

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. XXVI NO. 3

MARCH 1961

## NAEB Functions Transferred to Washington

On March 6, all NAEB member services except the network and publications will move from Urbana to Washington. Servicing of present members, membership and general promotion, billings, handling of routine requests for information, liaison with other organizations, committee relations, etc., will be handled from the Washington office.

For convenience, mailing lists, stocks of publications, etc., will be maintained in Urbana with publication and bulk mailings made from there. The Urbana staff will consist of Bob Underwood and his network crew; Betty McKenzie, publications editor; and some part-time secretarial assistance.

Members are requested to direct all questions, suggestions, and miscellaneous matters, not pertaining to the network or publications, to the Washington office.

## Network Inaugurates New Programs

Beginning March 29, the Network will inaugurate a new service to members under the general title, *Special of the Week*. Each week Network members so requesting will receive a half-hour program (in addition to the regular shipment). The plan is to have about three of every four special programs originate in Washington with one show a month featuring talks, interviews, etc., with prominent figures on subjects of national interest.

Ed Burrows, chairman, Network Acceptance committee, is beginning to build a backlog of programs of the latter type which will come from member stations as they obtain such talks and interviews. In the event a Washington program is not available during a given week, a program from the backlog will be used. All of the *Specials of the Week* will be packaged at WUOM under present plans, and notice of the content of each special will be sent with the cue sheets.

In addition, beginning March 29, network members will receive *Report from Washington*. This will be either a five-minute or fifteen-minute program of background news or commentary; the exact length

has not been determined as yet. These programs will be packaged in Washington under the supervision of O. Leonard Press and will be sent by airmail to network headquarters in Urbana for distribution.

The content of both series should be good for about three weeks after the initial recording. Thus, all members will have an opportunity to get it on the air before it becomes dated. These new programs are a part of the additional service promised to network members at the time the network fee increase for 1961-62 was announced.

## Network Needs In-School Submissions

A reminder to Network members: Submissions for the next in-school offering should be made within the next two weeks.

Full information regarding submissions and submission forms may be obtained from Network Headquarters in Urbana. Since this program service depends entirely upon the support of network members, we would like to have a large number of submissions.

## How Much TV For Education?

Just what does education need in the way of television channels, now and in the future? This is the question the NAEB hopes to answer in a project it has undertaken under Title VII of the National Defense Education Act.

The survey has the blessing of the FCC, which has announced as its No. 1 problem the proper allocation of TV spectrum space. Without specific evidence of education's needs, the FCC has indicated that education might be seriously slighted in any redesign of the TV allocation system.

Piloted by Vernon Bronson, former director of radio-television education for Dade County (Fla.), the project will start with a nationwide survey of educators to determine ETV space needs. This phase is expected to be completed by May.

The second phase (which will be completed by

September) will be an engineering study of allocations to meet the indicated needs and will be conducted by Jansky & Bailey, Inc., NAEB's engineering consultants.

#### NOTED EDUCATORS SERVE AS ADVISORS

On the advisory committee for the survey are: A. J. Brumbaugh, director, Planning Commission, Board of Control of Florida; C. Scott Fletcher, president, The Fund for Adult Education; L. D. Haskew, vice chancellor, The University of Texas; Robert M. Hutchins, president, The Fund for the Republic; Kenneth E. Oberholtzer, superintendent, Denver Public Schools; Benjamin C. Willis, superintendent, Chicago Public Schools; and Paul Woodring, editor, *Saturday Review Education Supplement*.

Assisting Bronson will be these regional consultants: William L. Bowden, associate director, Southern Regional Education Board; R. Edwin Browne, director, Broadcasting Services, University of Kansas; Richard S. Burdick, director, Metropolitan Educational Radio & TV Corp.; John C. Crabbe, manager, Central California ETV, Inc.; Keith M. Engar, director, Radio-TV Service, University of Utah; Keith Nighbert, manager, Station WENH-TV, University of New Hampshire; Ray Stanley, TV project director, University of Wisconsin; John C. Schwarzwald, manager, Station KTCA-TV, St. Paul, Minn.; and Kenneth D. Wright, director, Radio and Television, University of Tennessee.

