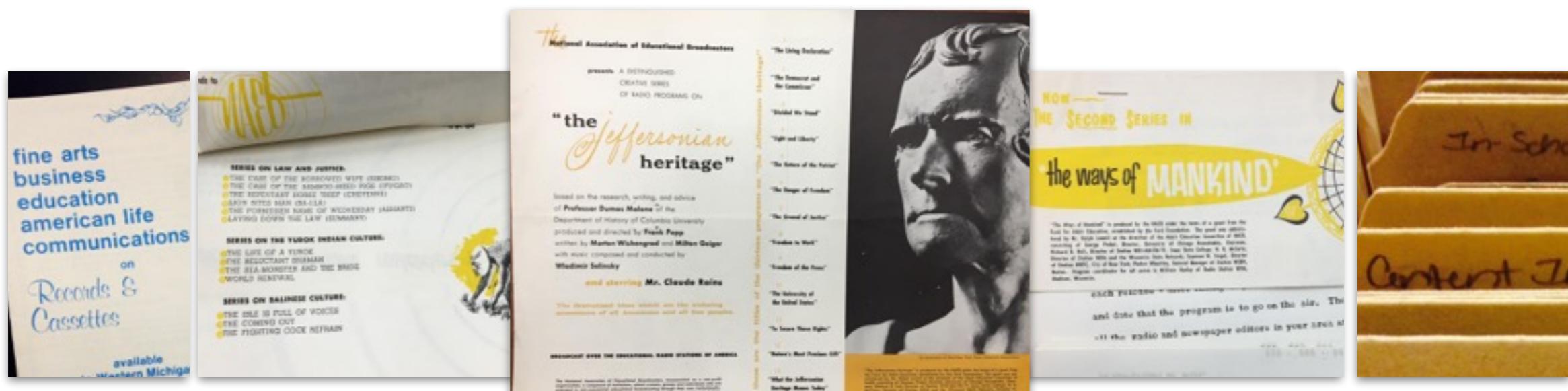


UNLOCKING THE AIRWAVES

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About Unlocking the Airwaves

Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection is a comprehensive online collection of early educational public radio content from the National Association of Educational Broadcasters (NAEB). The forerunner of CPB and its arms, NPR and PBS, the NAEB developed and distributed educational radio programs and accompanying print materials to schools and communities across the United States. What's more, the NAEB lobbied extensively to unlock the airwaves—to access precious frequency space—in order to bring the voices of poet Robert Frost, architect Frank Lloyd Wright, anthropologist Margaret Mead, and conservationist “Ranger Mac,” among many other individuals, into American homes and classrooms.

The NAEB’s history is the dramatic story of idealists who believed in the utopian possibilities of technology for education and social uplift and who faced considerable challenges in pursuit of those goals, including economic depression, world war, and the scarcity of the electromagnetic spectrum. It’s a story that has much to tell us about 20th century American culture, as well as the 21st century’s environment of online educational technology and podcasting that we live in today.

Despite its historic importance and contemporary relevance, most of the NAEB members’ programs were never heard again after their initial brief moments on the air. The archives for the radio programs and their related paper documentation have been split for over 25 years between two institutions: the University of Maryland and the Wisconsin Historical Society. Unlocking the Airwaves reunites the split collections, finally realizing the potential of the collections of the NAEB for exploration and study by educators, scholars, journalists, documentarians, genealogists, and the broader public.

Click on [About](#) to read more about the project and the NAEB. To access radio programs and related archival materials, click [Explore the Archive](#).

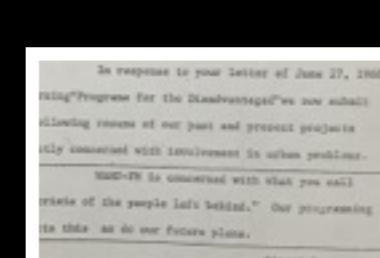
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Radio during the Cold War



