

A HISTORY OF THE DEPARTMENT OF
RADIO AND TELEVISION OF THE
UNIVERSITY OF ALABAMA

By

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CHAPTER I

INTRODUCTION

This is the story of the Department of Radio and Television of the University of Alabama. Such a story should be told because the present and the future profit by a knowledge of the past. The role played by the University in radio education has been a prominent one, and her contributions to that field have been of the brightest magnitude; hence this study provides the inquirer with details of how that role was cast; how it has been performed; and what promise it holds for the future.

The problem. The social need of this story has demanded its narration, which results in an historic study. If the story is to be told, it must be done with accuracy, with painstaking preciseness. The aim is exact, to find facts relating to the department's history, and to assemble them in a well organized, correct order. Such facts can only be found through tedious research; a kind of research that is applicable to only one method, that of the historical.

The method. Historical method is the term

applied to the manner that is used to uncover the data used for this study. It involves a collection of myriads of such information, which in this case are all of those facts concerning curriculum, faculty, enr@llments, activities, and others.

This data has been obtained from either a primary or secondary source, or in some instances, both, when feasible. The tabulation of a source as being either primary or secondary depends on it's relationship to the fact. Where an interview might result in a secondary verification of something that is recorded on paper, it might also be the only source of some important, yet unrecorded event.

Witnesses to this history have to be verified as to their reliability and truthfulness. In this case it can be assumed as such, since they have played an integral part in the story, and their reports about the period or periods they have participated in must be taken as being accurate.

The department files proved to be a source of a great deal of data. The enrollment figures, lists of faculty, courses, students, and graduates; and the articles of correspondance that serve as authenticators

to data found in other places and obtained from interviews, have all been primary tools for shaping this synthesis.

The methodology for attacking this problem, then, is of a genetic nature. It has been utilized, first, to compile as much data about the subject as possible; and, second, to organize that raw data in to as many facts about the Department of Radio and Television as possible.

The organization of the remainder of the thesis.

In the chapters that follow, the story of the Department of Radio and Television is divided into three major periods or sections. The first concerns the initial beginning of radio education at the University of Alabama and deals with the war-time years, 1940-46. The second covers the years 1946-51, which is a post-war period of great prosperity for the department, and also is the time that Leo Martin was the academic head of the department. A third period in the department's history is the period when Kenneth Harwood served as head of the department, and is inclusive of the years 1951-54. A final look at the present situation is included, but not to a major proportion as the others.

Review of the literature. This narrative represents the first such effort for this particular subject. It is conceivable that perhaps this history will be a source of background material for other and related studies.

An investigation has not revealed any studies of this type that are available at the present time. A list of theses in this field of communications reveals several historical studies in Radio and Television, but the elements of time and distance prevent an examination of such studies.¹

¹Masters Degrees in Radio-TV. Copy to be found the files of the Department of Radio and Television, University of Alabama. (mimeographed)

CHAPTER II

EARLY DEVELOPMENTS OF RADIO AT THE UNIVERSITY

It would be incorrect to say that the formation of a Department of Radio was the initial step that brought the medium to the campus. Actually, radio had been a topic of interest long before anything that even resembled a radio department was organized. If a beginning is to be sought, then perhaps the formation of the Extension Division¹ in 1919 was the impetus. For it was in this Extension Division that campus radio broadcasting had its origin² in 1929.

I. RADIO ACTIVITIES PRIOR TO 1940

Extension Division. The Extension Division had charge of all radio broadcasts emanating from the campus prior to 1940.³ There were no permanent facilities, and

¹University of Alabama Bulletin, 1937-38. p. 313.

²Radio and TV Broadcasting Services, University of Alabama. WUOA-FM Program Bulletin, December, 1954, p. 3.

³University of Alabama, loc. cit., p. 42.

when a program was produced and broadcast, it meant that the cast and production crew had to be transported to the station that was originating the broadcast.⁴ This station was usually WAPI in Birmingham, which was utilized by both the University and Auburn for radio broadcasts.⁵ Of course, all of the time and money spent on these ventures began to get slightly laborious; and a need for better facilities became more and more apparent as radio grew in importance in the eyes of University officials. Studio space, equipment, and a good coordinator were needed if radio was going to attain and keep any degree of importance.

Courses of study. The only training in radio that was available during the years prior to 1940 was in a few courses that were scattered throughout the College of Arts and Sciences. Certain courses in radio writing and speaking were taught in departments of English and Speech. Other fields, such as Journalism, Physics, Psychology, and Sociology had courses relating to radio; and the student could get a taste of certain

⁴This was indicated in chats with various people. Also, it is mentioned in John S. Carlile's (see p. 7) report to the President of the University, et. al.

⁵Ibid.

⁶University of Alabama, loc. cit., p. 115.

techniques of broadcasting from them; but there was no training in radio skills provided. There was no formal major or minor offered in the field.⁷

II. A DEPARTMENT IS PLANNED FOR RADIO EDUCATION

Major problems. The biggest problem was to find a well-qualified person who could serve in the capacity of Director of Radio Education. His duties would be to teach radio techniques, and to supervise the production of the University's radio programs in the proposed Radio Workshop. There were practically no facilities, so whoever this person was going to be, he would have the task of developing a suitable environment for the production of programs.

In 1939 a meeting⁸ was held in President Foster's office in which the name of John Snyder Carlile was proposed. Carlile had been a production chief for the Columbia Broadcasting System, and he was considering

⁷ This is verified by inspecting any of the bulletins prior to 1940.

⁸ Disclosed in an interview with Dr. T. Earle Johnson, Head of the Department of Speech at the University. He was present at that meeting, and was the actual person to propose the name of Carlile. That meeting designed the Radio Arts Department.

entering the field of educational radio. He was offered the position, and when his acceptance returned, the first step had been taken.

John S. Carlile arrived at the University early in 1940 to assume his duties. He brought with him the record of a genius' ability and a tremendous national reputation. His work with C.B.S. had been well-known from coast to coast, and it could be said that the University was certainly getting a well-qualified person to direct its education-by-radio program. As far as his professorial capabilities, Carlile probably left something to be desired, but the man was certainly a person from whom students could obtain a knowledge of skilled techniques.⁹

The situation. When Carlile arrived at the University in 1940, he had the following situation facing him. The school was certainly eager to exploit the field of educational radio, but the tools for such a

⁹These bits of information come from interviews with various people. More than one has praised the calibre of Carlile's radio productions, and the transcriptions in the WUOA-FM library certainly exemplify this. Also there are stories of how Carlile would harass the students, and how his classes lacked regimentation.

venture were few in number. There was the un-organized curriculum, the spasmodic broadcasts, and no facilities. However, the desire for achievement over-shadowed these limitations.

Station WAPI, the University's principal broadcasting center, was rapidly becoming almost entirely commercial, and Carlile immediately defined the need for a campus station; or at least a production center for originating broadcasts.¹⁰

III. SUMMARY

Radio broadcasting by the University began in 1929, and for the next eleven years the Extension Division was in charge of all radio activities. The broadcasts originated principally on station WAPI, Birmingham, and various other local stations. There were no facilities on the campus for originating radio broadcasts, and much expense was involved in transporting the casts and staffs of programs to the particular station.

In 1940 plans were put into action for a definite course of study for radio when John Carlile was named Director of Radio Education.

¹⁰ See Carlile's Report to the President, et. al.

CHAPTER III

THE DEPARTMENT OF RADIO ARTS AND THE WARTIME YEARS, 1940-46

The Fall Semester of the 1940-41 school year had the following notice in the University Bulletin:¹

Department of Radio Arts

Assistant Professor Carlile

plus a correlating faculty from English, Journalism, Music, Physics, Psychology, Sociology, and Speech.

This was the first official announcement of a curriculum in radio at the University of Alabama. The same bulletin also told of the organization of a Radio Workshop with Carlile as Director.² This workshop was under the auspices of the Extension Division and was primarily concerned with producing programs for distribution throughout the state.

Carlile was to teach the radio courses in addition to his workshop duties. The faculty for these wartime years was rather small; in fact, Carlile had only one

¹University of Alabama Bulletin, 1939-40. pp. 153-55.

²Ibid., p. 155.

instructor to assist him during the 1941-42 year.³ In early 1944 Carlile took a leave of absence to do government radio work with the State Department, and an Associate Professor, Helen Stanley became Acting Head of the Radio Arts Department.⁴ In the 1945-46 academic year the department was combined with the Department of Speech, and Professor T. Earle Johnson was the Acting Head.⁵ These wartime years saw the specific curricula organized by Carlile gradually decline and soon disappear.

The end of the wartime period saw a new head, Leo Martin, brought in to revitalize the entire Radio Arts Department.⁶ However the significance of the wartime period is that it marks the beginning of the University's program of education for and by radio.

I. CURRICULUM

The situation. Carlile's first task was to set

³Roy Flynn, who was the Department's first graduate.

⁴List of faculty by years, located in the Department's files.

⁵This information comes from interviews with various people who are familiar with the period, e.g., Graydon Ausmus, T. Earle Johnson.

⁶Ibid.

up a radio curriculum that afforded the student the best training in the basic skills. Before this, the radio courses were scattered throughout the College of Arts and Sciences.⁷

First courses. The first courses that Carlile organized were:

21-22. Introduction to Radio Broadcasting. A broad survey of the organization of radio... open to sophomores. Prerequisite: Satisfactory completion of basic courses in three of the departments represented by the correlating faculty. 2 hours. Fee, \$2.00 per semester.⁸

121-122. Production and Direction of Radio Programs....open to juniors and seniors...prerequisite: 21-22. 3 hours. Fee \$6.00....

181-182. Seminar and Workshop....production and direction...seniors and graduates...3 hours. Fee, \$6.00.....⁹

Also there was a list of courses offered in the correlating departments such as: Radio Writing (English), News Broadcasting (Journalism), Radio Physics (Physics),

⁷Cf. ante., Chap. II, p. 6.

