



Representing non-commercial, educational AM, FM, and TV broadcasting stations, workshops,
and production centers, owned and operated by colleges, universities, school systems, and public service agencies.

JULY 1952

FOUNDATION GRANTS

FUND FOR ADULT EDUCATION GRANTS-IN-AID OPEN FOR APPLICATIONS

The NAEB Committee to administer the local programming grants-in-aid from the Fund for Adult Education of the Ford Foundation (see cover story June '52 NEWSLETTER for complete story) has announced the procedure to be followed by stations in applying for a grant-in-aid. Detailed information is given below:

All applications for grants must be submitted in accordance with the following conditions and must be sent to NAEB Headquarters, 119 Gregory Hall, University of Illinois, Urbana, Illinois.

Details of NAEB-FAE Grants-in-Aid

1. All applications must be for grants to help produce a series of content-oriented programs in the field of adult education.
2. Applications may be submitted by any educational institution or school system. You do not have to be a member of NAEB.
3. Applications may be submitted for a grant in either radio or television or both.
4. The grants will not exceed \$7,000 in radio or \$9,000 in television. Applications asking for considerably less than these maximum amounts will receive full consideration.
5. These grants-in-aid are intended to help you help yourself. They cannot carry the entire burden of production costs. They should enable you to hire that key person or do that key thing which makes the production possible.
6. All radio programs produced with the help of these grants must be suitable for use on the NAEB Tape Network and should be cleared for such use.
7. All television programs produced with the help of these grants must have more than a local application.
8. Applications must be in writing. Six copies of all written material should be supplied together with examples via tape or film of your technical ability to produce either radio or television programs.

PLAN TO ATTEND THE 1952 CONVENTION

MINNEAPOLIS -- NOVEMBER 6-7-8

The N-A-E-B NEWS-LETTER, published monthly, is distributed from the national headquarters office at the University of Illinois. N-A-E-B members and associate members receive the NEWS-LETTER as part of membership service. Non-members may obtain the publication at a subscription rate of \$5.00 per year. All inquiries regarding subscriptions

and distribution should be addressed to: NAEB, 119 Gregory Hall, University of Illinois, Urbana, Illinois. Editorial copy and inquiries concerning editorial matters should be sent to the Editor, Burton Pauls, Station KUOM, University of Minnesota, Minneapolis 14, Minnesota.

9. Grants will be made on the basis of your application; thus, completeness and understandability of presentation will be vital. However, no weight will be given to elaborateness or beauty of presentation.
10. Deadline for first-round applications is September 15, 1952.
11. Production on all projects must start during the calendar year 1952.
12. A firm completion date must be given on all series.
13. Adequate reports must be submitted at the completion of the series telling:
 - (a) how the project was handled, and
 - (b) how the money was handled.
14. A tape recording of each radio program produced with the help of these grants must be sent to NAEB Headquarters for possible use on the NAEB Tape Network.
15. Where feasible, a film or kinescope of each TV program produced with the help of these grants should be sent to NAEB Headquarters for possible use by other educational institutions. Otherwise, the television program idea should be one which can be adapted to other localities and scripts or other production aids should be sent to NAEB Headquarters.

Application Form for NAEB - FAE Radio-Television Grants-In-Aid

1. Attach as Exhibit "A" a description of the proposed radio or television program series. This should be long enough to adequately describe the idea. It should be accompanied by a 100-word brief description of the idea.
2. Attach as Exhibit "B" the proposed budget for this project. This should be in two parts: (1) the part you expect to contribute from your own resources and personnel, and (2) the part you would expect to receive from NAEB.
3. Attach as Exhibit "C" some evidence of your ability to produce a series of programs in this area. This might include: (1) tape or film which can be listened to or viewed; (2) background information on the production people you would use; and (3) background information on the content authorities.
4. Attach as Exhibit "D" a statement of the willingness of your institution to accept this grant, to abide by the stipulated conditions, and to make the necessary financial reports. This should be signed by an administrative officer of your organization.

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JEFFERSON SERIES READY FOR SEPTEMBER RELEASE

The principles and ideas of Thomas Jefferson as applied throughout the course of American history are to be depicted in a series of radio programs on "The Jeffersonian Heritage" that soon will be presented under the auspices of the National Association of Educational Broadcasters. The NAEB Board of Directors has authorized the release of the series as of September 14, 1952.

