

N A E B

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 28, NO. 8

AUGUST, 1963

NETRC to Leave Radio

TV alone will occupy the NETRC in the future, reportedly because the Ford Foundation has so requested. Most affected will be the eight stations along the East Coast forming NETRC's FM network, the ERN. Formal program service over the ERN began in October, 1962.

As we go to press, ERN affiliates and NAEB and BFA representatives are meeting in Washington to discuss the future of educational radio networking in the U. S.

ZIP Codes for NAEB

Washington, D.C., 20036.
Urbana, Illinois, 61803.

Western Radio-TV Conference Releases Program

The steering committee for the 1964 Western Radio and Television Conference has released the advance program for its meeting in San Francisco, February 26 through 29. Preceding the conference itself will be a one-day symposium on "Television as a Means of Instructional Communication," presented with the assistance of the Los Angeles and San Francisco chapters of SMPTE.

Session topics are: "For a Third Dimension: Guts or Gim-micks" (the program element that gives meaning . . . intellectualism vs. showmanship, egghedism vs. entertainment—is it either/or, or a proportion of both?); community support for radio and TV stations; radio and TV as educational media; "The 'Left,' the 'Right,' and a Medium Between" (ability of the broadcaster to steer a course between extremes of thought); illustrations of specific uses of radio and TV in instruction; illustrations of specific public interest broadcast presentations; "Assessing Instructional Needs for Television"; and a study of the radio and TV professional training program at San Diego State College. In addition one session will be devoted to addresses by Gary Steiner, author of *The People Look at Television*, and Paul Lazarsfeld, author of the previous study, *The People Listen to Radio*.

Competitions

- Musical Competition of Prince Rainier III of Monaco. Entries to be received not later than April 1, 1964. Three prizes—for an original piece of chamber music, for an orchestral work, and for a scenic musical work. For information, write: M. le Secrétaire General du Prix de Composition Musicale, Service des Archives, Palais Princier, Monaco.
- Playwright Award Competition of the Little Theatre of Savannah, Inc. Entries to be received by October 31, 1963. \$250 award for an original full-length play for arena production. For information, write: The Little Theatre of Savannah, Inc., 1714 East Gwinnett Street, Savannah, Georgia.

Anniversaries

July 26—WCET, Cincinnati, 9th.
August 18—WKAR, Michigan State University, 41st.

Henry Will Speak at NAEB Convention

FCC Chairman E. William Henry will be the banquet speaker at the 1963 NAEB convention in Milwaukee. NAEBers will be able to read about him in the July-August *NAEB Journal* in an exclusive interview by Editor Walter Emery.

Lost: One NAEBer!

The NAEB has received a check for Individual Membership from David G. O'Keefe, P. O. Box 7158. Problem is, we don't have a city and state. Would anyone knowing the whereabouts of Mr. O'Keefe please write to Mrs. Doty Templeton, 119 Gregory Hall, Urbana, Illinois.

International Study Institute Begins

Scheduled to begin regular sessions in New York this fall, the new International Study and Research Institute is now accepting fees for charter memberships. The Institute plans to offer non-degree programs on various international issues. For information and application blanks, write to the institute, at 41 Central Park West, New York 23.

New NAEBers

ACTIVE

Station WNMN, Northern Michigan University, Marquette, Michigan.

ASSOCIATES

Department of Public Instruction, Harrisburg, Pennsylvania; Florida Institute for Continuing University Studies, Gainesville, Florida.

