

newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JANUARY, 1965

NAEB Gets \$600,000 from Ford

The NAEB has received a three-year grant of \$600,000 from the Ford Foundation to improve instructional TV quality. Funds will be used for regional seminars and a national program of consulting services. Staff appointments will be announced soon.

ERT To Be June 2-4

This year's Institute for Education by Radio-Television (the 35th) will be June 2, 3, and 4, in Columbus, Ohio. Radio and TV program entries for Ohio State Awards must be post-marked not later than January 15.

Plan NAEB '65 Convention

Miss Mary Lynn Moody, NAEB convention coordinator, has announced that plans are under way for the 1965 national convention. Dates: October 31-November 3. Location: Sheraton-Park Hotel, Washington, D.C.

Wisconsin to House NAEB Archives

The Mass Communications History Center of the Wisconsin State Historical Society has been named as the repository for NAEB historical materials. The designation was made by the NAEB Board on recommendation of the History and Archives Committee.

Region II to Meet in March

Region II NAEBers will meet March 19-21, 1965, at Colonial Williamsburg, Virginia. John Young, director of television, WUNC-TV, University System of North Carolina, will serve as general chairman of the conference, with Colonial Williamsburg and the College of William and Mary as co-hosts.

James Etheridge, Jr., executive director, Florida ETV Commission, Tallahassee, and the region's Individual Member representative on the NAEB Board of Directors, said that he and other national directors in the region will assist Young and his conference committees. Speaking of the meeting, Etheridge said, "I hope the first business session of the Williamsburg conference will consider broadening the leadership of, and participation in, Region II activities—enlisting representatives of all divisions of NAEB and of special fields of interest, perhaps as a Region II executive committee which would elect the Region II chairman."

He added, "I earnestly hope that increased participation by engineers and all technical personnel, by producer-directors, and by TV teachers—both studio teachers AND classroom teachers—can be vigorously promoted."

NAEB Board Members Elected

Following are the names of those elected to the NAEB Board of Directors for terms beginning January 1, 1965.

Individual Member Division. Region I: Albert P. Fredette,

manager, WAMC, Region IV: Wilbur D. Donaldson, assistant general manager, KTCA.

Instructional Division. Region III: Charles McIntyre, director of instructional resources, University of Illinois. Region VI: George E. Steiner, coordinator, ETV, San Francisco State College.

Radio Division. Region II: Marjorie Newman, program director, WFSU-FM, Region V: Jack M. Burke, manager, KSAC.

Television Division. Run-off in progress as we go to press. Those in run-off (to be completed December 30): Jack McBride, KUON-TV; Robert Schenkan, KLRN-TV; Otto Schlaak, WMVT-TV; and Donald Taverner, WQED-TV.

NAEBers Joining in Austin, Please Note

Membership information has been lost for several persons who joined or renewed as NAEB Individual Members in Austin on either October 25 or 26. These applications were among materials lost when a staff member's suitcase was stolen.

Anyone who joined or renewed at that time and who has not yet received a new membership card should write to Mrs. Dorothy Templeton at the NAEB Urbana office.

250 Attend NAEB-ETS Meeting

Representatives of 90 of the nation's 99 ETV stations met in Washington December 7-8 to kick off a 7-month study of long-range ETV financing. FCC Chairman E. William Henry and U. S. Commissioner of Education Francis Keppel addressed the group.

Both the conference and the study are being financed by a USOE grant to the NAEB. Frederick Breitenfeld, who joined the NAEB staff in the fall, is directing the project.

In his address, Chairman Henry announced that the International Radio and Television Society has established a special committee, chaired by John Cunningham, of Cunningham & Walsh, to explore the manner in which ETV fund requirements can be met. He read a letter in which Mr. Cunningham hoped for the early achievement of sufficient ETV funds for greater substance and interest, a continuous campaign on commercial TV urging people to contribute to ETV, and a campaign urging people to use ETV to improve themselves, culturally and economically. Some NAEBers may remember a speech delivered by Mr. Cunningham at the IERT in 1959 (printed in the November 1959 *NAEB Journal*) in which he outlined some of advertising's responsibilities to ETV.

Scriptwriters Wanted

● Playwrights submitting one-hour TV dramas or comedies to WQED before March 1, 1965, may win \$1,000 per script. WQED and the Aluminum Company of America are sponsoring the contest in an effort to improve the quality of script writing in TV.

