

FELLOWSHIPS

October 22, 1937

Dear Marcus: You know, of course, that the Julius Rosenwald Fund has a fellowship program for white southerners and for Negroes anywhere in the United States. You know, also, that Mr. Paty - who used to be at Emory University - is the director of that program. I have thought of you in connection with a fellowship, and I am presuming to write this letter in order that I may suggest - if you are interested - that you talk to Mr. Paty some time when he is in Atlanta. You understand, of course, that my writing this letter in no way commits the Fund or Mr. Paty. I am, in fact, writing it without having said anything to him about it. You may not even be interested, but if you are, it would be worth your while to make some inquiries.

Please give my regards to your Mother and to Alfred, and know always that we are interested in you.

Sincerely yours,

JCD:MLU

J. C. DIXON

Mr. Marcus Bartlett
Radio Station W S B
Atlanta, Georgia


FISK
UNIVERSITY

W S B

FELLOWSHIPS

Bartlett, Marcus

The Voice of the South

RADIOPHONE BROADCASTING STATION
OF

The Atlanta Journal

INMAN GRAY
PRESIDENT

JAMES R. GRAY
VICE-PRES. & EDITOR

JOHN A. BRICE
VICE-PRES. AND GEN. MANAGER

OFFICES—STUDIOS
ATLANTA BILTMORE HOTEL
TRANSMITTER
NEAR TUCKER, GA.

JOHN M. OUTLER, JR.
ADVERTISING MANAGER

50,000 WATTS
CLEAR CHANNEL—FULL TIME
NBC NETWORK

LAMBDIN KAY
GENERAL MANAGER

ATLANTA, GA.

October 28, 1937

JCD	30	pd	11/1

Mr. J.C. Dixon
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

Dear Mr. Dixon:

I sincerely appreciate your thoughtfulness and interest in writing me regarding the Rosenwald Fund fellowship program. I am deeply interested in this enterprise and I shall certainly make it a point to discuss it with Mr. Paty at the earliest opportunity.

Should I be given any consideration I believe it would be better to wait at least one year though. I have one more year's work to complete at Emory before I will get my degree - I am very anxious to go ahead and complete that.

With kindest regards to Miss Blanche and John and assuring you that I intend to follow your suggestions regarding this matter, I am,

Gratefully yours,

Marcus (Bartlett)
The Atlanta Journal
WSB Radio Station

MB/em



The Journal Covers Dixie Like the Dew

FELLOWSHIPS

November 1, 1937

Dear Marcus: You are quite right. You should wait until you finish your work at Emory before attempting to get a fellowship from the Fund or from any other organization. I hope you may be able to do this within the next year or so.

Sincerely yours,

J. C. DIXON

JCD:MLU

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

FISK
UNIVERSITY

Candidate **Marcus Bartlett**

Special Field

Musical Director and Sports Commentator
Radio Station WSB, Biltmore Hotel, Atlanta

Radio in Education

Plan of Work

I would like to collect and coordinate the studies already made on the use of radio in education with the object of improving educational programs in this section and making good educational programs available to the small non-network stations of the South.

Wishes to study in radio and educational centers. Six months.
Can return to present position.

London

Digest of Application

Born August, 1910, Richland, Georgia.

A. B. Emory University, to be received June, 1939.

Has been at Emory University on a scholarship for 3½ years.

Clerk, Georgia Power Company, Atlanta, 1926-28, \$60 per month; in orchestra, Ansley Hotel, Atlanta, 1928-29, \$140 per month; orchestra of M. Rich Company, Atlanta, 1929-30, \$85 per month; musical director, WSB Radio Station, 1930 - , \$46.88 per week, plus extra work.

Has written articles for the Atlanta Journal Sunday Magazine; Georgia Coach and Athlete; Rural Radio; Emory Wheel; Emory Phoenix. Has produced all musical programs of WSB for nine years, including writing special scripts, producing dramatic shows, etc.

References

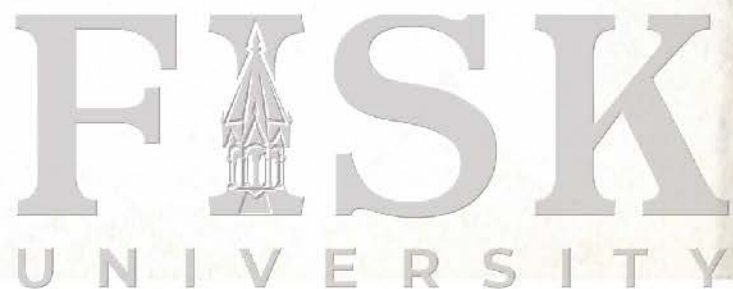
- Mr. Lambdin Kay, Gen. Mgr. WSB, Atlanta
- Mr. John Paschal, Editor, Atlanta Journal
- Mr. James S. Pope, Atlanta Journal
- Mr. Ralph McGill, Editor, Atlanta Constitution
- Mr. Raymond B. Nixon, Emory University

Budget Summary

Total amount needed	\$ 1750
From applicant	<u>650</u>
From Fund	\$ 1100

Committee Notes

Granted





FISK
UNIVERSITY

Marcus Bartlett
Atlanta, Georgia.

PLEASE RETURN
TO
JULIUS ROSENWALD FUND

Radio And Its Practical Application
To Education In Georgia.

I would like to make a study of the use of radio in education by trying to find out what has already been done, what movements are under way to improve the effectiveness of radio in education, what methods are being tried to make education more attractive to the radio listeners, and how some of these ideas and methods may be adapted for use in Georgia and the South.

As for the future, I plan to remain at station WSB in an executive capacity, and, when I have completed my work at Emory University, I expect to remain on the staff as an assistant in the Journalism Department. With these connections I would have a double opportunity of putting acquired knowledge into practice through actual broadcasting and through teaching.

WSB is owned and operated by the Atlanta Journal and during my period of study the Journal would expect me to contribute articles regularly.

FISK
UNIVERSITY

I would like to go to Washington, D.C. for six weeks to study the work being done by the U.S. Department of Education under Dr. John W. Studebaker, U.S. Commissioner of Education. At the same time I would have an opportunity to study the program of research being conducted by the Federal Radio Education Committee, a group appointed by the Federal Communications Commission representing jointly the interests of broadcasters and educators. Dr. Studebaker is chairman of this committee.

From Washington I would like to go to New York to investigate the methods of the National Broadcasting Company and the Columbia Broadcasting System. Through correspondence with Dr. James Rowland Angell, Educational Counselor for NBC, I understand that the facilities of that organization will be open for study and that consultation with their authorities will be possible. This survey of network methods would be supplemented by interviews with leading educators in the New York area. At least six weeks would be needed to cover this phase satisfactorily.

I would like to go to London, England to study the effect of government control on radio education as compared with our system of private ownership. From London I would like to go to Stockholm, Sweden for further study of radio under government control.

The Scandinavian countries have been notably successful with their program of rural adult education. It would be valuable to know the reason for their success.

On returning to this country I would like to spend a month travelling through Georgia endeavoring to find just what is needed and how radio may best satisfy these needs.

There is a definite place for adult education in Georgia, especially regarding such conditions as were pointed out recently in the report of the National Emergency Council. Our people need to know more about the wasted land resulting from soil erosion, conservation of our wild life and forests, methods of developing our natural resources, farm problems, etc.

A wealth of educational material suitable for radio use is available now but technical methods of program presentation have not developed as rapidly as the program material. For instance, new methods of vital interest to peach growers may have been discovered. If such news is presented on the air in a poor talk by an incompetent radio speaker the message will lose all its attractiveness and appeal. It will not even interest the group for which it is primarily intended. Program presentation of educational material needs to be improved.

WSB serves 1,744,200 families in its primary and secondary areas according to a survey made by the station in 1937. In these homes there are 965,900 radio sets. In the occasional area 10,643,300 additional families are served owning 1,287,200 radio sets.

In addition to WSB there are fifteen or more stations in our immediate area without network facilities. These non-network stations, representing a majority of the stations in this section, serve their own local communities. For lack of better program material they use phonograph records and hill-billy bands. These stations would welcome an opportunity to present some really good programs that would be of significant value to their listeners.

A majority of the studies on radio in education have been made by educators. I would like to study the field from the point of view of the practical broadcaster with the idea in mind of collecting and coordinating these studies and making my findings available, not only to the station with which I am connected, but to the smaller stations as well. These stations have more air time available and can serve their immediate vicinities more effectively than the metropolitan and network stations.

Since its inception WSB has followed the policy of giving time on the air to the educational institutions of the state. Other stations unquestionably follow the same policy. But the institutions have not always provided programs that could be called educational.

With someone to guide the programs presented by these institutions, with the backing of the schools in the state and with their resources to draw from, with the attitude of the Atlanta Journal and WSB toward this project, and with the cooperation of the smaller stations in the South, some practical results can be obtained.

EMORY UNIVERSITY

EMORY UNIVERSITY, GA.
TRANSCRIPT OF RECORD

THIS CERTIFIES THAT:

BARTLETT, MARCUS

ATLANTA, GEORGIA

Last Name of Student

Other Names

Home Address

Entered **THE COLLEGE OF EMORY UNIVERSITY**

1-2-35

Sixteen

None

Date Admitted

No. Quarters Attended

Degree, Year Taken

ENTRANCE UNITS ONLY

(An admission unit represents the equivalent of five recitations per week for thirty-six weeks in an accredited high school, a minimum of 120 clock hours)

SUBJECTS	S	E	C	SUBJECTS	S	E	C	SUBJECTS	S	E	C	Last High School Attended RICHLAND, GA. Location _____ Year of High School Graduation 1926 Number of Years in High School 4	
English	3			Civics				Biology	1				
Latin	3			Algebra	1 $\frac{1}{2}$			Chemistry					
French	2			Plane Geom.	1			Physics					
German				Solid Geom.	$\frac{1}{2}$								
Spanish				Trigonometry									
History	2			Gen. Science	1			Total					

S—By certificate from an accredited school.

