



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB Sends Team To Sudan

Dr. Sydney W. Head, on leave from his duties as director of the division of communications services at the University of Miami, is heading a three-man team of broadcasters in the Sudan. The contract between the NAEB and the International Cooperation Administration was signed last month.

Dr. Head is already in the Sudan, and two engineers will join him this month. Clarence D. Phillips, chief engineer of the television center at the State University of Iowa, will be the studio engineer, acting as consultant and also training native personnel in basic electronics and in operating and maintaining studio and control room equipment.

A transmitter engineer is yet to be named. He will serve as consultant in installation, operation, and maintenance of transmitters and antennas—and will train native personnel in these functions. Dr. Head will serve as program advisor.

Purpose of the project is to aid the Sudanese Government in its program to improve the technical and programing operations of its official radio broadcasting facility, to get an acceptable and competent countrywide coverage. Programs will be in Arabic, English, and in local native dialects. Both medium and short wave facilities are to be expanded, and the program content is to be improved to compete favorably with outside broadcasts now being beamed into the Sudan.

Minow To Speak At NAEB Convention

FCC Chairman Newton M. Minow will be the keynote speaker at the NAEB convention. He will speak on Monday, October 23, at 8:30 p.m.

Because the Willard Hotel could not handle the convention exhibits (because of lack of power), the site has been changed to the Marriott Motor Hotel, "Twin Bridges." This hotel is near the Washington Monument. Room rates are guaranteed at the following prices: singles, \$12; doubles, \$16; and twins, \$17.

NAEB Board Actions

Following are the highlights of the Board meeting in Columbus, Ohio, following the HERT:

- R. Edwin Browne was elected secretary of the Board.
- The Board ratified the new "charter" of the Joint Council on Educational Broadcasting (successor of the JCET) and agreed that NAEB will continue as a constituent member.
- Approval was given for the expenditure of up to \$9,000 for remodeling some equipment and buying new Ampex "slave" equipment for the Network.
- Plans were approved to have a summer seminar for Board members and key committee chairmen. This will be an association self-examination type of seminar — a look at what was planned at the Allerton seminar ten years ago, what has been done, and what the future should be.

Planning committee for the seminar (July 16-20 at the University of Wisconsin) consists of R. J. Blakely, Vernon Bronson, Larry Frymire, Harold Hill, Keith Nighbert, Edward Rosenheim, and Harry Skornia.

PROGRAMING FROM WASHINGTON TO CONTINUE

The Board also approved continuation of the NAEB Network radio programing from Washington. At the present time, this consists of a 15-minute weekly report and 30-minute "specials" from time to time. As of September 1, someone will be needed to handle the job, as Leonard Press's leave from the University of Kentucky will have expired.

Please write to Harold Hill at the Washington office if you know of anyone who will be in Washington on a special assignment and who might be able to handle this half-time programing job as well.

Are You "Packaging" Instructional Materials?

The National Education Association is studying the impact of technology upon education—and as part of the study, they are examining the development of "packaging" of materials. This means combining of media and materials into an instructional package or system of materials, to teach part or all of a course.

Members of the NAEB are urged to cooperate in

this study by notifying the NEA of any "packaging" plans they know of by schools or businesses. Write to Lee E. Campion, Associate Investigator, Technological Development Project, National Education Association, 1201 Sixteenth Street, N. W., Washington 6, D.C.

George Jennings Dies

George Jennings, Chicago educational broadcaster, died April 4, 1961. He had been director of radio and television for the Chicago Public Schools for fifteen years, joining the staff in 1938. Also under his supervision was the operation of WBEZ, the FM radio station of the schools.

Mr. Jennings was instrumental in the planning and development of Chicago's ETV station, WTTW. He also inaugurated and directed the School Broadcast Conference, which pioneered in classroom utilization of radio and TV.