⁸It should be pointed out that fees were charged for all of the radio courses. Previous bulletins listing the radio speaking courses in the Department of Speech stated that a fee accompanied enrollment in the course. Years later, the fee was discontinued as facilities were developed by the school for students to utilize.

⁹University of Alabama, loc. cit., p. 153.

Radio Speech and Research in American Place Names
(Speech), and others.¹⁰

None of the radio courses per se were open to freshmen.¹²

These courses remained in the catalogue through the 1945-46 term. The following year, 1946, marked a revolution in radio courses, and an entirely new curriculum was established. This last event was under the direction of Leo Martin.¹²

II. ENROLLMENTS

The department enjoyed early success from an enrollment standpoint during its first years. The radio courses taught before 1940 were so un-coordinated that precise enrollments are difficult to establish.

1940-41. This was the Radio Arts Department's first year in existence, and that initial year saw a total of 48 enrollments for the radio courses. This

¹⁰University of Alabama, loc. cit., p. 153.

¹¹Ibid.

¹²This information comes from various interviews. During the 1945-46 school year there was an intermingling of Speech and Radio faculty, and the purpose of the radio courses was getting farther and farther away from the original.

number is further broken down into 20 for the first term, and 28 during the second term.¹³

1941-42. A tremendous increase can be seen during this second year of the department's activity. The figures are 39 for the Fall Semester and 74 during the spring; a total of 113. This number is 65 more than the previous year, and it represents an increase of better than 130 per cent.

1942-43. This year the University adopted the quarter system, so the enrollment figures are divided into four groups - - Fall, Winter, Spring, and Summer Quarters.¹⁴ The figures for this year, in the foregoing order, are: 103, 159, 62, and 45. This year's total enrollments are 369, a tremendous increase over the 1941-42 year; but in this instance there are four sets of figures to total.

1943-44. There were no radio courses offered in the summer of this year, so there are only three sets of figures to total. They read: 50, 49, and 69; a tremendous decrease from the previous year.

¹³All of these enrollments come from the department files.

¹⁴University of Alabama Bulletin, 1942-43.

1944-45. The sudden plunge of enrollments has halted, and is now turning upward again. This year's total is 178; a fraction higher than last year, but still, higher. A breakdown by terms reads: 84, 54, and 38.

1945-46. For the second consecutive year there was a fractional increase in enrollments for Radio Arts. The final wartime year had a total of 186. The individual figures by terms are: 73, 61, and 52.

A graphic representation of these figures would look like this...

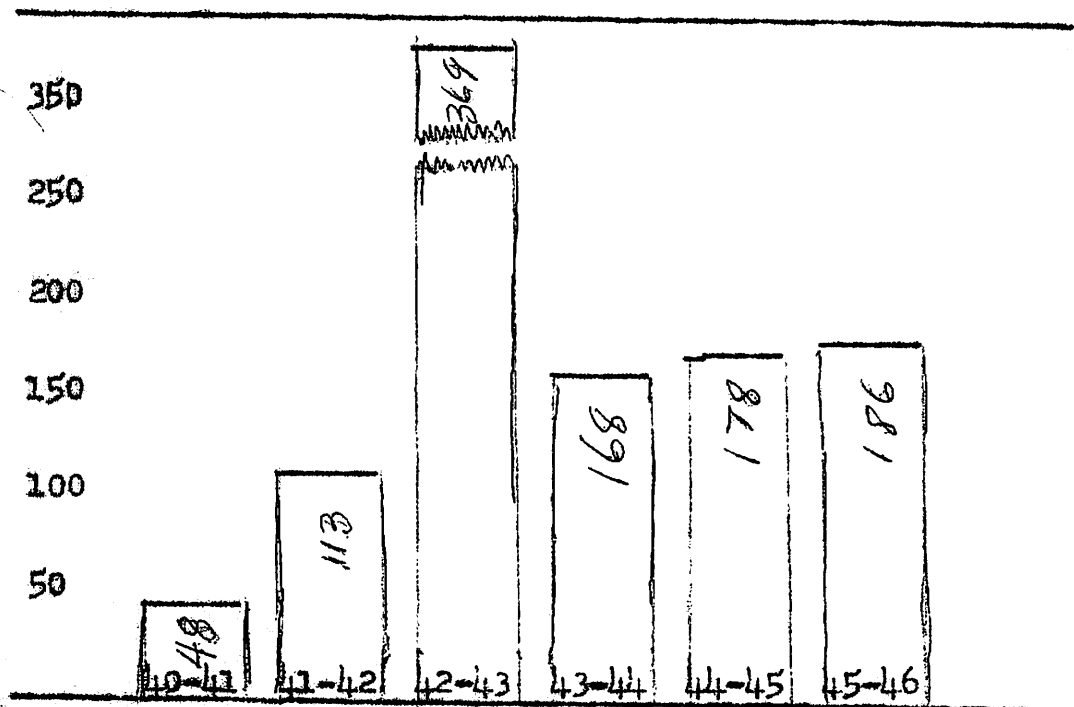


FIGURE 1

ENROLLMENT FIGURES 1940-46

It might be taken as a significant factor that the year of the biggest number of enrollments coincides with the sudden emphasis on the Radio Technology courses. There was a great demand by the government for trained radio technicians, and the fact that the University had such a curriculum, plus the reputation the school had developed for its radio training, would seem a feasible solution to this problem.

III. GRADUATES

Despite a fairly good enrollment record during a wartime period, the number of graduates for that period was very low. Either students enrolled in radio courses for elective credit, or the exigencies of a period of national emergency prevented people from completing the requirements for a degree.

The first graduate from the department was Roy Flynn,¹⁵ a member of the class of March, 1943. Through June of 1946 there had been only eight graduates in the Department of Radio Arts.¹⁶

¹⁵List of graduates by years, located in the department files.

¹⁶Ibid.

IV. FACULTY

After his first year at the University John Carlile, as Director of Radio Education, made his report to President Foster, Dean Barnwell of Arts and Sciences, and Dean Tidwell of the Extension Division.¹⁷ One part dealt specifically with a staff for the Department of Radio Arts which would be:

- a. 1 assistant for instruction, program production and direction.
- b. 1 secretary-stenographer.
- c. 2 ... girl students for typing and office work.
- d. 1 student full-time (boy) for student work, laboratory-workshop assistant.
- e. 1 ... boy student to assist (d).
- f. 1 reader to assist (a).
- g. 1 qualified radio technician in whose name operation of the transmitter¹⁸ may be carried out, capable of maintenance and operation of radio equipment; also radio telegraphy, regulations and laws. A full-time man experienced in the field who perhaps by reason of weakness in academic status should be Chief Technician.¹⁹

In 1941, Roy Flynn served in the capacity of (a) above, and he did so until his graduation in 1943. That year Mrs. Helen Stanley joined the faculty to teach the writing courses in Radio Arts. She became Acting Head

¹⁷John S. Carlile. Report of the Director of Radio Education to the President, et. al. Copy in WUOA-FM files.

¹⁸See p. 20 for details concerning campus station.

¹⁹John S. Carlile, loc. cit., p. 13.

in the Winter of 1944 when Carlile left on leave of absence, a title she held until her resignation in 1945. The fall term for the 1945-46 academic year and its companion spring term has already been discussed, except that that year the department had a new instructor, Jane Nyvall.

The last wartime years also marked a significant change in the University's program for education by radio. The Radio Workshop had been floundering since Carlile's departure in 1944, and it was decided by the University to make some changes in the workshop's organization and administrations. Formerly, this division had come under the jurisdiction of the Director of Radio Education, and it had been a source of practical experience for the students. Now the plan was to separate the Department of Radio Arts from the Radio Workshop, and give each a separate head or coordinator.

John Carlile was offered a choice of jobs, either Head of Radio Arts or Director of the proposed Radio Broadcasting Services.²⁰ His reply was that he would accept both, but not either. Shortly thereafter, the announcements for 1945-46 indicated that the Department

²⁰Gathered along with the other information of this period from interviews with Mr. Graydon Ausmus, and Dr. T. Earle Johnson.

of Radio Arts would be directed in conjunction with the Department of Speech, and Professor T. Earle Johnson of the Speech Department would be the Acting Head of Radio Arts. Also it was announced that the newly-formed Radio Broadcasting Services of the Extension Division would be directed by Mr. Graydon Ausmus, formerly with Northwestern University. The relationship between Speech and Radio was extremely close, and this might be considered as the closest attempt to combine radio at the University under a related department.²¹ Any designs of this nature were subdued when Leo Martin was named as Head of Radio Arts in the Spring of 1946.

²¹Details of this part of the narrative come in great part from an interview with Professor Johnson, who still heads the University's Department of Speech. He was a proponent of the idea of placing radio within or under Speech, and after he assumed the title as Acting Head of Radio Arts, one might surmise that such a plan was developing. For a period of time during that 1945-46 year nothing was said in regards to the future of the Department of Radio Arts, and the appearance was given that such a set-up was permanent. According to Dr. Johnson, when he mentioned such a possibility the Dean of Arts and Sciences was somewhat appalled. This is the closest step, and the only step that even resembles a merger of the two departments. When Leo Martin revised the radio curriculum, the old correlating faculty was not consulted, and a separation of Radio from all other ties was complete when the 1946-47 year began.

