment was done by Bathe and Byron McDermott, sophomore students in the school of electrical engineering. At

that time, Willard Darrow, an assistant professor of violin in the college of fine arts, assumed his duties as the program director. Following the official opening of the 500 watt station at a gala celebration similar to the opening of the new studio this fall, reports of the fine reception of programs came in from all parts of the United States and from provinces of Canada.

Then it was realized that the station was an important factor in placing the University of Oklahoma before the great audience of the nation's radio listeners. With improved radio sets becoming more of a necessity in the homes of the nation, more attention was given to the



preparation of programs which would carry a high and favorable impression of the state's largest institution of higher learning—to all points of the country, from the "rock bound coasts of Maine to the sunny slopes of California."

In 1927, T. M. Beaird, director of town and country service of the university extension division, assumed the duties as WNAD program director. In 1928, C. V. Bullen, an assistant professor in the department of electrical engineering was appointed to serve as mechanical director, and William Cram, a student in the school of law, became chief announcer. Scott Hammonds, a student in the college of engineering, served as Professor Bullen's assistant and chief

operator until the second semester of 1931-32, when Wilmer Ragsdale succeeded to that position on Hammond's retirement. When Professor Bullen resigned from the university faculty in 1931 to accept a position with a Texas college, Professor Clyde L. Farrar was appointed chief engineer and mechanical director. Upon Cram's retirement during the first semester of 1931-32, Jim Robinson and Hicks Epton, students in the school of law and members of the university debate team for several seasons, became co-announcers for the station. Wilmer Ragsdale is assisted in station operation by Bryan Cole, an electrical engineering student. Walter Emery, university debate coach was ap-

pointed chief announcer and studio manager for the school year 1932-33.

In the mid-winter of 1929, the wave length of the station was changed from 239.9 meters, 1250 kilocycles, to 297 meters, 1010 kilocycles in compliance with the new regulations of the Federal Radio Commission.

Membership of a special university radio committee to supervise the activities of the broadcasting station is composed of Dr. William Bennett Bizzell, president of the university, ex-officio chairman; Dr. Paul L. Vogt, dean of the extension division, active chairman; T. M. Beaird, of the extension division, secretary of the committee; F. G. Tappan, director of the school of electrical engineering;

G. Milton Dieterich, instructor of music in the college of fine arts; Dr. John F. Bender, professor of educational administration.

During the last two years, Mr Beard has served as the executive secretary of the Association of College and University Broadcasting stations. Prior to his appointment to this position, he served as an executive committee member for the organization at large for a year, and the year preceding his appointment as executive secretary, he served as a member of the southwest zone committee. Mr Beard also represents the association in the "Institute for Education by Radio" in the Ohio State university at Columbus.

As executive secretary of this important association in the institutions of higher learning throughout the nation, Mr Beard is probably in closer touch with educational radio institutions than any one other official in the United States. His office is a clearing house for hundreds of radio projects among institutions of higher learning. The activities of the association are not confined merely to the membership, but due to a rapid development of the scope of activity in the past few years, the national association is looked upon by commercial interests and educators alike as an organization doing constructive work in the field of research, exchange and radio development.

The association in recent months has gained international recognition, and every week brings requests of various kinds for research and general radio information to Mr Beard from officials throughout the United States, Canada and Mexico. Twenty-three radio stations at leading colleges and universities of the United States, including the University of Oklahoma station, WNAD, hold membership in the association and participate actively in its program.

The scope of the work of WNAD may be realized more fully by noting the report of the station for the last school year. Ninety-three cities in the state reported favorable reception of the programs which they had enjoyed from the station. Forty-one states and foreign countries reported, a total of 451 out-of-state reports being received. These reports were received from Canada, Mexico, Alaska and the Panama Canal zone. Although the fad of writing letters to radio stations in regard to program reception has decreased as radio sets have become more of a household necessity, the report for 1931-32 shows an increase of 1,200 reports over the figure for the school year of 1927-28 when the station was in its infancy and "fan letters" were all the vogue.

During the last school year more than

On the preceding page are pictured the studio and the control room of WNAD and Homer Heck, office manager for the extension division, who directs the WNAD Players, an organization which sponsors and presents dramatic programs. On this page, top to bottom: Prof. Clyde L. Farrar, of the college of engineering, is technical director, supervising the mechanical operations of the station; William Ragsdale, a student in the college of engineering, is chief operator; and Bryan Cole, also an engineering student, is assistant operator

173 programs were broadcast during the 301 hours in which the station was officially on the air. This hourly figure does not include the time used in the broadcast during the 301 hours in which the station was officially on the air. This hourly figure does not include the time used in the broadcast of special programs, such as University of Oklahoma athletic contests.

During these periods of broadcasting there were 191 special lectures on the air.

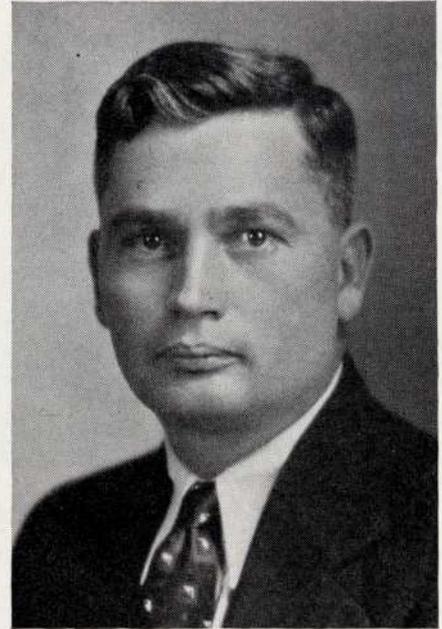
The program data was divided as follows: campus organizations, 13 lectures; astronomy, 8; education, 16; journalism, 12; landscape gardening, 8; geography, 7; pharmacy, 7; religious subjects, 12; literary subjects, 34; engineering, 8; political science, 15; health, 14; geology, 8; university history, 7; art, 6; medical, 6; and music, 3.