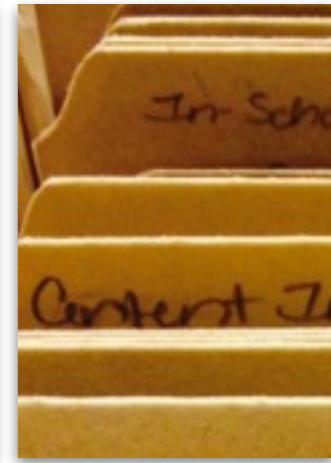
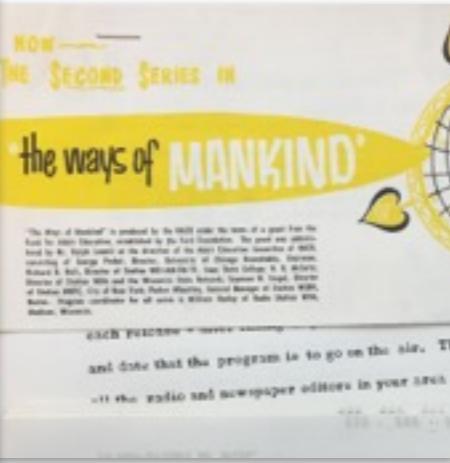
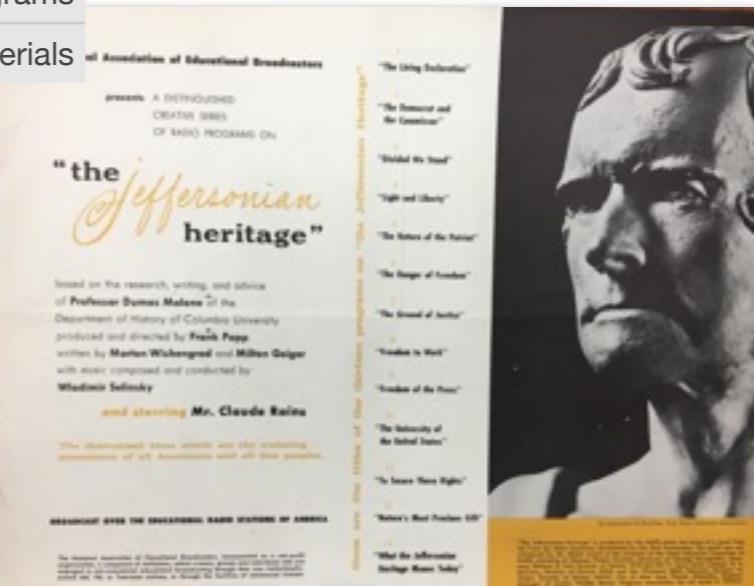
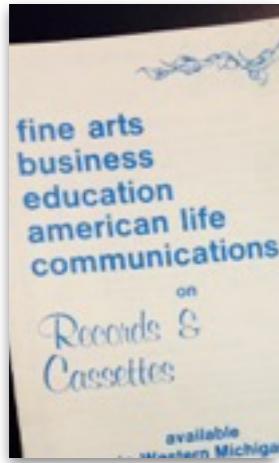
American Jazz in the 1950's



‘Programs for the Disadvantaged’

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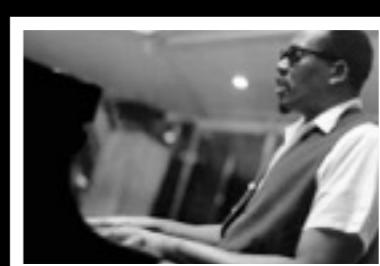
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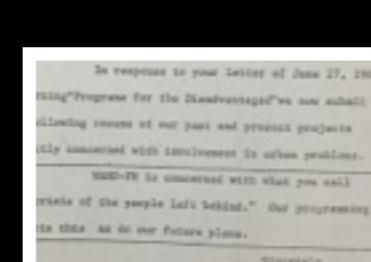
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American Jazz in the 1950's



'Programs for the Disadvantaged'

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The [Search and Browse page](#) is a way you can explore the entire *Unlocking the Airwaves* collection, including NAEB radio programs and related archival materials, from one point of entry. You may either browse the collection using what are called ‘facets’ (pre-defined categories and queries) on the left side of the screen, or you can conduct an Advanced Search of the whole collection using keywords, names of people or organizations, geographic regions, subjects, or time periods.

The Search page is broadly useful to find a wide variety of materials in the collections, but if you’d prefer a more streamlined approach, you may also browse the collections by either radio programs (by series/episode), or within the series of folders from the Wisconsin Historical Society’s NAEB paper collections. Read below for more on how to explore by radio program or related materials.