INDIVIDUALS

Capt. Darrell L. Anderson, College Park, Maryland; John C. Barker, Springfield, Illinois; James R. Blake, Amarillo; Lt. Larry R. Bolts, San Antonio; Charles H. Cooper, Handsboro, Mississippi; James W. Cox, Jr., San Antonio; Major William F. Cunningham, College Park, Maryland; Barbara Curran, Syracuse; George Fazenbaker, Orlando; Samuel E. Francis, Sr., Rantoul, Illinois; Tibbs M. Golladay, Gulfport, Mississippi; Wayne Gratton, Fond du Lac, Wisconsin; Major A. C. Hamby, College Park, Maryland; Major Ross E. Hamlin, Maxwell AFB, Alabama; Ellison H. Hoke, Elgin, Illinois; Daniel T. Jones, Huntsville, Alabama; Robert R. Jones, New York; Lt. Frank W. Kafer, Lackland AFB, Texas; Roy M. Ludwig, Aurora, Colorado; Harold Levenson, Syracuse; J. Gerald Loughlin, Elmira, New York; Neal D. Marshall, Chicago; William G. Mitchell, Gainesville, New York; Gertrude M. Moesch, Buffalo; Bradford Norman, New York; Richard C. Nudd, Columbus, Ohio; Ben Zion Mushkin, Philadelphia; Lee F. Osborn, Westchester, Illinois; Willy Padilla, Washington; James D. Perry, Bloomington, Indiana; Gene J. Petty, Charleston AFB, South Carolina; John S. Porter, Rochester, New York; Jay Rayvid, Pittsburgh; Charles P. Salter, Wichita Falls, Texas; Alice M. Schwartz, Carbondale, Illinois; Capt. John D. Sheedy, San Antonio; Lawrence H. Shepsher, Wichita; John H. Sherman, Rantoul, Illinois; 1st/Lt. John F. Smith, San Antonio; William G. Speights,

Wichita Falls, Texas; Kenneth L. Stewart, San Antonio; Major John H. Stockwell, Dayton; Benjamin B. Sutton, Jr., Biloxi; Capt. Charles M. Thompson, San Antonio; Noel Urquiza, Washington; James C. Webb, Greenville, Mississippi; L. Clinton West, Madison; Lt. Robert L. Winstead, Lackland AFB, Texas; Major Roy R. Wood, Dayton.

Publications

- Recently received in the NAEB Publications Office were copies of the 1963 *Educators Guide to Free Films* and the 1963 *Educators Guide to Free Filmstrips*. The former, in its 23rd annual edition, costs \$9 a copy, and the latter, the 15th annual edition, \$6, both from Educators Progress Service, Randolph, Wisconsin.
- The Japan Broadcasting Corporation has issued a handsome publication describing its main activities during the year 1962, called *NHK Handbook 1963*.
- *History in Sound* is a catalog of World War II radio broadcasts by CBS which have been deposited in the phonographic archive at the University of Washington. Milo Ryan is the author, and the University of Washington Press, Seattle, the publisher. \$15.
- The third edition of *Television and Radio* has been published. Authors of the 658-page volume are Garnet R. Garrison, director of broadcasting, and Edgar E. Willis, speech department, both of the University of Michigan, and Giraud Chester, vice president in charge of TV program administration for NBC. Garrison and Chester wrote the two preceding editions.
- The August 25, 1963, *Houston Chronicle* will carry a rotogravure magazine on the University of Houston, which is to become a state-assisted college this year.
- Ampex Corporation has issued a file folder containing six booklets on videotape recorders and associated equipment. Write Ampex, 934 Charter Street, Redwood City, California.
- RCA has issued a four-page information bulletin on writing a TV system specification. Write Educational Electronics, Broadcast and Communications Products Division, RCA, Camden 2, New Jersey.
- *Studies of Broadcasting* is the title of a publication to be published annually by the Japan Broadcasting Corporation. A few copies of the first issue may be obtained by any institution or library, by writing to: Editorial Office, NHK Theoretical Research Center, 1-10 Atagocho, Minatoku, Tokyo, Japan. The publication includes articles by Paul F. Lazarsfeld, Wilbur Schramm, and Japanese researchers.
- Report of the first year's work of the Northeastern Regional Instructional Television Library Project. \$1 for mailing and handling, from: 238 Main Street, Cambridge 42, Massachusetts.
- For reprints of "Audio-Visual Education: A Partial Bibliography of 209 American Doctoral Dissertations," compiled by Franklin Parker, University of Texas, write: William C. Pryor, Jr., Assistant Editor, *Film World and A-V News*, Sidale Publishing Co., 672 South Lafayette Park Place, Los Angeles 57.
- *Christian Philosophy* contains the text of a series of eight half-hour radio lectures broadcast on the CBC University of the Air. Hard-cover edition \$1.75, soft-cover \$1. CBC Publications, Box 500, Toronto 1, Ontario.
- The Department of Radio and TV of the University of Alabama has printed a 28-page pronunciation guide to Alabama place names.
- Two bibliographies may be obtained from Department NA, Television Information Office, 666 Fifth Ave., New York 19: No. 1, "Television and Education," and No. 2, "Television: Freedom, Responsibility, Regulation."
- *8mm Sound Film and Education*, edited by Louis Forsdale, may be obtained for \$2.50 from the Bureau of Publications, Columbia University, 525 West 120th St., New York 27.
- Norwood Films has released a supplement to their 1962-1963 film catalogue. Free from Norwood Films, 926 New Jersey Avenue, N.W., Washington, D.C.