E—By examination.

C—By college work not counted toward degree.

A, B, C, D—Grades above a pass; E—Conditional; F—Failure.

RECORD OF COLLEGE WORK

All subjects taken are listed below.

Session	Dept. and Course No.	Descriptive Title of Course	Hours		Total Weeks	QUARTER GRADES				Courses Credit	
			Lec.	Lab.		Fall	Winter	Spring	Summer		
1935	Bus L 201-2	Business Law	5	-	24		B	B		2	
	Eng 101	Intro. to Study of Literature	5	-	12		B			1	
	Psych 101	Introductory Psychology	5	-	12			A		1	
	Credited from Univ. of Georgia (correspondence) English 100					100					1
	Hist 265	Recent & Contemp. U.S. History	5	-	12				A	1	
	Psych 121	Applied Psychology	5	-	12				A	1	
1935-	Bible 101	The English Bible	5	-	12	A				1	
1936	Eng 209	The English Language	5	-	12	B				1	
	Fr 101-2	Elementary French	5	-	24		A	A		2	
	Math 100	Introductory Mathematics	5	-	12		B			1	
	Econ 101	Introductory Economics	5	-	12			C		1	
	Jour 202	Public Opinion	5	-	12				A	1	
	Psych 215	Abnormal Psychology	5	-	12				A	1	
1936-	Biol 101-2	Introductory Animal Biology	4	3	24	A	A			2	
1937	Biol 282	Genetics	5	-	12		B			1	
	Fr 103	Intermediate French	5	-	12			A		1	
	Hist 264	Civil War & Reconstruction	5	-	12			A		1	
	Psych 212	Social Psychology	5	-	12				A	1	
	Soc 201	Principles of Sociology	5	-	12				A	1	
1937-	Jour 101	Newspaper Reporting	5	-	12	A				1	
1938	Soc 349	Criminology	5	-	12	A				1	
	Jour 203h	Newspaper Editing	3	-	12		A			1 $\frac{1}{2}$	
	Jour 208h	Law of the Press	2	-	12		A			1 $\frac{1}{2}$	
	Jour 211	History & Principles of Jour.	5	-	12		A			1	
	Eng 225	Contemporary Drama	5	-	12			A		1	
	Soc 353	Problems in Criminal Justice	5	-	12			A		1	
	Eng 214	American Literature	5	-	12				A	1	
	Pol Sci 212	Government of Georgia	5	-	12				B	1	
	Pol Sci 217	American Political Parties	5	-	12	B				1	
	Jour 201	Advanced Journalistic Writing	5	-	12	A				1	
	Hist 282	Contemporary European History								Taking	
	Jour 240	Fundamentals of Spoken English								Taking	

A course is a subject extending through one quarter with five class periods weekly. It is equivalent to 3 1-3 semester hours.

Conduct record **Clear** Date and cause of withdrawal **In attendance**
 Transcript issued **1-3-39** to **Self** Honorabile dismissal is hereby granted.

Signature of Registrar

(A charge of \$1.00 will be made for each additional copy of this transcript.)

LETTERS OF REFERENCE
Marcus Bartlett

Mr. John Paschall, Associate Editor and Managing Editor, Atlanta Journal.

It is difficult to predict the part that radio may play in adult education, but it seems likely that it will become increasingly important. The Atlanta Journal has always encouraged its radio stations, WSB and WAGA, to stress education by giving generously of their program time to "The School of the Air," audio-visual projects and public forums. For more than three years The Journal has conducted its Editorial Hour each Friday night over WSB, emphasizing on the air its editorial page discussions of timely topics. Just recently WSB began giving time to the Georgia Public Forum on Sunday afternoon for a half-hour forum, conducted under the auspices of the State Department of Education, the University of Georgia and Emory University, in cooperation with the United States Department of Education. All of these educational endeavors have met with an encouraging public response, leading us to believe that the time may be ripe for intensive study of radio's further possibilities in education.

I believe that Marcus Bartlett is well qualified for making the studies he has outlined in his application. He is a young man of sound sense and fine integrity and good scholarship, who is seriously interested in his radio work and who has already demonstrated unusual talent as a radio announcer. He enjoys the confidence of his associates at WSB and on The Atlanta Journal. It would please us all should he be selected for a Rosenwald award.

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Mr. James S. Pope, Assistant Managing Editor, The Atlanta Journal.

Mr. Bartlett has a remarkable record of personal achievement. It has always been a mystery to his associates on The Atlanta Journal and WSB as to when he sleeps. He has become one of the most popular and valuable announcers at the studio, and, while working there many hours during

(Letters of Reference - Marcus Bartlett)

day and night, has contrived to educate himself at Emory University, where he is an outstanding student, and has been president of the student body.

WSB a few years ago was offered a splendid contract for the broadcasting of Georgia Tech football games. No one was available to broadcast the games satisfactorily. Mr. Bartlett knew nothing whatever of football, but was a smooth and expert broadcaster. Within an amazingly short time he mastered the intricacies of the game, took the air, and has now become recognized as one of the foremost sports commentators in the nation.

His gifts are varied. He is a fine musician, and appears on radio frequently in that role.

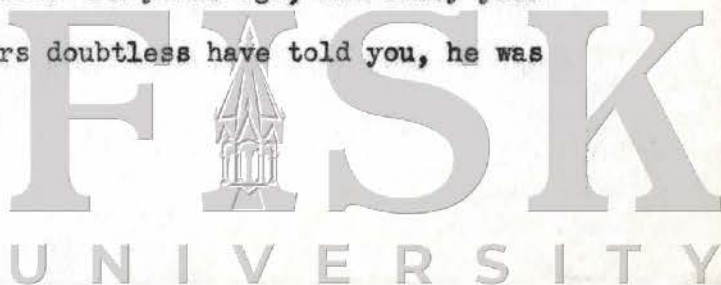
I mention these personal facts because I know them to be true, and they constitute my opinion of Mr. Bartlett. I may add that he is an attractive young man, serious minded, of scrupulous integrity and exceptional intelligence.

His project strikes me as being sound, but I leave that for you to judge. I will say that if you believe radio education to hold possibilities for the development of the South, Marcus Bartlett is the best available man to study and advance it.

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Mr. Raymond B. Nixon, Head of Department of Journalism, Emory University.

Mr. Bartlett is one of the most remarkable young men with whom I have come in contact during twelve years as a teacher of journalism and nearly as many years as an active newspaperman. I have known him nearly ever since he came to Atlanta some ten years ago, and every year my admiration for him increases. As others doubtless have told you, he was



(Letters of Reference - Marcus Bartlett)

unable, as the sole support of his widowed mother, to come to college immediately after graduation from high school. He was forced, instead, to wait until he had made good in radio and could arrange a working schedule that would enable him to attend classes. He entered Emory University some four years ago with the idea of carrying two thirds of a full class schedule while continuing his work as musical director and general utility man at Radio Station WSB. I frankly told him at the time that I did not think he would be able to do it, but to my amazement he has made close to a straight A record in his college work. In addition to that, he has been elected to every important honor society on the campus, including Phi Beta Kappa; he is now president of the University Student Body and the Honor Council; and he is also president of his social fraternity and a general favorite with everybody on the campus, from freshmen to professors and administrative officers. During all of this time he has continued to grow in his chosen field of radio, and besides directing WSB's orchestra has reported football games over a South-wide hook-up on Saturday afternoons and has handled many straight news broadcasts. I happen to know the confidence and esteem in which he is held at Station WSB, and I am informed by usually reliable sources that he is being "groomed" for the general managership of the station in the event that the present manager may be forced in a few years to retire. WSB, as you know, is one of the few 50,000-watt stations in the South (it hopes soon to be 500,000 Watts), and Mr. Bartlett, even in his present position should be able to do much for education by radio.

I regard Mr. Bartlett's project as thoroughly practicable.

Education by radio is a social agency that deserves encouragement from the



(Letters of Reference - Marcus Bartlett)

Rosenwald Fund in its program to help the South, and I do not know of any person in radio who is potentially more valuable to this region or who would reflect more credit upon your foundation than Mr. Bartlett.

Mr. Bartlett has been an assistant in the radio division of the Emory Department of Journalism during his residence here, and we hope to hold on to him after graduation. This phase of our work is really just beginning. His assistance to us, of course, would continue to be on a part time basis.

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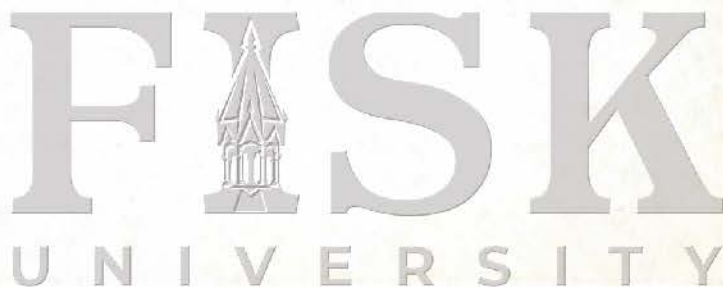
Mr. Ralph McGill, Atlanta Constitution, Atlanta, Georgia.

Marcus Bartlett is a splendid young man and probably the most capable radio man in Atlanta. He is young, ambitious, and entirely worthy.