Speech Association To Meet

The Speech Association of America will convene in New York City during the Christmas vacation this year. Special meetings will be devoted to specialized areas of speech and theater, and there will be a general session for new members. More than 2,000 teachers are expected to attend. For further information, write the Speech Association of America, Indiana University, Bloomington.

Summer Employment Needed

African students who are studying in this country need summer employment in order to continue their education in the fall. All of these students speak English, and most of them will be available from June 1 to September 1. If you have or know of such summer employment opportunities, please write African American Students Foundation, Inc., Suite 3308, 375 Park Avenue, New York 22.

Region II Members Convene

NAEB President William Harley and John Schwarzwald, general manager, KTCA-TV, St. Paul, were featured speakers at the Region II conference April 21 and 22 in Birmingham. Individual conferences were scheduled for production, utilization, and engineering.

SPECIAL PUBLICATION OFFER

Each month the NAEB offers a special sale on a particular NAEB publication, at less than one-half the normal price. This month's special:

TELEVISED INSTRUCTION—99¢

A report of a conference on the use of television in instruction, Purdue University, August 25-September 5, 1958. Edited by James S. Miles and Raymond E. Wolf.

Payment must accompany order. Send to: Special Publication NAEB, 119 Gregory Hall, Urbana, Illinois. THIS OFFER EXPIRES JUNE 15, 1961.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, edited by Betty McKenzie.

State ETV Commissions

Respondents to the request in the February *Newsletter* for listings of states with ETV commissions named Utah, Tennessee, Vermont, South Carolina, and Pennsylvania. These are in addition to Alabama, Florida, and Oklahoma.

News of Members

GENERAL

- ▶ For the third straight year, the Detroit Council on ETV and Radio has given "Musical," a Wayne State University TV series, a first award as the outstanding cultural music program on TV.
- ▶ Six California state colleges are being equipped with CCTV systems by RCA. Full-scale operations are planned for the fall term, with major emphasis on TV as an instructional aid in teaching the humanities and other courses which lend themselves to lecture-demonstration presentations.
- ▶ Dr. Erling S. Jorgensen, on leave from the University of Montana, is traveling around the country studying the type of ETV network to recommend to his state's legislature.
- ▶ The New York State Board of Regents has presented to the New York legislature a plan to encourage TV usage there.
- ▶ Ampex demonstrated in March a new, low-cost tape recorder designed specifically for CCTV. An appraisal of the recorder by Rudy Bretz and Ken Winslow will appear in the May-June issue of the *NAEB Journal*.
- ▶ April was designated as Educational Broadcasting Month by Governor John B. Swainson of Michigan. March 29 marked the 39th anniversary of broadcasting from the University of Michigan.

PROGRAMS

- ▶ Florida's Governor Bryant chose the state's five ETV stations as a means of talking with employees of the road department recently. The program was videotaped and distributed to the stations for simultaneous broadcasting. Employees over the state viewed the program in rooms especially equipped for the occasion.
- ▶ WJCT, Jacksonville, televised "live" the principal sessions of the annual convention of the Florida Education Association which met in that city.
- ▶ The art of simply reading a book to children is not dead, according to a release from the Wisconsin State Radio Council. Using no music background and providing characterizations by his voice alone, Norman Michie reads from a book each weekday to the children of the state.
- ▶ Governor Patterson became Alabama's first governor to be seen on a live press interview program over a statewide TV network when he appeared on the ETV network one day in April.
- ▶ KSLH, St. Louis, is presenting a program to answer questions of school parents. Queries are sent

to the station, and once a week educators and a panel of parents are brought together to tackle the questions on the air.

PERSONNEL

- ▶ Roy J. Johnson has been named interim director of the division of communications services at the University of Miami, replacing Dr. Sydney Head, who is on leave of absence heading an NAEB project in the Sudan. Johnston comes to Miami from North Carolina, where he was director of WUNC-TV.
- ▶ Also at Miami, Paul Nagel, Jr., has been named

acting chairman of the radio-TV-film department in charge of teaching and other academic activities.

