

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NOVEMBER, 1964

NAEB Begins New Billing Procedure

Institutional members will note a change this winter in bills for NAEB dues and fees. The new system will eventually combine all dues and division fees into one sum and shift to a fiscal-year basis from the present calendar-year basis.

NAEB-ETS (TV Division) members will soon receive bills for NAEB dues and division fees for the six-month period January 1 to July 1, 1965. Later they will be billed for the full year July 1, 1965 to July 1, 1966—thus putting them on a fiscal basis.

NAEB-NER (Radio Division) and Instructional Division members will soon receive bills for the calendar year January 1 through December 31, 1965. A year from now they will be billed for only half a year—putting them also on a fiscal basis as of July 1, 1966. (This will be especially helpful to network members, who already pay network fees on a fiscal basis).

As rapidly as administratively possible, the procedure will provide for each member to be billed for all services in one sum—combining TV, radio, and instructional division billings when applicable. When members request that their billings be broken into more than one payment a year, this will be done.

All questions about NAEB bills should be addressed to Harold Hill, NAEB vice president, Washington office.

16 Stations Represented at Music Meet

Some 22 official registrants at the NAEB-NER music personnel conference last month at the U. of Minnesota represented 16 different NER stations/institutions. Except for Region VI (Far West), someone attended from every NAEB region.

The group plans to continue the meetings, begun two years ago as a Region III (Midwest) activity.

New NAEB Institutional Members

RADIO DIVISION

Georgetown College, Station WRVG, Georgetown, Kentucky; The St. Lawrence University, Station WSLU, Canton, New York (also Network member); University of Wisconsin at Milwaukee, Station WUWM, Milwaukee (also Network member).

INSTRUCTIONAL DIVISION

Delaware Educational Television Board, Dover; University of Pittsburgh, Pennsylvania.

EDUCATIONAL ASSOCIATE

Bingham Associates Fund, Boston, Massachusetts.

SUSTAINING MEMBER

KODA-AM-FM, Houston, Texas (commercial); RTA International, Inc., New York.

INDIVIDUAL MEMBERS

During the past three months, 108 new Individual Members have joined the NAEB.

Do You Read Czechoslovak?

The NAEB publications office has received an offer from Czechoslovak Radio to exchange the *NAEB Journal* for the quarterly *Studie a waby*, which features articles about the problems of sound broadcasting "in the widest sense," according to the head of their research department. If any NAEBer reading the language would like to receive the quarterly to review for the *Journal*, please write the publications office in Urbana.

NAEB Publishes Research Report

The NAEB Research Committee has published a report of a survey of research currently in progress, research personnel, and publications. Presley Holmes, who directed the survey and who is research editor for the *NAEB Journal*, reviews the report in the Fact Sheets for the November-December *Journal*. Copies of the full report are available from the NAEB Washington office for \$1.50 each.

"Your Appearance on TV" Available

William E. Parke, Jr., TV production specialist at Penn State, has written a concise, simple manual for first-timers on TV. He says that at Penn State have found that it does a good job of laying groundwork for a producer-director faced with teaching a new teacher about TV. Copies of the 15-page mimeographed write-up may be obtained from the NAEB publications office for 50c each for duplication and postage (25c each for orders of six or more mailed to one address at one time).

NAEB-NER Offers "News from Dallas"

Later this month NERN stations will broadcast *The News from Dallas*, a one-hour documentary featuring comments by Americans who were abroad on November 22, 1963. Using NAEB grant funds from the National Home Library Foundation, the Radio Division produced the programs through WUOM, University of Michigan, in collaboration with John F. Lewis Associates, Washington, D.C.

Publications

- *The Research on Programed Instruction*, an annotated bibliography of the research on programed instruction conducted in this country since 1954, is available for 50c from the Superintendent of Documents, United States Government Printing Office, Washington, D. C., 20402.
- The New York University Department of Television, Motion Pictures and Radio has begun publishing the *TMR Alumni Newsletter*, which it plans to issue once or twice a year.
- "New Voices in a Democracy," John E. McMillin's study of television editorializing, prepared under a grant from the Television Information Office, is featured in the Summer issue of *Television Quarterly*.
- Report of the five-year Hagerstown study is published in the *Washington County Closed Circuit Television Report*, 80

pages, available on request from Mr. Frank M. Harlacher, Coordinator of Public Information and Publications, Board of Education of Washington County, Box 730, Hagerstown, Maryland.