V. THE CAMPUS STATION BEGINS OPERATIONS

John Carlile was one of the persons who recognized the need for a campus radio station. His work in the Radio Workshop dealt specifically with producing programs for state distribution, but he was able to see that the local audience was being neglected. The campus needed some sort of transmitting center that could serve as a source of entertainment and information, and that center was best represented as a standard broadcasting outlet. The development of a campus radio station was discussed in Carlile's report at the end of the 1940-41 school year.²² In that report he specifically defined the organization of such a station, and shortly thereafter plans were formulated for its conception. In the report Carlile stated that:

A campus transmitter is necessary. Our own WAPI is rapidly becoming strictly commercial. An hour per day at mutual convenience during this university year would have to be from 2-3 p.m. or after 10 p.m. The 2-3 p.m. period will be useful to us when our educational series are developed on our own station... Music programs of all kinds, news programs, flashes, commentaries, editorials, sports - - intercollegiate and intramural - - should be on the air for a campus audience. From four to six hours of broadcasting during the university year should be undertaken....²³

²²John S. Carlile, loc. cit.; p. 15.

²³Ibid.

That report was made in the Spring of 1941. The Fall of that year saw the recommendations actually get carried out.

Organization of the Bama Radio Network. The name of Bama Radio Network was given the campus station, and perhaps it should be considered as having been a broadcasting service for the campus instead of a station. However, since it transmitted its programs as a station, and called itself a campus broadcasting service, the delineation between theory and practice can be made.

Bama Radio Network, or simply BRN, as it was most frequently referred to, was organized as a highly democratic, all-student organization. A petition was sent to the administration in the Fall of 1941 seeking approval for this proposed campus activity, for reception was planned for only the campus.²⁴

Carlile had already selected space in the Student Union Building as a site for studios for the Radio Workshop, and the campus station would originate its broadcasts from there also.²⁵

²⁴A copy of this petition is in the Department of Radio and Television Scrapbook, located in the department office.

²⁵Information from clippings in the department scrapbook.

Constitution. The constitution of the Bama Radio Network was democratic in nature, and specifically defined the purpose, operation, organization, and financial aspects of the service.²⁶ The first article of the constitution definitively states the purpose of BRN, which was:

...To give opportunity to students of the University of Alabama, and especially students in Radio Arts and Technology, to work under actual broadcasting conditions; to serve the university campus by rapid dispatching of international, national, and local news; to bring intra-mural events and activities before the student body by "on the spot" broadcasts; to foster college spirit and knit the student body closer together; to act as a medium for the dispensing of pertinent information; to entertain and inform with programs of music, drama, and personal address; to encourage and promote the growth of campus talent by providing that talent a natural outlet; and to operate at all times in the campus interest, convenience, and necessity....²⁷

Membership was restricted to students only. To become a member of BRN the aspirant had to apply for a position just as for any job or appointment. The staff considered each application, and did the final deciding as to who got what position, subject of course to approval by Professor Carlile. The individual was then given a membership card signifying him as a participant of BRN.

²⁶Constitution of the Bama Radio Network. This is also found in the scrapbook.

²⁷Ibid.

Operation. The Bama Radio Network transmitted to the student audience for regular periods, which were from three to four hours in the late afternoon. BRN could be received at 560 kilocycles on the standard broadcast band, but the reception was very limited, since the transmitter was located in the Colonial Hall area, so BRN was not actually a campus-wide operation. The station did not operate during the summer months, a continued yearly practice of the service.²⁸

Financial. At its first conception, BRN was going to be a non-commercial, public service venture. It was going to be financed on a subscription basis, as indicated in the original petition sent to the administration. It stated:

The organization will be financed by assessing each person living in dormitories covered by the Bama Radio Network service, a fee of not less than ten cents and not more than twenty-five cents per year. Fraternities and Sororities will pay an annual service fee of 50 cents per member. (This is to cover purchase and installation of equipment serving these special houses.) There will be a participating fee of \$2.00 for those persons interested in engaging in actual broadcasts.²⁹

This non-commercial operation was curtailed the

²⁸Clippings found in scrapbook.

²⁹Copy of petition in scrapbook, loc. cit.

very following year, 1942-43, when it was announced that ERN would begin operating on a full-time commercial basis.³⁰ Time would be sold to both local and national sponsors, and the revenue would be used to finance the station's operation. It was principally national accounts that were carried after that, for the local accounts were not serviced very well, and as a result local business soon vanished.³¹

Programs. ERN, in its actual broadcasts, utilized student talent as much as possible. The programs varied in type from original dramatic productions to interviews in the campus soda fountain. The dramatic productions were very professional, principally due to the supervision of John Carlile. There were also the usual recorded music and news programs. During the dark days of the war, ERN monitored coded short-wave transmissions, and passed on details of the fighting to an eagerly listening student audience.³²

Personnel. Several of the Department students

³⁰Article in the Summer School News, University of Alabama. Friday, July 10, 1942, p. 4.

³¹Details from interview with Dr. Johnson.

³²Newsclippings in the department scrapbooks.

who participated with BRN later did professional radio work. Some of them were: Roy Flynn, Beth Barnes, Owens Alexander, and Jack Farrell, to name a few.

There was a constant turnover of BRN personnel from the time Carlile left until the Fall of 1946 when Martin became head of the department. The staff of the station changed constantly, and many of the personnel were quite inexperienced.

In 1945, when Dr. Johnson was Acting Head of the Department of Radio Arts, BRN had more than one transmitter, but it was difficult to discern if all the transmitters were operating.

When the Radio Broadcasting Services began operation in 1945, it meant that three operations were taking place on the first floor of the Union Building, and all from the same studios. The Radio Arts classes were taught there, the Beta Radio Network transmitted from the studios and the Broadcasting Services were going about their business of producing programs.³³ This was a very irritating situation which lasted until Leo Martin moved the Radio Arts Department and the campus station to the third floor, its present location.

³³ Mentioned in the interviews with Mr. Graydon Ausmus and Dr. T. Earle Johnson.

VI. RADIO TECHNOLOGY

Purpose. A separate curriculum in Radio Technology was established to permit the training of skilled radio operators, a demand for whom the government had issued in the early days of the war.³⁴ It was set up in conjunction with the Department of Radio Arts and the Department of Electrical Engineering. Some of the radio courses in the Arts and Sciences curricula could be taken for credit in Radio Technology, and vice versa.

Courses. The courses and the sequence of the curriculum were set up by the Radio Technology committee shortly after Carlile arrived at the University. The standard curricula was similar to that of the other engineering courses, but there were specific Radio Technology courses, which were:

- 1:2. Basic Study of Intercommunication by Signals.
- 21:22. Introduction to Radio Broadcasting.
(This was in the Radio Arts Department).
- 23:24. Radio Operation Under Government Regulations.
- 121:122. Production and Direction of Radio Programs.
- 123:124. Radio Operation and Maintenance.
- 181:182. Seminar and Workshop. (Radio Arts, as was 121:122).

This curriculum led to the Bachelor of Science Degree.³⁵

³⁴University of Alabama Bulletin, 1940-41, pp. 345-47.

³⁵Ibid., p. 345.

VII. SUMMARY

The Department of Radio Arts was founded in 1940 at the University of Alabama, with John S. Carlile, former production head for the Columbia Broadcasting System as Head. Carlile brought with him a wide national reputation that soon became attached to the University and the department.

The first courses in Radio Arts were offered in the Fall of 1940, and they covered writing, production, and direction. A separate course in Radio Technology was also offered.

Carlile designed studios and set up classes. The facilities he developed are still being utilized today. He also recognized the need for a campus station, and organized the Bama Radio Network, an all-student broadcasting service in the Fall of 1941. This was the beginning of campus broadcasting which has continued until the present date except for summer operation.

The Radio Arts Department during the wartime years showed a substantial enrollment considering the fact that the entire University enrollment was low due to the war.

The curriculum organized by Carlile gradually disintegrated following his leave of absence in 1944.

and when Leo Martin became head of the department in 1946, the entire old curriculum was replaced.

When Carlile left in 1944, Mrs. Helen Stanley became Acting Head, a position she retained until her resignation in 1945. The 1945-46 year was the period when Radio Arts was headed by Professor T. Earle Johnson of the Speech Department, and Radio was very closely allied with Speech. This was the closest attempt to link the two departments, something that never materialized.

CHAPTER IV

THE POST-WAR PERIOD OF RECORD ENROLLMENT

The University of Alabama became introduced to Leo Martin in the Fall of 1946, and vice versa. The situation that faced Martin was not as severe as the one that greeted Carlile, although the task that lay before him was no simple matter. Martin did inherit a department that had a strong national reputation,¹ and this credit should go to Carlile. The facilities needed a thorough face-lifting, however, and Martin proved himself to be a very good physician. The campus newspaper, The Crimson-White, carried the following article:²

Professor Leo Martin, formerly of Northwestern University, has assumed duties as head of the Radio Arts Department beginning this quarter...

...In order that the Freshmen may have a chance to get acquainted with the various career possibilities in radio, a survey of the field has been instituted in the department by Martin.

Actual training in broadcasting technique, announcing, program planning, and educational utilization of radio....

¹According to various accounts of this period, the Department of Radio Arts had not been living up to expected standards (standards of radio education) since the departure of Carlile. As much effort had been devoted to radio during the war as to any other department. The school needed a radio educator like Martin to take over the program.

²Editorial in the Crimson-White, University of Alabama. October 8, 1946.

Martin revised the entire curriculum for Radio Arts as one of his first actions. He left nothing that even resembled the old curricula of Carlile. The significance of this action is that it is part of a rebirth of Radio Education at the University of Alabama.

This new energetic head of the department was also very conscious of public relations. A large part of his efforts were devoted to keeping the department before the public eye.

It was during this period, the post war years of 1946-50, that the Department of Radio enjoyed it's most prosperous years.³ Martin's tenure of office saw a total number of 4, 577 enrollments, with 105 students receiving their undergraduate degree in radio.⁴ In 1950 a program leading to the Master of Arts in Radio was instituted. These are just highlights of a very important period in the history of the department.

³ Notice, "The Department of Radio," Martin had the name changed at the end of the 46-47 year, making the transformation complete. This was just part of his shrewd bargaining with University officials. Interviews have revealed other sidelights of his contract, such as not ever having to obtain a PhD Degree, et. al.

