National Radio Conference

Discussion seminars of 12-15 participants are scheduled, in addition to general sessions. On the drawing board—plans to produce a special Trans-Atlantic Forum program, originating simultaneously from Wingspread, Washington, D. C., and London, featuring prominent figures. This and the plenary sessions will be broadcast over Wisconsin State Radio network, made available live to other NER Wisconsin and Michigan stations.

Two of the major addresses will be delivered by Charles A. Siepmann, professor of communications, New York University; Robert Lewis Shayon, radio-television critic, Saturday Review.

In addition to leading educators in attendance, these organizations will be represented: RCA; Zerox Corporation; Westinghouse Broadcasting Company; AFL-CIO; U. S. Commission for UNESCO; National Council of Churches; General Electric Corporation; HEW; Office of Economic Opportunity; National Endowment for the Arts, Humanities; FCC.

Alabama Network Aids Schools
Jefferson County, Decatur City and Huntsville public schools began closed-circuit telecasts this month. Alabama network staff, under direction of Al Renfro, engineering and technical supervisor, were responsible for research and development. They will continue to serve as consultants.

Huntsville public schools are originating telecasts from station WHIQ, a new production center. Alabama network will use some of the local programs.

CONVENTION NOTE
The University of Missouri, Office of Instructional Television, will interview production people at the NAEB October Convention, as part of an ongoing research project on the use of audio-visual materials in ITV. Contact Barry J. Cronin or Dr. Barton L. Griffith in advance or at Muhlenbach Hotel.

Ford Proposal Stirs Hill
The Ford Foundation's proposal for developing and financing ETV has brought positive action from the House and Senate. Last month, Sen. Pastore (D-R.I.), chairman of Commerce Communications Subcommittee, began hearings. Sen. Magnuson (D-Wash.), father of $50 million ETV aid, intrigued with the FF approach because "ETV stations have no firm financial base on which to operate," wants to know how government can assist.

Rep. Pendergast (D-Pa.) introduced HH-16009, which would extend facilities program five years, raise per-state ceiling from $1 million to $3 million.

NAEB Board chairman Richard B. Hull told Sen. Pastore that Ford is offering a "national educational TV system, and funds to make it work—twin bright promises." NAEB president William Harley said that "educational radio is no less a vital concern . . . has never materialized its potential for fully serving education and the Nation." He urged that educational radio be included in the Committee's consideration of interconnection and financial support for a "second service" for broadcasting.

Senate check into who should own and operate a domestic-satellite communications systems stems from an American Broadcasting Co. aim to put up its own satellite, distributing programs to affiliates. FCC turned the ABC application early this year, then began full-scale inquiry on legal, technical and policy issues involved.

ABC, National Broadcasting Co., Communications Satellite Corporation (Comsat) and Ford Foundation submitted "models" of satellite systems. Only ABC and Ford provided for ETV; ABC allotted one channel, Ford suggested revolutionary expansion.

FF President McGeorge Bundy presented a nonprofit corporation to handle a domestic satellite system for commercial television, allotted "profits" to ETV. Capital cost for 4 regional ETV centers, $50 million; annual ETV expenses $60 million. One-third of ITV costs "might come from new appropriations," probably the government. A portion of the estimated $45 million savings in land-line charges per year to networks would go for ETV programming. FF would spend $30 million a year, up to $60 million within ten years.

RECENT FCC FILINGS
Instructional Television Fixed Service: August decision by FCC says: Application for more than one ITFS channel must include information about beginning and completion of construction of each channel applied for. If fewer than four channels are sought, it is now permissible to request that remaining channels in the group be reserved.

Federal Communications Commission turned down application from The Board of Regents of the University of the State of New York for advance information on applicants for ITV Fixed Service. Regents wanted states to do the screening.

In written statement: NAEB asked FCC to reject petition from Television Broadcast Stations, Salina and Lincoln Center, Kansas. TBC wants Channel 34 substituted for Channel 9. In addition, costs involved in operating Channel 34 at Lincoln Center, moved to Salina for commercial purposes.

NAEB said switch would hamper development of Channel 8, Hutchinson ETV, planned to serve more than 700,000 Kansans. In addition, costs involved in operating Channel 34 at Lincoln Center as proposed by TBC would be prohibitive for ETV interests.