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Explore Radio Programs ▾

Explore Radio Programs Explore Related Materials

Explore Radio Programs > All Series > Portrait of the American (1965-66)

Portrait of the American

Air Dates: 1965-1966

Description: Series that examines assessments of the American using the themes of innocence, affluence, success or the American self. Features analysis by Dr. Betty Chiria, interviews, dramatic readings. Series features interviews with John Dos Passos, James Farmer, Marshall Fishwick, Alan Harrington, Isha Hassan, Irving Howe, Alfred Kazin, R.W.B. Lewis, and William H. Whyte, Jr.

Episodes (13):

Date	Length
January 10, 1966	29:45
February 26, 1966	29:10
December 27, 1965	29:06
January 17, 1966	29:16
February 4, 1966	29:02
February 23, 1966	29:07
December 31, 1965	29:45
December 17, 1965	28:48
March 7, 1966	29:28
February 18, 1966	29:20
January 23, 1966	28:30
November 24, 1965	29:18

Related Materials

- Publications, 1953-1966
- Committees Radio Network School, 1953-1966
- Federal Communications Commission, Station reactions to revisions of standards for educational FM channels, 1966-1967
- List of WDET social issues programming (1965)

Subject(s): United States—Study and teaching, Sociology—United States

Creator(s): WDET (Detroit, Mich.) (Producer), Wayne State University (Producer), Chiria, Betty E.M. (Producer and Host)

The data below is from the NAEB paper collection, housed at the [Wisconsin Historical Society](#) on the campus of the [University of Wisconsin-Madison](#). The NAEB papers mainly cover the period from 1950-1970, and include correspondence, scripts, reports, promotional materials, speeches of long-time president William G. Harley, files of the Office of Research and Development and of National Educational Radio (a division of the NAEB), newsletters and other publications. Below you can access the finding aid for the collection, which contains important scope and content notes, notes about the collection's provenance, and most importantly, the Contents List. The Contents, or what is in the boxes and folders themselves, are organized by what are called archival 'series,' which, according to the Society of American Archivists, are 'file units or documents arranged in accordance with a filing system or maintained as a unit because they relate to a particular subject or function, result from the same activity, have a particular form, or because of some other relationship arising out of their creation, receipt, or use.'

When you expand an arrow next to a folder you'll see a link to the digitized paper materials. These will launch in a new browser tab. If you want to move on and export a different folder, close the browser tab and return to this page.

ADMINISTRATIVE/PRESERVATION INFORMATION

Contents List

- Central Correspondence Files
- William G. Harley Speeches
- Subject Files
 - Box 17, Folder 4 Abbot, Waldo, 1953-1954 [Read](#) | [Download](#)
 - Box 17, Folder 5 Academic Leader, 1956 [Read](#) | [Download](#)
 - Box 34, Folder 4 Public Relations, 1954-1965 [Read](#) | [Download](#)

1958 to 1960 correspondence regarding the NAEB public relations committee, with membership publications and meeting minutes. Includes discussion of membership promotion, public relations efforts by member stations, and the possibility of a National Educational Radio and Television Week.

Topics: Public Relations Committee, Membership, National Educational Radio and Television Week
Contributors: Sauer, Elmer G., Skornick, Harry J., McKenna, Ruth, Rueter, William, Jr., Hill

Explore Radio Programs

The radio programming service of the NAEB, known as the National Educational Radio Network (NERN), comprised broadcasts which balanced a focus on public service reporting of national events (e.g., the economy, the depression, World War II, the Civil Rights movement) with providing a forum for local issues (e.g., agricultural prices, community events, elections) and with expanding public education.

These broadcasts, mostly stemming from university and public school-run radio stations, provide an in-depth look at the engagements and events of American history, as they were broadcast to and received by the general public in the twentieth century. They cover crucial educational, political, and cultural events as diverse as the national census, atomic energy, American labor, religion, United States history, agricultural engineering, mathematics, and foreign relations.

To browse in this section, you can either browse organically by the title (listed alphabetically), or you should know the title of the particular series or series episode that you're looking for. If you need more robust search and browse options, use the [Search and Browse page](#).

Explore Related Materials

The NAEB paper collection is housed at the Wisconsin Historical Society, located on the campus of the University of Wisconsin-Madison, and comprise correspondence, scripts, reports, promotional materials, speeches of long-time president William G. Harley, files of the Office of Research and Development and of National Educational Radio (a division of the NAEB), newsletters and other publications. It mainly covers the period from 1950-1970.