#### New NAEbers

Three new Active members joined the NAEB during February: WNTH (FM), New Trier Twp. High School, Winnetka, Illinois (also joined the Radio Network); WFDD-FM, Wake Forest College, Winston-Salem, North Carolina (also joined the Radio Network); and KCSO-TV, School District of Kansas City, Missouri.

There are also three new Associate members: Merrill Palmer School, Detroit, Michigan (formerly an Affiliate member); Colonial Williamsburg, Inc., Williamsburg, Virginia; and Brooklyn College, Brooklyn, New York.

As has been the case for several months, Individual memberships continued to come in during February.

#### SPECIAL PUBLICATION OFFER

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

##### NAEB SECOND TV PRODUCTION WORKSHOP—99c

A report of the workshop held at Michigan State University in 1954, this 133-page book is practically a textbook in ETV production. Edited by Edward Stasheff.

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

#### ACBB Luncheon at IERT

Mr. Louis Housman will discuss ways of increasing audiences for good programs at the American Council for Better Broadcasts' luncheon April 26, 1961, at the IERT. The luncheon will follow a morning ACBB session featuring a panel of high school students who have had some training in evaluating programs. The ACBB holds a program session and a luncheon each year in connection with the IERT.

Advance reservations for the luncheon may be made with Mrs. George Nelson, 329 North Randall, Madison, Wisconsin, up until April 20. Cancellations of earlier reservations will also be accepted up to that date.

\* \* \*

NAEBers are reminded of the NAEB luncheon at the IERT on Friday, April 28, at which John Burns, president of RCA, will speak. The NAEB Utilization committee is also planning a special session for Wednesday afternoon, April 26, on use of radio and television in elementary and secondary schools.

#### PLACEMENT SUPPLEMENT

- March 1** — Syracuse University M. A. Married. Approximately 2 years commercial TV experience, 4 years radio government. Currently director-floor manager, seeking position as television writer - director or communications teacher. Minimum \$5600; any location.
- March 2** — B. A. radio-theatre. Married. Experience: 10 years, including operations and production manager, script and film editor, 5 years supervisory experience. Midwest or Southeast preferred, \$5200 minimum. Desires supervisory production position, ETV or film.
- March 3** — Engineer, married. Experience as technical director, lecturer in educational radio & TV; 12 years in commercial radio-TV maintenance and operational engineering. Northwest or West Coast preferred, \$6000.
- March 4** — Radio or TV music director position desired. M. S. in communications; experienced in classical and jazz & stereo broadcasting. Skilled announcer, recording engineer, editor, writer. Midwest or West, \$5200.
- March 5** — Married, 26, M. F. A. creative writing, M. S. in education, speech and hearing. Seeking position as producer, writer, script editor. Location open; \$5000.
- March 6** — Single, 26, B. S. Seeking position on beginning production level in radio-TV broadcasting. Completed 2-year accredited terminal course in television production. Slight preference for Southeast.

#### VALPARAISO U. STARTS WVUR

Looking toward an FM station some day in the future, Valparaiso University has begun operating a wired-wireless station, WVUR. It is broadcasting 13 hours a day and is run by a staff of 130 students. The signal reaches the dorms and some other campus buildings, for a total audience of about 2,500.

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.

# NAEB Committees and Members—1961

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## Network Questionnaire Mailed

E. G. Burrows, chairman, Network Acceptance committee, has recently mailed to all Network members a questionnaire requesting information about their programming needs and desires.

The questionnaire seeks to learn more about the types of programming wanted by member stations, in varying time lengths and covering various subject matter. This information is essential if the Network is to serve the members in the manner they desire, and all members are urged to fill out the questionnaire and return it to Burrows promptly.

## Publications

- *Radio Transmitters*, by Laurence Gray and Richard Graham, is a new technical guide to engineering, operating, and maintenance aspects of radio transmitting. The 480-page book is published by McGraw-Hill and costs \$12.50.