In announcing the new thirteen-week series, Seymour N. Siegel, President of NAEB, disclosed that the broadcasts on Jefferson will be the first of many sets of programs devised to give the radio-listening public a lively insight into matters of historical and contemporary significance.

FAE Grant Financed Series

Broadly conceived to afford a perspective on significant topics that will at once inform, entertain and educate, the new NAEB programs have been made possible under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation.

The special adult education committee of the NAEB which has planned and will produce the new sets of radio program series consists of George Probst of the University of Chicago, chairman; Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Richard B. Hull, Iowa State College; Harold B. McCarty, University of Wisconsin, and Mr. Siegel, Director of the Municipal Broadcasting System, New York City.

The forthcoming series will be broadcast not only by member stations of the NAEB Tape Network but also will be made available to United Nations Radio, The Voice of America, the British Broadcasting Corporation, The Canadian Broadcasting Corporation, the Australian Broadcasting Company, and All-India Radio.

The programs will be made available to commercial station operators on a sustaining basis and it is expected that at least one series of those to be produced will be broadcast over a national network.

The sets of series are planned to fit into a broad pattern of four main outlines -- The American Heritage, The Nature of Man, and International Understanding and Public Affairs. Since the project is flexible, the ideas to be worked out in some of the later programs and their presentation will depend in some measure on public response to the opening series.

The American Heritage

The initial series on "The Jeffersonian Heritage" will seek to explore the enduring ideas that are best summed up in our Declaration of Independence, among American historic documents and best exemplified and symbolized by Thomas Jefferson as an individual. Avoiding any emphasis on biography, the programs will seek to translate into living terms through dramatic action the Jefferson embodiment of the spirit which should animate men and the general principles which should guide them here and now.

From the "Living Declaration," opening program of the first series, throughout, this radio venture will seek to make real and vibrant the principal features of the American Heritage as passed down from Thomas Jefferson through a national history richly endowed with his ideas. These features are seen as: one rich, fair land, offering vast opportunities; one diverse people, melted into a national unit; one background of knowledge and skills inherited from the many races of our ancestry; and lastly, the timeless and universal ideas of a new land.

Through the narrative of the new radio series it is hoped to show that the principles enunciated by Jefferson and other great men of our history, which may have lost meaning for many persons because of their familiarity, were outlined in words actually spoken by living human beings at particular times and places.

To a public that, largely because of the Jefferson Heritage, selects its own government and thereby helps to work out the destiny of its own land, the NAEB dramatic offerings will make an effort to bring home the eternal Jeffersonian truth that "The earth belongs to the living generation."

Hence, it is felt, it can be assumed that contemporary radio listeners -- a cross-section of the voting public -- will be easily stimulated to learn what men have done with Jeffersonian principles over the years and what is being done with these principles now.

As a mirror of the trend of historic thought and action from an early American predominantly agricultural society in an age of slow transportation and relative physical isolation to a contemporary industrial society closely interlocked with the rest of the world, the NAEB programs will strive to reflect the American ideology as Jefferson saw it. This ideology is that human considerations come first and that the sanctity of the personality and freedom of the mind are the most precious of human possessions.

Quality Is Goal

Commenting on the "Jeffersonian Heritage" series of radio programs, Mr. Probst said:

"We are engaged in producing programs of the quality of 'Henry V' or Sherwood's 'Abraham Lincoln in Illinois,' or MacLeish's 'The Fall of the City.' We are trying to produce programs that are 'consumer durables.' We are trying to produce programs that can be rebroadcast ten or twenty years from now to both our satisfaction and the satisfaction of the listener.

"We are doing this really against the whole current of American writing and American commercial radio, which are devoted to the production of programs that are really 'consumer perishables.' -- At no previous time in American radio has there been an occasion when anybody had the funds, or thought it was worthwhile to try to create an outstanding series of programs about Jefferson, or about any other outstanding American"

"The Jefferson Heritage" is based on the research and writings of Prof. Dumas Malone, Columbia University. It is produced and directed by Frank Papp, written by Morton Wishengrad and Milton Geiger, with music by Wladimir Selinsky. It stars Claude Rains.