WNAD is on the air three days each week of regular time, Tuesday, Wednesday and Thursday. On Tuesday the period of broadcast is from 7:15 p. m. to 9:15 p. m.; Wednesday, 8:15 p. m. to 9:15 p. m. and Thursday, 7:15 p. m. to 9:15 p. m. This is five hours weekly time for regular programs which does not include time allotted for special broadcasts.

Officials in charge of the work have been active during the last two years in promoting the organization of special radio service groups such as the WNAD players, a dramatic organization directed by H. R. Heck, office manager for the extension division, and the WNAD miniature symphony orchestra, directed by Professor G. Milton Dieterich of the university college of fine arts. These groups perfect regular weekly programs for broadcast.

Through the supervision of the university radio committee working in conjunction with Mr Beard, the station is

(TURN TO PAGE 50, PLEASE)



American quarterback is introducing.

Although the Tigers have lost their first games by one-sided scores they should be acquainted with their new style of play and be able to put up a good fight in their game with the Sooners.

### TED OWEN— SOONER TRAINER

Ted Owen says: "Bruce Drake was the easiest man to rub he has ever worked on. His muscles were short, and hard, but he had perfect relaxation. Parker Shelby had the longest muscles. 'Red' Rutherford was easy to rub; his legs were soft, smooth and freckled as a trout's flesh. You could feel the bone in them anywhere. Tom Churchill was the hardest. His muscles were hardest and firmest. He couldn't lie still long enough to be rubbed. Bill Pansze is hard to rub, being unusually sensitive to the touch, as were Bob Cook, former 158 pound wrestler, Les Niblick, former distance runner, and Frank Crider whose muscles were "short, heavy and hard as brass." Glen Dawson never had a rub in his life. The best athletes don't need attention. Occasionally a throwback to this theory is found. Harold Atkison, co-holder of the university 100-yard dash record, liked to be rubbed and petted. He was a sweet runner.

"Eye cuts are hard to dress. The skin over the eye is hard to pull together to heal, and leave no scar. Adhesive tape is hard to stick to the eye lid. Knee and shoulder injuries are hardest to treat. Knee injuries are the worst. No padding has been devised to fully protect a badly injured shoulder or knee. An ankle injury can be supported success-

fully. Jack Carmen broke the Missouri Valley indoor low hurdle record at Des Moines in 1928 running on an ankle so badly sprained he had to be carried to the starting line.

"Other examples of gameness in crippled men: Granny Norris in 1926 had five ounces of water on his knee yet he outplayed three Missouri tackles larger than he. Polly Wallace played last half 1926 football season with his knee in a plaster cast.

"Old-timers were the greater complainers about athletic injuries. They were older and more mature. High schools didn't have good equipment, but nowadays their equipment is equal to any college's. Methods of treatment change. In the old days a beer bottle was used to roll out a 'charley horse' while someone sat on the athlete's chest. Electric heat, lamp heat or massage are now used for treatment. Bennie Owen, back in the old days, devised a heater of an old electric oven lined with asbestos. The common method was to insert the leg: when you could smell the hair cooking, remove."

### THE PREMIER UNIVERSITY OF THE AIR

(CONTINUED FROM PAGE 47)

maintaining high standards of educational programs. The station is primarily for educational purposes. It does not hope to compete with the larger radio stations or with the commercial chain stations using paid talent for entertainment. It makes no boast of being equipped to furnish entertainment of a popular class, although its programs are highly enlightening and entertaining to those seeking beneficial entertainment

of a lasting nature. It reflects the educational standards of the university.

WNAD, like other member stations of the National Association of College and University Broadcasting Stations, is not dominated by commercial interests, and therefore its programs are donated. That is, the faculty and students of this institution of higher learning are stimulated and motivated by a desire to present worthwhile things which will not subtract from the good name of their alma mater, but will add to its prestige in the eyes of the public. WNAD invites the leading high schools, junior colleges and other colleges of the state to participate in its activities by presenting special programs of plays, debates, oratory and lectures. In this manner, the University of Oklahoma is carrying forward a constructive program of correlating educational interests of the state, and giving to the citizens of Oklahoma a cross sectional view of Oklahoma education.

Participation in the progress of WNAD demonstrates the loyalty of students and faculty members of the university and provides an outlet for a host of good ideas which have been hatched in the minds of these people giving their time and effort in order that WNAD, in the strictest sense of the word, may be truly a station for the purpose of disseminating and distributing education and culture. Through such an extensive and far reaching program, WNAD is doing its bit, a good bit, toward building better citizens in the state of Oklahoma, for an educated individual, one who is informed of the new developments of the day and age in which we live, is an infinitely better citizen than the one who drives in the same rut.



### THE BENCH

From left to right; the thinker, Ted Owen, Coach Hardage, Coach Rowland, Evans Chambers, Bob Dunlap, Bill Pansze, and Eugene Janz. In the foreground: Ralph Bollinger, son of Doctor Bollinger and Billy Cross, son of the athletic secretary, mascots