- Copies of a free illustrated catalog, which lists nearly a thousand filmstrips for all grade levels, plus information on free bulletin board materials, are available from The Jam Handy Organization, 2821 East Grand Boulevard, Detroit, Michigan.

- Harry Skornia wrote an article, "American Broadcasters Abroad," for the fall issue of *The Quarterly Review of Economics & Business*.

- *Employment Outlook in Radio and Television Broadcasting Occupations* costs 10c from the Superintendent of Documents in Washington. Ask for Outlook Handbook number 1375-105.

- "Television Ratings and Cultural Programs" by Peter Fox takes another look at sample bias in the fall *Industrial Management Review*.

- The 235-page *Educational Communications Convocation Proceedings*, New York State, is available from Bernard Cooper, Chief, Bureau of Mass Communications, University of the State of New York, State Education Department, Albany, New York, 12224.

- *Standards of Television Transmission* calls for higher and more appropriate technical standards for television. The 90-page report, done by the NAEB under a grant from the U. S. Office of Education, is available for \$2.50 from the NAEB Washington office.

- *Children and Oral Language*, published jointly by several educational organizations, contains comments on the basic characteristics of listening and speaking and suggestions for helping children learn to listen and speak. \$1 from Association for Childhood Education International, 3615 Wisconsin Ave., N.W., Washington 16, D.C.

Obituaries

- Paul C. Reed, 56, supervising director of instruction for the Rochester, New York, public schools, died of a heart attack October 4. He was a nationally known leader in audio-visual education, and since 1947, he had edited *Educational Screen Magazine*. He founded the Rochester School of the Air, which grew into the Empire State FM School of the Air. He had served as president of DAVI and as assistant director of the JCET.

- Charles Hodges, 69, professor emeritus of international politics at New York University and news broadcaster from radio's earliest days, died October 8 of a heart attack.

Here and There

- University of Michigan journalism professor Dean C. Baker is re-creating the Dallas Assassination tragedy in the printed words from 191 daily newspapers throughout the country. His research aims to see how the newspaper industry met its challenge of reporting the event as it was happening.

- A record number of more than 100,000 persons were involved in educational exchange between the United States and other nations in the 1963-64 academic year, according to statistics in *Open Doors 1964* released recently by the Institute of International Education. The publication, issued annually by the IIE, is based on surveys of participants.

- The 1965 Study Conference of the Association for Childhood Education International will be held in New York City the week of April 18 and is open to nonmembers as well as members.

- The National Electronics Conference was held last month at McCormick Place, Chicago, where for the first time in its 20-year history the conference included sessions on the role of electronics in nuclear research.

- Temple University will have its 22nd Annual Reading Institute January 25-29.

- The Edison Foundation has announced that nominations are open for the tenth annual "National Station Awards for Serving Youth." The local TV and radio stations that best served youth in their communities during 1964 will receive an Edison National Station Award, which carries a scroll and an Edison Scholarship of \$1,000 to be used for college education which the winning stations present to a high school senior selected by an appropriate committee of local educators. Write to the Thomas Alva Edison Foundation, 8 West 40th Street, New York, N. Y., 10018.

- Beginning in 1965, the Institute of International Education and the Reader's Digest Foundation will give five annual awards for distinguished service in international education. Grants of \$1,000 each will be given to a selected college or university, a private organization, a community and an individual who have made outstanding contributions in the development of international understanding. For further information, write the IIE at 809 United Nations Plaza, New York, N. Y., 10017.

- Britain's commercial Independent TV is sending educational programs into 1500 schools this fall, 400 more than last year.

News Notes

PERSONNEL

- ▶ Carleton Brookins has joined KFME, Fargo, North Dakota, as program director, after a year of graduate study at Michigan State University. He was formerly production manager at KTCA-TV.

- ▶ Carol Kittelson, also at KFME, has been promoted from engineering supervisor to chief engineer.

- ▶ William G. Harley, NAEB president, was recently re-elected vice-president of the Educational Media Council.

- ▶ R. C. Norris, formerly of the University of Texas, has joined Texas Christian University as head of radio-TV and film.