⁴ Enrollment figures in department files. The entire University enrollment jumped during this post-war period, and radio was certainly getting its share.

Martin must also be credited with developing the present campus station, WABP, and getting it on the air as a smooth, harmonious training laboratory for the students. He devoted a large amount of his energy toward this station his first year in addition to other problems.

The graduate program in 1950 was the first of its kind in the Southeast.⁵ The first Master of Arts in the department was awarded in June of 1954.

I. CURRICULUM

Course renaissance. As has been stated, Leo Martin gave the Radio Arts curriculum a thorough overhauling. The courses set up by John Carlile had gone through such an evolution, that the only solution was to revise everything. This was taken as a necessary step to strengthen the department. The Radio Arts Department that was described in the 1946 bulletin did not even resemble the one formerly depicted. The actual courses that the department offered in the Fall of 1946 were the following: Radio Survey, Radio Acting, Radio Writing, Radio Production and Directing, Educational Utilization of Radio, Program Planning and Building,

⁵Department of Radio, Alumni Newsletter. December, 1950, p. 2.

Workshop in Radio Writing, Workshop in Radio Production and Directing.⁶

These were the first courses in the Martin-led department. There is hardly any similarity in them and the courses organized by John Carlile.⁷

The Winter Quarter of the 1946-47 year saw more new courses added to the above list; two, to be specific, which were: Broadcasting Techniques and Radio Announcing.⁸

Spring of 1947 added one additional course to the ones for the preceding terms, that of Radio in the Public Service.⁹

A total number of these new courses was eleven, a great deal more than Carlile had set up. Martin, however, was experiencing a period of a forthcoming increased enrollment, whereas Carlile was not an educator, and was not as perceptive in academic matters.¹⁰

⁶List of courses by terms, taken from department files.

⁷See p. 12.

⁸List of courses, loc. cit.

⁹Ibid.

¹⁰Perhaps the difference of Academic Status and professions influenced this. While Martin was an educator, Carlile was a production expert. Carlile's curriculum never included anything like a survey of opportunities, or radio announcing. Martin introduced the practice of thorough training in basic skills, then specialization at a higher level.

This curriculum was by no means the finished product. It was changed from time to time, either by revision or combination. New courses appeared in the catalogue year after year, and the old ones were sometimes combined. For example, in 1947-48, Continuity Writing and Script Writing were added to the list along with Advanced Radio Announcing.¹¹

In 1948, a course in Radio Advertising and Selling was offered, plus a variety of basic and intermediate courses in announcing, acting, writing, and directing. A course in sports announcing was even included in the list for the Fall quarter.¹² The Winter and Spring Quarters offered others in newscasting, children's radio programs, and home economics.

When the 1950-51 announcements were issued in regards to courses offered, the Department of Radio listed the following curricula:

11. Survey of Radio
15. Microphone Techniques
19. Introduction to Television
25. Radio-Television Continuity Writing
27. Basic Directing
33. Radio and Television Advertising
37. Women's and Children's Features
51. Radio Station Procedures
63. Advanced Radio Announcing

¹¹List of courses, loc. cit.

¹²Ibid.

- 65. Radio Acting
- 75. Advanced Continuity Writing
- 76. Script Writing
- 77. Advanced Radio Directing
- 84. Station and Program Promotion
- 119. Television Workshop
- 133. Problems in Sales
- 164. Problems in Radio Announcing
- 165. Problems in Acting
- 178. Problems in Directing
- 181. Program Planning and Building
- 183. Radio and Society
- 190. Station Management
- 201. Mass Communications
- 210. Radio in Public Relations
- 221. Graduate Seminar in Radio¹³

This was the year of the peak enrollment, and it also marked the initiation of the Graduate Program. The courses at the 200 level were open to graduates only, while they could take any course numbered 100 or over and receive graduate credit by doing extra work.¹⁴

Martin had popularized the procedure of giving the student something of everything at the basic level, and then let him specialize at the intermediate and advanced stages. The Radio Major or Minor was required to enroll in a sequence of courses, and by following this method, he was allowed to get maximum specialization, and still not channel all his efforts in one direction.

¹³Ibid.

¹⁴This is a standard regulation of the University of Alabama Graduate School.

The graduate program was directed by Dr. Kenneth Harwood, who had taught graduate research methods at the University of Southern California as a member of the Radio Faculty.¹⁵ He played an instrumental part in developing the graduate curriculum and was in charge of research for the department.¹⁶ It was he who succeeded Martin following the latter's resignation as Head of the Department in 1951.

A significant fact of the curriculum for this period is that the student received a rather liberal background in radio skills. They could also utilize the facilities of WABP, the campus station, to get actual training under broadcast conditions. It may be concluded here that the Department, during the post-war years, had a superior undergraduate program.

II. A NEW CAMPUS STATION, WABP

When Martin became Head of the Radio Department in 1946, the Beta Radio Network was anything but excellent. A limited operation, limited facilities, and a limited coverage were the problems Martin sought to alleviate. The 1946-47 year was a particularly hectic

¹⁵Newsclipping in the Department Scrapbook.

¹⁶Ibid.

one, because the Radio Department, The Bama Radio Network, and the Radio Broadcasting Services were all utilizing the same facilities on the first floor of the Union Building, and to say that it was a crowded situation was putting it mildly.¹⁷ To further complicate matters, BRN could not operate unless some personnel from the broadcasting services was there to operate the control board. The classes were held in the large studio, and there was a constant flow of student traffic through offices, classes, control rooms, and rehearsals. There was an imperative need for additional space, and Martin finally secured this space on the third floor of the Union Building, and in the Fall of 1947, the department and the student station moved to their present location.

The last days of BRN. The student station had operated spasmodically during the 1946-47 year, and Martin was making it a special point to see that the operation would be streamlined for the following year. A new location and an increase of coverage area were the first steps for the 1947-48 operation. Additional lines were strung around the campus to increase the coverage, and Martin now sought to give the station a

¹⁷This part of the narrative comes from an interview with Mr. Graydon Ausmus, Director of the Radio Broadcasting Services.

definite name - - a set of call letters. He forwarded the Federal Communications Commission several choices of call letters, with WBRN as the initial choice. The reply came that the BRN set was not available, along with an assigned set, WABP. These letters have no significant meaning, as BRN did. The new organization was completely different from the former set-up. The "democratic" practices of the BRN were abolished, and the new staff decided to invest more authority and power in the hands of the salaried student officers, and that a new emphasis would be placed on local sales, something that had been neglected for a long time.¹⁸

First broadcast. The evening of November 17, 1947 marked the first broadcast of the new campus radio station, WABP. For the first few months of that school year there had been no BRN transmissions, due to a delay of installation of the new lines.

Operation. WABP operated on a regular schedule that included broadcasting five days per week from seven until ten in the evenings. Three transmitters were located at different points on the campus, and WABP was

¹⁸The information about the first operation of WABP comes from an interview with Professor Don C. Smith of the Department Faculty, who was the station's first manager.

received at about 570 kilocycles on the broadcast band. The station programmed to meet the tastes of the students, since it was a campus-only operation.¹⁹

Programs. WABP had a policy of utilizing student talent as much as possible. There were dramatic productions, audience participation shows, sports broadcasts, news programs, music programs, and others.²⁰

Original staff. The "Largest campus wired station in the U.S.", as the Tuscaloosa News²¹ described WABP, had an original all-student staff of the following people: Don Smith, Tuscaloosa, (later to join the faculty), was the general manager; Bert Craig, Columbus, Mississippi, in charge of programs; Charles Britt, Cullman, commercial manager; Audrey Weiskopf, assistant to the faculty; Helen Holland, Birmingham, music director; Gene Bouldin, Birmingham, commercial continuity director; George Sindik, Mobile, script direc-

¹⁹Before the station went on the air Martin had directed a survey of the campus audience to determine what the student program preferences were.

²⁰Clippings in the department scrapbook.

²¹Editorial in The Tuscaloosa News, Tuscaloosa, Alabama, May 19, 1948, p. 10.

tor; Budd Dailey, Wheeling, West Virginia, chief announcer; Bob Duck, Sylacauga, special events director; George Carr, Gadsden, publicity; Peggy Lund, Massachusetts, production director; Katherine Wamsley, Birmingham, traffic director; Frank Butler, Anniston, chief engineer; Leonard Horn, Miami, Florida, news director; Ed Carrell, Mobile, typist; and Charles McNamee, faculty advisor.²²

WABP grew over the following years, not in output of signal strength, but in amount of service. The little three-hour operation was soon replaced by eight-and-one-half, then ten hours. The five day-a-week operation was expanded to six, and even seven if some special event was broadcast.²³

In the Fall of 1950, WABP celebrated its third birthday. Shortly thereafter the Crimson-White said:

One of the campus's youngest and most bustling institutions lit the third candle on its birthday cake. And although it's still having growing pains, WABP is setting a fine example for other student groups to follow...

...It's a vital part of one of the best radio departments in the nation.²⁴

²²Article in The Birmingham News, Birmingham, Alabama, February 1, 1948.

²³Department of Radio, Alumni Newsletter, December, 1950.

²⁴Ibid.

III. FACULTY

The only addition to the full-time faculty in 1946 was the appointment of Charles McNamee as an Instructor, who, along with Martin and an acting instructor, taught the courses for that academic year.²⁵

During the 1946-51 period there was a total of sixteen faculty members on the department staff. The titles ranged from Professor down to Graduate Assistant. The complete faculty for this period was: Professor Martin, Associate Professor Jim Dunean (1947-49); Assistant Professors Don C. Smith (1949- -), Evalena Caton (1949-50), and Kenneth A. Harwood (1950-54);²⁶ Instructors Charles McNamee (1946-48), Elma Venn (1947-49), Knox Hagoood (1948-51),²⁷ Jamie Murphy (1949-50), Eugene Plumstead (1950-54), and Keith Barze (1950-52). Part-time Instructors and Graduate Assistants were Lyle Laws (1946-47), Roseee Hogan (1948-49), Schuyler Richardson (1949-51), Forrest Broaders (1949-50), Norville Nelson (1950-52), and Roslyn Zarovsky (1951).²⁸

²⁵List of faculty by years, department files.