WHAT WILL EDUCATIONAL RADIO DO NOW THAT TELEVISION IS HERE?

---- OUR NOVEMBER CONVENTION WILL HELP YOU FIND THE ANSWER

EDUCATIONAL TELEVISION

EDUCATIONAL INSTITUTIONS MAKE APPLICATION TO FCC FOR TV LICENCES

The Federal Communications Commission, which began processing applications July 1, has already received applications for 9 non-commercial educational television stations in California, Florida, Kansas, New York and Texas.

California

The Bay Area Television Association, a non-profit corporation organized under the laws of California, on July 3 requested VHF channel 9 on behalf of all educational institutions in the San Francisco-Oakland Area. Elementary schools, high schools, colleges and other organizations whose primary purpose is to educate, may use the facilities of the station. Policy will be determined by those who share in the financial obligations of the association.

According to the Bay Area application, membership assessment from participating educational institutions, and possibly private funds and foundation grants will finance the station. Capital outlay equipment on a lease-purchase basis is estimated at \$100,000; operational expenses at \$110,000 per year.

New York

The Board of Regents of the University of the State of New York on July 2 filed applications for reserved UHF channels in Albany, Buffalo, Rochester, Syracuse and New York City. Applications for the reserved channels in Binghamton, Ithaca, Malone, Poughkeepsie and Utica -- all UHF channels -- are in preparation to be filed shortly.

The Regents plan to use the 10 stations (the total number reserved in New York State for education by the FCC) for a state-wide network. The system will utilize programs originating from each of the educational stations. In addition each station will present some programs for local viewing.

The University of the State of New York is "the constitutionally designated agency for the development of new means of expanding the educational facilities of the State." Construction costs for the state-wide network are included in the budget now being prepared by the Board of Regents. The estimated cost of each station is \$251,500.

Florida

The Lindsay Hopkins Vocational School of the Dade County Board of Public Instruction, Miami, on July 1 requested authority to build a television station on reserved VHF channel 2. The Board has agreed to lease from television station WTVJ--Miami, its entire transmitting plant, effective as soon as the FCC authorizes WTVJ to utilize new facilities.

The program schedule of the educational station in Miami will include organized educational programs for class-room use; adult education programs; information and public events; and programs on the arts and sciences. The Dade County Board application also states that this station can provide educational training for both commercial and educational broadcasters. Estimated cost of equipment is \$78,500, which is the amount required for studio equipment and new antenna needed to utilize the transmitting plant to be leased from WTVJ. Estimated cost of operation for the first year, \$25,000.

Kansas

The Kansas State College of Agriculture and Applied Science on June 30 applied for a construction permit to build a 50,800 watt non-commercial educational television station on reserved VHF channel 8, Manhattan, Kansas.

A joint television operation is planned in cooperation with the University of Kansas (the University is now preparing an application to build a station on channel 11 at Lawrence). Filing of the Kansas State application and the pending application of the University of Kansas culminate several months of joint planning by the two institutions.

Programs will be designed to provide adult education for the citizens of Kansas. Funds are expected to be made available by the legislature which meets in January. The State Board of Regents, which controls the college, has already approved the plan to construct a television station. Kansas State College estimates construction costs at \$362,624 and programming costs at \$332,800.

Texas

The University of Houston and the Houston Independent School District on July 8 filed a joint application to construct a station on VHF channel 8, reserved for education at Houston.

The educational station at Houston will begin operations with a program schedule of 4 hours a day, to be expanded to 8 hours a day as soon as feasible. The schedule will include programs for public school viewing, informative programs for young people, instructional programs at the college level, and general cultural programs.

The total construction cost of the station is estimated at \$600,000, with expenses for the first year estimated at \$150,000. Funds are on hand to begin construction as soon as the FCC grants the construction permit.

In addition to these 9 applications for non-commercial educational television stations, the FCC reports that Michigan State College, East Lansing, and the University of Missouri, Columbia, have filed applications for authority to construct television stations.

