



State Senator Jim Nance (left), and Rep. Richard T. Pendleton, (right), as representatives of the University district in the Legislature, presented WNAD's needs so effectively that a special appropriation was secured to build an antenna and assure FCC approval of the new full-time wave length. Center picture, a student group broadcasting from the main studio in the Union.

# Full Daytime Broadcasting for WNAD

By HOMER HECK

MANAGER STATION WNAD

**D**URING the last month, WNAD has inaugurated a new era in broadcasting for the University. Beginning March 29, the former schedule of nine hours of broadcasting each week was expanded to approximately ten hours each day. WNAD is now on the air from nine o'clock in the morning to local sundown, every day except Sunday, with a program of public service broadcasting that should have far-reaching consequences in the field of public education in Oklahoma.

This expansion was brought about by the final ratification by the United States Senate of the Havana Treaty under the terms of which broadcasting frequencies were reallocated between South America, the United States, and Canada, in such a way as to eliminate interference between these countries. The frequency of 1010 kilocycles on which WNAD had shared time with KGGF in Coffeyville, Kansas, was assigned to Canada and a new frequency of 640 kilocycles was assigned to WNAD for full daytime broadcasting.

The engineering staff of the station estimated that this change in frequency would extend WNAD's coverage to twice the old distance, and early reports from listeners indicate that this is true.

Along with the change in frequency granted by the commission came orders that the University's outmoded antenna system must be replaced and that until such time as it was replaced, the WNAD license would remain provisional and subject to cancellation. This new equipment would require an expenditure of some \$10,000, and the University did not have this sum available. The emergency was explained to State Senator James C. Nance and Rep. Richard T. Pendleton, '26law, with the result that a special appropri-

ation bill was introduced in the State Senate where it quickly passed. Like action was taken in the House and the bill was signed last month by Governor Leon C. Phillips, '16law, making the funds available immediately.

It will take approximately ninety days to complete installation of the vertical antenna, which will be located in the area east of the Stadium. This improvement will further step up WNAD's coverage, making it approximately statewide in all directions.

The realization of this dream of a frequency held exclusively by the University for an extensive schedule of broadcasting, with adequate facilities for state coverage, recalls the faithful work of T. M. Baird, present alumni secretary and erstwhile director of WNAD. Years ago Mr. Baird took charge of WNAD when it was being used almost exclusively for engineering laboratory purposes, and saw in it vast possibilities for good to the state. It

is largely through his untiring efforts and steady vision that WNAD is today able to boast its present enlarged usefulness.

The first two weeks of broadcasting on the new schedule have been intensely exciting and not a little hectic, but the staff has been greatly encouraged by fine cooperation from the faculty and student body of the University. WNAD is obligated now more than ever to maintain the highest possible professional standards of broadcasting, and the interest shown by both students and faculty, and their willingness to accept suggestions and criticism and work unceasingly to improve the qualities of the broadcasting, indicate that the station should be able to maintain these standards.

It should be pointed out that WNAD is attempting this expanded program with no increase in staff. This has placed a tremendous burden upon the present personnel. It is to be hoped, of course, that in the not too distant future something approaching an adequate staff can be provided. No 1000-watt commercial station would dream of attempting to operate on the limited staff now provided for WNAD. It is possible to operate on this basis for a limited time because of the generous volunteer help received, but this type of help is not wholly satisfactory for a consistent and effective program of broadcasting.

WNAD's new program will include a variety of broadcasts. The course in Spanish offered by Professor Scatori will be continued and augmented with lessons in French by Miss Besse Clement, and German by Dr. W. A. Willibrand. The course in Oklahoma history taught by Dr. E. E. Dale, '11ba, is being broadcast di-

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## N O W !

### AN ALUMNI RADIO PROGRAM

DAILY AT 12 NOON

Tune your radio on WNAD at exactly 12 Noon every day (except Sunday) for fifteen minutes of alumni news and announcements direct from the Union Building at Norman. You find WNAD on the dial now at a new location, 640 kilocycles. When work is completed on the new antenna system now being installed, coverage of the University radio station will be practically statewide. Get the habit of listening in at 12 noon for a brief daily contact with your University's alumni activities.

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rectly from his classroom. Daily devotional programs are being offered. Frequent programs of fine recorded music, as well as programs featuring faculty and students in the School of Music, have been planned.

A daily program of general science presented at different times each day so as to meet classroom requirements is being presented for high school classes in general science. Numerous programs of dramatic interest are being presented by classes in radio taught by the School of Drama, and several programs from the radio classes in the Department of Speech are being offered. These are but a few of the numerous types of programs now being broadcast by the University as a public service.

The programs are planned by members of the staff of WNAD, in conference with students and faculty members. In most cases, they are produced under the direct supervision of the staff. It is believed that as more persons gain experience in broadcasting—which will inevitably be the case on this expanded program—such close immediate supervision by the regular staff will not be necessary and many programs can be produced by student and faculty broadcasters with only general supervision.

One of the new problems to be faced is that of planning for broadcasting during University holiday periods. In the past, WNAD could release its time to its sister station and remain silent. This expedient is no longer possible. Our experience during the Easter holidays when we were faced with the necessity of broadcasting ten hours a day with most of the student body and many of the faculty members away from the campus almost proved the old wisecrack that to enjoy radio work you have to be a little crazy.

WNAD has been highly gratified by the mail response since broadcasting on the new frequency and expanded schedule. It indicates that coverage has been greatly extended. Letters from Kansas and Texas and from points near the eastern and western borders of Oklahoma indicate that the new range is even better than was hoped.

With WNAD on the air every day (except Sunday) from 9 o'clock in the morning until sundown, and with coverage of the state greatly improved by new equipment, the University will soon be taking its services into thousands of public school classrooms and homes that previously have had little direct contact with the state university.

Here is, indeed, a striking example of the University's desire to achieve a "state-wide campus.

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