²⁶Harwood succeeded Martin as Head of the department and was then promoted to full Professor.

²⁷Recalled to military duty in 1950. Returned to the faculty in 1952 as an Assistant Professor.

²⁸List, loc. cit.

In the preceding list it is significant to note that Smith and Hagood were former graduates of the department.

IV. ENROLLMENTS

Size. This is the predominate factor during the post-war period, the fact that it was during this period that the Radio Department enjoyed a peak number of enrollments. This was the post-war period when the entire University enrollment swelled, and radio was a growing industry. The returning servicemen were taking advantage of G.I. benefits by seeking a college education, and radio and television were attractive fields to enter. Perhaps this combination of veterans and a growing, attractive industry account for the department's success.

In the Fall of 1947 the enrollment figures were 260, an increase of 117 over the previous Fall Quarter.²⁹ These figures continued to rise for the following years' Fall terms, going from 260 to 360, 407, and a peak of 461 in 1950's Fall term.³⁰ A chart expressing these figures graphically may be seen on the following page.

²⁹Enrollment figures in department files.

³⁰Ibid.

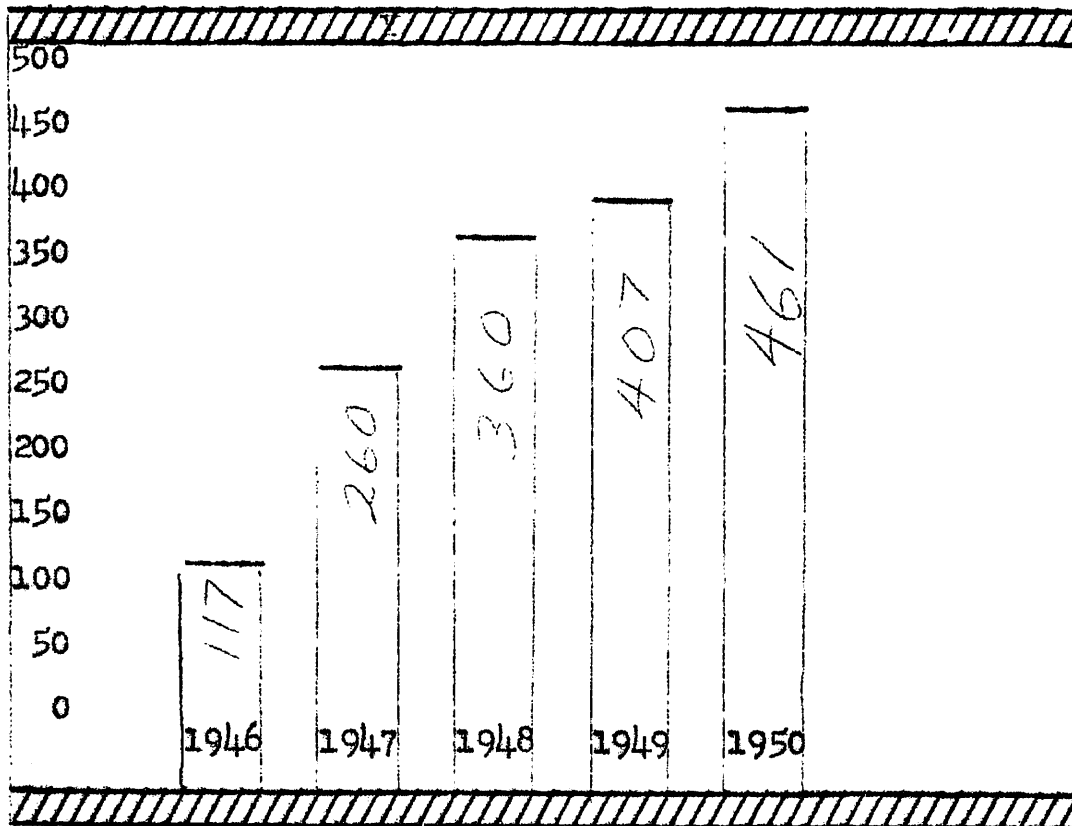


FIGURE 2

ENROLLMENTS, FALL TERMS, 1946-50

The picture for the Winter Quarters during this period is somewhat different. Here the increase is greater than the Fall figures for the first three years, but in the final two years, 1949-50, the trend recedes and trails the figures for the previous terms. The figures for 1946-48, which are all greater than the Fall enrollments, are: 176, 265, and 373. The 1949 figures are 350, and for the 1950 second term³¹ the total is 381.

The Spring figures take an even different twist. They fluctuate more in either direction (up or down) than do the Fall and Winter figures. In 1947 they were greater than the preceding Fall's figures but smaller than the number of Winter Quarter enrollments. The next year, 1948, the Spring figures were 287, and that represented the peak for that year. 1949 resembled the 1947 pattern, and 1950 had a Spring enrollment of 369, which was greater than Winter, but not as large as Fall.³²

These figures represent the harvest years for the Department of Radio. The peak of 461 for the 1950 Fall term has never been equalled by any other individual

³¹The 1950 year marked the return to the semester system by the University of Alabama. The second term is actually the following Spring Semester.

³²Enrollment figures, loc. cit.

term. Since that peak in 1950, the enrollments have dropped considerably, but a leveling-off point has apparently been reached.³³

V. OTHER ACTIVITIES

Leo Martin was extremely public relations minded. He was the type that would let no opportunity be overlooked that would put the University of Alabama's Department of Radio before the public eye. He was also interested in keeping in touch with the alumni, finding out what they were doing, and in turn to let them know about the Department's activities. To facilitate this, he initiated the Alumni Newsletter in the Spring of 1949, which had the express purpose of giving the alumni news of the events in the department. The newsletter usually contained highlights of the academic year, and perhaps a list of courses along with a list of all the former graduates with their present address and occupation.

Martin was instrumental in getting the Alabama Broadcasters Association to establish their headquarters at the University of Alabama.³⁴ The A.B.A. office on

³³See sections concerning later enrollments in following chapters.

³⁴Alumni Newsletter, Department of Radio, University of Alabama. June, 1950.

the campus which was established in 1950, was designed to coordinate the various radio activities on the campus with those of the commercial broadcasters of the state. The annual Fall Meeting of the A.B.A. became a regular event on the campus.

Another point of significance is expansion of the Department. In 1947, Martin moved the department to the third floor of the Union Building, but offices, classrooms, studios, and WABP control room were all located at the end of the hall. During the 1948-49 year additional space was obtained, and WABP acquired a second studio, and the faculty obtained enough space for individual offices.

The Summer of 1950 found Leo Martin on the staff of the annual summer workshop for educators at Denver University in Denver, Colorado. He served in the capacity as director of the radio education sections for the workshop.³⁵

That same year, 1950, the Department Faculty conducted a two-day workshop in radio for representatives of the county's women's clubs.³⁶

³⁵Alumni Newsletter, Department of Radio, University of Alabama, December, 1950

³⁶Ibid.

Continuing along the public relations line, Leo Martin delivered a series of speaking engagements throughout the state. His topics were:

1. Color Television--How does it work?
2. Iron Curtain Radio--Do we have Russia by the ears?
3. Radio's Death Knell--Is television killing radio?
4. Free-Enterprise Radio--Do you want it government run?³⁷

Probably the most significant newsletter any alumnus received was the issue for June of 1951. It contained the following message from Martin:

This will be my last edition of the Alumni Newsletter...You may have heard by this time that I have accepted an invitation to become Director of the Division of Radio, Television, and Theatre in the School of Public Relations and Communications at Boston University, effective September first...I am reluctant to leave the many fine associates whom I have known during the last five years at the University of Alabama....³⁸

This was the end of the Martin era. In his five years as Head of the Department of Radio, he had guided it through its most prosperous years. He had set up the present day curriculum, organized and put the new campus station, WABP, on the air, and had established a graduate program in the department, the first such in the Southeast. Certainly, the Department was losing a very competent head; but its loss was Boston's gain.

³⁷Ibid.

³⁸Alumni Newsletter, Department of Radio, University of Alabama. June, 1951.

VI, SUMMARY

The man who organized the modern Department of Radio was Leo Martin. He laid the groundwork for the present day radio curriculum at the University, put the present campus station, WABP, on the air, obtained the present location for the department, and he introduced a graduate program in 1950, the first of its kind in the Southeast.

During Martin's reign as head, the department blossomed with a record enrollment, and reached a peak in 1950 of 461; a peak that has never been equalled.

The facilities and the faculty expanded to keep pace with the increasing enrollment, and it was in this 1946-51 period that most of the present-day space for the department was acquired. Two former graduates of the department, William K. Hagood and Don C. Smith returned during this period to accept positions on the faculty.

In the Spring of 1951, Martin resigned as Head of the Department of Radio to accept a similar position at Boston University. Dr. Kenneth Harwood, who had been director of the graduate program, replaced him as Acting Head.³⁹

³⁹University of Alabama Bulletin, 1951-52.

CHAPTER V

THE PERIOD OF THE DEPARTMENT OF RADIO AND TELEVISION FROM 1951 TO 1954

This 1951-54 period of the department's history is significant that during this time the department's name was changed for the third time. Television had been included in the curriculum until nearly all courses taught both media, so the title of "Department of Radio and Television" was adopted. Dr. Kenneth Harwood was the departmental head for this period, a position he assumed following Leo Martin's resignation as Head in the Spring of 1951.