The ‘Explore Related Materials’ page is structured just like the WHS finding aid, with top sections containing valuable contextual and background information about the entire collection, and the Contents list containing details on individual archival series, boxes, and folders. To browse in this section you can use the descriptive data from the various sections to narrow down specific areas of interest (newsletters, correspondence, speeches), or if you already know the Box you’re looking for, you can scroll directly to it. Please note that due to funding restrictions, we were unable to digitize the entirety of the NAEB paper collections. If the item has been digitized, when you expand an arrow next to a folder you’ll see a link to the digitized paper materials. To view the contents of the full NAEB paper collections, visit the [Wisconsin Historical Society's NAEB finding aid](#).



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▼ Summary Information

Title: National Association of Educational Broadcasters Records
Inclusive Dates: 1925-1977 (bulk 1950-1970)

Creator:
National Association of Educational Broadcasters

Call Number: U.S. MSS 76AF; PH 3962; Audio 1244A

Quantity: 44.2 c.f. (112 archives boxes), 3 tape recordings, and 21 photographs

Repository:
Wisconsin Historical Society, Division of Library, Archives, and Museum Collections

Archival Locations:
See the catalog entry for information on possible additional materials and shelf locations.
[Wisconsin Historical Society \(Map\)](#)

Abstract:
Records, mainly 1950-1970, of the National Association of Educational Broadcasters (NAEB), an association of educational broadcasters and public broadcasting stations. The NAEB traced its origins to the formation of the Association of College and University Broadcasting Stations in 1925. The largest part of the collection is a subject file which documents the NAEB's board of directors, committees, conventions, conferences, seminars, and workshops; the development of the Educational Television Facilities Act of 1962; projects funded through Title VII of the National Defense Education Act of 1958; a curriculum development project directed by Marshall McLuhan; programming material on such offerings as the series "Jeffersonian Heritage"; and files on the National Educational Television and Radio Center, the Fund for Adult Education, the Joint Committee on Educational Television, and other organizations and foundations interested in educational broadcasting. The NAEB disbanded in 1981.

▷ Biography/History



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▷ **Biography/History**

▼ **Scope and Content Notes**

The NAEB records are arranged into six parts: (1) CENTRAL CORRESPONDENCE, (2) WILLIAM G. HARLEY SPEECHES, (3) SUBJECT FILES, (4) NATIONAL EDUCATIONAL RADIO FILES, (5) OFFICE OF RESEARCH AND DEVELOPMENT FILES, (6) PUBLICATIONS AND NEWSLETTERS.

The records of the NAEB span the years 1925 to 1977, although the coverage is uneven. The records available for the period 1925 to 1950 provide fairly thorough documentation on the association's early history and activities. Most complete are records for the period 1950 through the late 1960s, particularly those created by NAEB executive staff. The records from this period document not only the association's history, but the multitude of issues then facing the entire profession. There are no division-level records available for (1) Educational Television Stations, (2) Instructional Division or (3) Individual Member Division. Records are fragmentary for the period 1970 to 1977, and there is no documentation for the period 1978 to 1981.

The CENTRAL CORRESPONDENCE was created by executive staff of the NAEB and is arranged chronologically. Much of the documentation in this part of the collection deals with administrative and financial matters. Less extensive, but often more substantive, is correspondence with members concerning the association's activities. These files



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▷ **William G. Harley Speeches**

▼ **Subject Files**

▷ **Box 17, Folder 4** Abbot, Waldo, 1953-1954 [Read](#) | [Download](#)

▷ **Box 17, Folder 5** Academic Leader, 1956 [Read](#) | [Download](#)

▼ **Box 34, Folder 4** Public Relations, 1954-1965 [Read](#) | [Download](#)

1958 to 1960 correspondence regarding the NAEB public relations committee, with membership publications and meeting minutes. Includes discussion of membership promotion, public relations efforts by member stations, and the possibility of a National Educational Radio and Television Week.

Topics Public Relations Committee, Membership, National Educational Radio and Television Week

Contributor(s) Sulzer, Elmer G., Skornia, Harry J., McKenzie, Betty, Bender, William, Jr., Hill, Harold E., Harley, William G., 1911-1998, Hurlbert, Raymond D., Bouwsma, Franklin G., Cheydleur, Raymond D., Jensen, Milford, Weimer, Ray, Kamins, Bernard F., Peneguy, Louis, Siegel, Seymour N., Williams, R.C., Harcus, Leslie F., Marks, Leonard, White, John F. (John Francis), 1917-2005, Cherkezian, Nazaret, Benjamin, Marye E.