- McGraw-Hill's new film catalog lists the instructional films available through them for secondary school and college.
- The USOE has issued a 54-page booklet "New Media for Instruction," available from the Government Printing Office, Washington 25, D.C., for 25c each.
- Also available from the GPO, for \$1.25 each, is House Report No. 281, entitled *Television Network Program Procurement*.

News Notes

PERSONNEL

- ▶ Gene Dillehay has been named manager of WNAD, University of Oklahoma's radio station. He was formerly with KWTV, Oklahoma City commercial TV station.
 - ▶ *Broadcasting* reports that Dr. John R. Winnie, of the State University of Iowa, will head the Peace Corps ETV project in Colombia.
 - ▶ Dr. Clair R. Tettmer last month left his post at KTCA-TV, St. Paul, to become general manager of WFME-TV, new ETV station for the Fargo (N.D.)-Moorhead (Minn.) area.
 - ▶ Dr. Halas Jackim, former executive director of the Corning (N.Y.) ETV Center, has accepted a professorship at the State University College of Oswego (N.Y.).
 - ▶ The Rev. Lawrence W. McMaster, Jr., executive director of the United Presbyterian Division of Radio and Television for the past six years, has been named executive secretary in the Office of the General Secretary of the Board of National Missions, United Presbyterian Church, U.S.A. Named as interim executive director is the Rev. Charles Brackbill, associate executive director.
 - ▶ Florence M. Monroe, TV supervisor of the New York City board of education's WNYE, has been elected president of the city's chapter of American Women in Radio and Television.
 - ▶ Carl Falb Jr. has left the Akron Public Schools to join the staff of the Telecommunications Center at Ohio State University, to do liaison work between WOSU-TV and the schools which use its classroom instruction programs. Miss Ruth Engman replaces Falb as coordinator of radio-television education for the Akron schools.
 - ▶ James K. Petersen, producer-director for the University of Florida's WUFT-TV, has been appointed director of radio and television for the new Florida Atlantic University in Boca Raton.
 - ▶ Dr. Kenneth A. Christiansen, director of TV at the University of Florida, is spending a month in India evaluating the effectiveness of ETV in the New Delhi schools.
 - ▶ Dr. Hugh Cordier, head of the radio-TV department, University of Illinois, has been elected vice president of the APBE.
 - ▶ Loren B. Stone, manager of KCTS-TV, University of Washington, was honored as "Man of the Year" by the National Community Television Association at its convention in June.
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- NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Phone 333-0580. Area Code 217.
- Reporters:**
- Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.
 - Ruane Hill, WAER (FM), Syracuse University, Syracuse, N. Y.
 - Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville.
 - Lou Penequey, AETC, 2151 Highland Ave., Birmingham, Ala.
 - Region III —McCabe Day, WVSH, School City of Huntington, Ind.
 - Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

▶ Evelyn Walker, producer-coordinator of radio and TV programs for the Birmingham Public Schools, is one of 17 people to receive the American Educators Medal Award from the Freedoms Foundation of Valley Forge. The award is given for work performed during the year which encourages others toward understanding the American way of life.