- ▶ Burton Paulu, University of Minnesota director of radio and TV broadcasting, will leave this November on a sabbatical to study European radio and television in Geneva, Switzerland. The study, supported in part by the Ford Foundation, will be somewhat comparable to his two previous studies in the United Kingdom.

- ▶ Daniel A. Rose, formerly assistant producer at KCSD-TV, Kansas City, has been appointed director of radio and TV programing liaison at the State University of New York at Buffalo. He replaces Elizabeth L. Dribben who has gone to WKBW-TV.

- ▶ Jack F. Brown has left the Democratic National Committee, where he recently served as assistant radio-TV coordinator at the convention, to be ETV coordinator for a Peace Corps project at the University of Nebraska.

- ▶ Calvin Stillman, of the New School for Social Research in New York City, has been appointed vice president of the Broadcasting Foundation of America.

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Reporters:

Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.

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

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

▶ Robert Summers has joined the staff of the School of Dramatic Art and Speech at Ohio University. He will be responsible for the academic curriculum in radio-TV.

▶ New chief engineer at WFSU-TV, Tallahassee, Florida, is Thomas B. Brask of NET. Other new staffers are Thomas H. Welch, producer-director, and David L. Doney, production assistant.

▶ Andrew C. Allen, new operations engineer at WDCN, Nashville, leaves WLTV, Bowling Green, Kentucky. Mrs. Betty Doak Elder has just joined the WDCN staff as secretary to the general manager.

▶ Cyril Braum has recently returned to Washington following site visits to Juneau, Fairbanks, and Anchorage for an HEW study to determine the feasibility of a statewide ETV system for Alaska.

▶ Norbert H. Nathanson has been appointed an associate in ETV with the New York State Division of Educational Communications. He comes from the faculty of New York University.

▶ Michael Collins, WNED-TV, Buffalo, was recently elected president of the New York State Educational Radio and Television Association, replacing Halas Jackim.

▶ Fred L. Christen, instructor in radio-TV and chief engineer for radio-TV-film at Texas Christian University, has taken a leave to earn his Ph.D. at Syracuse University in instructional communications.

▶ George C. Johnson, director of the Indiana School of the Sky for more than 17 years, has been named acting chairman and director of the Indiana University radio-TV department and service. He replaces Elmer G. Sulzer who resigned to devote full time to teaching and research.

▶ Kenneth Harwood, professor of telecommunications at the University of Southern California, represented the AAUP in ceremonies marking the golden jubilee of Jesuit higher education in Los Angeles.

▶ Karl Haas, director of fine arts for WJR, Detroit, is returning to the station after serving 13 months as resident director of the Ford Foundation cultural program in Berlin, Germany.

▶ Walter Emery left his post at Michigan State University in October to spend a year's sabbatical studying European broadcasting.

▶ Roy Vogelman, WHA news and special events director, University of Wisconsin, is spending October and November studying newscasting and the broadcasting of controversial issues in England, Germany, and France.

REGIONAL AND STATE

▶ Four commercial television stations have joined with KUSD-TV, Vermillion, the state's only active instructional station, to serve the South Dakota Instructional Council (ITV), a group of public and parochial schools who have pooled financial resources. The service could provide TV instruction for some 9,000 grade school children in the eastern half of the state.

▶ The Maryland Board of Education has voted approval for the establishment of a state-wide ETV service in Maryland. The plan provides for the utilization of seven UHF transmitters and a state-wide microwave network to allow both normal broadcast and CCTV program exchange.

▶ Delaware has approved an ETV network patterned after South Carolina's. The system will provide three CCTV channels to the state's 300 schools.

▶ A quarter-million-dollar federal grant has been received by the ETV Association of Metropolitan Cleveland for construction of an educational TV station, thus bringing Ohio's

total received to \$626,499. Ohio is one of only eight states eligible for the \$1 million dollar ceiling on grants to a single state.

▶ The TV subcommittee of Wisconsin's Coordinating Committee for Higher Education met in September to view a presentation by the telephone company of a proposed interconnection system for the state. The committee is planning a request for presentation to the 1965 Legislature.

INSTRUCTION

▶ This fall begins the second decade of Canadian ITV. This season's schedule includes programs on Shakespeare, physics, poetry, physical education, history, current events, careers, science, oceanography, social studies, French, and zoology.

