

c
October 14, 1938.

Mr. Chas. W. Steiger,
Insurance Building,
Topeka, Kansas.

Dear Mr. Steiger:

Your very good letter of the 10th instant has been received and carefully noted.

I presume that you are writing me on the assumption that I am Director of Athletics and in control of the athletic situation. First, may I say that I am referring your letter to Mr. Olin Henry, the Director of Athletics. It is my assumption that you would want this brought to the attention of the director.

Secondly, it is my understanding that the radio station purchased from the Athletic Association for a small consideration their right to broadcast. Of course, the firms or corporations who sponsor the broadcast pay for this overhead. It is a cooperative effort between the Athletic Association and the radio station, the purpose being to give the football friends and the radio friends an opportunity to listen in on the proceedings of the game.

Thirdly, may I say that I was not in the broadcasting booth during any of the four quarters save the last minute of the second quarter and the last minute of the fourth quarter, so I did not hear and had no way of knowing the information put out over the air. However, I do wish to say that during the time that I was in the booth I heard the announcer give a very able and graphic description of the game. I also thought it was very accurate as to details.

Mr. Steiger, I do feel that many times the radio stations in their desire to give the public the game are subject to much criticism on account of the fact that major headliners like Ted Husing are used as a basis of comparison with our local radio announcers. This, it seems to me, is rather an unfair comparison. When National, Columbia and Mutual broadcasting stations put on a national hook-up they get the outstanding sports announcers to do the job. Then when a game like the Kansas-Washburn game is put on the air the radio station procures the best man that the expense will justify. Naturally for a small game like this it is not possible to get a man who alone does national hook-up football broadcasting.