There is no definite limit to the number of possible winners. The author of each script accepted for production will receive \$1,000. Judging will be based upon originality of theme, quality of writing, and adaptability to the TV medium.

To be eligible, a script must be submitted in duplicate, accompanied by a release form, typed, double-spaced, and bound in regulation theme folder. There are no specific restrictions as to subject; scripts should meet the standards of good taste of the broadcasting industry and the production capabilities of WQED.

For further information and competition release forms, write immediately to: WQED TV Playwrights' Contest, 4337 Fifth Avenue, Pittsburgh 13, Pennsylvania.

● The EMC Corporation, St. Paul, periodically needs the services of gifted free-lance audio and audiovisual script-writers who are experienced in the specific field of education. At the present time, they are particularly interested in writers who have had some experience in educational programming in the social science, language arts, and literature fields.

The company develops and produces supplementary teaching aids (discs, tapes, filmstrips) for a variety of subject areas from the elementary to the college level. Reimbursement for free-lance writing is either on a fee or royalty basis, depending upon the nature of the project and the budget available.

Interested writers should send resumes of experience in educational broadcasting—preferably with sample scripts and/or tape recordings illustrating their work—to Northrop Dawson, Jr., Vice President - Executive Producer, EMC Corporation/Educational Materials Division, 180 East 6th Street, St. Paul, Minnesota 55101.

Although it is not a determining factor, Mr. Dawson writes that they would be particularly interested in hearing from past award-winners at the IERT.

Obituaries

● John P. McGoldrick, a veteran of 41 years of service in the broadcasting field, died November 8 in Scranton, Pa. At the time of his death, he was chief engineer for WUSV-FM, University of Scranton, and for WPTS, Tituson. Joseph A. Risse, of the International Correspondence Schools, Scranton, is filling in as chief engineer at WUSV.

● Rev. Florencio V. Tamesis, S.J., 39, production coordinator of the Center for ETV, Manila, Philippines, died of a heart attack November 16, 1964. He was lecturer at the Ateneo de Manila Graduate School and traveled extensively observing the major ETV installations in the U. S.

New NAEB Institutional Members

RADIO DIVISION AND NETWORK

Montana State University, Station KUFM (FM), Missoula.

INSTRUCTIONAL DIVISION

Central Michigan University, Mount Pleasant; Roanoke City Schools, Virginia.

EDUCATIONAL ASSOCIATE

Florida Institute for Continuing University Studies, Gainesville.

INDIVIDUAL MEMBERS

During the past two months, 96 new Individual Members have joined the NAEB.

Help Needed on FM Bibliography

Fred L. Christen, graduate researcher at Syracuse University, is working on an annotated bibliography of all research on FM radio, commercial and noncommercial. He is seeking information on all previous FM studies, and says that he is "interested in any and all research bearing on FM radio—local or regional, recent or antiquated, commercial or noncommercial."

Anyone knowing of anything along this line can help by writing him at the Television and Radio Center, Syracuse University, Syracuse, New York 13210.

Help Needed in English Study

Patrik Hazard has begun a U. S. Office of Education survey on the use of newer media in teaching English. He would like to hear from persons who have been involved in such experiments—kindergarten through high school.

The purpose of the survey is to identify outstanding experiments in order to publish their news to all English teachers. The most promising one may be filmed in order to get the new ideas circulating as quickly as possible.

Hazard is interested in any such experiments which will have conclusive evidence as late as May 1965. Write to him at Beaver College, Glenside, Pennsylvania.

News Notes

PERSONNEL

▶ Irving R. Merrill, director of TV research at the San Francisco Medical Center, University of California, recently spent two weeks visiting England and Scotland, where he served as consultant at a meeting of the TV research committee of the British Association for the Study of Medical Education. His schedule also included addresses before the Royal College of Physicians and Surgeons, Glasgow, the TV committee of the medical faculty of the University of Newcastle upon Tyne, and the Kent Post-graduate Medical Center at Canterbury. He says he was "impressed at the lively interest in television as a means of medical instruction for both undergraduates and practicing physicians."

▶ Colby Lewis, professor of TV and radio and coordinator of CCTV at Michigan State University, has been named manager of TV broadcasting. He has been serving as acting manager since July. His new assignment involves administrative responsibility for WMSB, and he will retain his present academic responsibilities.