▶ Ampex is offering foreign language instruction courses in tape format. The cost per course—developed by Corina Institute for Language Study and consisting of 40 lessons on two reels of tape, plus a hardbound text and 5,000-word dictionary—is \$9.95.

▶ The fall 1964 enrollment for Chicago's TV College is the largest yet in the nine-year history of the TV extension of the Chicago City Junior College and the Chicago Teachers College.

▶ Miss Virginia Biggy, specialist in ITV, was the guest speaker for WQED-WQEX, Pittsburgh, ETV demonstrations scheduled during the Allegheny County Teachers' Institute and Western Pennsylvania Education Conference.

▶ A new evaluation form for ITV programming has been distributed to faculty members of the University of Texas and other TEMP participating institutions. The form's purpose is to permit students and professors to express their reactions to televised material. These reactions will provide a guide for future decisions concerning course offerings and course revisions.

▶ The new teaching methods and materials of the Physical Science Study Committee, founded at MIT in 1957, are brought to Alabama physics teachers in a new ETV series, "Physics for Teachers," presented by the University of Alabama over the Alabama ETV Network.

GENERAL

▶ Early last month, KQED, San Francisco, began regular Saturday broadcasts.

▶ The Television Information Office will co-sponsor a four-day TV festival at the 54th Annual Convention of the National Council of Teachers of English, November 25-28 in Cleveland.

▶ The Greater Washington ETV Association has just been given a \$516,510 grant by the Ford Foundation for three-year-old WETA.

▶ KVCR-TV, Channel 24, San Bernardino, California, is now also Channels 70, 72, and 75. A system of three translators carries the signal 100 miles over the San Bernardino Mountains to Barstow, as well as to Lake Arrowhead, Ontario, Redlands, and Riverside. The station now reaches 96.4% of San Bernardino County's school children with instructional programming. The translators are made possible by the Inland Television Advisory Committee.

▶ KWSC-TV, Washington State University, Pullman, has begun programming Sundays from 3 to 5 p.m. That makes nine U. S. educational stations now broadcasting on Sunday.

▶ Stanford University students have received an FCC license to operate a 10-watt FM station, KZSU.

▶ WPSX-TV, Clearfield, Pa., plans December tests and January programming.

▶ FCC Commissioners Frederick W. Ford and Robert E. Lee are participating in what is to be an annual Forum on Broadcast Controls at Indiana University.

▶ Annual figures compiled by Roderick Rightmire, Michigan State University placement officer, show job opportunities for radio-TV graduates between June 1963 and June 1964

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036, Phone 667-6000, Area Code 202.

more than doubled the number of jobs listed for the corresponding 1960-61 period.

▶ The City College of San Francisco broadcasting department has recently added two Sony PV 100 Videocorders to its TV-radio system.

▶ The movies and how college students learn about them as a contemporary art form were discussed at a three-day seminar at Lincoln Center, in conjunction with the Second New York Film Festival. Part of a special study by the American Council on Education, the seminar brought together some 60 persons—university professors, other professional leaders in the arts, humanities, and social sciences, and representatives of the motion picture industry.

▶ During the month after WFSU-TV, Tallahassee, aired "The Dream and the Challenge," a three-part series on the handicapped, hiring of the handicapped in the area rose five to ten per cent.

▶ Indiana University's FM station, WFU, got back on the air with full power in September. The station had been operating at reduced power for several months, after a fire destroyed part of the old transmitter. The new RCA transmitter has an effective radiated power of 75-thousand watts, and will be remote controlled from the new Radio-TV Center on campus.

▶ KUHT, Houston, Texas, has resumed programming from new studios and with major improvements in equipment.

▶ KDPS, Des Moines, has installed a new GE transmitter and a second tape recorder.

▶ KUSD-TV, Vermillion, has begun its second year of ITV programming for the South Dakota ITV Council.

▶ Through a public service grant given by the Pittsburgh National Bank, "The Special of the Week," a series of hour-long TV documentaries, has returned for a second year at WQED.

▶ Participants at an NEA conference at Stephens College last month discussed suggestions for design and structure of ITV in the nation's schools.