Commercial Application from Missouri

The U. of Missouri at Columbia recently filed application with the FCC for a commercial TV permit; and while the school's board of curators didn't disclose how the project would be financed, a spokesman said it wouldn't be necessary to ask for funds from the State Legislature.

Curators stated they hoped that at least 50% of the TV time would be devoted to public service programs, and that profits would be used for improvement of the station's programs. Initial cost was estimated at \$1,006,880, operating costs at \$302,000 annually and the station was expected to show a profit in its second year. University's plans also call for a \$480,000 TV studio on the campus and erection of a 796-foot tower four miles south of the town.

One hitch may upset the plans as the application seeks channel 8, the same being asked for by the Missouri Farmers Assn.'s insurance division for station KMMO at Marshall, a radio station it owns.

AT DEADLINE TIME, the FCC has authorized non-commercial educational TV stations at Manhattan, Kansas, and at Albany, Rochester, and Buffalo, New York. It has delayed action on the Lindsay Hopkins Vocational School application.

TRUMAN ENDORSES EDUCATIONAL TELEVISION

President Truman, in a recent conference with members of the Federal Communications Commission, enthusiastically endorsed the reservation of television channels for educational use, according to Paul A. Walker, FCC chairman.

The commissioners, who began processing applications for new television stations on July 1, visited the White House at the invitation of the President. He commended them for their decision regarding educational television and urged that everything possible be done to encourage the utilization of the reserved channels.

Chairman Walker told the President that although the Commission has reserved television channels for education, the responsibility to use those channels now rests with the educators themselves.

In an interview at the close of the conference, Commissioner Frieda B. Henneck said the President was gratified that the Commission has taken a firm stand on this issue.

"President Truman told us that he considers our decision to set aside 242 channels for non-commercial educational stations the most important one the Commission has ever made," reported Miss Henneck.

President Calls for Educational Cooperation

"He said that these educational stations would be of particular benefit to the boys and girls of this country, and would provide information to the adult population; he called upon educators of the country, and socially-minded segments of all communities, including foundations, to work together to get these educational stations built as soon as possible."

Walker said the President indicated his willingness to participate in this effort by making a public speech on the subject.

TALK ABOUT EDUCATIONAL TELEVISION.....

By Members of the Federal Communications Commission

Commissioner Frieda B. Henneck reminded the National Jewish Welfare Board that educational television can strengthen American democracy when she spoke in Detroit in May.

"These educational television stations could serve many millions of Americans in their schools and homes on a constant, intimate and inexpensive basis. They could spread knowledge, enlightenment and culture throughout the country on a scale hitherto unknown. They could open the doors of the home and classroom to the finest teachers, physicians, artists and specialists of all kinds, including welfare. They could spread the treasures of museums and libraries right before your eyes. Truly, 50 million TV sets could become 50 million of our best equipped classrooms, to supplement those classrooms in existing schools today..."

"Like democracy itself, educational-TV must be a common undertaking, a mutual responsibility which none may shirk without increasing the dangers of nonfulfillment. Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default."

MINNEAPOLIS IS AN EASY PLACE TO GET TO:

FIVE MAIN RAILROAD LINES; FIVE TRANS-CONTINENTAL AIRLINES

Commissioner Rosel H. Hyde explained the principle of the educational reservations on the "Georgetown University Forum," broadcast last April.

"We refer to the channel allocation as providing some 2,000 station assignments. Of that number 242 have been classified for use by non-commercial, educational institutions. On an average, there are five such assignments to a state...

"These channels which have been allocated to be operated as non-commercial stations by educational institutions, are available on applications by applicants eligible under this classification without competition from other applicants. In other words, you would not expect to find yourself in a competitive hearing with an applicant who wishes to establish a commercial station. However, that is not to say that these reservations are made in perpetuity. They are allocations made for service purposes and if they are to be used it will be because applicants take advantage of the opportunity to apply and construct and operate stations."

Commissioner George E. Sterling defended the principle of educational reservations before the Maryland-District of Columbia Radio-Television Broadcasting Association at Ocean City, Maryland, last month.

"During the course of the hearing, the educators of America established by an overwhelming preponderance of the evidence, that a certain number of television channels should be set aside for non-commercial educational television exclusively. You will remember that originally I dissented from the proposed establishment of educational reservations in the VHF with the thought that the educators were looking more toward future use of television for educational purposes than immediate use. On the basis of the record I found that the educators could not be denied the use of VHF frequencies for the purposes they desired."