NAEB has urged FCC to take prompt action in licensing Nebraska Educational Television Commission to activate Channel 19, Norfolk, Nebraska—would provide broad coverage for northeast part of the state. (RM-918)

Lane Community College, Eugene, Oregon, has filed application for a permit to build a new ETV station.

NEA-OE Seeks New TV Data
The National Education Association, in cooperation with the U. S. Office of Education, will query approximately 90 percent of all educational institutions to determine how many schools are using closed-circuit or Instructional Television Fixed Service and specific use of facilities.

Schools using CCTV and/or ITFS systems will be asked for detailed information on personnel and equipment, to aid USOE in making recommendations for equipment compatibility.
University of Denver Study

Five grants totalling more than $249,000 will fund studies investigating effective utilization of mass communications, including ETV for the disadvantaged. Researchers will aim to develop methods for closing educational gaps, see how television can reduce costs for students and universities.

One project will explore the impact of disseminating traffic safety information via mass communications. Another will examine traffic safety information via mass communications. Another will examine current materials, develop new materials to supplement closed-circuit public service programs.

Overall research is under the direction of Dr. Harold Mendelsohn; Noel Jordan, chairman, mass communications department, is director of productions.

News Notes

- University of Wisconsin Radio-College on the Air courses were selected for State broadcasts. This fall, play-by-play football, directed by Ken Ohst, technical production handled by Don Voegeli, Karl Schmidt doing color reporting.
- Auburn University ETV is supplying newspapers throughout Alabama with fillers; has daytime radio promoting nighttime ETV.
- Introduced this semester, Division of General Education, New York University—courses covering television studio techniques, formats, programing, direction, scriptwriting and broadcast theory. Instructors are professionals in the field.
- Ball State University, Muncie, Indiana, opened its new Center for Radio and Television, named Dr. William H. Tomlinson, director; Darrell E. Wible, assistant professor; Roger E. Young, instructor-director.
- Mifflin County, Pennsylvania, schools began 2500 mc teletcasts to 340 public and parochial classrooms. State level coordinators—Dr. Marcus Konick, Blaze J. Gusic; Lawrence D. Bergman, director of curriculm.
- WUHY-FM, silent in August to expand facilities, went back on the air September 1. Parent organization, WHYY, Inc., announced that the radio guide will be incorporated in a new magazine, "Broader View," which also covers television operations.
- Memphis State University, School of Arts and Sciences, offers to condense tapes of the Summer Broadcasting Conference. Cost minimal. For more information write David Yellin, director of broadcasting, Memphis, Tenn., 38111. Fall semester introduces courses leading to M.A., Radio and Television, part of speech and drama program. Two new staff people—James R. Ludwig, supervisor of radio production; Craig Leake.
- These educational radio and television experts addressed the American Management Association Conference on Educational Realities, New York City mid-August: Robert Hillard, Seymour Siegel, John Culkin, Lee Campion, C. R. Carpenter, Phil Lewis, Richard Lewis.

Palo Alto Seminar

Richard Bell, Ph.D., associate director, National Project for the Improvement of Television Instruction, called the 3-week seminar conducted recently at the Center for Advanced Study in Behavioral Sciences, Stanford University, "highly productive."

Sixteen participants focused on future direction of ITV, evaluated its role in computerized learning programs, discussed new approaches for presenting telecourse materials, in keeping with trends to break away from stereotyped lecture presentations. Another major concern was distributing mediocrity? If so, then we must quickly upgrade instruction in order to improve televised instruction," Dr. Bell said.

Papers scheduled for publication soon will cover individual instruction, perception, learning and instructional theories, implementation, decision-making, structures and goals.

GRANTS

- $500,000 to KCET, Channel 28, Southern California, from the Ford Foundation.
- Two grants, one for $7,000, to WCGV, Channel 8, University of South Dakota, for productions aiding the University's Institute of Higher Education and the Institute of Government.
- $352,000 to Wayne State University, College of Nursing, for development of training course telecasts for nursing schools in Detroit. Awarded under the Nurse Training Act of 1964.
- $65,000 to KUAC-FM, University of Alaska, to expand public service programing to Fairbanks, and develop tape duplicating system. Awarded under the Higher Education Act.