- - - - -

Mr. Lambdin Kay, General Manager, Radio Station WSB, Atlanta, Georgia.

I unqualifiedly commend both Mr. Bartlett's qualifications and the pertinence and importance of his plan of work. During his ten years' association at WSB no other member of the staff has developed to a comparable degree in ability and potential usefulness. He is studious, observant, untiring, ambitious, and aggressive. Through his own initiative he has acquired admirable assets as a writer, reporter, student of social and economic conditions, and as an executive. Despite exacting and arduous duties and responsibilities as a department head at WSB, he found time to complete a course at Emory University, distinguishing himself conspicuously there in both scholastic and student activities.



(Letters of Reference - Marcus Bartlett)

I consider his plan of work not only timely, but of national significance. Extraordinary interest prevails in this section in the field of Audio-visual education. The State Department of Education, The Atlanta Public System, The Georgia Education Association, and virtually every major educational institution are actively seeking ways and means of adding motion pictures and broadcasting as modern tools in education. The most pressing need of these interests is information on sources of material, data on techniques and facts concerning methods and experiences elsewhere.

I consider Mr. Bartlett superbly equipped to collect and apply a wealth of essential information as yet unavailable and unassembled. His research could immediately be translated into tangible benefits to a great mass of the radio public who need them most.

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Sigma Chi Magazine Praises Bartlett

**WSB Musical Director, Sports
Announcer Gets Fine Tribute**

By ERNEST ROGERS

(This is Ernest Rogers speaking. Instead of a column today I am electing to reprint an article about Marcus Bartlett, of the WSB staff, from the Magazine of Sigma Chi currently circulated among the brotherhood. Mr. Bartlett, a very large shot Sigma Chi, has had his verbal picture taken by Rosser Alston (Gamma Sigma, Auburn, 1930) and a splendid likeness it is, too. So, without further interference, I turn you over to Mr. Alston.)

If there is in radio today one individual who has versatility and talent beyond the ordinary, it is a certain young Georgian who has an enviable reputation for accurate, vivid word pictures of sports events in the southeast. Many thousands of listeners know him as well for his regular announcing as for his brilliant programs. An ever-increasing circle of children gather around home radios to hear Sunday comics brought to life by him in an original manner. Thus is the popularity of Marcus Bartlett, musical director, announcer, and sportscaster extraordinary of WSB, Atlanta, confined to no certain group or type of listener.

Three years ago WSB had secured a sponsor for all the Georgia Tech football games but found, much to the consternation of all concerned, there was no man on the staff qualified for the assignment. Les Quailey, former handy man for Ted Husing and a sports authority of the first water, was called in to conduct an audition to select a sports reporter. Marcus Bartlett, one of the candidates, was the young man who fulfilled all requirements. Lambdin Kay, manager of the station, had come to the end of his quest. What a "find" he had made in Marcus Bartlett is well known to thousands of radio fans south of the Mason-Dixon line. Bartlett is the "Man Friday" of WSB.

Studies Football

The studious mien of the man who, up to that time, had been primarily a musician must have assumed a new seriousness as he faced the assignment with mingled feelings. It meant a tremendous amount of research in rule books, in learning formations, styles of play, and the names and numbers of players for quick identification. It meant spending long hours on the practice field with Coach William A. Alexander's charges and burning of midnight oil to supplement copious notes taken on the field. But it meant that the world of pigskin, horsehide, and hickory, of the court, the track, and arena was unfolding intimately to the young fellow who had never actively participated in the more strenuous forms of sport. He attacked these problems with the studious application that is characteristic of him. At the conclusion of the past grid season his sponsors voted him the best announcer in their broadcast series.

It is singular that Marcus Bartlett comes from a university sponsoring no varsity athletics. What is equally significant is the balance of talents, both esthetic and practical, found in this youngster who has a top flight ranking on the ether waves.

Don's Gloves

But being a popular football announcer is a variation of his regular duties. He reports other sports as well. On one occasion he donned boxing mitts to learn the ring game from the angle of a fighter. "Mark," as his friends affectionately call him, likes tennis to keep in trim. As musical director of WSB his week is filled with studying musical scores, arranging and approving copyrights, playing accompaniments for broadcasts and assuming the role of "Uncle Mark" to read the Sunday funny papers in addition to his regular assignments of "station break" and commercial announcing.

Eight years have passed since WSB employed Marcus Bartlett as pianist and announcer. Because he came to the station on trial Bartlett says he has never been told that he was hired. Listener interest has given approval to Bartlett's work. With a keen perception of what the public wants Bartlett strikes a balance with music the public should know and enjoy and plans programs that appeal to the intelligentsia, the great middle class, and the plain Georgia "Crackers."

Among sports fans his detailed and colorful accounts of big-time football and other sports have projected his popularity to the largest and most varied group of fans of

limited to radio listeners.

He is past president of the Interfraternity Council and AEU, junior college scholarship fraternity, president of the Student Activities Council, chairman of the Honor Council, member of the Emory Wheel staff and the Playery. After having served his chapter in several important offices he was elected consul for the ensuing term. Fellow students made him president of the student body for the coming year. His election to ODK was made "for distinguished service to Emory." DVS, senior honor society, honored him with membership and he wears the coveted Phi Beta Kappa key.

Bartlett was reared in Richland, a small town in the southwestern portion of the state where pecans grow as big as guinea eggs and the Chattahoochee, made famous by Sidney Lanier, poet laureate of the old south, winds through groves of fragrant long-leaf pine and through expansive farm lands of the coastal plain.

Family responsibilities prevented him from taking advantage of a scholarship for his scholastic attainments in the Richland High School.

7,000 Miles

The 7,000 miles traveled last season broadcasting games in stadia from New York to New Orleans might be emblematic of the long difficult road Bartlett traveled to get where he is.

Speculation on just how high he will go in fans' appreciation this season is not an entirely unknown quantity. His position in the radio firmament is assured because it has been earned by consistent hard work and because it has been used to serve its wide and varied orbit in modern tempo by constant study.

He has played with dance orchestras, has done theater work, and has been organist in one of the largest churches in Atlanta. His contribution to music in the Georgia capital has kept pace with the changing tastes of public fancy. When he took charge of music for WSB he became, at the age of 19, the youngest musical director of a major radio station. Since that time he has received every assignment known to radio because he can capably handle preparation, direction and execution of musical programs and conduct interviews and broadcasts requiring special announcing technique.

During the past winter he has been heard each Friday evening over the NBC Blue network in a program sponsored by the Pepperell Manufacturing Company which featured the distinguished philosopher, Dr. Karl Reiland.

Thus we have the extraor-

ing as for his brilliant programs. An ever-increasing circle of children gather around home radios to hear Sunday comics brought to life by him in an original manner. Thus is the popularity of Marcus Bartlett, musical director, announcer, and sportscaster extraordinary of WSB, Atlanta, confined to no certain group or type of listener.

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Among sports fans his detailed and colorful accounts of big-time football and other sports have projected his popularity to the largest and most varied group of fans of any man in radio in Dixie.

While holding down his various radio duties he manages to maintain an average slightly under "A" in his two classes daily at Emory University. Since he belongs to Beta Chi Chapter, which ranks first among the social fraternities in scholarship on the Emory campus and holds the Harvard Group Trophy, emblematic of Sigma Chi's scholastic championship, one may well imagine Bartlett as an outstanding reason for his chapter winning such distinction. Emory men like to tell of the care and time he gives to the struggling undergraduates who find certain subjects difficult.

Key to Popularity

Graham Golson, Beta Chi '37, says: "Mark is sought by his associates and fraternity brothers both as a companion and an adviser. Tonight he may 'double-date' with the youngest freshman and the next night he may spend in helping the same freshman through the travails of biology or consoling him in a case of nos-

limited to radio listeners.

He is past president of the Interfraternity Council and AEU, junior college scholarship fraternity, president of the Student Activities Council, chairman of the Honor Council, member of the Emory Wheel staff and the Players. After having served his chapter in several important offices he was elected consul for the ensuing term. Fellow students made him president of the student body for the coming year. His election to ODK was made "for distinguished service to Emory." DVS, senior honor society, honored him with membership, and he wears the coveted Phi Beta Kappa key.

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7,000 Miles

The 7,000 miles traveled last season broadcasting games in stadia from New York to New Orleans might be emblematic of the long difficult road Bartlett traveled to get where he is.

Speculation on just how high he will go in fans' appreciation this season is not an entirely unknown quantity. His position in the radio firmament is assured because it has been earned by consistent hard work and because it has been used to serve its wide and varied orbit in modern tempo by constant study.

He has played with dance orchestras, has done theater work, and has been organist in one of the largest churches in Atlanta. His contribution to music in the Georgia capital has kept pace with the changing tastes of public fancy. When he took charge of music for WSB he became, at the age of 19, the youngest musical director of a major radio station. Since that time he has received every assignment known to radio because he can capably handle preparation, direction and execution of musical programs and conduct interviews and broadcasts requiring special announcing technique.

During the past winter he has been heard each Friday evening over the NBC Blue network in a program sponsored by the Pepperell Manufacturing Company which featured the distinguished philosopher, Dr. Karl Reiland.

Thus we have the extraordinary combination of outstanding undergraduate and successful professional man proceeding simultaneously, having the enthusiastic admiration of intimates and of fans who know him only as a genial voice relating events exactly as he sees them.

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

Confidential Report on Candidate for Fellowship

Name of Candidate Mr. Marcus Bartlett

Report Requested of Mr. Lambdin Kay,

General Manager, WSB, Biltmore Hotel, Atlanta

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. *An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.*

Your reply will be held in strictest confidence.