▶ Michael J. Ziegler has joined the staff of WTVI, Charlotte, North Carolina, as producer-director, coming to them from Penn State. Other new WTVI staffers are Sam Grainger, chief artist and animator, who left Sam Grainger Productions; Don Polley, chief engineer, formerly chief engineer at WVEC-TV, Norfolk; and Wayne Shope, staff engineer, from the Raethon Corporation and WCYB, Bristol, Tennessee.

▶ Lee Marks, chief engineer at WTVI, has resigned to return to KTCA, St. Paul-Minneapolis.

▶ Last month the University of Texas Drama Department performed the Robert Schenkan and Kai Jurgensen translation of Ibsen's "The Lady from the Sea." The two had done the translation 15 years ago to free, as they saw it, the author's poetic and folk overtones from the bonds of Victorian prose imposed by earlier translators. Jurgensen did the literal translations; Schenkan set it in its proper English equivalent.

▶ Gerald F. McVey has been appointed manager of the University of Wisconsin Multimedia Instructional Laboratory

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Reporters:

Region I —Shirley Ford, WRVR, 490 Riverside Drive, New York City, 10027.

Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

(MIL). The present manager, L. Clinton West, is joining a group of 32 Wisconsin educators for two years of work in Northern Nigeria.

► Donald V. Taverner, WQED-WQEX, has been elected president of the Eastern Educational Network. He succeeds Hartford Gunn, WGBH, who has become EEN chairman, a newly created post.

► The University of Texas Committee on Arts and Letters has chosen Robert W. Sarnoff, chairman of the board and chief executive officer of the National Broadcasting Company, as winner of the committee's 1964 Award for Distinguished Service in the field of communication.

► Seymour Siegel's years of work at New York City's WNYC were described in the August 30, 1964, *New York Herald Tribune*.

► Bert Neely, WCET-TV, spoke on "The New Age in Education" at the Sisters of Notre Dame de Namur's Communication Arts Day last month in Cincinnati.

► Alan K. Stephenson has become director of educational services for Cleveland's new ETV station, WVIZ. He leaves the 21 Inch Classroom, Boston's school television association, where he was director. His wife, Marg, who was staff associate for the Northeastern Instructional Television Library, has become WVIZ's office manager. Miss Louise Greep, assistant director of the 21 Inch Classroom, has been appointed acting director.

STATE AND REGIONAL

► In dedicating the Alabama ETV network's fifth station (WEIQ, Mobile) in November, the governor announced the aim of his administration to double the size of the network in the two remaining years of his term. On the occasion, Governor Wallace also presented Raymond Hurlbert with a certificate of recognition for his 10 years of work in developing the state network.

► December 15 was the scheduled date for the start of regular broadcasting service to northeastern Wisconsin from the new educational FM station at Marinette. Kicking off the event was a special broadcast salute and luncheon for school administrators, community leaders, public officials, and radio-TV representatives of the area—planned by WMMAM Station Manager Howard Emich.

► In accepting a West Virginia University petition for a new VHF ETV channel, the FCC also reserved the channel for noncommercial purposes. When activated, it will potentially serve 11 southeastern West Virginia counties.

INTERNATIONAL

► A South American priest, a pioneer in the use of radio for teaching reading and writing to illiterate peasants, recently visited Boston University to explain his techniques to students of broadcasting. Monsignor Jose-Juaquin Salcedo of Bogota, Colombia, described the home radio method of inexpensively reaching a large "student body." The voice of one professor is broadcast all over the country and is picked up on Japanese-manufactured radio receivers placed in peasant homes. The radio broadcast instructs an auxiliary teacher and her class at the same time, providing different levels of material over four channels. Radio teaching is supplemented by "El Campesino," a newspaper designed for a semi-literate population. The project has drawn inquiries from 43 countries.

► Glasgow, Scotland, plans an ETV network similar to that of South Carolina. Glasgow's CCTV network will serve 180,000 students on all grade levels in 392 schools.

INSTRUCTION AND TRAINING

► On-duty firemen in San Bernardino County (Calif.) are picking up firefighting tips on the San Bernardino Valley College station, KVCR-TV. The series of 15 programs features

a captain from the Los Angeles County Fire Department, and is produced in cooperation with the California Fire Chiefs Association.

► More than 4,000 University of Illinois students are receiving a part of their instruction through TV this semester—in a variety of subject areas, such as mechanics, psychology, sociology, economics, education, physical education, and others.