- NAFBRAT has surveyed crime on TV before 9 p.m. A pamphlet giving the results is available for 45 cents from NAFBRAT, 882 Victoria Ave., Los Angeles 5, California.

- The 15th edition of *World Radio Television Handbook* is ready for distribution. Published by World Publications in Denmark, the book can be ordered through booksellers.

- *Barron's Guide to the Two-Year Colleges*, by Seymour Eskow, is a 320-page directory of junior colleges. It is priced at \$2.98 paperbound and \$4.95 clothbound.

- The *St. Louis Post-Dispatch* quoted on the editorial page of its February 5 issue Rod Serling's article on controversy which appeared in the January-February *NAEB Journal*.

- *The Television Business*, by Warde B. Ogden, tells of TV's unusual accounting problems and weighs the pros and cons of various possible solutions. Published by The Ronald Press, the book sells for \$6.

- Donald Tarbet, associate professor at the University of North Carolina, writes that his book, *Television and Our Schools*, is off the press. It deals with the utilization of TV for in-school viewing and furnishes information about programing, facilities and equipment, and administrative problems. The book is published by The Ronald Press and sells for \$5.

- Philip Jacobson from Motorola headed a task force which prepared an ETV equipment manual published by McGraw-Hill. The book sells for \$4.95 and covers the technical applications of such facilities as translators, videotape, and CCTV library reference systems.

- Printed copies are available from the NAEB of FCC Commissioner Robert E. Lee's speech on "UHF: The Answer to TV's Big Question," which he delivered before the Kiwanis Club of Harrisburg, Pennsylvania, December 29, 1960. The booklet, printed by the Keystone Stations, contains Lee's analysis of the allocation dilemma and his solution via an all-UHF system.

- *Television and Education* is a bibliography available free of charge from Department NA, Television Information Office, 666 Fifth Avenue, New York 19, New York.

- Adler Electronics Inc., One LeFevre Lane, New Rochelle, New York, has issued a free brochure describing how communities and school systems can use TV translators to receive programs from distant ETV stations.

## New Products

GPL Division of General Precision, Inc., has announced a small, low-cost microwave relay link ideally suited to the linking of pickup and viewing locations in CCTV systems. The Type 420A is a 0.1 watt 5 mc bandwidth system operating in the 10,500 to 13,200 mc frequency range for point-to-point FM transmission of TV signals, one-way voice communications channels, and data channels. A descriptive brochure is available on request from GPL, 63 Bedford Road, Pleasantville, New York.

- The Advance Products Company, P. O. Box 2178, Wichita, Kansas, has announced a TV table designed specifically for classroom receivers. The new stand was developed through close cooperation with Clifford D. Miller, coordinator for audio-visual education for the Wichita public schools.

## Meetings

April 6-7: 3rd annual meeting, Council on Medical TV. National Institutes of Health, Bethesda, Maryland.

April 21-22: NAEB Region II annual meeting. Hotel Thomas Jefferson, Birmingham, Alabama.

April 26-29: IERT, Columbus, Ohio. NAEB luncheon Friday, April 28.

October 23-26: NAEB annual convention. Willard Hotel, Washington, D. C.

## Grants and Awards

The Ford Foundation has granted nearly \$60,000 to the Southern Regional Education Board to encourage ETV in 16 southern states. The grant will be used over a three-year period to help development of state-wide networks.

- 3M of Canada has granted \$10,000 worth of videotape to the Metropolitan ETV Association of Toronto.

- A grant from the Ford Foundation will allow Canadian educators to visit ETV stations throughout North America prior to a national ETV conference in May in Toronto.

- The NETRC has announced receipt of nearly 2 million dollars from the Ford Foundation to equip new ETV stations with videotape recorders.

## Capital To Have ETV Station

Washington, D. C., expects to go on the air on UHF over Channel 26, under the administration of the Greater Washington Educational Television Association Inc.

