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# STATION SERVICE

Radio activities in behalf  
of public interest.

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## POWER OF MUSIC

Words aren't the only medium by which a story is told, as some 38,000 school children in Charleston, W. Va., well know each year. It's done with music over WGKV. Now in its fifth year, *Musical Pictures* is regularly listened to by an estimated 38,000 school children every year from the first through the sixth grades at a time which fits into the school curricula. Evidence that the blood-and-thunder type of radio fare isn't the only way to capture the attention of the small fry: in a questionnaire passed out throughout the schools last year, *Musical Pictures* was overwhelmingly voted the favorite radio program among the grade schoolers.

A public service feature, the program is aired each Wednesday and Friday from 1:30 to 1:45 P.M., the time being set by the teachers and the Board of Education. Comments WGKV program director, C. P. Vogel, Jr.: "WGKV is proud to be broadcasting these programs and we do not regard them either as publicity or promotion. We honestly feel that we are doing a great public service throughout our county school system."

Primarily a different approach toward music appreciation, each broadcast tells a story, musically. Student participation comes from drawing pictures of images conjured up by the music or stories and poems upon the subject. Script is written by members of the Junior League, narrated by program director Vogel.

Through a Radio Board and the Board of Education, teachers are given parallel material for research and to aid them in classroom preparation. The Public Library builds a special section for teacher's research for the six weeks of the series.