Dates 1958-1960

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▷ **Box 34, Folder 8** Radio Network Program, 1961-1962 [Read](#) | [Download](#)

▷ **Box 35, Folder 1** Radio Planning, 1959-1963 [Read](#) | [Download](#)

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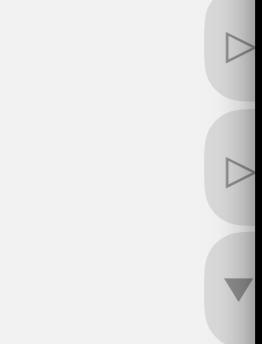
The data below is from the N.A.E.B. pamphlet. The N.A.E.B. pamphlet was written by President William G. Hurlbert. It is one of many other publications in the MITH collection's public relations collection. These documents are called archival because they are part of a system or main collection, rather than being some other relevant category.

Please note that you can click on any link to expand an item or export a different file type.

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[Administrative](#)

[Content](#)



Committees Public Relations, 1958-1960

by National Association of Educational Broadcasters

Contributor(s) Odzer, Esther G., Gremia, Harry S., McRae, Betty, Bender, William, Jr., Finn, Harold E., Harley, William G., 1911-1998, Hurlbert, Raymond D., Bouwsma, Franklin G., Cheydleur, Raymond D., Jensen, Milford, Weimer, Ray, Kamins, Bernard F., Peneguy, Louis, Siegel, Seymour N., Williams, R.C., Harcus, Leslie F., Marks, Leonard, White, John F. (John Francis), 1917-2005, Cherkezian, Nazaret, Benjamin, Marye E.

Dates 1958-1960

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Box 35, Folder 1 Radio Planning, 1959-1963 [Read](#) | [Download](#)

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Explore Radio Programs

The radio programming service of the NAEB, known as the National Educational Radio Network (NERN), comprised broadcasts which balanced a focus on public service reporting of national events (e.g., the economy, the depression, World War II, the Civil Rights movement) with providing a forum for local issues (e.g., agricultural prices, community events, elections) and with expanding public education. These broadcasts, mostly stemming from university and public school-run radio stations, provide an in-depth look at the engagements and events of American history, as they were broadcast to and received by the general public in the twentieth century.

The data below is a list of all NERN radio series and individual programs held by the [University of Maryland Libraries](#), and digitized as part of the [American Archive of Public Broadcasting](#) (AAPB) project. Use the search bar at the top to find a specific series, or use the alphabetical index to jump to a particular letter. When you expand an arrow next to a series you'll see a list of all individual episodes of that series below it. Programs which were special one-time programs not part of a series are listed under 'Individual Programs.' Clicking on an individual episode will launch the program details, including the media file and transcript, in a new browser tab. If you want to continue exploring different programs, close the new browser tab and return to this page.

Search for a series or program title



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- ▷ [About Science](#)
- ▷ [America On Stage](#)
- ▷ [American Adventure](#)
- ▷ [American Composer](#)
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Explore Radio Programs

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[Portrait of](#)

A B C D E F G H J K L M N O P R S T U V W Y Z

P

▼ Portrait of an American

Series that examines assessments of the American using the themes of innocence, affluence, success and the American self. Features analysis by Dr. Betty Ch'maj, interviews, dramatic readings. Series features interviews with John Dos Passos, James Farmer, Marshall Fishwick, Alan Harrington, IhabHassan, Irving Howe, Alfred Kazin, R.W.B. Lewis, and William H. Whyte, Jr. [Click to read more ...](#)

Episodes (13):

- [The Affluent American](#)
- [The Aggressive American](#)
- [The American Adam and Evil](#)
- [The Burdens of Plenty](#)
- [The Happy Company Men](#)
- [How To Know You've Made It](#)
- [Immigrants: Again and Again](#)
- [Moralists and Misfits](#)
- [Patterns and Paradox](#)
- [Quest for Self](#)
- [Rugged Individualists](#)
- [Who Are We As Americans?](#)



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Portrait of the American

Air Dates: 1965-1966

Description: Series that examines assessments of the American using the themes of innocence, affluence, success and the American self. Features analysis by Dr. Betty Ch'maj, interviews, dramatic readings. Series features interviews with John Dos Passos, James Farmer, Marshall Fishwick, Alan Harrington, IhabHassan, Irving Howe, Alfred Kazin, R.W.B. Lewis, and William H. Whyte, Jr.