1966 IBS Awards

The International Broadcaster's Society has awarded its medal of honor, The Executive Shield, to the following members: Eugene Bernald, president, Pan American Broadcasting Co., New York; Auguste Moutongo-Black, director, Radio Veronica, On the High Seas; Oscar E. Shabat, Chicago City College executive secretary, World Association for Christian Broadcasting, London; Menonsero Jose Joaquin Salcedo G., director general, Accion Cultural Popular, Bogota, Colombia; The Brothers Verwey, owners and directors, Radio Veronica, On the High Seas.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, $5.00 a year. Editor: Udell S. Ludwig.


JCT Elects Officers, Board

Recently reorganized Joint Council on Educational Telecommunications, formerly the Joint Council on Educational Broadcasting, announced the following elections at its annual meeting: President and member of the Board—Harold E. Wigen, ETV consultant for NEA; Vice-President—Robert Anderson, University of Georgia; Executive Secretary—James A. Fellow. Re-elected to the Board: Representatives on the Board of Directors are: American Association of School Administrators, American Council on Education, Association for Higher Education, Council of Chief State School Officers, NAEB National Education Association, National Association of State Universities and Land-Grant Colleges, National Educational Television.

HEW is reviewing these applications for funds awarded under the ETV Facilities Act:

- Kentucky State Board of Education, for a new station on Channel 22, Ashville; Channel 25, Bowling Green.
- School District of Kansas City, Missouri, to expand KCSD, Channel 19, Kansas City.
- Greater Cincinnati Television Educational Foundation, to expand WVTZ, Channel 25, Cleveland.
- Georgia State Board of Education, for a new station on Channel 18, Chatsworth.

WCMU's $240,000 Expansion

Channel 14, Central Michigan University, begins broadcasting from a new studio in January. New recording and film equipment will be integrated with live cameras, film and tape equipment already in use, allowing the closed-circuit facilities to serve as a laboratory for several courses the University offers in radio and television production. The Michigan Educational Television Council will use some of the telecourses. Broadcasts are expected to reach an estimated 200,000 students. WMSB, Michigan State University; WUCM, Delta College, are also participants.

WTTW Telecourses Available

Oscar E. Shahat, Chicago City College executive director and Hyman Chasow, dean, television instruction, announced that 31 courses produced for WTTW, Channel 11, will be distributed by the Great Plains Instructional Library, Lincoln, Nebraska, for use by other institutions throughout the U.S.Courses cover subjects from physics and literature to data processing and business law. At the end of three years, the Chicago City College faculty will evaluate the exchange of telecourses between schools.
Mrs. Ehart Joins ETS

Sally Ball Ehart, formerly publicity director of WWDC Radio, Washington, D. C., has been appointed assistant to Chalmers Marquis, ETS executive director.

Mrs. Ehart’s previous experience in broadcasting includes manager of information and editor of publications for the National Association of Broadcasters; executive positions with WGAY, Silver Spring, Maryland, and WOL, Mutual Broadcasting System affiliate.

She has been acting director of public relations of the D. C. Chapter, American Red Cross; public relations director, National Federation of Republican Women, and public relations consultant, National Federation of Business and Professional Women’s Clubs, Inc.