FILMS

► "Focus on a Century of Communications" is a new 27½-minute 16 mm color film on the past hundred years of history and communications, covering the period from Lincoln's Gettysburg Address to a modern rocket launch. The film points up the direct relationship of man's progress to his increased ability to preserve and communicate thoughts and ideas to others. The film is being distributed on a free-loan basis to schools, clubs, and other groups as well as TV stations. Write to P. H. Glatfelter Co. Film Library, Creativision Incorporated, 1780 Broadway, New York, New York 10019.

► A new film outlining contemporary work in the field of absorption spectroscopy and produced especially for high school and university level physics, chemistry, and general science classes has been released. Gilbert Aberg wrote and directed the 20-minute film, produced with a team of specialists from Penn State University. The film is available to ETV with written permission. For information on "Dark Lines to the Planets," write to Cenco Educational Films, 1800 W. Foster Avenue, Chicago, Illinois 60640.

CORRECTION RE FILMS AVAILABLE

"We Could Keep the Wheels Turning," a Canadian film, is not available free as announced in the December *Newsletter*. The program, which deals with the subject of automation, is available to TV stations, but there is a cost involved. Direct questions to A. H. Partridge, International Exchange Officer, CBC, 354 Jarvis St., Toronto.

PROGRAMS

► *Journeys Into the Past* is a new series being produced by the Central Michigan ETV Council. William J. Grigaliunas, producer-director for the Council, directs the series, which explores ancient Egypt and the Holy Land, and examines the recently found Dead Sea Scrolls.

► The drama surrounding Hollywood movie-making in a small Texas town provided the basis for an award-winning documentary, "A Shooting in Town," produced by a committee of the local chapter of the University of Houston's radio-TV fraternity, Alpha Epsilon Rho. The film won first place in an AER national contest as the best TV production by student members, and it is being distributed world-wide by the USA.

► Listeners to the University of Wisconsin's WHA were recently treated to a two-hour guided tour of the campus, along with a group of editors attending a newspaper conference. As the editors moved around the campus by bus, they listened to the program on transistor radios, thus hearing the commentary as they viewed the points of interest. The program consisted of seven live pick-ups from various points on campus, integrated with recorded inserts.

► KQED, San Francisco, last month presented the entire Beethoven Sonata Cycle for piano and violin in a series of four hour-long concerts by Maro and Anahid Ajemian.

► WTTW, Chicago, has been awarded \$145,000 by HEW to develop a TV series to call attention to and stimulate community action for the restoration of alcoholics to a useful life. WTTW and the Illinois mental health department received a grant last May to produce a pilot program, "Tuesdays at 3," illustrating the psychotherapeutic approach to the problems of an alcoholic.

► KOET, a local newspaper, and a commercial radio station combined efforts last November to quickly communicate incoming election results to the Ogden, Utah, area. KOET telecasted the results gathered, assembled, and tabulated at the newspaper offices. For verbal coverage, viewers tuned in

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the radio station. This was the first time northern Utah residents have received on-the-spot local election coverage over TV.

▶ WEDU, St. Petersburg, is broadcasting live its second season of St. Petersburg J.C. home basketball games. The college is presenting a variety of half-time shows.

▶ "On the Outside Looking In" is a full-length review by teen-age boys from neighborhood gangs and aired on KQED, San Francisco. The review consisted of spontaneous skits and dances satirizing situations and people within and outside the boys' own experiences. A year and a half ago, when three teen-age boys approached Gloria Unti, dance director at Telegraph Hill Neighborhood Center, asking for Karate lessons so they could fight better, she taught them yoga. This gave way to modern dance and the fighting to satire.

GENERAL

▶ Two more organizations have joined the Educational Media Council—the National Society for Programmed Instruction and the Society of Motion Picture and Television Engineers. This brings EMC membership to a total of 14 national non-profit organizations, of which the NAEB is one.

▶ The 97th semiannual conference and exhibit of the Society of Motion Picture and Television Engineers is set for March 28 to April 2, 1965, at the Ambassador Hotel, Los Angeles.

▶ KWSC Radio, Washington State University, Pullman, began its 44th year of regular broadcasting on December 10.

▶ WQED, Pittsburgh, has increased its power to the maximum 316,000 watts.

▶ The new Nebraska ETV Network was dedicated on KUON-TV's tenth anniversary, December 13. Nebraska's Governor Frank B. Morrison proclaimed the week of December 13 through 19 Educational Television Week.