George M. Reynolds
Director for Fellowships

REPORT

Area for handwritten report content, including a signature and title: *Lambdin Kay*, *General Manager, WSB*, *Atlanta*. Includes a date stamp: *1/18/37*.



I unqualifiedly commend both Mr. Bartlett's qualifications and the pertinence and importance of his plan of work. During his ten years association at WSB no other member of the staff has developed to a comparable degree in ability and potential usefulness. He is studious, observant, untiring, ambitious, and aggressive. Through his own initiative he has acquired admirable assets as a writer, reporter, student of social and economic conditions, and as an executive. Despite exacting and arduous duties and responsibilities as a department head at WSB, he found time to complete a course at Emory University, distinguishing himself conspicuously there in both scholastic and student activities.

I consider his plan of work not only timely, but of national significance. Extraordinary interest prevails in this section in the field of Audio-Visual education. The State Department of Education, The Atlanta Public System, The Georgia Education Association and virtually every major educational institution are actively ways and means for adding motion pictures and broadcasting as modern tools in education. The most pressing need of these interests is information on sources of material, data on techniques and facts concerning methods and experiences elsewhere.

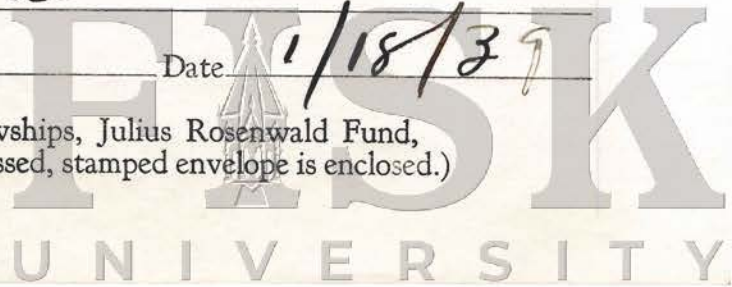
I consider Mr. Bartlett superbly equipped to collect and apply a wealth of essential information as yet unavailable and unassembled. His research could be immediately be translated into tangible benefits to a great mass of the radio public who need them most.

Is the candidate free from personality handicaps which would make it difficult to obtain and hold a position giving him opportunity to utilize his abilities?

Signed Lambdin Kay
Position or Title General Manager, WSB
Address Atlanta Ga

Date 1/18/39

(Please return to the Director for Fellowships, Julius Rosenwald Fund, 4901 Ellis Avenue, Chicago, Illinois. Addressed, stamped envelope is enclosed.)



A

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

Confidential Report on Candidate for Fellowship

Name of Candidate Mr. Marcus Bartlett

Report Requested of Mr. Ralph McGill

Atlanta Constitution, Constitution Building, Atlanta

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. *An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.*

Your reply will be held in strictest confidence.

George M. Reynolds
Director for Fellowships

REPORT

Dear Mr. Reynolds:

Marcus Bartlett is a splendid young man and probably the most capable radio man in Atlanta. He is young, ambitious, and entirely worthy.

Cordially,

Ralph McGill
Ralph McGill


FISK
OVER
UNIVERSITY

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

Confidential Report on Candidate for Fellowship

Name of Candidate _____

Report Requested of _____

Atlanta Constitution, Constitution Building, Atlanta

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.

Your reply will be held in strictest confidence.

Director for Fellowships

REPORT

Dear Mr. Rosenwald:

Is the candidate free from personality handicaps which would make it difficult to obtain and hold a position giving him opportunity to utilize his abilities?

The most capable radio man in Atlanta. He is young, ambitious,

and entirely worthy.

Signed _____

Position or Title _____

Address _____

Date _____

(Please return to the Director for Fellowships, Julius Rosenwald Fund, 4901 Ellis Avenue, Chicago, Illinois. Addressed, stamped envelope is enclosed.)

OVER

FISK UNIVERSITY

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

Confidential Report on Candidate for Fellowship

Name of Candidate Mr. Marcus Bartlett

Report Requested of Mr. Raymond B. Nixon

Emory University, Georgia

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

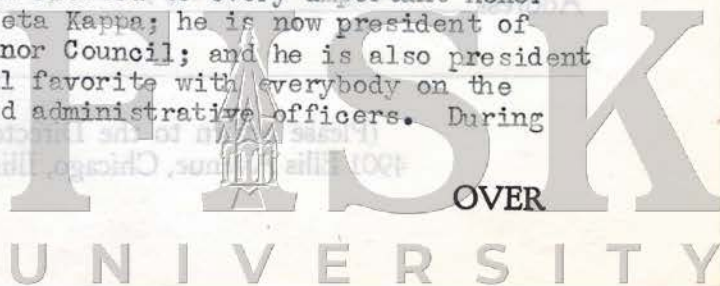
We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. *An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.*

Your reply will be held in strictest confidence.

George M. Reynolds
Director for Fellowships

REPORT

Mr. Bartlett is one of the most remarkable young men with whom I have come in contact during twelve years as a teacher of journalism and nearly as many years as an active newspaperman. I have known him nearly ever since he came to Atlanta some ten years ago, and every year my admiration for him increases. As others doubtless have told you, he was unable, as the sole support of his widowed mother, to come to college immediately after graduation from high school. He was forced, instead, to wait until he had made good in radio and could arrange a working schedule that would enable him to attend classes. He entered Emory University some four years ago with the idea of carrying two-thirds of a full class schedule while continuing his work as musical director and general utility man at Radio Station WSB. I frankly told him at the time that I did not think he would be able to do it, but to my amazement he has made close to a straight "A" record in his college work. In addition to that, he has been elected to every important honor society on the campus, including Phi Beta Kappa; he is now president of the University Student Body and the Honor Council; and he is also president of his social fraternity and a general favorite with everybody on the campus, from freshmen to professors and administrative officers. During



JULIUS ROSENWALD FUND

all of this time he has continued to grow in his chosen field of radio, and besides directing WSB's orchestra has reported football games over a South-wide hook-up on Saturday afternoons and has handled many straight news broadcasts. I happen to know the confidence and esteem in which he is held at Station WSB, and I am informed by usually reliable sources that he is being "groomed" for the general managership of the station in the event that the present manager may be forced in a few years to retire. WSB, as you know, is one of the few 50,000-Watt stations in the South (it hopes soon to be 500,000 Watts), and Mr. Bartlett even in his present position should be able to do much for education by radio.

I regard Mr. Bartlett's project as thoroughly practicable. Education by radio is a social agency that deserves encouragement from the Rosenwald Fund in its program to help the South, and I do not know of any person in radio who is potentially more valuable to this region or who would reflect more credit upon your foundation than Mr. Bartlett.

Mr. Bartlett has been an assistant in the radio division of the Emory Department of Journalism during his residence here, and we hope to hold on to him after graduation. This phase of our work is really just beginning. His assistance to us, of course, would continue to be on a part-time basis.

Director for Fellowships

REPORT

Is the candidate free from personality handicaps which would make it difficult to obtain and hold a position giving him opportunity to utilize his abilities?

Not only is he free from handicaps; he is possessed of positive traits of personality and character which will enable him to accomplish far more than the average person.

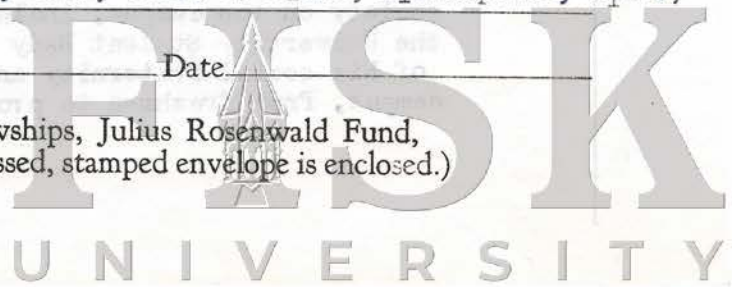
Signed Raymond B. Nixon

Position or Title Head of Department of Journalism, Emory University

Address Emory University, Ga. (Until Sept. 1, 1939, Univ. of Minn., Minneapolis, Minn.)

Date _____

(Please return to the Director for Fellowships, Julius Rosenwald Fund, 4901 Ellis Avenue, Chicago, Illinois. Addressed, stamped envelope is enclosed.)



OVER

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

A

Confidential Report on Candidate for Fellowship

Name of Candidate Mr. Marcus Bartlett

Report Requested of Mr. James S. Pope

Atlanta Journal, Journal Building, Atlanta

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. *An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.*

Your reply will be held in strictest confidence.

James S. Pope
Director for Fellowships

REPORT

Gentlemen:

Mr. Bartlett has a remarkable record of personal achievement. It has always been a mystery to his associates on The Atlanta Journal and WSB as to when he sleeps. He has become one of the most popular and valuable announcers at the studio, and, while working there many hours during day and night, has contrived to educate himself at Emory University, where he is an outstanding student, and has been president of the student body.

WSB a few years ago was offered a splendid contract

FISK
UNIVERSITY
OVER

for the broadcasting of Georgia Tech football games. No one was available to broadcast the games satisfactorily. Mr. Bartlett knew nothing whatever of football, but was a smooth and expert broadcaster. Within an amazingly short time he mastered the intricacies of the game, took the air, and has now become recognized as one of the foremost sports commentators in the nation.

His gifts are varied. He is a fine musician, and appears on radio frequently in that role.

I mention these personal facts because I know them to be true, and they constitute my opinion of Mr. Bartlett. I may add that he is an attractive young man, serious-minded, of scrupulous integrity and exceptional intelligence.

His project strikes me as being sound, but I leave that for you to judge. I will say that if you believe radio education to hold possibilities for the development of the South, Marcus Bartlett is the best available man to study and advance it.