GWETA, organized in 1953, has been actively programing over a commercial station, reaching more than 50,000 children in 18 school districts throughout the metropolitan area.

The breakthrough looking toward an ETV station came with a grant of \$50,000 from the Old Dominion Foundation. In announcing the grant, Monroe Bush, of the Foundation, said: "There is an urgent need for an educational television station in Washington. The Old Dominion Foundation, recognizing this, congratulates the Greater Washington Educational Television Association for its careful persistence in pursuing this goal. The experience gained by the association, through limited in-school telecasting on commercial stations, will prove invaluable. The plans that have come to a head are completely realistic.

"For these reasons, the Foundation is glad to be able to make a grant of \$50,000 to assure the early

establishment of an independent educational station. We are confident that the Greater Washington community will meet the challenge of this opportunity with the sort of continuing financial support that is essential."

The \$50,000, plus additional funds which GWETA is expecting from other sources, is for capital expenditures, and will be used to purchase used UHF equipment. The Washington group also has leased a tower in nearby Arlington, Va., the only remaining tower in the area suitable for wide-range broadcasting.

GWETA hopes to be ready for in-school programing when the new school term begins in September, with minimum programing of four hours a day, five days a week. In addition, sample programs for adult viewing will be broadcast.

Operational financing will be provided by the schools. Currently participating schools are supporting the program over the commercial station to the extent of \$60,000 for only half an hour a day, and Mrs. Edmund Campbell, president of GWETA, hopefully anticipates that they will be able to support an extended program of \$150,000.

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## THE PRESIDENT'S SAY

Some wag has said that a camel is something created by a committee; right now I feel like a committee created by a camel. I have been recently subjected to a series of mild buffetings and kicks, nudges and shoves, and just generally stepped upon. What is more, I brought it all on myself.

In my innocence, I addressed a friendly little communique to the membership a while back inviting people to write and tell me if they would like to be on an NAEB committee, and, if so, to list their preferences in order: 1, 2, 3.

It was my feeling, I explained, that there were many who were willing to serve but were often inadvertently overlooked. Evidently, many agreed.

I expected a modest response; certainly I was not prepared for a mail return of about 90%. Not only did you answer the questionnaire with indications of your preferences, but almost a fourth of you appended letters indicating the reasons for your choices, recounting your background, or indicating why you should be chosen.

Actually, I was pleased and warmed by this wholehearted response. This had been a call for assistance ("not honor or glory . . . a lot of hard work") and, as always, the NAEB responded.

But this reaction, while helping to place more information at my disposal did make the task of selection more difficult and time-consuming. More than ever I wanted not only to get the best people to do certain committee jobs, but I wanted, so far as possible, to give them the jobs they preferred. This careful sifting and winnowing has taken many days—and nights. Obviously, the results will not please everyone; there are not enough assignments to go around to give

a job to all who offered their services and certain committees were "over-subscribed" by as much as 400%.

This year, in order to insure a continuous flow of new blood into the committee system, while yet preserving continuity of experienced personnel, I am initiating an arrangement of staggered terms for committee members. After the initial two years, members will serve three-year terms, with three new members being chosen each year to replace three members who rotate off. The small numerals opposite the names on the committee list indicate the length of terms for each appointee. In general, these terms relate to the service record of individuals, with veteran committeemen being assigned the shorter terms. Committee chairmen are subject to reappointment and replacement each year.

Three committees, because of the "ex-officio" composition of the membership, do not come within the "stated term" system: the Executive committee (chairmen of TV and Radio Boards and the president), the Grants-in-Aid committee (chairmen of the Radio Network, Radio Planning, and School Network committees), and the Awards and Citations committee (composed exclusively of those who themselves have been awarded citations.)

It is my belief that the arrangement of fixed terms will provide for a regular infusion of new blood, prevent any tendency toward ingrownness, and development of special empires or group monopolies; it is my hope that the membership will welcome this plan as a means of affording greater opportunity for wider participation in the work of their association.

—BILL HARLEY



Scanned from the National Association of Educational Broadcasters Records  
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