This chapter enumerates the activities of this period when Harwood was head of the department, and brings the reader closer to a perspective of the present situation.

I. CURRICULUM

Course changes. When Harwood became Acting Head¹ of the department in the Fall of 1951, he did not perform a major course revision as Martin had done in 1946.²

¹University of Alabama Bulletin, 1951-52.

²See Appendix B for a list of courses.

This sort of action was not necessary, since a sound curriculum had already been established. Practically all of the course titles of 1950 have been retained, and any changes that have been made were concerned with internal course structure.

The graduate curriculum. The graduate courses underwent quite a change, however; for the 1951-52 year marked the development of an entirely different curriculum from the previous year. Graduates were given a wider selection of courses, and the curriculum was strengthened from an academecian's standpoint.

II. A NEW CAMPUS STATION, WABP-TV

Radio activities. A marked change was taking effect on the WABP operation during the 1951-54 period. There had been a continuing drop in sales, and as a result the station's revenue showed a decrease for the period.³ The calibre of operation for the station had still been fairly good, but not quite up to what it had been previously. This might possibly be explained from the standpoint of a decreased enrollment, with not as much talent to select from. Or perhaps the quality of the students themselves was not on a level with previous

³WABP financial figures, department files.

undergraduate classes. If examined with more scrutiny, the issue could be resolved, and possibly it would fall in the first explanation offered, that of a decreased enrollment.

The advent of TV. The first announcement of an outlet for television programs on the campus was issued in a news release from the department in December of 1953. This release explained the proposed set-up rather thoroughly, and it mentioned the fact that new camera equipment was being ordered.⁴

The signal was to be limited to the Union Building initially, but when adequate co-axial cable could be installed, the signal would be extended to the campus in a similar manner to WABP (AM).⁵

The new television station would be operated in the same manner the campus radio station has been, that is, managed and operated by the students.⁶

The operation could be received on channel three.⁷

⁴News item from the Department of Radio and Television, University of Alabama. December 8, 1953.

⁵Ibid.

⁶Ibid.

⁷Ibid.

This was not the first venture into television by the department.⁸ In April of 1952, Knox Hagoood had directed an all-student cast in a live television drama that originated from the studios of WATM-TV, Birmingham. This was the first TV production by the department.⁹

A poll was taken of the student during registration for the 1952 Spring Semester to determine how many of them favored the idea of a campus television station for the students. The final tabulation revealed that 95.6 per cent favored the idea.¹⁰

Less than a year later, WABP-TV was telecasting a regular program each week-day afternoon via a closed-circuit operation.

III. ENROLLMENTS

This is the period following the peak year of 1950-51. It is marked by a severe decline, followed by a leveling-off period. The record high of 461 enrollments has never been equalled.

The figures for the Fall Semesters of this period

⁸Courses already had been teaching the medium.

⁹Alumni Newsletter, Department of Radio and Television, December, 1952.

¹⁰Alumni Newsletter, Department of Radio and Television, May, 1953.

are very similar. There never was a great difference between one year and another as is indicated by the following figures: 296, 302, and 290.¹¹ The percentage of increase or decrease over the preceding Fall Semester was: 1951, - 35.8 per cent; 1952, + 2 per cent; 1953, - 4 per cent.¹²

The Spring Semesters showed a tremendous loss over the three-year period to pull the average down considerably. Spring of 1952 had a decrease of twenty-three and nine-tenths per cent over 1951. 1953 was 10 per cent better than Spring of 1952, but the following Spring, 1954, there was a 32 per cent decrease.¹³

Summer School enrollments have declined over-all since 1951, the figures being 73 in 1951, followed by enrollments of 39, 23, and 29.¹⁴

The cumulative totals for the three years are 1,806, as contrasted to the 1950-51 total of 915. This comparison shows that in three years, the enrollment had only increased slightly over twice as much as for the record 1950-51 year.¹⁵

The enrollment for the graduate courses during

¹¹Enrollment figures in department files.

¹²Ibid.

¹³Ibid.

¹⁴Ibid.

¹⁵Ibid.

the 1951-54 period shows a steady decline. There were 10 graduate enrollments in 1951, five in 1952, and only one in 1953.

The following figure presents a comparison of the enrollments for the period...

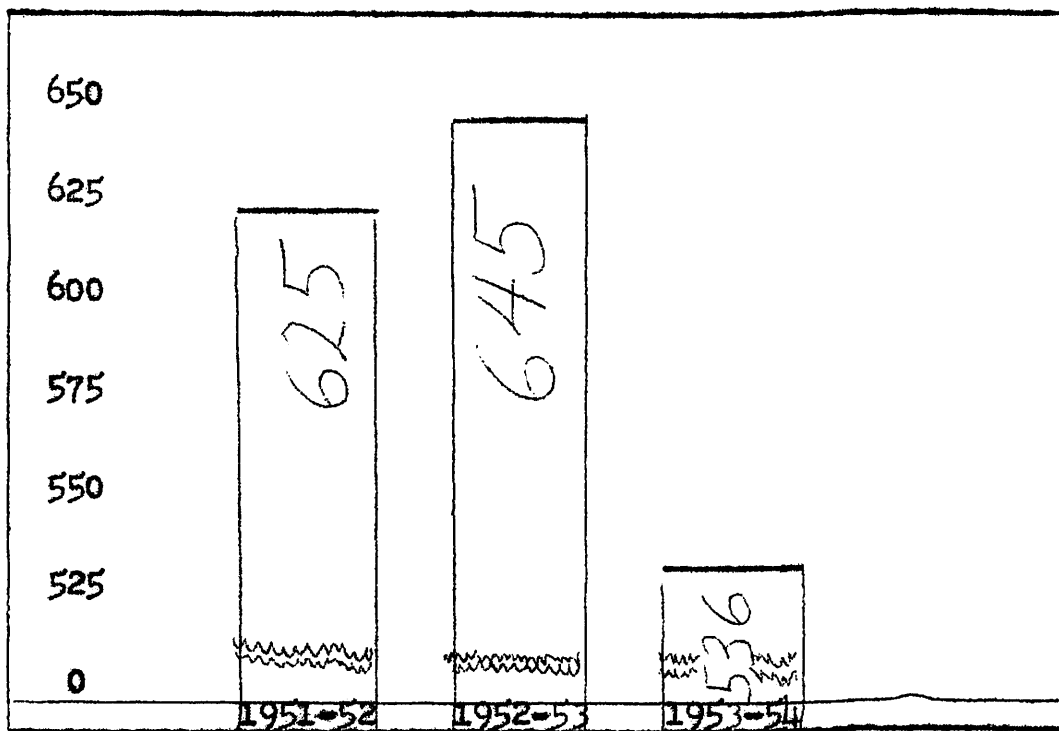


FIGURE 3

TOTAL ENROLLMENTS IN RADIO-TV

FOR THE 1951-54 PERIOD

The figures for this period are considerably lower than for the previous (1946-51) period. However, it was a five-year period, while the above is for three years.

IV. FACULTY

There was a large turnover of faculty during this three-year period, and the total number of faculty members for the period was the largest for such a division that the department has ever experienced. The 1950-51 faculty was retained after Martin's resignation with the exception of two graduate assistants. The total number of faculty members for the 1951-52 year was seven; only two less than the previous year which had the record enrollment.¹⁶

The 1952-53 year had an even larger faculty, 11, but many of them were part-time instructors and graduate assistants, some of whom taught only one class.

The full-time faculty for the three years consisted of Dr. Harwood, Assistant Professors Don C. Smith, W. Knox Hagood, Eugene M. Plumstead, E.W. Nelson, Jr., and Bernard Hirsch.¹⁷ There were also several part-time instructors, lecturers, and graduate assistants.¹⁸

¹⁶The 1951-52 year had seven faculty members for 625 enrollments; 1950-51 had 915 enrollments and nine faculty members.

¹⁷Hagood had returned from military duty in the Spring of 1952. Nelson and Hirsch were Visiting Assistant Professors, the former later joining the permanent faculty.

¹⁸See Appendix D for a complete list of faculty.

Professor Smith was on leave of absence for the 1952-53 year while doing pre-doctoral work at The Ohio State University.¹⁹

During two of the Summer Schools of this period, only one faculty member would instruct in the Department of Radio and Television, and at the same time assume the position of Acting Head for the Summer. This occurred in 1953 when Plumstead was Acting Head, and in 1954 as Nelson headed the department for the Summer months.²⁰

Harwood resigned as Head in the Summer of 1954, to accept the title of Chairman of the Department of Telecommunications at the University of Southern California. He was replaced by Nelson for the 1954-55 year, who continued as Acting Head.

V. GRADUATES

A total of 75 Radio and Television Majors graduated during the three years that Harwood was head of the department.²¹ It was during this period that the first Master of Arts Degree in Radio and Television

¹⁹Alumni Newsletter, Department of Radio and Television, December, 1952.

²⁰Alumni Newsletters for December of 1953 and June of 1954, Department of Radio and Television.

²¹List of graduates, department files.

from the department was awarded to Irwin S. Liber in June of 1954. That was the same month that the largest graduating class from the department received bachelor's degrees, a total of 19.²²

VI. OTHER ACTIVITIES

A glance at some of the highlights of this period between 1951 and 1954 shows an expansion program by the department. Additional space was acquired on the third floor of the Union Building allowing more classrooms, additional studio space, and an increase in faculty office space.

The man who founded the original Radio Arts Department, John S. Carlile, passed away in January of 1952 at Jacksonville, Florida.²³

The department's chapter of Alpha Epsilon Rho, which was instituted by Leo Martin, was quite active between 1951 and 1954. New members were tapped each semester, their recognition being due from outstanding academic standing, and service to the broadcasting industry.

The department and WABP had a radio news tele-

²²Ibid.