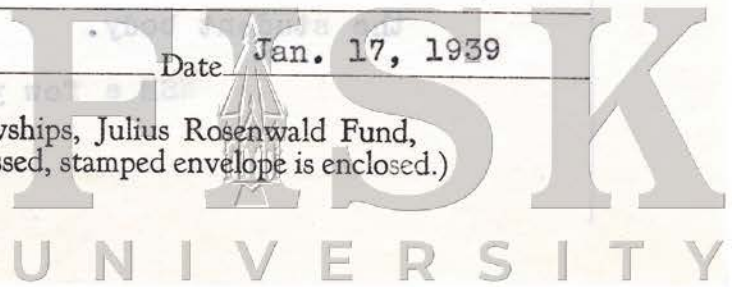
Is the candidate free from personality handicaps which would make it difficult to obtain and hold a position giving him opportunity to utilize his abilities?

Signed J. S. Pope
Position or Title Asst. Managing Editor
Address The Atlanta Journal,

Atlanta, Ga.

Date Jan. 17, 1939

(Please return to the Director for Fellowships, Julius Rosenwald Fund, 4901 Ellis Avenue, Chicago, Illinois. Addressed, stamped envelope is enclosed.)



OVER

JULIUS ROSENWALD FUND

4901 ELLIS AVENUE

CHICAGO

Confidential Report on Candidate for Fellowship

Name of Candidate Mr. Marcus Bartlett

Report Requested of Mr. John Paschal

Atlanta Journal, Journal Building, Atlanta

The above-named candidate has applied to this Fund for a fellowship and has given your name as a reference. The candidate's plan of work is attached. Please return it with your statement.

We shall appreciate your frank opinion of this applicant's abilities and personal characteristics, and an appraisal of his plan of work. *An early reply to this inquiry will be of great assistance in allowing the Fellowship Committee sufficient time for an adequate review of the large number of candidates who apply for grants.*

Your reply will be held in strictest confidence.

George M. Reynolds
Director for Fellowships

REPORT

It is difficult to predict the part that radio may play in adult education, but it seems likely that it will become increasingly important. The Atlanta Journal has always encouraged its radio stations, WSB and WAGA, to stress education by giving generously of their program time to "The School of the Air", Audio-visual projects and public forums. For more than three years the Journal has conducted its Editorial Hour each Friday night over WSB, emphasizing on the air its editorial page discussions of timely topics.

 **FISK**
OVER
UNIVERSITY

Just recently WSB began giving time to the Georgia Public Forum on Sunday afternoon for a half-hour forum, conducted under the auspices of the State Department of Education, the University of Georgia and Emory University, in cooperation with the United States Department of Education. All of these educational endeavors have met with an encouraging public response, leading us to believe that the time may be ripe for intensive study of radio's further possibilities in education.

I believe that Marcus Bartlett is well qualified for making the studies he has outlined in his application. He is a young man of sound sense and fine integrity and good scholarship, who is seriously interested in his radio work and who has already demonstrated unusual talent as a radio announcer. He enjoys the confidence of his associates at WSB and on The Atlanta Journal. It would please us all should he be selected for a Rosenwald award.

Is the candidate free from personality handicaps which would make it difficult to obtain and hold a position giving him opportunity to utilize his abilities?

yes

Signed

Mr. P. Cochran

Position or Title

Associate Editor & Managing Editor

Address

The Atlanta Journal

Atlanta, Ga.

Date *Jan. 17, 1939*

(Please return to the Director for Fellowships, Julius Rosenwald Fund, 4901 Ellis Avenue, Chicago, Illinois. Addressed, stamped envelope is enclosed.)

OVER

UNIVERSITY

EMORY UNIVERSITY

EMORY UNIVERSITY, GA.
TRANSCRIPT OF RECORD

THIS CERTIFIES THAT:

BARTLETT, MARCUS

ATLANTA, GEORGIA

Last Name of Student: **BARTLETT, MARCUS** | Other Names: _____ | Home Address: _____
 Entered THE COLLEGE OF EMORY UNIVERSITY **1-2-35** | **Sixteen** | **None**
 Date Admitted: _____ | No. Quarters Attended: _____ | Degree, Year Taken: _____

ENTRANCE UNITS ONLY
 (An admission unit represents the equivalent of five recitations per week for thirty-six weeks in an accredited high school, a minimum of 120 clock hours)

SUBJECTS	S	E	C	SUBJECTS	S	E	C	SUBJECTS	S	E	C
English	3			Civics				Biology	1		
Latin	3			Algebra	1			Chemistry			
French	2			Plane Geom.	1			Physics			
German				Solid Geom.							
Spanish				Trigonometry							
History	2			Gen. Science	1			Total			

Last High School Attended **RICHLAND, GA.**

Location _____

Year of High School Graduation **1926**

Number of Years in High School **4**

S-By certificate from an accredited school.

E-By examination.

C-By college work not counted toward degree.

A, B, C, D-Grades above a pass; E-Conditional; F-Failure.

RECORD OF COLLEGE WORK

All subjects taken are listed below.

Session	Dept. and Course No.	Descriptive Title of Course	Hours		Total Weeks	QUARTER GRADES				Courses Credit
			Lec.	Lab.		Fall	Winter	Spring	Summer	
1935	Bus L 201-2	Business Law	5	-	24		B	B		2
	Eng 101	Intro. to Study of Literature	5	-	12		B			1
	Psych 101	Introductory Psychology	5	-	12			A		1
	Credited from Univ. of Georgia (correspondence)				English 100					1
	Hist 265	Recent & Contemp. U.S. History	5	-	12				A	1
	Psych 121	Applied Psychology	5	-	12				A	1
1935-1936	Bible 101	The English Bible	5	-	12	A				1
	Eng 209	The English Language	5	-	12	B				1
	Fr 101-2	Elementary French	5	-	24		A	A		2
	Math 100	Introductory Mathematics	5	-	12		B			1
	Econ 101	Introductory Economics	5	-	12			C		1
	Jour 202	Public Opinion	5	-	12				A	1
	Psych 215	Abnormal Psychology	5	-	12				A	1
1936-1937	Biol 101-2	Introductory Animal Biology	4	3	24	A	A			2
	Biol 282	Genetics	5	-	12		B			1
	Fr 103	Intermediate French	5	-	12			A		1
	Hist 264	Civil War & Reconstruction	5	-	12			A		1
	Psych 212	Social Psychology	5	-	12				A	1
	Soc 201	Principles of Sociology	5	-	12				A	1
1937-1938	Jour 101	Newspaper Reporting	5	-	12	A				1
	Soc 349	Criminology	5	-	12	A				1
	Jour 203h	Newspaper Editing	3	-	12		A			1
	Jour 208h	Law of the Press	2	-	12		A			1
	Jour 211	History & Principles of Journal.	5	-	12		A			1
	Eng 225	Contemporary Drama	5	-	12			A		1
	Soc 353	Problems in Criminal Justice	5	-	12			A		1
	Eng 214	American Literature	5	-	12				A	1
	Pol Sci 212	Government of Georgia	5	-	12				B	1
	Pol Sci 217	American Political Parties	5	-	12	B				1
	Jour 201	Advanced Journalistic Writing	5	-	12	A				1
	Hist 282	Contemporary European History								Taking
	Jour 240	Fundamentals of Spoken English								Taking

A course is a subject extending through one quarter with five class periods weekly. It is equivalent to 3 1/3 semester hours.

Conduct record **Clear** | Date and cause of withdrawal **In attendance**
 Transcript issued **1-3-39** to **Self** | *Honorable dismissal is hereby granted.*

Signature of Registrar

(A charge of \$1.00 will be made for each additional copy of this transcript.)

Marcus Bartlett
Atlanta, Georgia.



For Dr. Wiley's information

Radio and Its Practical Application
to Education in Georgia.

I would like to make a study of the use of radio in education by trying to find out what has already been done, what movements are under way to improve the effectiveness of radio in education, what methods are being tried to make education more attractive to the radio listener, and how some of these ideas and methods may be adapted for use in Georgia and the South.

As for the future, I plan to remain at station WSB in an executive capacity, and, when I have completed my work at Emory University, I expect to remain on the staff as an assistant in the Journalism Department. With these connections I would have a double opportunity of putting acquired knowledge into practice through actual broadcasting and through teaching.

WSB is owned and operated by the Atlanta Journal and during my period of study the Journal would expect me to contribute articles regularly.



I would like to go to Washington, D.C., for six weeks to study the work being done by the U.S. Department of Education under Dr. John W. Studebaker, U.S. Commissioner of Education. At the same time I would have an opportunity to study the program of research being conducted by the Federal Radio Education Committee, a group appointed by the Federal Communications Commission representing jointly the interests of broadcasters and educators. Dr. Studebaker is chairman of this committee.

From Washington I would like to go to New York to investigate the methods of the National Broadcasting Company and the Columbia Broadcasting System. Through correspondence with Dr. James Rowland Angell, Educational Counselor for NBC, I understand that the facilities of that organization will be open for study and that consultation with their authorities will be possible. This survey of network methods would be supplemented by interviews with leading educators in the New York area. At least six weeks would be needed to cover this phase satisfactorily.

I would like to go to London, England, to study the effect of government control on radio education as compared with our system of private ownership. From London I would like to go to Stockholm, Sweden, for further study of radio under government control.

The Scandinavian countries have been notably successful with their program of rural adult education. It would be valuable to know the reason for their success.

On returning to this country I would like to spend a month travelling through Georgia endeavoring to find just what is needed and how radio may best satisfy these needs.