▶ Groundbreaking for the new Chicago ETV Center occurred October 15, marking beginning of construction of the new permanent home of WTTW/WXXW. Mayor Richard Daley wielded one of the shovels at the ceremonies. The building will cost \$963,945—financed in part by a gift of \$200,000 from the Harris Foundation of St. Paul, the rest to be obtained through an intensive private campaign already under way. Completion of the building is scheduled for June 30, 1965.

INTERNATIONAL

▶ Professional and educational broadcasters in ten Pan-American countries have ordered approximately 50 Ampex portable VR-660 Videotape recorders.

STATION ANNIVERSARIES

▶ WIAN (FM), Indianapolis Public Schools, celebrated its tenth anniversary October 31. It started as a 250w station and now transmits a 10kw signal as Indiana's most powerful public school station.

▶ WRVG, Georgetown College, Kentucky, began broadcasting a year ago this month. In a report on the 10-watter's first year, Prof. L. Lane Wells writes that informal responses indicate that a number of residents, both on campus and in the community, are familiar with the new station and have heard some of the programming; local appliance stores reported a rise in the sale of FM table radios; and the number of students enrolled in broadcasting courses increased 96% over the previous year. To help increase the number of FM receivers in the community, receivers are being sold this year at the college bookstore, by the station staff, as a non-profit making drive. The student-operated station is adding a publicity department this year also.

PROGRAMS

▶ "L'Historie du Soldat" (The Soldier's Tale), was aired October 27 over KUED, University of Utah, after three

months of work by the drama and modern dance department and 2½ weeks of actual taping.

▶ WBUR, Boston University, geared major musical presentations to performance of Shakespearean plays in its unique month-long Shakespeare Festival last month. The series began the first week with a Sunday performance of "Othello" followed on Wednesday by Rossini's operatic treatment of the play and on Friday by Verdi's operatic version.

▶ "E T Variety," a new weekly evening series over South Carolina's WNTV, Greenville, and WITV, Charleston, focuses on a potpourri of state matters of interest, such as historical places, hobbies, art, wildlife, and music.

▶ Detroit's multi-cultured community has inspired the "Detroit's Ethnic Groups" series on WDET, Wayne State University's FM station. The six largest nationality groups in Detroit are highlighted, focusing on the art, literature, and music of the country featured, with audio in the native language and English synopses.

▶ WGTV, University of Georgia, Athens, sent Sylvan Meyer, editor of *The Daily Times*, Gainesville, to cover the national political conventions, focusing upon the Georgia delegation and issues relevant to Georgia.

▶ WTTW, Chicago, each month features a great silent film on its series, "The Toy that Grew Up." Last month's was the 1918 production of "Tarzan of the Apes."

▶ WMHT, Schenectady, New York, is locally producing "The Lively Arts," a weekly series devoted to current and coming events in music, drama, dance and the arts of the area.

▶ Associate Professor Robert L. Banerman, Indiana University, is at work under a \$21,000 contract from the National Aeronautics and Space Administration to produce thirteen radio actuality documentaries on space medicine, to be nationally distributed by NASA.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Miss Julie Hunt, Placement Service, at the NAEB office in Washington.)

November 1 Supervisor of major university's centralized TV services, married, two children. Graduated through all levels of ETV and radio to present academic-administrative position. Last 4 years in charge of ETV, ITV, curriculum and motion picture staff of 60, and two studio operations. Interested in position as manager or assistant manager to develop new or existing operation, or as supervisor of special projects requiring administrative and production ability. Present salary \$11,000. Significant references.

November 2 Experienced producer-director, married, 34. B.S. in radio-TV, 11 years experience all phases TV production, studio and remote, lecture, music, drama, and all types art and science demonstrations. Desires creative opportunity. \$8,000 minimum.

November 3 Married male producer-director in commercial TV, 25. B.S. in TV, wants out because of too many compromises with social conscience; looking for same position in ETV. Earning \$7500; will settle for same with peace of mind.

November 4 Mature male, 24, with marriage intentions, M.A. in speech and communications (radio-TV), and 5 years ITV, ETV, and commercial TV experience, plus 2 years of ETV directing, seeks mature \$7200 to \$7500 per year producer-director's position. Willing to travel.

POSITION AVAILABLE

(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.)

NOV-1 Large Midwest university educational radio station has immediate opening for experienced producer. Must be able to produce mature, imaginative programs for adult audience. No teaching, strictly production. Full-time position. Salary open.

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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