



# WASHINGTON REPORT

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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## NDEA EXTENDED AND EXPANDED

Congress completed action last week on an extension of the National Defense Education Act for three years beyond the present expiration date, June 30, 1965. President Johnson is expected to sign it into law within the next few days.

The revised NDEA provides for considerable expansion of the student loan, graduate fellowship, guidance, institute and equipment purchase program. Specifically, the bill increases funds for teaching equipment in the elementary and secondary schools, and adds to the number of subjects for which the equipment may be used. In addition to the present mathematics, science, and modern foreign languages, the bill now includes English, reading, history, geography, and civics. The total authorization is increased from the present \$75 million to \$100 million.

## NAEB OPPOSES MPATI PETITION IN ORAL ARGUMENT BEFORE FCC

NAEB and seven other organizations today opposed the MPATI petition for regularization and expansion to a six-channel airborne operation. The comments, delivered by Norman Jorgensen of Krieger and Jorgensen, were based on earlier reports and filings by the NAEB. Also opposing were: Joint Council on Educational Broadcasting, Association for Supervisory and Curriculum Development (National Education Association), Council of Chief State School Officers, American Association of School Administrators, Association of Maximum Service Telecasters, Ohio Educational Television Network Commission, and Livonia Public Schools.

Filing in support of MPATI were: Chicago Board of Education; Archdiocese of Chicago; State of Illinois; Junior Women's Club of Ironton, Ohio; Middletown, Ohio, Board of Education; and MPATI Area Council, Wayne State University Resource Area.

## BRONSON NAMED EXECUTIVE DIRECTOR OF INDIVIDUAL MEMBER DIVISION

Vernon Bronson has been named Executive Director of the Individual Member Division of the NAEB. This division, one of four established under a recent reorganization plan, is devoted to fostering the professional growth and development of individuals who have chosen careers in educational broadcasting.

Bronson, who is currently serving as Director of the NAEB Department of Research and Development, will add this new responsibility effective immediately.

In announcing the appointment, President Harley said, "We are delighted that Mr. Bronson is willing to accept this responsibility, for his active leadership will provide force and direction to this newest area of organized Association effort. It is important that educational broadcasters be afforded opportunities to increase their professional stature and abilities and have an organizational structure with which to identify as their professional home. This new division provides the logical means and structure; Vernon Bronson is the logical person to supervise this activity."

Albert Fredette, Station Manager of WAMC, Albany Medical College, and Chairman of the Board of Directors for the Individual Member Division, stressed Bronson's competence for the job. "Vernon has served for years as the Chairman of the Professional Development Committee of NAEB, and has thought more and preached more than anyone else about the importance of raising the status of educational broadcasting to a true profession; consequently, he is ideally suited to head this function and work actively to implement some of the ideas his Committee has so long advocated."

#### \$13 MILLION ADDED TO ETV FACILITIES ACT; BYSTROM COMMENTS

For the fiscal year 1965, \$13 million has been appropriated by the Congress, of which \$300,000 is for administrative purposes. A total of \$21 million of the \$32 million has been appropriated to carry out the ETV Facilities Act, Public Law 87-447.

As of October 1, there have been 42 grants made for a total of \$7,364,529; there are a total of 36 applications which have been accepted for filing and are awaiting further action. The applications request a total of \$7,509,521 in Federal funds. Of this figure, approximately \$2 million cannot be awarded because necessary local matching funds are not immediately available.

In commenting on these figures, Dr. John Bystrom, Assistant to the Secretary of HEW for ETV said, "I believe that there is in excess of \$3 million represented in applications now under preparation for which local matching funds are available. We encourage state and local agencies to take full advantage of the use which this Federal incentive can stimulate."

#### ETV GRANTS ANNOUNCED

Approval of five more grants under the ETV Facilities Act has increased the total number to 42 since funds became available in May, 1963. These grants were to:

Spokane School District No. 81, Spokane, Washington, for the establishment of a new station operating on Channel 7. Amount of Federal grant approved: \$201,991.

University of Houston, Houston, Texas, for the expansion of the station operating on Channel 8. Amount of Federal grant approved: \$294,996.

Educational Television Association of Metropolitan Cleveland, Cleveland, Ohio, for the establishment of a station operating on Channel 25. Amount of Federal Grant approved: \$250,000.

University of Illinois Board of Trustees, Urbana, Illinois, for the expansion of WILL-TV, Channel 21. Amount of Federal grant approved: \$300,000.

Greater New Orleans Educational Television Foundation, New Orleans, Louisiana, for the expansion of WYES-TV, Channel 8. Amount of Federal grant approved: \$196,235.

#### APPLICATIONS RECENTLY ACCEPTED FOR FILING

Three new applications have been accepted for filing under the ETV Facilities Act:

The State Board of Control of Florida and Florida Educational Television Commission, both Public Corporations of the State of Florida acting for and in behalf of the University of South Florida, Tampa, Florida, for the establishment of a new broadcast station on Channel 16 in Tampa. Total estimated project cost: \$482,398.

Community Television of Jacksonville, Florida, to expand the operation of WJCT operating on Channel 7 in Jacksonville. Total estimated project cost: \$301,040.

LeHigh Valley Educational Television Corporation, Bethlehem, Pennsylvania, for the establishment of a new station on Channel 39, Allentown. Total estimated project cost: \$504,834.

Scanned from the National Association of Educational Broadcasters Records  
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