Personnel

- Thomas Glenn Sanberg, former director of Arden Shore Home for Boys, appointed director of development, WTTW, Channel 11, Chicago.
- WCMU, Channel 14, Central Michigan University, named William J. Grigliat as station manager; Clayton A. Roehl, ITV director; Frank Tefft, chief engineer; Charles Schuler, graphic artist. New studios slated for Anspach Hall, WNMN, Channel 5, Bay City, donated the 540 foot tower. On the air in January.
- WVIA, Channel 44, Scranton-Wilkes-Barre, Pennsylvania, appointed Carol Guild, community relations supervisor; James Maccaroni, graphic arts supervisor; Gerald Schumacher, production supervisor; Richard Bruce Davis, film supervisor and producer-director.
- Great Plains Regional Instructional Television Library, Lincoln, Nebraska, programing counselor Milton Hoffman now a rep of Great Plains Library. Richard Spence named promotion specialist.
- Ben J. Browne, Ph.D., Lakeland College, Wisconsin, Vice President appointed Director of Development for WENH, Channel 11, Durham, New Hampshire.
- Assigned to KTCP, Channel 2, St. Paul, Minnesota, for 1966-67 semesters to aid in production of telecasts for 156 elementary schools of the Archdiocese, Sister St. Teresa, C.S.J.—as foreign language consultant to parochial schools; L. Monty Carlson—mathematics and science consultant, Station has new number: 645-0411. Area Code 612.
- Bernie Lederman, formerly with WLWT, Cincinnati, joined WSIU, Southern Illinois University.
- John M. Cullin, S. J., director, center for communications, Fordham University, wrote, “I Was a Teen-Age Movie Teacher,” July issue, Saturday Review.
- Merrill Oltchick, assistant director, Metropolitan Effort Toward Regional Opportunity, in charge of coordinating 28 school area closed-circuit systems, Hartford, Conn.
- New VP and Director of Development for KCET, Channel 28, Southern California is Harold A. Jones.
- Ohio University, School of Speech and Dramatic Art, radio and television, appointed William C. Miller, assistant professor; Jon T. Powell, associate professor; promoted James G. Saunders to assistant professor, John W. Spalding to associate professor. Vincent Jukes, associate professor, director of radio and television and audiovisual services retired after 36-year tenure. Additions to KSCS-Radio, Colorado State College, Gleeley; former KV DU production-news director C. Michael Hall, as program director; Jo Anne Schneider, as traffic manager.
- Roy Johnston, formerly at University of Miami, is now Professor of Educational Technology and Director of Instructional Television at Northeastern University, Boston.
- Former KLRN, Channel 9, Austin-San Antonio station manager Bill Oxley named KUON, Channel 12, Nebraska ETV program manager.
- U. S. Army Aviation School, Fort Ruckel, Alabama: now operating 3-channel closed-circuit system. Chief of television branch, Captain Regis A. Schupp, formerly with ETV, University of Florida; John H. Krickel, education advisor for ITV; Frank Ruskut, Jr., educational television specialist.
- Griffith J. Davis named communications media officer, Agency for International Development Mission to Nigeria.
- Syracuse University, radio-television department, awarded its highest honor to a graduate student, the Harvey Loeb citation, to John G. N. Rushbrook; also, to Charles B. Crawford, former WSYR radio-television announcer, the first Gordon Alderman Prize, for excellence in broadcasting. Crawford has joined WTOP, Washington, D. C.
- Joel B. Fleming, formerly ETV producer-director with Department of Education in American Samoa, named instructor in broadcasting, program director, KUAC-FM, University of Alaska.
- Among recipients of the Society of Motion Picture and Television Engineers 1966 Honors and Awards, Howard Town, National Educational Radio and Television Center; Daniel Wiegand, University of Southern California.
- 1958 Du Pont Award winner, 1961 Freedom Foundation Medal recipient and former WSNY Radio community affairs director Stephen A. Fitz named WMHT, Channel 17, Schenectady, special events director.

Additions to Samoa Staff

This summer, the following people joined the Department of Education in American Samoa:


**PRODUCER-DIRECTORS**—Paul E. Smith, Mich.; David Gilmore, Ohio; Grant Masland, Mass.; Daniel F. Ward, Fla.; Todd Shelton, Ore.; Jerry Spence, N. M.