There is a definite place for adult education in Georgia, especially regarding such conditions as were pointed out recently in the report of the National Emergency Council. Our people need to know more about the wasted land resulting from soil erosion, conservation of our wild life and forests, methods of developing our natural resources, farm problems, etc.

A wealth of educational material suitable for radio use is available now but technical methods of program presentation have not developed as rapidly as the program material. For instance, new methods of vital interest to peach growers may have been discovered. If such news is presented on the air in a poor talk by an incompetent radio speaker the message will lose all its attractiveness and appeal. It will not even interest the group for which it is primarily intended. Program presentation of educational material needs to be improved.

WSB serves 1,744,200 families in its primary and secondary areas according to a survey made by the station in 1937. In these homes there are 965,900 radio sets. In the occasional area 10,643,300 additional families are served owning 1,287,200 radio sets.

In addition to WSB there are fifteen or more stations in our immediate area without network facilities. These non-network stations, representing a majority of the stations in this section, serve their own local communities. For lack of better program material they use phonograph records and hill-billy bands. These stations would welcome an opportunity to present some really good programs that would be of significant value to their listeners.

A majority of the studies on radio in education have been made by educators. I would like to study the field from the point of view of the practical broadcaster with the idea in mind of collecting and coordinating these studies and making my findings available, not only to the station with which I am connected, but to the smaller stations as well. These stations have more air time available and can serve their immediate vicinities more effectively than the metropolitan and network stations.

Since its inception WSB has followed the policy of giving time on the air to the educational institutions of the state. Other stations unquestionably follow the same policy. But the institutions have not always provided programs that could be called educational.



With someone to guide the programs presented by these institutions, with the backing of the schools in the state and with their resources to draw from, with the attitude of the Atlanta Journal and WSB toward this project, and with the cooperation of the smaller stations in the South, some practical results can be obtained.

FELLOWSHIPS

Final

April 12, 1939

Dear Mr. Bartlett: It is a pleasure to inform you that you have been selected by the Committee on Fellowships of the Julius Rosenwald Fund to receive a grant of One thousand one hundred dollars (\$1,100) to assist you in carrying forward your study of radio in education.

A plan covering the details of payments under this grant will be arranged to fit your particular needs.

Please let us know at once if you accept this grant. An official announcement of the Committee's selections for the year will be made soon and can include only those from whom acceptances have been received.

Very truly yours,

GMR:MLJ

GEORGE M. REYNOLDS

Mr. Marcus Bartlett
~~Station WSB~~
Biltmore Hotel
Atlanta, Georgia

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FELLOWSHIPS

AM

April 13, 1939

Dear Mr. Bartlett: I am enclosing a formal notification of your fellowship award for the study of radio in education. You will recall that in our conversation in Atlanta I mentioned to you some of the things which the Committee wished to suggest concerning your project. One of these was that the Committee thought you should consult outstanding people in the field of radio regarding the best use you could make of your time during the tenure of your fellowship. Another question was whether or not you could in six months do what you wished in this country and in addition make the trip to Europe which you suggested.

The Committee's idea in connection with the trip to Europe is not that you should make the trip or that you should not make the trip, but rather that you should be guided by what you are able to learn in the first two or three months of the tenure of your fellowship. If after canvassing the field and working in this country it appears highly advisable for you to go to England and perhaps to Sweden, it is entirely within the scope of your award for you to do so. The Committee feels, however, that full consideration should be given the matter, and that work in this country should at least precede the trip abroad.

If we can be of any service to you at any time during the course of your fellowship, please call on us.

Very truly yours,

GMR:MLU

GEORGE M. REYNOLDS

Mr. Marcus Bartlett
Station WSB
Atlanta Biltmore Hotel
Atlanta, Georgia

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UNIVERSITY

The Atlanta Journal
S T A T I O N
W S B

<i>The Voice of the South</i>			
GMR			
50,000 WATTS - NBC			
BALTIMORE HOTEL			
ATLANTA, GEORGIA			
			April 17, 1939

Dear Dr. Reynolds: I gladly accept the Rosenwald Fellowship as offered in your letter of April 12. I am indeed grateful for the opportunity to make this type of study.

Dr. Embree called me in for a conference yesterday and outlined the points covered in your letter. I intend to put a lot of study and thought on the subject during the summer and in the fall I should be able to map out a program that will be up-to-date and thorough for my purpose. I shall bear in mind your comments on the work abroad.

Assuring you of my intention to do a really serviceable piece of work and thanking you for your courtesies, I am,

Sincerely

Marcus Bartlett

MB/b

Dr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

FELLOWSHIPS

April 19, 1939

Dear Dr. Wiley: The Julius Rosenwald Fund has just awarded a fellowship for 1939 to Marcus Bartlett in the field of radio in education. Mr. Henry Allen Moe, who happens to be a member of our Committee, said that you had done some work in this subject, and had spent some time working in one of the broadcasting companies last summer in New York.

It was Mr. Moe's opinion that you might be able to give us some suggestions that would be helpful to Mr. Bartlett in his plans for next year. I am hoping to be in Texas in the next month, and would like to talk with you about the matter if you can give me a little time. Will you tell me when your college will be out, so that I can try to plan to be in Denton before you leave for the summer?

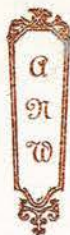
Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLJ

~~Dr. Autrey Nell Wiley
Texas State College for Women
Denton, Texas~~

FISK
UNIVERSITY



Handwritten signature or initials in blue ink.

FELLOWSHIPS

	GMR	<i>my</i>	<i>book</i>	<i>up</i>

The English Department,
 The Texas State College for Women,
 Denton, Texas,
 April 21, 1939.

Dear Mr. Reynolds:

I have read Mr. Bartlett's outline of his project with interest. Especially in his references to Georgia he hints at programs that I am sure of; if he does not already know of England's efforts in relation to the country's agricultural and industrial development, he will pick up such information while he is studying.

Being very much interested in radio and education, I shall be glad to give any suggestions that I can. After the fifth of May I hope to be at home, with only my college schedule limiting my leisure. So I shall be very glad to have you come to Denton and discuss some aspects of the project. I have more time at the end of the week, with all Friday afternoon and Saturday (9:15 to 10:15 for one class) free. But on any day that you choose I shall find some room. Can you come before the first of June? I am sailing early in June for England--or hoping to do so. If you will kindly let me know when you will reach Denton, I shall have someone meet you at the station if I cannot be there myself.

It was a very fine privilege of mine to meet Mr. Moe upon his visit to Austin last summer. He very generously turned his attention to radio and other matters of communication that were brought up in conversation. I hope I may not disappoint his expectation that I should know of some phases of the study which Mr. Bartlett would like to consider.

Sincerely yours,
Autrey Nell Wiley

I am holding Mr. Bartlett's paper for you.



FELLOWSHIPS

May 17, 1939

Dear Mr. Bartlett: I was in Texas recently and while there talked with Dr. Nell Autrey Wiley, Professor of English at the Texas State College for Women. Dr. Wiley has done some work in the field of radio in education and has spent some time with radio companies in New York.

Dr. Wiley felt that your plan of work was well prepared and that you were on the right track. She indicated that if she were doing the project she would be governed by what she found out in the first few months of work in New York. I am enclosing a few suggestions and comments which Dr. Wiley made. She indicated that in addition to what you had outlined, you might find on investigation that you could spend a week or two in Cincinnati at the Crosley radio station. There a good deal is being done in public school radio work, mainly teaching by radio.

The Texas State College for Women has an educational program which is put on weekly. Dr. Wiley says that their experience indicates that it takes at least thirteen weeks to find out whether or not an educational radio program is having any effect. She makes the point that you should not, when you get back to your station, expect definite results in too short a time.

Dr. Wiley said she was not in a position to advise on the European trip, but she thinks the men you will see in New York and elsewhere might be able to give you good advice on the value of a trip abroad.

If we can be of any help, please let us know.

Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLU

~~Mr. Marcus Bartlett~~
Station WSB
Atlanta, Georgia


FISK
UNIVERSITY

Notes from Dr. Nell Autrey Wiley

(Page numbers refer to your plan of work)

Page 1. Radio in education: Mr. Philip Cohen, production director of the Radio Division, United States Office of Education, conducts an Educational Radio Service in the Radio Workshop. He has studied radio in England. "The World Is Yours."

Page 3. Program and Production: Mr. Douglas Coulter, Assistant Program Director, CBS, has sound ideas about vitalizing material. He is director of the Radio Workshop.

Page 4. Radio and Education: Mr. Bartlett's idea is that of the Radio Workshop at N. Y. U., 20 Washington Square, N. Confer with Mr. Robert S. Emerson, Assistant Professor of Radio Instruction and Assistant in Production, CBS. The chief authority to confer with is Professor Lyman Bryson, T.C., Columbia; Chairman of CBS Adult Education Board, Mr. Paul A. McGhee, Assistant Dean, Division of General Education, New York University.

	GMR		Emm D	
		cel	May 31	

FELLOWSHIPS

110 West College Avenue,
Denton, Texas,
May 28, 1939.

Dr. George M. Reynolds,
Director for Fellowships,
Julius Rosenwald Fund,
4901 Ellis Avenue,
Chicago, Illinois.

Dear Dr. Reynolds:

I have had a letter from Mr. Robert S. Emerson, saying Mr. Bartlett will be welcome. Mr. Emerson tells me he is resigning from CBS to head the four-year course in radio being offered by the Washington Square College of N. Y. U. With this change, I think still better of my suggestion that Mr. Bartlett confer with Mr. Emerson. Until now, radio has been for only workshops and a few courses over the country. The educational feature that Mr. Bartlett was interested in will receive emphasis in the course planned by Mr. Emerson.