- ▶ Dr. Walter Emery, Michigan State University, received the Distinguished Alumni Award at the national convention of Pi Kappa Delta (national collegiate forensic fraternity) March 27, at Oklahoma State University.
- ▶ Arthur David Cloud, Jr., has been appointed general manager of WYES-TV, New Orleans. He replaces Duff Browne, who resigned. Cloud is returning to New Orleans after a four-year stay in Chicago, where he headed the radio-TV department of Campbell-Mithun, Inc., an advertising agency.

PRESIDENT'S SAY-SO

At this time last year there was serious discussion in progress concerning the possibility of transferring the NAEB Radio Network to the NETRC. Subsequently negotiations broke down and the transfer was not voted upon at the NAEB convention in San Francisco. Negotiations have not been re-opened since. While it is conceivable that the transfer might be effected in the future, no such possibility currently exists.

In any case, we should continue to preserve and strengthen the Network in every feasible fashion. In this respect, an inter-office memorandum prepared by Leonard Press (working on Network news programming from Washington while on leave from the University of Kentucky) so impressed me that I felt it should be given greater currency. I am publishing it forthwith.

—BILL HARLEY

ARE THE RESOURCES OF MEMBER INSTITUTIONS BEING FULLY EXPLOITED?

Among the most important of our resources, surely, are the faculties of our institutions. This resource is nowhere near being fully exploited. And it should be.

There is hardly a faculty in this country which does not number at least a few brilliantly original minds which are as articulate as they are knowledgeable. There is hardly a college in the country which does not have a Frank Baxter or an Alan Watts or an S. I. Hayakawa or an Alburey Castell . . . scholars who are at once authoritative, provocative, and entertaining—who may not yet be known beyond their own campus but who deserve to be.

With such enormous intellectual treasure in our institutions, it is a matter of unhappy wonder that the vitality of Network programming should seem to be draining off under a growing dependence on programs from outside agencies. The problem is one of balance. The Network should certainly be a window on the world outside, but it must never cease to be a window on the rich world inside as well.

This is to suggest the need of a shift in emphasis. Why aren't we mining more productively the wealth which is our faculty?

Perhaps the answer is that too many of us think there is no point in offering our best faculty lecturers to the Network because, after all, every member school thinks its teachers are tops, as they unquestionably are.

Or perhaps many of us have fallen into the habit of thinking that a program which doesn't require extensive production is not unique enough, somehow, to be worth submitting to the Network.

The answer to the first "perhaps" is, of course, that there is nothing as stimulating to the intellect, on every level, as an exchange of ideas and expression by a variety of exciting personalities. And member institutions are much more likely to attempt to do likewise than to petulantly refuse to program other faculties.

The answer to the second is that it takes quite a production to equal the fascination, the humor, the depth, the inspiration—the sheer entertainment value—of an outstanding lecturer. And even such a production requires, at center, a display of no mean talent.

A good teacher, on the other hand, needs little if any production. He provides his own. He is a master of pacing, of style, of content development. All he needs is your microphone and a conducive atmosphere.

- *Recommendation 1:* Tape your top teachers in terms of series which you and they feel are worth developing for the large and critically responsive audiences of the Network. Submit two programs for each teacher. Be selective in the extreme . . . it would be an unusual institution that did not seem to have many such superior lecturers. Select on the basis of subject as well as teacher . . . but we do not want

to circumscribe your thinking by so much as mention of possible subject areas. Look for the kind of teacher whose lectures students would flock to even if they weren't registered in the course—avoiding, of course, the ham who does it with comedy rather than humor, who offers glittering puffballs rather than serious content.

Submit these programs in the usual way realizing that few can be chosen at any one time but that making a number of promising lecturers so available will contribute mightily to Network programing and to the importance and prestige of the Network here and abroad.

Moreover, you will find excellent use on your own station for any such programs the Network cannot fit into its schedule at this time.

