

JOURNEYS IN MUSIC LAND

a feature of the Wisconsin School of the Air

Showing boys and girls it's fun to make music is the goal of this broadcast series, on the air since 1931 under Professor E. B. Gordon. "Journeys in Music Land" is intended for listening in school rooms by children in fourth through eighth grades. It teaches note-reading, singing, and develops an understanding and appreciation of good music. More than 90,000 school children participated in their classrooms during 1949-50, and each spring almost 16,000 gather in festivals throughout the state to sing their favorite songs together with their radio teacher. For many this is their first face-to-face meeting with Professor Gordon. More about the festivals later.

THEY SAY THIS ABOUT THE COURSE

"Wednesday afternoon the 4th of October our school grades 3-8 went on a field trip. We left school at noon and took our lunch with us...We took our music books with us...At 1:30 we tuned in on the car radio. Your program came in very clear. It seemed that it fit quite well with the surroundings at that time. Certainly we have many things to be thankful for. We all seemed to get the meaning of the songs "The Brook" and "The Beauty of the Earth."
Children of Prospect School
Town of Pine River 10/5/50

"We are enjoying the lessons tremendously. To think that singing in the classroom can be done with some crescendos, accelerandos, liveliness and fun is too good to be true. And to have the idea of "dictation" of melodic patterns put across by Mr. Gordon is so helpful to my cause..."

M. M. (teacher), Winona, Minn. 10/11/50

"...all four of our children have had their appreciation for good music increased because of your efforts. One boy, now a junior in college and a member of the college choir, said...that he will always be thankful that you gave to him, early in life, a desire to know, sing and appreciate the best in music."

An appreciative mother and teacher,
Mrs. G. S., Tomah, Wisconsin 1/15/50

BROADCAST THROUGHOUT WISCONSIN REACHING APPROX. 4300 SCHOOLS IN 1949-50

"Journeys in Music Land" is broadcast by the state-owned radio stations WHA, Madison, "the oldest station in the nation," and the stations of the Wisconsin State Radio Council FM network WHA-FM, Dane County; WHAD, Waukesha County; WHRW, Calumet County; WHRM, Marathon County; WHWC, Dunn County; and WHLA, La Crosse County. It is on the air every Wednesday during the school year from 1:30 to 2:00 p.m.

MEET PROFESSOR GORDON

Edgar B. Gordon, nationally known music educator, Emeritus Professor of Music at the University of Wisconsin, and pioneer radio teacher. He broadcast music appreciation lessons as early as 1921 over the University Station 9XM, later WHA, when his listeners wore earphones to hear him. He had groups in widely scattered parts of the country listening to his regular programs.

He started broadcasting to school children in 1931 on the Wisconsin School of the Air. Since retirement from active teaching at the University, he devotes much of his time to the radio class and visits schools around the state.

He selects for his teaching good music which he believes the children will enjoy all through their lives. The music of such master composers as Mozart, Bach, Beethoven, Sibelius become familiar to the youngsters. They also sing folk songs of many countries.

Professor Gordon is assisted in his work by his wife, who writes the words to the folk and classical melodies which he arranges.

Many of his early radio pupils now listen and participate as teachers in the "Journeys in Music Land" programs.

SPRING FESTIVALS ARE PLANNED FOR ALL YEAR LONG BY THE CHILDREN

An average of nine regional festivals are held annually climaxing the year of listening to "Journeys in Music Land." They are held in various cities throughout Wisconsin in April with a final state gathering in Madison the first week in May. All festivals are personally conducted by Professor Gordon. Each festival is informal. If the children have fun singing one song, they may sing it again. Or if they do another especially well, Professor Gordon may ask them to repeat it.

Broadcasts of the state festival are carried throughout Wisconsin by WHA and the State FM Network.

The first festival was held in Madison in 1934 with only a few hundred children attending. Now, with nine festivals, approximately 16,000 children participate every year.

PART OF THE WISCONSIN SCHOOL OF THE AIR

"Journeys in Music Land" is one of ten weekly programs on The Wisconsin School of the Air which supplement classroom teaching in Wisconsin elementary schools. An estimated total of 500,000 course registrations were recorded during 1949-50, meaning there are approximately 165,000 boys and girls in Wisconsin listening to an average of three radio courses each.

Station WHA at the University of Wisconsin in Madison plans the Wisconsin School of the Air program series with the aid of classroom teachers and leaders in the various subject matter fields. Other courses included in the program series are in the fields of art, literature, news, social science, conservation, general science, and rhythmic.

A teacher's manual is provided for each course to aid in conducting the preparation and follow-up work which is necessary for effective use in schools. Songbooks and a teacher's piano accompaniment book are prepared for "Journeys in Music Land."

The Wisconsin School of the Air was established in 1931 by H. B. McCarty, its present director.