I hope you had a satisfactory visit to Texas. Dean White and President Hubbard were sorry to miss seeing you.

With best wishes for the summer, I am

Sincerely yours,

Anthony Nell Wiley

To Messrs Bartlett 5/31/

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FELLOWSHIPS

D

May 31, 1939

Dear Dr. Wiley: Thank you very much for your
letter of the 28th regarding
Mr. Bartlett. Mr. Reynolds will be out of the
office until the middle of the month, but I
have passed the information along.

Very truly yours,

MARGARET L. UTLEY
Secretary to Mr. Reynolds

Dr. Autrey Nell Wiley
110 West College Avenue
Denton, Texas

FISK
UNIVERSITY

FELLOWSHIPS

May 31, 1939

Dear Mr. Bartlett: In Mr. Reynolds' absence from the office on a two-week field trip, the following letter has been received from Dr. Nell Wiley of Texas. I thought I better pass it on to you so you can work her suggestion into your plans if you wish.

"I have had a letter from Mr. Robert S. Emerson, saying Mr. Bartlett will be welcome. Mr. Emerson tells me he is resigning from CBS to head the four-year course in radio being offered by the Washington Square College of N. Y. U. With this change, I think still better of my suggestion that Mr. Bartlett confer with Mr. Emerson. Until now, radio has been for only workshops and a few courses over the country. The educational feature that Mr. Bartlett was interested in will receive emphasis in the course planned by Mr. Emerson."

Very truly yours,

MARGARET L. UTLEY

Secretary to Mr. Reynolds

Mr. Marcus Bartlett
~~Station WSE~~
Atlanta Biltmore
Atlanta, Georgia

FISK
UNIVERSITY

The Atlanta Journal

STATION

W S B

FELLOWSHIPS

The Voice of the South

50,000 WATTS - NBC

BILTMORE HOTEL

ATLANTA, GEORGIA

June 9, 1939

Dr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

	GMR	12	GMR	0

Dear Dr. Reynolds:

Please don't think that I am unappreciative of the information passed on from Dr. Wiley but examinations and graduation have had me in a whirl. That's all over now and I can begin to devote some time to the project.

I am planning to contact these people by mail immediately and shall be governed to some extent by the replies that I get from them. I am particularly interested in Mr. Emerson's new work at N.Y.U.

With sincere thanks for your suggestions and help and with kindest regards, I am,

Yours truly,

Marcus Bartlett

The Atlanta Journal
Radio Station WSB

ESK

UNIVERSITY

The Journal Covers Dixie Like the Dew

LAMB DIN KAY
GENERAL MANAGER

JOHN M. OUTLER, JR.
ADVERTISING MANAGER

The Atlanta Journal

STATION

W S B

The Voice of the South

50,000 WATTS - NBC

BILTMORE HOTEL

ATLANTA, GEORGIA

June 9, 1939

FELLOWSHIPS

	GMR	12	Miles	

Miss Margaret L. Utley
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

Dear Miss Utley:

Please accept my sincere thanks for the information contained in your letter of May 31. I am very interested in what Dr. Wiley has suggested and especially the work that Mr. Emerson is doing. I appreciate your thoughtfulness in sending this information to me promptly.

With kindest regards, I am,

Sincerely,

Marcus Bartlett

The Atlanta Journal
Radio Station WSB

ESK
UNIVERSITY

The Journal Covers Dixie Like the Dew

P. 1:

Vill Bartlett
(from Dell Wiley)

Radio in education: Mr. Philip Cohen, production director of the Radio Division, United States Office of Education, conducts an Educational Radio Seminar in The Radio Workshop. He has studied radio in England. The World Is Yours.

P. 3:

Program and Production: Mr. Douglas Coulter, Assistant Program Director, CBS, has sound ideas about vitalizing material. He is director of the Radio Workshop.

P. 4:

Radio and Education: Mr.

Bartlett's idea is that of the Radio Workshop at N.Y.U., 20 Washington Square, N. Confer with Mr. Robert S. Emerson, Assistant Professor of Radio Instruction and Assistant in Production, CBS. The chief authority to confer with is Professor Lyman Bryson, T.C., Columbia; chairman of CBS Adult Education Board.

Mr. Paul A. McShee
Assistant Dean
Division of General Education
N. Y. U.

FISK
UNIVERSITY

FELLOWSHIPS

Bartlett, Marcus

September 15, 1939

Dear Mr. Bartlett: I am assuming that the outbreak of the war in Europe will change your plans in so far as the European part of your proposed study is concerned. I am pretty sure that you will not be able to secure a passport for the purpose of your trip, and in all probability you could not get much cooperation in London owing to the war and the censorship that is in effect.

I would suggest that you consider revising your plan to do more extensive work in this country, or that you plan to do the work here that you outlined and postpone until a later date the European phase of your proposal.

Are you planning to be in Atlanta in October, or will you be in the East? It is probable that I will get to Atlanta about the 15th.

Very truly yours,

GMR:MLU

GEORGE M. REYNOLDS

Mr. Marcus Bartlett
Station WSB
Atlanta Biltmore
Atlanta, Georgia

**FISK**
UNIVERSITY

LAMB DIN KAY
GENERAL MANAGER

JOHN M. OUTLER, JR.
ADVERTISING MANAGER

FELLOWSHIPS

The Atlanta Journal

STATION

W S B

The Voice of the South

50,000 WATTS - NBC

BILTMORE HOTEL

ATLANTA, GEORGIA

September 21, 1939.

	GMR	23-	GMR	0
	ERE		ERE	8

Mr. George M. Reynolds
Julian Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois

Dear Dr. Reynolds:

I had given up the idea of going abroad long ago. My present plans are to do all my work in this country.

I have just returned from New York where I had very satisfactory conferences with Mr. Frank Dunham of NBC and Mr. Sterling Fisher of CBS and Phil Cohen of the United States Office of Education. They were most helpful with their suggestions and agreed to give me all the latitude I needed when I go back up there in January to actually begin work. As far as I know now I will be in Atlanta all the month of October and will be more than delighted to see you any time you are in town.

Sincerely,

Marcus Bartlett

ESK

UNIVERSITY

The Journal Covers Dixie Like the Dew

FELLOWSHIPS

Bartlett, Marcus

LAMB DIN KAY
GENERAL MANAGER

The Atlanta Journal
STATION

WSB

The Voice of the South



ATLANTA-GEORGIA
December 11, 1939

GMR	13	<i>W</i>	0
		<i>M</i>	14

Mr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

Dear Dr. Reynolds:

I shall be glad to pass on the information to prospective Rosenwald Fellows. There is one young man in whom I am particularly interested. He is Graham Golson, Macon Telegraph, Macon, Georgia. He has his A.B. and Masters degrees from Emory University in Journalism. I have talked to him about making application for a fellowship and I am quite certain that he would like to apply in about a year - not at the present time.

If present plans develop as they should I will be leaving Atlanta around the 15th of January to begin work on my fellowship.

Are you planning to be in Atlanta before that time? I would like to see you again before I begin work and I do need some further information about the procedure in actually getting the fellowship money.

With kindest personal regards, I am,

Sincerely,

The Atlanta Journal
Radio Station WSB



The Journal Covers Dixie Like The Dew

FELLOWSHIPS

December 14, 1939

Dear Mr. Bartlett: Mr. Reynolds will be out of the office until early in January, and in his absence I am replying to your letter of the 11th. I think it is unlikely that he will be in Atlanta before you leave in January, but in case there is a change in his plans I know he will be glad to talk with you.

Miss Dorothy Elvidge, our controller, handles the payments to our Fellows. She will be glad to have you send her a schedule that will fit in with your need for travel and other expenses during the tenure of your fellowship.

Very truly yours,
MARGARET L. UTLEY
Secretary to Mr. Reynolds

Mr. Marcus Bartlett
Station WSB
Atlanta
Georgia

FISK
UNIVERSITY

FELLOWSHIPS

The Atlanta Journal
STATION

LAMB DIN KAY
GENERAL MANAGER

WSB

The Voice of the South



Bartlett - Marcus

ATLANTA-GEORGIA

February 1, 1940

	CMR	5	app ⁿ	7
	DG		DG	
	ERE		0	

Mr. George Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois.

need ✓

Dear Mr. Reynolds:

If my plans had gone as scheduled I would have been well under way with the work on my Fellowship.

However, as you probably know the Atlanta Journal and WSB have been sold to Mr. James Cox of Dayton, Ohio. Consequently there has been a great deal of reorganization in the station to conform to his policies. It has not seemed to be a good move to leave the station under such circumstances.

Until such time as things may be completely straightened out I don't see how I can possibly get away. Now just what status does that leave my fellowship in? Is there a certain deadline that I will have to meet in order to be able to accept it?

I assure you that this postponement is not brought about by choice - pure circumstances seem to be against me for the moment.

Hoping to have a favorable reply soon and with kindest personal regards, I am,

Sincerely,

The Atlanta Journal
Radio Station WSB

Marcus Bartlett

Musical Director.

The Journal Covers Dixie Like The Dew



FELLOWSHIPS

February 7, 1940

Dear Mr. Bartlett: On my return to the office today I find your letter regarding the delay in your plans. In view of the change of ownership of WSB, it will be satisfactory to us for you to postpone your travel for a reasonable length of time. Suppose that we let the matter wait for the present, and in a month or two you can let me know what the situation is, and what the possibilities are for your beginning work during the summer.


All good wishes to you.

Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLJ

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

FISK

UNIVERSITY

The Atlanta Journal

"THE JOURNAL COVERS DIXIE LIKE THE DEW"

50,000 WATTS



"The Voice of the South"

	GAR	2		

ATLANTA, GA.