▶ Syd Cassidy has been appointed curator of the television collection of the Hollywood Museum.

▶ Dr. Samuel B. Gould, manager of WNIT, New York City's ETV station, was one of the main speakers at the annual conference of the American Library Association in July.

▶ New personnel announced at WDCN-TV, Nashville, are Gordon Reel, producer-director, and Alice Gill, continuity director. Reel holds a degree in radio-TV-films from the University of Kentucky, where last year he directed telecourses in English literature, cultural anthropology, and oriental culture. Mrs. Gill holds a degree in radio and speech from Ohio University and has worked for the Dallas (Tex.) *Times-Herald*, and as a free-lance writer.

▶ Speaking to 30 Vanderbilt University students completing work in a master of arts teaching program, Charles Siepmann, director of communications at New York University, said that America today faces the enemy of "loveless teachers." He said the real teacher, either in the classroom or on television, must be dedicated and know the inner meaning of his subject and love to teach it. Siepmann opened a series of sessions for the teachers last fall and he spoke to them again to close the sessions this spring.

STATE & REGIONAL ACTIVITIES

▶ A state-wide feasibility study is under way for South Dakota. Martin Busch, president of the South Dakota ETV Association and manager of KUSD-TV, states that the study will be completed by the ETV Associates of St. Paul before the state legislature meets in January.

▶ New officers of the New York State Educational Radio and Television Association are: Halas L. Jackim, president; Albert Fredette, vice president; John Porter, secretary; and Michael Collins, treasurer.

▶ Looking back over the decade since the establishment of the Alabama ETV Commission in June 1953, Manager Raymond Hurlbert said: "Gratifying progress is viewed in retrospect. The growth is measured from an idea to a TV network; from a few weekly evening hours of films telecast over one station to a concise, regular schedule aired over four interconnected stations; from teachers at blackboards delivering lectures to deans conducting demonstrations using elaborate equipment and films for in-school study; from sporadic telecourse scheduling to a year's advance planning of programming under authorization of the state board of education; from clumsy, amateur staged presentations to quality, live television productions . . . Yet, there is room for extensive experimentation and improvement . . . The next decade promises even greater challenges, opportunities, and achievements for educational broadcasting in Alabama and the nation."

▶ WDCN-TV, Nashville, which went on the air last fall, is the first production-broadcast center in the proposed Tennessee ETV network. Present plans foresee affiliated stations in Memphis, Lexington, Sneedville, and Chattanooga.

Currently WDCN is awaiting approval of a request filed with the FCC for a power and coverage increase. Station officials hope for approval in time to install the necessary equipment to go to full power at the beginning of the 1953-54 school year. The state board of education has granted the station \$503,000—\$228,000 for production operations and \$275,000 for capital equipment.

The station serves 43 school systems in southern Kentucky and middle Tennessee with in-school telecasts, with an enrollment in the TV courses of 134,343, according to Robert

Glazier, station general manager. He said the hoped-for increase in power from 16kw to 100kw "should help us to serve 229,000 students in Tennessee alone—and roughly a third of our geographical coverage area will be in Kentucky." WDCN-TV also programs for adults in the evenings.

▶ September 1964 is the target date for on-the-air operation for the ETV station for southern California. To assist in the planning and development of ITV programs for participating agencies with the Community Television of Southern California, an ETV planning committee has been formed. At a spring CTSC board meeting, Elden Smith, recently retired chairman of the executive committee of the Los Angeles Security First National Bank, was elected CTSC president.

GENERAL

▶ WHRO-TV, Hampton Roads ETV station in Norfolk, is scheduled to move into its own studio building August 1. Randy Brent has taken over at the helm, replacing Blair MacKenzie, who is directing operations for the NAEB ETV project in Samoa.