▶ Baltimore is installing top-secret electronic burglar alarms throughout the city school system, following tests in selected schools during the past two years. The alarm operates by

dialing the police and telling them through a voice recording the location of the school and the place of entry. Called an electronic watchman, it can also warn of fires, floods, temperature changes, and power failures.

▶ Contained in the 1964 annual report of the Sigma Delta Chi Freedom of Information Committee are the charges that information policies of the Defense Department continue to be troublesome and that committees of Congress conduct too much business in secret sessions and bar photographers and broadcasters from many meetings to which newspaper reporters are admitted. The report supported a bill by Sen. Edward Long of Missouri which would require federal agencies to open up more of their records to public inspection.

▶ Dickinson College has instituted a new teacher-training program called the "Education Semester," in which the student spends only one semester in methodology and practice-teaching—usually in the senior year—and 3½ years in academic study.

▶ The 1965 ACEI Study Conference, "The Child, His World and His Potential," to be in New York, April 18-23, will feature tour-discussion visits to community organizations and educational and cultural centers in the New York area.

▶ The fourth International Broadcast Seminar, attended by nineteen broadcasters from 16 foreign countries, ended in mid-December. Administered by Syracuse University and sponsored by the U. S. State Department, the three-month study included a month tour of major TV and radio stations throughout the U. S.

▶ The South Carolina ETV Network is applying to the FCC for permission to construct a TV station in Columbia to provide reception to a number of schools in the area, as well as make the network's approximately 12 hours per day programing available to the public.

▶ KQED, San Francisco, has gone over its fund drive goal this year with contributions totaling \$305,000, in addition to \$137,000 raised by its annual auction. KQED dues-paying membership has reached 16,500.

PLACEMENT

POSITIONS AVAILABLE

[For information, write Miss Bonnie Decker, Placement Service, at the NAEB office in Washington. In order to be considered through these channels, 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.]

J-1 New staff member needed within 12 to 18 months for one of nation's largest providers of direct college-level instruction by TV. PhD in communications (radio-TV) preferred, with strong academic background and research orientation. Exciting prospect for man interested in exploring new dimensions in education. Duties include producing college series, devising and evaluating special projects and experimental designs. No teaching. Starting salary for 12-month year \$9,000 to \$10,000, depending on experience.

J-2 Cameraman with at least 3 years experience for ETV station in Washington, D.C. Must have experience in lighting, mike boom operation, and set erection. Open immediately.

J-3 Chief engineer for a Rocky Mountain university with professional CCTV equipment, microwave links to other campuses, imminent activation of an ETV station, and plans for a state-wide ETV system. Position entails supervising all technical TV operations; administering technical crew of three full-time professional engineers and 5 to 9 students; training students; maintaining equipment; and recommending purchase of equipment. BS in electronics or engineering, First Class Radio-Telephone operator's license, minimum of 3 years experience as radio-TV engineer desired. Salary range \$8,000 to \$9,000.

J-4 Producer-director for VHF station operated by large Southwestern university, twin major markets. Experience: ITV necessary; minimum 1 year actual directing in ETV station; public affairs and MA degree desirable. Salary open.

J-5 Instructional coordinator for large VHF station serving some 50 school systems and 250,000 pupils in metropolitan area on large university campus. Must be able to relate to elementary and secondary school people and understand ITV production on a high-quality level. Administrative and public relations responsibilities. Salary open.

J-6 Two immediate openings in large Midwestern broadcasting commission for experienced broadcasters.

J-7 Part-time writer-producer for new TV series based on Jewish history, and a host for this series. Writer-producer must have previous experience in writing documentaries for TV or film. Host must show evidence of previous experience in TV and/or professional theater. Will consider a combination of the two posts. Salaries open.

CCTV PERSON NEEDED FOR YEAR IN GLASGOW

The University of Strathclyde, Glasgow, Scotland, needs someone to spend a year there developing a permanent Scottish staff for the university's CCTV operation. The position will be open on or before June 1, 1965.

There is considerable faculty interest generally, and mathematics instruction is ready to be put into production. The university has just completed a studio, purchased originating equipment, and wired several classrooms—a very fine installation valued at \$120,000.

Time is important; so anyone interested should write via air mail to: C. C. Bartlett, Esq., Lecturer, Department of Mathematics, University of Strathclyde, Glasgow, Scotland.

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