²³Alumni Newsletter, Department of Radio and Television, December, 1952.

type installed in September of 1952, along with a new console in the WABP main control room.²⁴ The development of a film studio began in December of 1952 when installation was begun on a new lighting and sound-proofing system in one of the rooms on the third floor of the Union Building.²⁵ This was part of the expansion program effected by the department during this period, 1951-54.

In May of 1953 the Crimson Theatre produced it's first all-filmed program. Supervised by Professor E.W. Nelson, the half-hour production of "Watch Your Step" was presented over WAFM-TV in Birmingham.²⁶

Professor Plumstead resigned from the faculty in the Fall of 1953 to accept a position with WMPS in Memphis, Tennessee.²⁷

Early in 1954 the entire north wing of the third floor was allotted to the department, and work was begun on a new TV control room and studio.

²⁴Ibid.

²⁵Ibid.

²⁶Ibid.

²⁷Alumni Newsletter, Department of Radio and Television, June, 1954.

VII. SUMMARY

The 1951-54 period of the history of the Department of Radio and Television of the University of Alabama is marked by a severe decrease in enrollments; but also it could be called the period of expansion. For it was during that period that the department expanded into the area it now occupies on the third floor of the Union Building, and the period also marks the addition of television into practically all of the courses.

The period is also marked by a large number of graduates, and it was in June of 1954 that the first Master of Arts was awarded from the department, four years after the institution of the graduate program.

CHAPTER VI

THE PRESENT SITUATION

Dr. Kenneth Harwood resigned as Head of the Department of Radio and Television in the Summer of 1954. Professor E.W. Nelson, Jr., had been serving as Acting Head during the Summer, and at the beginning of the Fall Semester he was retained in that capacity. His appointment is for the 1954-55 academic year only, and a search has been conducted to find some outstanding person in the broadcasting world to become permanent head of the department.

Enrollments for the 1954 Fall term were five and one-half per cent lower than for the 1953 Fall Semester. The actual number of enrollments was 274.¹ On the other hand, the enrollment of graduate students increased a remarkable nine hundred per cent. However, a large enrollment in the basic courses over the last three years indicated that an increase in the over-all departmental picture will be possible in the future.²

Changes have been proposed in the curriculum for the 1955-56 academic year. Among them were certain

¹Enrollment figures in department files.

²Ibid.

changes in the major and minor requirements, which were proposed by the combined faculty. Because of the shallow advanced enrollment, the various problems courses were replaced by a seminar-type class at the advanced undergraduate level.³

A re-evaluation of the course structure has been made, and a more definitive explanation of course material has been prepared for the University Bulletin.

The current faculty has one major addition to last year's full-time staff. In addition to Professors Nelson, Smith, and Hageod, William Gatling, a graduate of the University of North Carolina was added as an Assistant Professor. An exchange of personnel with the Radio and Television Broadcasting Services has been experimented with this year, with Nelson and Hageod producing shows for WUOA-FM, and Walt E. Whittaker and R. LeRoy Bannerman teaching production and writing courses. The effectiveness of this exchange program and whether or not it will be continued has not yet been determined.

An effort has been made to eliminate the outstanding number of two hour courses in the department.

³Course 195, entitled Proseminar in Radio and TV. A seminar course in which the student does special study in a particular area of broadcasting.

A combination of courses 185, Public Relations; and 190, Radio and Television Station Management has resulted in a revised course 190 entitled: Radio and Television Station Management and Public Relations.⁴ A large number of introductory courses are still available for only two credit hours, and these will present a problem to the next head of the department when course revision is attempted again.

The department is now in its fourteenth year of operation. It permits the student to receive professional training in radio and television broadcasting, and at the same time to receive a liberal college education. To quote from the late John Carlile, founder of the Radio Arts Department in 1940, an appropriate passage from his Report to the President of the University of Alabama, the Dean of the College of Arts and Sciences, and the Dean of the Extension Division in the Spring of 1941:

We may have here the leading radio-educational center in the country...A department so designed and manned, so sound academically and professionally as to assure graduates of a competence in this field as well as a liberal education cannot be bought, it must be built...Now that we are offering to youth this unique opportunity we must see to it that, at no step along their way with us, do they fail to

⁴Information obtained from department.

receive the instruction and the experience they have every right to expect. May the University of Alabama precede all others in the excellence of its radio services.⁵

Today the Department of Radio and Television, University of Alabama, is one of the South's and the nation's foremost centers of radio education. Every year trained graduates take their place with successful people in the broadcasting industry, and they have that instilled competence of professional character that only a well-rounded college education can give.

As of December, 1954, the department's 184 graduates⁶ were dispersed all over the world; some in military service, others in civilian life. A total of 75 of the graduates are connected with the broadcasting industry in one capacity or another.⁷ Of this number 17 are announcers, or announcing comes as one of their principal duties; 16 are station managers; and 8 are connected with the sales department of a radio or television station.⁸ Of the remaining 34 the majority are connected with traffic, continuity, and/or programming.

⁵John S. Carlile, Report of the Director of Radio Education, 1941. Copy in WUOA-FM files.

⁶Figures tabulated from department newsletter of December, 1954.

⁷Ibid.

⁸Ibid.

CHAPTER VII

SUMMARY

This has been the history of the University of Alabama's Department of Radio and Television. The department was founded in 1940 by John S. Carlile, a former production director for the Columbia Broadcasting System, and functioned for six years under the title of The Department of Radio Arts. Carlile organized the first curriculum for the University in radio techniques training, where formerly courses in radio speaking and writing had been taught in the Speech and English Departments. Carlile also organized a campus radio station in 1941 called the Bama Radio Network, and that was the beginning of campus broadcasting that has continued for every academic year, with the exception of the Summer months and a brief period during the 1947 Fall term.

Carlile left the University early in 1944 on leave of absence to do broadcasting work for the Department of State in Washington, D.C., and his duties as departmental head were assumed by Mrs. Helen Stanley, an Associate Professor of Radio Writing. Mrs. Stanley served as Acting Head of the Radio Arts Department until her resignation at the end of the 1944-45 year.

Professor T. Earle Johnson of the Department of Speech was Acting Head of the Radio Arts Department for the 1945-46 school year. This marked the closest approach to a combination of the two departments, a possibility that never materialized.

The man who became head of the department in 1946, Lee Martin, was the person whose work resulted in the present-day department. Martin revised the entire radio curriculum to include training in areas such as announcing, acting, programming, which had never been offered before. He also devoted much time to building up the campus station, and as a result the department's WABP went on the air in 1947, and has been operating in a professional manner for the campus ever since. It was in 1947 that Martin had the name of the department changed to the Department of Radio.

Martin guided the Department of Radio through a prosperous post-war period; a period when the University enrollment increased exceedingly, and radio as an industry was an attraction that appealed to the student.

Other accomplishments of Martin's tenure of office were the development of a well-organized public relations program, and the institution of a graduate program in the department.

1951 marked another major change in departmental heads, when Martin resigned, and Dr. Kenneth Harwood, who had been the director of the graduate program, was named as his successor.

The three years, 1951-54, that Harwood served as Head of the Department of Radio and Television, the official title adopted in 1952, were quite disappointing from an enrollment standpoint, but were marked by an expansion of facilities. The University enrollment suffered a severe cut in enrollments in 1951, and the department followed the trend. The inclusion of television in the course curriculum occurred to a high degree during these years, which resulted in the new department name.

Irwin S. Liber was awarded the first Master of Arts in Radio and Television from the department in June of 1954. His thesis was, A Survey of Opinions of the Education of Graduates of the University of Alabama Department of Radio and Television.

The Summer of 1954 marked the resignation of Harwood as departmental head. It was followed by the appointment of E. W. Nelson, Jr., as Acting Head for the 1954-55 school term.

A student television station is in the process of being developed. WABP-TV will be received on channel 3.

Conclusions. It would be an historical error to not credit John Snyder Carlile with being the founder of the University of Alabama Department of Radio. Much credit should also be afforded Carlile in developing the University education by radio program, an organization that today bears the title of the Radio and Television Broadcasting Services. Carlile put the initial campus station on the air in 1941; the beginning of 13 years of campus service with the exception of Summer Schools and a period in 1947, shortly before the present campus station, WABP, went on the air.

The University's decision to establish two separate heads for the Department of Radio Arts and the Radio Broadcasting Services in 1945 has proved to be very successful. The policy has allowed more concentration on specific duties, resulting in a better over-all performance.

The man to whom much of the credit for the present department should be awarded is Leo Martin, who headed the department through a post-war period of record enrollment. He developed most of the present-day curriculum, and he also built up the campus station into a professional operation that gained the attention of the campus; and it was Martin who began the graduate program.

Dr. Kenneth Harwood, Head of the Department of Radio and Television between 1951 and 1954, developed research at the graduate level, although there was only one candidate to complete the requirements for the M.A. Degree during this time. Whether this can be explained by too rigid standards, or by an inferior calibre of Graduate Students cannot be determined here, because several of the candidates still have only the thesis requirement to fulfill; and one of the biggest problems of graduate study is to encourage the student to complete the thesis when not in residence.

An expansion of the department into the field of television was effected under Harwood's guidance, and the saturation of both media in course content afforded the adoption of the title: Department of Radio and Television.

Recommendations for further study. This type of historical research might well be extended into a very closely related topic, that of the development of radio as a medium of education at the University since its earliest conception, and to trace it through the work of the Extension Division and the Radio and Television Broadcasting Services. The possibilities of a history of radio in Alabama, other departments on the campus, and other radio and TV departments might be explored.

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Interviews:

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Hagood, W. Knox, Tuscaloosa, Alabama, December
7, 1954.

Johnson, T. Earle, Tuscaloosa, Alabama, December
10, 1954.

Smith, Don C., Tuscaloosa, Alabama, December 7, 1954.