▶ Fourteen persons enrolled in the ETV workshop at Winthrop College, Rock Hill, South Carolina, June 10-28. The relationship between the classroom teacher and the TV teacher was emphasized in the workshop, which carried three hours of graduate credit. Participants also studied the broad movement of ETV in this country and abroad and received sufficient production experience to understand the problems of the on-camera teacher. Roy Flynn, associate professor of communications and director of public relations at the college, was workshop director. He was assisted by personnel from the college and the South Carolina ETV Center, with out-of-state consultants Dona Lee Davenport, director of radio and TV, Charlotte-Mecklenburg schools, and Vernon Bronson, NAEB director of research and development. Dr. William Royster represented the state education department. The workshop took place in the new CCTV and radio studios of Winthrop College.

▶ Stephens College has announced receipt of a grant enabling it to distribute the lectures in three courses by long-distance telephone conference calls to a network of small liberal arts and teachers colleges. The first course will be a science seminar during the first semester of 1963-64. Conference calls will occur probably once a week, with the science teachers in the classrooms able to ask questions of the science lecturer of the day. The other two courses will be offered during the second semester. James A. Burkhart of the social studies faculty will be technical director of the entire project, with Charles F. Madden, head of the communications department, serving as coordinator. The grant, totaling \$47,500, was made by the Fund for the Advancement of Education.

▶ KUON-TV, University of Nebraska, is participating in the state's tourism project for the second season by using pictures of Nebraska scenes of tourist interest as background for the station's call letters on station-break slides.

▶ Supporters of WMHT (TV), Schenectady, New York, have launched various projects to gain funds for the station, presently suffering a deficit of some \$68,000. One of the projects was a bike sale, which the William A. Koppe family inaugurated, feeling that it not only would be a good family project but would also call attention to WMHT. Many bikes were donated and the Koppes hope it may become an annual event.

▶ WMHT and the Charlotte-Mecklenburg schools (N.C.) recently completed a mutually beneficial equipment swap. Each organization had been given transmitters which could be adapted for use on their respective channels—except for the diplexers. The trade of side band filters and diplexers solved the problem for both.

▶ WHYV-TV, Philadelphia, this summer is establishing studios and offices in Wilmington, Delaware, and installing a new 50kw transmitter and tower in Glassboro, New Jersey. In September broadcasting over the three-state setup will begin.

▶ The 1962-63 annual report of radio-TV activities for the Baltimore Public Schools reports 256 TV programs and 205

radio programs for in-school use, 13 TV and 9 radio programs for public relations, and 76 TV programs for adult education. These programs were presented during the 1962-63 school year over local commercial stations.

▶ The University of Hawaii and the East-West Center co-sponsored a festival of music and art of this century in May.
 ▶ The Indiana University radio and TV service announces that 31 of its ETV shows are currently being shown over the ABC station in New York City. The four series are being aired over commercial WTTV, Indianapolis, also. Titles are: "The Way of the Woman," "America—Great Issues, Great Speeches," "The Sense of Sight," and "A Matter in Doubt."
 ▶ February, 1964, is the date by which Santa Clara County (Calif.) hopes to be on the air on Channel 54. Plans are to start out with kinescopes, filmed series, and slides with local live announcements. Then in the second phase, plans call for microwave links between the transmitter site and the production facilities of San Jose State College and other ETV producers, and also for installation of a videotape recorder. During the third phase, addition of a mobile TV camera truck is called for. Organization plans name the county superintendent of schools as station manager, with a director of programming, director of utilization, and chief engineer directly responsible to him. The county board of supervisors has approved an outlay of \$210,000 to finance the project. Now the county is awaiting approval from the FCC to use Channel 54.

▶ Beginning next fall, Boston University's two radio stations, WBUR-FM and the closed-circuit WTBU-AM, will utilize common facilities and a single student management staff will coordinate the programming and personnel of both stations.

▶ The University of Southern California's School of Journalism and Department of Telecommunications will jointly offer "Introduction to Mass Communication" as a required course in their respective curricula. Teachers of the new course will be Dr. John M. Kittross, associate professor of telecommunications, and Dr. William S. Caldwell, assistant professor of journalism.