**SECONDARY RESEARCH TEACHER**—Donald Cole, Ore.; Barbara Clavadel, Cal.; David Hanson, Ore.; Arthur Frielinghaus, N. J.

**SECONDARY PRINCIPALS**—Gabriel Richmond, Cal.; Jack Stolz, Cal.

**ELEMENTARY RESEARCH TEACHER**—Carl E. Liebig, Wisc.

**ELEMENTARY TELEVISION TEACHER**—Nelda Liebig, Wisc.

**SECONDARY TELEVISION TEACHER**—Joan E. Griffith, Ore.

**ENGINEERS**—Charles R. Cox, Ohio; Wayne Owens, Kansas; Lee Rector, Cal.

**SUPERVISOR OF TESTS AND MEASUREMENTS**—Thomas Harwood, W. Va.

**SUPERVISOR OF ADULT EDUCATION AND EVENING PROGRAMS**—J. Tivis Wicker, N. C.

**SUPERVISOR OF GUIDANCE**—Denton L. Cook, Fla.

**HEAD LIBRARIAN**—James H. Smith, Ill.

**RESEARCH LIBRARIAN**—Jean Moodham, Ind.

**STUDIO MAINTENANCE SUPERVISOR**—Garvin Phillips, Ala.

**ARTISTS**—Ralph Moon, Ga.; John Knauth, Ind.

**VOCATIONAL AGRICULTURE AND SHOP**—Jay F. Grimes, Texas

**DEPENDENTS’ SCHOOL**—Principal, W. F. Feaster, Wash.; Susan Hanson, Ore.; John Boller, Cal.; Ruth Wicker, N. C.; Sarah Hillyer, S. C.; Hugh Hillyer, S. C.

NAEB has continuing responsibility for recruiting personnel for the education system in American Samoa, which uses 6 broadcast television stations to provide the core of instruction for grades I-12.

Miami Schools Extend ETV

Msgr. Joseph H. O’Shea, Diocesan director of the Radio and Television Commission announced expanded ETV service to 17 parochial schools in Broward County, Florida. The original system, initiated last November, serves more than 23,000 Catholic students in 38 schools in Dade County. Diocesan ETV is also planned for the Palm Beach area, and further north.
Free to NAEB members, from the Publications Office, University of Illinois, Urbana, Illinois 61801:

**TV and Higher Education**, by the SREB, describes 10 examples in the South.


**Report: Programmed Instruction in An Art Gallery**, by R. M. Diamond, University College, University of Miami. Summarizes a study supported by The Fund for the Advancement of Education.

**A Chance for Change** details 17 individual state programs conducted throughout the U. S., aimed at advancing educational levels for disadvantaged children. All projects were funded under Title I, Elementary and Secondary Education Act of 1965. Illustrated. Single copies free. U. S. Office of Education, Publications Unit, Washington, D. C. 20202.


**Specification and Selection of a Videotape Recorder for Educational Applications.** $1 per copy. Western Radio and Television Association, 633 Battery St., San Francisco, California 94111.

**Choosing Films, Using Films, Selected Film Lists, Audio**, a new 4-section catalogue. Free from the Educational Film Library Association, 250 West 57th Street, New York, New York 10019.

Funds for Advanced Study

**The New York State Herbert H. Lehman Graduate Fellowships in Social Sciences and Public International Affairs:** Ninety Fellowships are awarded annually for study at graduate schools in New York State. Applicants are not required to be New York residents. Must be U. S. citizens. Salary $4,000 and $5,000 per year categories. December 2 is the deadline for application. Write to Livingston L. Smith, Division of Higher Education, The State Educational Department, Albany, New York 12224.

**U. S. grants for study at a university in the American Republics Area, awarded under the Fulbright-Hays Act:** Awards provide round-trip transportation, tuition, books and maintenance for one academic year in one of 18 countries. Applicants must have a bachelor's degree or equivalent, be proficient in the spoken language of the country selected. Graduate students up to and including the M. A. level are eligible. Preference is given to single students. College and university students may apply through campus Fulbright program advisors. If not affiliated with an educational institution, write the Institute of International Education, 809 United Nations Plaza, New York, New York 10017, or an HE regional office in Chicago, Denver, Houston, San Francisco, Washington, D. C. Closing date is Nov. 1, 1966.

MEETINGS

**1966**

**SEPTEMBER**

14-15 ETS Program Service Committee, Bloomington, Ind.

17-18 NAEB Executive Committee, Washington, D. C.

19-20 ETS Board of Directors, Washington, D.C.


**OCTOBER**

12-14 American Council on Education, New Orleans

23-26 NAEB Convention, Kansas City, Missouri

**1967**

**MARCH**

2-4 NAEB Region II, Jackson, Fla.

**APRIL**

1-2 NAB Association for Professional Broadcasting Education, Chicago

2-6 NEA Department of Audio-Visual Instruction, Atlantic City

**MAY**

1-3 Council on Medical Television, New York City

**NOVEMBER**

4-8 NAEB Convention, Denver, Colorado

WRVR-FM, Riverside Church, New York City, cites European jazz in several programs this month, featuring tapes and recordings collected by Max Cole.