APPENDIX

APPENDIX A

ENROLLMENT FIGURES

<u>1940-41</u>	Enrollments
1st Semester	20
2nd Semester	28
<u>1941-42</u>	
1st Semester	39
2nd Semester	74
<u>1942-43</u>	
Fall Quarter	103
Winter Quarter	159
Spring Quarter	62
Summer Quarter	45
<u>1943-44</u>	
Fall Quarter	50
Winter Quarter	49
Spring Quarter	69
Summer Quarter	—
<u>1944-45</u>	
Fall Quarter	84
Winter Quarter	54
Spring Quarter	38
Summer Quarter	—
<u>1945-46</u>	
Fall Quarter	73
Winter Quarter	61
Spring Quarter	52
Summer Quarter	—

APPENDIX A

ENROLLMENT FIGURES

(Continued)

1946-47

Enrollments

Fall Quarter	117
Winter Quarter	176
Spring Quarter	170
Summer Quarter	52

1947-48

Fall Quarter	260
Winter Quarter	265
Spring Quarter	287

1948-49

Fall Quarter	360
Winter Quarter	373
Spring Quarter	353

1949-50

Fall Quarter	407
Winter Quarter	350
Spring Quarter	369

1950-51

Fall Semester	461
Spring Semester	381
Summer School	73

1951-52

Fall Semester	296
Spring Semester	290
Summer School	39

APPENDIX A
ENROLLMENT FIGURES
(Continued)

<u>1952-53</u>	<u>Enrollments</u>
Fall Semester	302
Spring Semester	320
Summer School	23
<u>1953-54</u>	
Fall Semester	290
Spring Semester	217
Summer School	29
<u>1954-55</u>	
Fall Semester	274

APPENDIX B

SAMPLE LIST OF COURSES

1940-41 Radio Arts Courses:

- 21-22. Introduction to Radio Broadcasting
 121-122. Production and Direction of Radio Programs
 181-182. Seminar and Workshop

Courses in correlated departments:

English.

- 131-132. Radio Writing
 151-152. Seminar in Radio Script Writing

Journalism

53. The Newspaper and Radio
 111-112. News Broadcasting

Music

- 25-26. Survey of Musical Literature
 51. Voice
 171-172. Seminar in Musical Radio Programs

Physics

- 55-56. Elementary Principles of Radio
 57-58. Radio Physics
 157-158. Advanced Radio Physics

Psychology

- 195-196. Psychology of Radio
 201-202. Research problems in Psychology of Radio

Sociology

111. Social Psychology

Speech

115. Radio Speech
 117-118. Research in American Place Names
 119-120. Study of Foreign Language Pronunciation

APPENDIX B
(CONTINUED)

SAMPLE LIST OF COURSES

1946-47 Radio Arts Courses

- 8. Radio Survey
- 9. Broadcasting Techniques
- 31-32. Announcing
- 41-42. Radio Acting
- 71. Radio Writing
- 81. Radio Production and Direction
- 91. Educational Utilization of Radio
- 93. Radio in the Public Service
- 161. Program Planning and Building
- 171. Workshop in Radio Writing
- 181. Workshop in Radio Production and Direction.

APPENDIX B

(CONTINUED)

SAMPLE LIST OF COURSES

1950-51 Department of Radio Courses:

- 11. Radio Survey
- 15. Microphone Techniques
- 19. Introduction to Television
- 25. Continuity Writing
- 27. Basic Directing
- 33. Radio-Television Advertising
- 37. Womens & Childrens Features
- 62. Radio Station Procedures
- 63. Radio Announcing
- 65. Radio Acting
- 75. Advanced Continuity Writing
- 76. Script Writing
- 77. Advanced Radio Directing
- 84. Station and Program Promotion
- 119. TV Workshop
- 133. Problems in Sales
- 164. Problems in Announcing
- 165. Problems in Acting
- 175. Problems in Writing
- 178. Problems in Directing
- 181. Program Planning and Building
- 183. Radio and Society
- 190. Station Management
- 201. Mass Communications
- 210. Radio in Public Relations
- 221-222. Graduate Seminar in Radio

APPENDIX B

(CONTINUED)

SAMPLE LIST OF COURSES

1954-55 Courses Proposed by the Department of Radio & TV:

- 7. Survey of Radio and Television
- 9. Fundamentals of Listening and Viewing
- 11. Introduction to Radio and Television
- 15. Introduction to Cinema
- 23. Radio and Television Announcing
- 25. Radio and Television Continuity Writing
- 27. Radio and Television Production
- 29. Radio, Television, and Cinema Acting
- 30. Radio and Television News Programs
- 31. Television Film Production
- 33. Radio and Television Advertising
- 37. Radio and Television Features for Women
- 44. Introduction to Broadcast Propaganda
- 61. Radio Station Procedures
- 63. Advanced Announcing
- 68. Sports and Special Events Announcing
- 71. Advanced Continuity Writing
- 74. Script Writing
- 77. Advanced Radio and Television Production
- 80. Radio Operations
- 83. Radio and Television Sales
- 152. Planning and Production of Radio and TV Programs in Schools (College of Education)
- 181. Radio and Television Programming
- 183. Radio, Television, and Society
- 190. Radio and Television Station Management and Public Relations
- 195. Proseminar in Radio and Television
- 203:204. Introduction to Graduate Study In Radio and Television
- 205. Theories of Communication
- 261:262. Special Problems in Radio and Television

APPENDIX C

LIST OF FACULTY BY YEARS

1941-1943

Carlile, John S. (Head), Professor
Flynn, Roy, Instructor

1943-1945

Stanley, Helen (Mrs.), Associate Professor
(Acting Head, 1944-45)
Carlile, John S., Professor (leave of absence)

1945-46

Johnson, T. Earle (Acting Head), Professor
Ausmus, Graydon L., Associate Professor
Gledhill, William, Associate Professor
Nyvall, Jane, Instructor

1946-47

Martin, Lee (Head), Associate Professor
Ausmus, Graydon L., Associate Professor
McNamee, Charles, Instructor
Laws, Lyle, Acting Instructor

1947-48

Martin, Lee (Head), Professor
Duncan, Jim, Associate Professor
McNamee, Charles, Instructor
Venn, Elma, Instructor
Hogan, Rosece, Graduate Assistant

1948-49

Martin, Lee (Head) Professor
Duncan, Jim, Associate Professor
Venn, Elma, Instructor
Hagood, W. Knox, Instructor
Hogan, Rosece, Graduate Assistant
Murphy, Jamie (Mrs.), Part-time Instructor

APPENDIX C

(CONTINUED)

LIST OF FACULTY BY YEARS

1949-50

Martin, Leo (Head), Professor
 Smith, Don C., Assistant Professor
 Caton, Evalena, Assistant Professor
 Hagood, W. Knox, Instructor
 Murphy, Jamie (Mrs.), Instructor
 Broaders, Forrest, Part-time Instructor
 Richardson, Schuyler, Graduate Assistant
 Hogan, Roscoe, Graduate Assistant

1950-51

Martin, Leo (Head), Professor
 Harwood, Kenneth, Assistant Professor
 Smith, Don C., Assistant Professor
 Hagood, W. Knox, Instructor*
 Plumstead, Eugene, Instructor
 Barze, Keith, Graduate Assistant**
 Richardson, Schuyler, Graduate Assistant
 Nelson, Norville, Graduate Assistant
 Zarovsky, Roslyk, Graduate Assistant
 * Leave of Absence for military duty, Dec. 1950
 **Became Instructor to replace Hagood for Spring Semester

1951-52

Harwood, Kenneth, (Acting Head), Associate Professor
 Smith, Don C., Assistant Professor
 Plumstead, Eugene, Assistant Professor
 Barze, Keith, Part-time Instructor
 Nelson, Norville, Graduate Assistant
 Williams, Ralph, Part-time Instructor
 Frost, Peggy, Graduate Assistant

1952-53

Harwood, Kenneth (Head), Professor
 Smith, Don C., Assistant Professor (absent on leave)
 Hagood, W. Knox, Assistant Professor
 Plumstead, Eugene, Assistant Professor

APPENDIX C

(CONTINUED)

LIST OF FACULTY BY YEARS

1952-53 (continued)

Nelson, Edwin W., Jr., Visiting Assistant Professor
 Bruce, Frank, Part-time Instructor
 Williams, Ralph, Part-time Instructor
 Thomas, Peggy (Mrs. Walt Whittaker), Part-time Instr.
 Liber, Irwin S., Graduate Assistant
 Frost, Peggy, Graduate Assistant
 Lake, Ed., Graduate Assistant
 Williamsen, William, Lecturer

1953-54

Harwood, Kenneth (Head), Professor
 Smith, Don C., Assistant Professor
 Hagoood, W. Knox, Assistant Professor
 Nelson, Edwin W., Jr., Assistant Professor
 Plumstead, Eugene, Assistant Professor
 Hirsch, Bernard, Visiting Assistant Professor
 Allen, William, Graduate Assistant
 Gunn, Robert, Graduate Assistant
 Houghton, Paul F., Lecturer

1954-Fall Semester

Nelson, E. W., Jr., (Acting Head), Assistant Professor
 Smith, Don C., Assistant Professor
 Hagoood, W. Knox, Assistant Professor
 Gatling, William, Assistant Professor
 Bannerman, R. LeRoy, Part-time Instructor
 Whittaker, Walt E., Part-time Instructor
 Youds, Moyra, Visiting Lecturer
 Allen, William, Graduate Assistant
 Gunn, Robert, Graduate Assistant
 Hartsook, Richard, Graduate Assistant

APPENDIX D

LIST OF NUMBER OF GRADUATES BY YEARS

1943- - 3

1944- - 0

1945- - 3

1946- - 2

1947- - 4

1948- - 16

1949- - 28

1950- - 31

1951- - 26

1952- - 25

1953- - 28

1954- - 21

Master of Arts Degree

June, 1954- -Irwin S. Liber, Class of '52