Episodes (13):

The Affluent American	January 10, 1966	29:45
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Patterns and Paradox	March 7, 1966	29:28
Quest for Self	February 18, 1966	29:20
Rugged Individualists	January 21, 1966	28:30
Who Are We As Americans?	November 24, 1965	29:18

Subject(s): [United States--Study and teaching.](#)
[Sociology--United States.](#)

Creator(s): [WDET \(Detroit, Mich.\)](#) (Producer)
[Wayne State University](#) (Producer)
[Ch'maj, Betty E. M.](#) (Producer and Host)

Genre(s): [History](#)
[Interview](#)

Geographic Region(s): [Continent: North America; Country: United States of America; Region: Michigan; Settlement: Detroit](#)

Time Period: [1961-1970](#)

Related Materials

[Publications, 1953-1966](#)

[Committees Radio Network School, 1953-1956](#)

[Federal Communications Commission, Station reactions to revisions of standards for educational FM channels, 1966-1967](#)

[List of WDET social issues programming \(1965\)](#)



Committees Radio Network School

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NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: NAEB Grants-in-Aid Committee
Richard Vogl, Chairman
Jack Westbrook
John Henderson
William Harley
Lee Kitzan

Radio Network Committee Program Planning Subcommittee
Kenneth Wright, Chairman
Bernard Beck
Lee Kitzan

cc: NAEB Board
Dr. H. K. Newburn, KTRC

PROM: H. J. Skornia *H. J. Skornia*

DATE: February 4, 1955

SUBJECT: Grants-in-Aid Area Proposals

In my note of February 2 to you I mentioned that I would send you a copy of Dr. Newburn's reply to my inquiry to him, if it would affect your thinking on this.

Bereith his reply to this portion of my recent letter to him:

"You refer to the attitude of our Board toward the grants-in-aid picture. I think actually what they had in mind was that they would like to see some evidence of a planned sort of progress on the part of the NAEB as it requested applications for such grants. I suspect that our Board is anticipating something that might be a little difficult to achieve. They seem to feel that there was no necessary rhyme or reason to the various kinds of grants which were made and that possibly there could be some guidance given to the various potential applicants by outlining the areas in which the NAEB would be most interested in securing program content. At least, they expressed the hope that grants would be made through the use of Center funds which would tend to fit into some sort of broad general pattern. I don't know whether this helps you or not, but if it doesn't, ask me another question and I'll try again."

I hope we may hear from you (with carbons of your items to Dick Vogl if possible) as soon as possible. It's your Network and should offer what the members of the NAEB's responsible Committees believe it should.

RJS:jf

Informational copies to John Henderson, Chairman, Radio Network School Committee
Waldo Abbot, Chairman, Radio Network Committee

School Planning Sub.

February 21, 1955

Miss Marguerite Fleming, Chairman
NAEB School Planning Subcommittee
Station KSLB-FM
Board of Education
1517 South Theresa Avenue
St. Louis, Missouri

Dear Marguerite:

Enclosed is a brochure which we received from an outfit called Enrichment Records. Possibly some of the material listed could be adapted for airing. This comes to my mind because lately I've had some correspondence with the New American Library about the Phonotapes of plays and readings which they distribute. We may get a release on 'em, even have 'em supplied completely "programmed." I thought perhaps something similar might be done with the Enrichment Records in the in-school area.

Sincerely,

John Holt
Network Manager

Other
Enclosure
CC: Dr. Harry J. Skornia

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Committees Radio Network School, 1953-1956

by National Association of Educational Broadcasters



Detroit

Time Period:

1961-1970

The Affluent American

Air Date: January 10, 1966

Duration: 29:45

Description: The force of conformity in business, university, political, social life today. Patterns in suburbia; critique of togetherness.

Subject(s): [United States--Study and teaching.](#)
[Sociology--United States.](#)

Creator(s): [WDET \(Detroit, Mich.\)](#) (Producer)
[Wayne State University](#) (Producer)
[Ch'maj, Betty E. M.](#) (Producer and Host)

Contributor(s): [Fishwick, Marshall W. \(Marshall William\), 1923-2006](#) (Interviewee)
[Whyte, William Hollingsworth](#) (Interviewee)
[Farmer, James, 1920-1999](#) (Interviewee)
[Dos Passos, John, 1896-1970](#) (Interviewee)
[Kazin, Alfred, 1915-1998](#) (Interviewee)

Genre(s): [History](#)
[Interview](#)

Geographic Region(s): [Continent: North America; Country: United States of America; Region: Michigan; Settlement: Detroit](#)

Time Period: [1961-1970](#)

0:06 Once abundance is secured the ideal individual develops the qualities of a good consumer rather than those of a good producer. Society expects him to consume his quota of good.