September 30, 1940.

Mr. George M. Reynolds
4901 Ellis Avenue
Chicago, Illinois

Dear Mr. Reynolds:

Replying to your letter of September 26th., at the present time I am holding the position of Production Manager at Radio Station WSB.

I have been with the station for the past eleven (11) years but in the capacity of Production Manager for only the past seven months. This was a promotion and entailed an increase in salary.

I have had no publications in that length of time, although I have done a great deal of writing for radio programs.

ok
As I told you in our recent conversation I would appreciate the trustees holding my fellowship for the time being. As we changed ownership and management the first of the year it still does not seem advisable for me to try and go on a leave of absence so soon after assuming a new position.

Any consideration that you may show me will be greatly appreciated.

With kindest personal regards, I am,

Sincerely yours,

Marcus Bartlett
Production Manager,
RADIO STATION WSB.

MBartlett/khm

FELLOWSHIPS

October 2, 1940

Dear Mr. Bartlett: Thank you for your letter
of the 30th, in which you
report on your activities during the past year.
We appreciate the situation which a change of
management of the station has brought about,
and will be glad to hold your grant for a longer
period.

Very truly yours,

GEORGE M. REYNOLDS

GMR*MLU

Mr. Marcus Bartlett
The Atlanta Journal
Atlanta, Georgia

FISK
UNIVERSITY

FELLOWSHIPS

December 10, 1940

Dear Mr. Bartlett: Thank you very much for sending me the copies of the scripts of the Latin-American programs which you have been putting on over WSB. I am delighted that you have been able to go ahead with the idea which we discussed. It seems to me that you are doing a swell job.

Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLJ

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

*to ERL +
Book & Burt*

FISK
UNIVERSITY

CROSS REFERENCE RECORD

FIRM NAME OR SUBJECT FELLOWSHIPS BARTLETT MARCUS **FILE NO.**

DATE 1-10-41 **REMARKS** GMR to Mr. Ethridge re: Mr. Bartlett's radio work and Latin American broadcasts.

SEE ETHRIDGE MARK **FILE NO.**

DATE **SIGNED**

FILE CROSS REFERENCE RECORD UNDER NAME OR SUBJECT LISTED AT TOP OF THIS SHEET, AND IN PROPER DATE ORDER. THE PAPERS REFERRED TO SHOULD BE FILED UNDER NAME OR SUBJECT LISTED UNDER "SEE"

YAWMAN AND ERBE MFG. CO.
ROCHESTER, N. Y.

FISK
UNIVERSITY
FORM NO. 099CR

FELLOWSHIPS

February 27, 1941

Dear Mr. Bartlett: I appreciate your sending me the scripts of the Pan-American radio program which you are giving over WSB. I have read all of them with a great deal of interest. I was in Washington some two weeks ago and had a talk with Nelson Rockefeller who is serving as Co-ordinator of the Commercial and Cultural Relations between the American Republics. I called his attention to the work you are doing over WSB, and he is keenly interested. I gave him your name and address and told him I was sure you would be glad to co-operate with his organization.

All good wishes to you.

Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLU

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

FISK
UNIVERSITY

FELLOWSHIPS

Mr. George M. Reynolds.

*P.S. You will be interested to know
that our Pan American*
series is far exceeding all our expectations. We have
had letters from about 35 of the 48 states and even on
down to Latin America. We are very proud of this series
and are doing quite a bit to promote it. Thanks again
for the suggestion.

M.B.

Marcus Bennett

The Atlanta Journal

"THE JOURNAL COVERS DIXIE LIKE THE DEW"

50,000 WATTS



"The Voice of the South"

GMR	10			

FELLOWSHIPS

Atlanta, Georgia
March 6, 1941.

Mr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois

Dear Mr. Reynolds:

Thanks so much for telling Mr. Rockefeller about our Pan American programs.

I am placing him on our mailing list to receive scripts of each weeks' broadcast.

With kindest personal regards, I am,

Sincerely yours,

Marcus Bartlett

Production Manager,
RADIO STATION WSB.

MBartlett/khm

FISK
UNIVERSITY

The Atlanta Journal

"THE JOURNAL COVERS DIXIE LIKE THE DEW"

50,000 WATTS



"The Voice of the South"

FELLOWSHIPS

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ER		ER	0
PE		PE	.

Atlanta, Georgia
December 5, 1940.

Mr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Avenue
Chicago, Illinois

Dear Mr. Reynolds:

Following your suggestion that we do something along the South American program we set about building a series of programs we call Pan Americana.

This series has been on the air for several weeks now and it has met with a fine response.

I am enclosing copies of some of our scripts so that you may know just what we are doing.

These are being written by one of our staff writers and produced in our studio with local talent.

We are grateful to you for your suggestion along this line and trust that we are doing the sort of job that you had in mind when you made the suggestion.

With kindest personal regards, I am,

Sincerely yours,

Marcus Bartlett

Production Manager,
RADIO STATION WSB.

MBartlett/khm
Encl.



FELLOWSHIPS

April 15, 1941

Dear Mr. Bartlett: I have resigned my position as Director for Fellowships of the Fund to accept a post with the U. S. Department of Agriculture, and I am trying to clear up everything possible so that I can make a report to the Committee on Fellowships and leave everything in as good shape as possible for my successor.

returned

I am therefore writing about the fellowship which was awarded you by the Julius Rosenwald Fund in 1939. There remains a balance in your grant of \$1,100. I should like to know definitely what your plans are with reference to the use of this money. I am particularly interested in finding out when you expect to resume work on the project you outlined to us, and when you will be calling for the money. May I have an early reply?

Very truly yours,

GMR:MLJ

GEORGE M. REYNOLDS

MLJ

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

FISK
UNIVERSITY

The Atlanta Journal

"THE JOURNAL COVERS DIXIE LIKE THE DEW"

50,000 WATTS



"The Voice of the South"

MR 21 BK 28
DE
FELLOWSHIPS

Bartlett, Marcus

ATLANTA, GA.

April 18, 1941.

Mr. George M. Reynolds
Julius Rosenwald Fund
4901 Ellis Ave.,
Chicago, Illinois

Dear Dr. Reynolds:

First of all, I suppose congratulations are in order on your new position. I sincerely hope in your new work our paths may cross frequently.

As I explained to you when I saw you last fall there has been little possibility of my getting away from the station for an extended leave of absence since the change of ownership. This is not to my disadvantage -- rather to my advantage because new responsibilities have fallen on our department and along with it interesting salary increases.

As you probably know I am in the general type of work that my Rosenwald plan outlined. The station is very liberal in allowing me to go to all types of radio educational meetings and to visit any place that I feel I will be able to pick up any information - all this on station time and expense account.

I talked the matter over very thoroughly with our General Manager, Mr. Reinch. Under the circumstances I feel that I would be unjustified in tying up this grant any longer -- that possibly some other deserving person might have it in my stead.

Please advise the Rosenwald Committee that my failure to take up the fellowship is not due to lack of interest - rather to a change of circumstances. I am still deeply interested in this project and intend to go ahead with it here in my station work.

I greatly appreciate the personal interest you have taken in my particular case and I shall never forget

(continued)

FISK
UNIVERSITY

Mr. George M. Reynolds
Page #2 (continued)

the many kindnesses of other members of the Rosenwald staff.

With kindest personal regards, I am,

Sincerely yours,

Marcus Bartlett

MBartlett/khm

Production Manager,
RADIO STATION WSB.

FISK
UNIVERSITY

FELLOWSHIPS

bc^o

April 28, 1941

Dear Mr. Bartlett: Thank you for your prompt reply to my letter regarding the use of the fellowship award which was made to you. I greatly appreciate the spirit with which you relinquish it. Should you wish to apply at another time we shall be glad to have you do so.

According to our records you made a trip to New York in connection with your study of radio work. If the expenses involved have not been met by your station, I hope you will send us a notation of the money spent in order that a check may be sent to you.

All good wishes to you. When you get to Washington be sure to look me up. I can be reached in the Surplus Commodities Administration of the Department of Agriculture.

Sincerely yours,

GEORGE M. REYNOLDS

GMR:MLU

Mr. Marcus Bartlett
Station WSB
Atlanta, Georgia

P.S. I will appreciate your sending me copies of the Latin American scripts. They should be addressed to me in Room 2092 South Agricultural Building, and they will reach me promptly if marked personal.

FSK
UNIVERSITY

The Atlanta Journal

"THE JOURNAL COVERS DIXIE LIKE THE DEW"

50,000 WATTS



"The Voice of the South"

FELLOWSHIPS

Bartlett, Marcus

ATLANTA, GA.

May 1, 1941.

WCH	5		WCH	0
SMK		copy	5/6	WCH
DE			DE	.

Dr. Geo. M. Reynolds
Julius Rosenwald Fund,
4901 Ellis Avenue
Chicago, Illinois

Dear Dr. Reynolds:

The trip that I made to New York about a year ago was at the station's expense so actually I have not spent anything for which I have not been reimbursed.

As you probably know, the Red network of the National Broadcasting Company liked our Pan Americana idea so well that they are starting a series of programs called, "Good Neighbors", on Thursday, May 22nd., at 9:30 P.M. -- the time we have been broadcasting our series.

Their programs will run through October 16th., We are planning to drop our shows for that length of time but will resume them in the fall.

I will send you the remaining scripts to be broadcast to your new address.

Wishing you the best of luck in your new position and with kindest personal regards, I am,

Sincerely yours,

Marcus

Production Manager,
RADIO STATION WSB.

MBartlett/khm