▶ According to a survey, the New York University professor who faces a WCBS-TV camera to deliver a *Sunrise Semester* lecture is addressing this composite viewer: a mature woman who rises early in the morning in her suburban home, who owns and reads many books (her preference: non-fiction), whose education and income considerably exceed the average, and who has owned a TV set for at least six years. The profile is based on 1,134 replies to a questionnaire mailed to 3,200 persons.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Mrs. Gail Wilson, Placement Service, at the NAEB office in Washington.)

AUGUST 1—Young man, 22, desires position with educational TV or radio station as writer. B.A.; three years experience in radio and TV. Location, except for Northeast, open.

AUGUST 2—Available for work in educational television station. 1½ years teaching experience. M.S. in radio-TV. Female, 23 years old, single. Prefers metropolitan area on East or West Coast. Salary open.

AUGUST 3—Male, age 32, single, B.S. (radio-TV), M.S. (communication-film production). Desires interesting and challenging opportunity in educational broadcasting (radio-TV) or film which would utilize extensive training and experience in these fields as well as public secondary and university extension education. Background includes both educational and commercial teaching and administrative experience as AV specialist for state education department. Currently holds valid secondary and junior college teaching credentials. Prefers California; salary, \$7,000 or higher.

AUGUST 4—Single female desires position as ETV coordinator and/or teaching-directing. Work beyond M.A. Experience at public school and college levels in speech education. Graduate work in communications.

AUGUST 5—Experienced ETV producer-director. B.S. in television production. Married. Location open.

AUGUST 6—News and public affairs addict, age 23, male, married. A.B. Dartmouth, M.S. (radio-TV) Syracuse. Vast amount of part-time radio and television experience, very creative in N&PA area. Will relocate. \$100 minimum.

AUGUST 7—Young man, 28, seeks position as producer/director, producer/writer or promotion/continuity. Experience in both television and radio. Master's candidate. No location preference.

AUGUST 7—Ambitious young man seeks position as program, operations, or station manager. B.A., about 8 years experience in television. Available immediately; salary \$8,000-\$10,000. Desires area with seasonal climate.

AUGUST 8—Ten years experience as a television producer-director plus three years as executive producer. Thoroughly familiar with live and film productions as well as over-all station operations. Married, 45, with a B.A. in English literature. Would prefer job as program manager anywhere in the world starting at \$8,500 per year.

POSITIONS AVAILABLE

(In order to be considered by these institutions, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.)

AU-1 Chief engineer to plan, install, and operate UHF educational television station now under construction by large public school system in the South. Transmitter, microwave and studio experience essential. Immediate opening.

AU-2 Television artist for university station with daytime devoted to in-school, instructional programming, and a nighttime operation devoted to adult education and cultural programming. Station has approved activation of 5 more VHF channels to form statewide network. Candidate must be experienced in all phases of television art. Salary \$5,500 to \$6,500 per year. Open September 1.

AU-3 Art director for large university station. Ample experience necessary. Salary \$6,600. Open September 1.

AU-4 Producer-director for university station with about 6 years experience. Salary \$7,000. Position available August 1 or September 1.

AU-5 Electronic engineer (general) for military television facility. Must be graduate of a recognized technical school or college in an electronics, communications, or television engineering curriculum. Civil Service; salary \$8,000. Open immediately.

AU-6 Art director for state ETV station. Four years of experience in commercial art; however, will consider candidates with less commercial experience if background training is sufficient.

AU-7 Midwestern university seeks experienced film writer-director for social-problem TV documentaries supervised by prize-winning producer and aired by commercial station in major market. Skill in interviewing important. Social science background helpful. Starting salary, \$6,000 to \$8,000 per year depending upon experience.

AU-8 ETV-AV director for city's highly successful educational TV system which consists of a complete ETV center. Valid teaching certificate preferred. Salary range depending on education and experience \$7,000 to \$10,000. Immediate opening.

AU-9 Midwestern university is offering a Ph.D. fellowship in the television area. Position is half-time in TV production. Fellow may qualify for an additional waiver of tuition for the summer of 1964 with the possibility of an additional \$500. Experience is required in either TV broadcasting or closed-circuit TV production and direction. Salary for 10 months \$2,300 (September 1963-June 1964).

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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