00:32 as a public service. When I was a child my mother said to me, clean the plate. Because children are starving in Europe. And I might point out that was years before the Marshall Plan was ever heard of.

00:52 So I would clean the plate. Four five six times a day. Because I thought this would keep the children from starving in Europe. But I was wrong. They were still starving, but I was fat.

01:47 Comedian Allan Sherman testifies to David Potter's finding that the ideal American today in an age of abundance is the good consumer.

01:57 I am Betty Ch'maj, and this is Portrait of the American. Portrait of the American produced for The National Educational Radio Network under a grant from the national home library foundation. Program number five: The Affluent American. Producer/moderator Dr Betty Ch'maj, author scholar and teacher of American Studies.

02:14 A wise German scholar once asked me why American writers spend so much time discussing national character in terms of American democracy or freedom or idealism or innocence when there was really only one fact about us. Although it would be an astonishing fact. One thing that distinguished us not only from other peoples of the world today but from all peoples of all times.

02:38 And that was our wealth, our affluence, that standard of living that we boast about, which is indeed the wonder and envy of peoples everywhere and also the only obvious thing that most Americans that most Europeans see about Americans who travel abroad. And the evidence in recent years does seem to suggest that our affluence, our opulence, has had a greater shaping influence upon us than upon what

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☰



Explore Radio Programs > All Series > Portrait of the American (1965-66) > The Affluent American

The Affluent American

Air Date: January 10, 1966

Duration: 29:45

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Subject(s): [United States--Study and teaching.](#)
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[Interview](#)Geographic Region(s): [Continent: North America](#); [Country: United States of America](#); [Region: Michigan](#); [Settlement: Detroit](#)Time Period: [1961-1970](#)

10:27 The Americanization of Europe which more and more has come to be defined simply as the coming of wealth or economic well-being to these countries.

10:32 William Whyte ran headlong into this phrase when he was in Europe on us assignment for Fortune magazine after World War 2.

10:45 (Whyte) I did a story for fortune in 1950. Easiest one I ever had to do in a way it was on that was in connection with our USA issue. All these things and a way it was on that was in connection with our USA issue. All these things and

10:55 I was to try to assess at that particular what was at that particular time was going to play an intellectual image of the American what was right about that time extremely well because at that time the great threat that America seemed to intellectuals.

11:10 I think they were dead wrong at the time and I think they require quite a revulsion almost in European circles against the previous idea was that when I look at the so-called Americanization of Europe when they were looking at was the spread of the middle class it was a very

11:25 Mandarin sort of atmosphere I remember one man was talking about Italy how wonderful Italy this is an Englishman. I want to flee Italy was before its ruination by Americans and so forth.

11:35 He was talking about this particular I was as he gives one visions of an unspoiled peasantry. Then he talked of what he will remember you to the girls that never used make up or they were there in their natural self.

11:46 And they were they didn't save their life as I remember the money he said and then he went on to talk about the most recent visit when he saw all the girls now they were all dolled up with a lot a little bit of money

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**NOTE: OLD
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Search this transcript



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11:46 And they were they didn't save their life as I remember the money he said and then he went on to talk about the most recent visit when he saw all the girls now they were all dolled up with a lot a little bit of money now and they had their hair done they even of the factory girls used lipstick and so forth.

12:06 I know that we had one argue about it was a pretty lousy way to look at things you're saying that. What you're really objecting to not heard him say it all.

12:21 But if the social infringe I know a conflict is raised here for the American and that is how do we reconcile our belief in consumption our materialism if you wish with the idealism that discussed on previous programs a number of answers have been suggested that

12:40 we idealize our acquisitive motives our new car becomes an ideal for us that we use material wealth to realize our ideals

Whyte





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NOTE: IN
PROGRESS

Three mobile phone icons are arranged horizontally, each showing a different historical image. The first phone shows a close-up of a hand holding a glass with a red liquid. The second phone displays a black and white photograph of a woman working on a riveting machine, with the text "THE LIFE AND TIMES OF ROSIE THE RIVETER" overlaid. The third phone shows a dark screen with the text "A MOVIE" and several white dots representing braille text.

Advertising through History

Women in Film

Experimental Lens