• *Recommendation 2:* Again, there is hardly a campus where a great number of faculty and visiting faculty and guest lecturers do not make many outstanding talks to special groups on special occasions. There is hardly an educational broadcasting establishment that does not record many of these talks. An evaluation of how good each is must necessarily follow the talk, for in such special cases even a known teacher may perform in an unexpected way. Many outstanding talks are recorded in this manner, but because of their one-time nature they tend not to find their way to the Network unless the speaker is very important.

Here is a plan for tapping this treasure. You will receive shortly a set of very brief questionnaires asking that you return a completed one on each occasion when you have taped what you consider a truly outstanding talk feature and when the talk is not topical

and you are in a position to save the tape. The questionnaire will elicit information regarding the subject, length, editability, etc. From this information, a file will be built up categorizing these program availabilities according to general subject area (or according to other categorizations that may suggest themselves once returns start coming in). When a category is sufficiently built up, the related programs will be called for and a series announced and presented to the Network.

• *Recommendation 3:* Many of you are doing well with adult education programs which are really non-credit audit courses. This is to recommend that member stations share the most successful of these courses where manuals and/or other supplementary materials are available.

We want to solicit from those institutions which are having success with such courses information regarding these courses, and whether the tapes and manuals could be provided and at what price. At the same time, we will have to know whether stations would be interested in presenting tried and tested courses of this nature, in a foreign language for example, for which a fee would have to be charged. Listener enrollees would pay for the printed matter which accompanies the courses.

It would be an opportunity to affirm audience interest in the most concrete of ways.

May we have reactions on this question? And your reactions to, and further thinking on the entire question of Network programing. The vitality, the very existence, of the Network is absolutely dependent on the active participation of every member.

—O. L. PRESS

Publications

- The Ford Foundation has issued a 68-page pictorial report on the growth of educational television. Copies are free on request from the Ford Foundation, 477 Madison Avenue, New York 22.
- The Television Information Office has reprinted the first four chapters of *Television and the Child*, the study published in 1958 by the Nuffield Foundation.
- Indiana University's A-V center has released a 1961 supplement to its 1960 Catalog of Educational Motion Pictures. There are 650 new titles in the supplement, making a total of more than 7,000 new films now available from the film library. Information regarding the supplement is available from the Circulation Department, Audio-Visual Center, Indiana University, Bloomington.
- The National Association of Broadcasters has issued a 5-page reprint from the *American Bar Association Journal* urging a revision of Canon 35 to permit broadcasting and television courtroom proceedings.
- RCA and Lowry Technical Training Center at Denver have issued another brochure, this one called "Technical Training by Televised Instruction."

PLACEMENT SUPPLEMENT

- May 1 — Producer-director. MA, Annenberg School of Communications; experience teaching and as ETV producer-director in many subjects and at different levels. Married. \$6,000.
- May 2 — ETV director, manager, or coordinator. MS; educator at all levels, electronics and systems engineer, systems management specialist; 3 years of business management experience. Location open. \$10,000.
- May 3 — ETV producer-director. MA, University of Michigan; experience with MPATI, 5 years of teaching in high school and university, 4 years in all phases of ETV. Prefers university or ETV station. Married. \$6,500.
- May 4 — Director. BA, University of Michigan; TV production experience in commercial direction. Location open. Married. \$5,500.
- May 5 — TV writing and directing. BA in communications; 7 years of experience in radio and TV, [both commercial and educational TV]. Single. \$5,000. Location open.
- May 6 — Station manager/producer-director. BA in journalism; 10 years of commercial TV experience. Desires to enter ETV. Married. Location open. \$10,000.
- May 7 — Film work. BA in English. Prefers editing or directing with films. Single. Prefers New York City location.

SPECIAL: SUMMER EMPLOYMENT ONLY — Junior journalism major, Rutgers University. Directs public affairs for campus station, part-time in news department for local commercial station. Desires work in ETV for summer.

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