Commissioner Edward M. Webster reviewed his official stand regarding educational reservations when he spoke at the Institute for Educational Radio-Television, Columbus, Ohio, last April.

"After the publication of my separate opinion accompanying the March, 1951, Third Notice of Further Proposed Rule-Making concerning the Television Broadcast Service, wherein I stated that, on the basis of the record then made, I did not agree that a reservation of channels for non-commercial educational purposes should be made, I heard some rumors to the effect that some educators were shocked at my apparent antipathy toward the use of television as an aid to education. Of course, I was not and am not against the use of television for this purpose. I favor placing non-commercial educational television stations on the air at the earliest possible date and my statement so indicates....

"Everyone here has of course seen or heard about the Commission's recently published final report on the Television Broadcast Service. Despite the fact that I concurred with the majority in reserving channels for future use for educational purposes, some of you may feel that my comments attached to that report are less than flattering to educators. Well, I want to say at this point that nothing in my concurring remarks should be construed as an attack upon you, because I think educators are engaged in the most important work anyone can undertake."

EVER BEEN TO A CONVENTION THAT WASN'T PERFECT?
NEITHER HAVE WE! LET'S EXCHANGE IDEAS
SEE PAGE 21 FOR YOUR INVITATION TO COMMENT

WALKER URGES IMMEDIATE ACTION ON TV APPLICATIONS

In a speech made at the Fifth Annual Radio and Television Institute, Penn State College, FCC Chairman Paul A. Walker pointed out the need for immediate action in applying for reserved educational TV channels. The penalty, he said, might very well be the loss of these reservations to educational television.

After a resume of the educational stations' battle for reserved channels Chairman Walker went on to say:

"No request for a change in these reservations -- or for any change in assignments in the Commission's entire assignment plan -- is to be considered for one year from the effective date of the order. This date was June 2. So beginning June 3, 1953, anyone may request that a non-commercial educational assignment be changed to a commercial assignment.

Just what considerations will be persuasive with the Commission should there be any efforts to delete specific reservations after June 2, 1953, I cannot foretell. But this I can state: The best protection that educators can arrange is a definite program of action designed to obtain financial support and the support of the educational community. Happily, there are increasing indications that American education does not intend to lose these assignments by default.

"The American Council on Education sponsored an institute here at Pennsylvania State College in April to study this problem. Those in attendance were unanimous in their concern that educational groups take forthwith the steps necessary to establish and develop stations. A two-day institute was held in June by the Consolidated University of North Carolina under the leadership of President Gordon Gray to consider the potentialities of educational television stations. The Association of Land-Grant Colleges and Universities at its annual meeting in Washington on November 13 will devote a special session to the use of these assignments.

JCET Aid

"Assisting university and school administrators is the Joint Committee on Educational Television which performed such stellar service in presenting education's case before the Commission. Now the JCET has set up a field consultation service to educators.

"The JCET's program now has these objectives: (1) establishment of organizational patterns appropriate for varied educational interests planning to participate in the use of a television channel; (2) explanation of legal procedures required by the FCC for the application of a construction permit; (3) discussion of technical facilities needed; (4) encouragement of program exchange on a regional and national basis.

"Last year the JCET received \$90,000 from the Fund for Adult Education established by the Ford Foundation. This year the Fund provided \$145,000. This is a public service of the highest order. I cannot think of a more urgent cause for which funds could be provided at this time. This money is an investment in the future of our nation. It will pay dividends in the intellectual and spiritual development of our children. It will pay dividends in the increased ability of adults to acquire themselves more ably as responsible citizens of a free democracy. The Fund for Adult Education established by the Ford Foundation deserves the congratulations and the gratitude of every American who is interested in more and better education for all.

"I trust that other philanthropic foundations will study the unprecedented opportunity that lies in these reservations and will discover their own ways of speeding the construction and operation of stations. They, too, must realize that time is of the essence.

"I wish to take this opportunity to recognize and commend the voluntary donations made by private citizens all over the nation to supply a \$40,000 war chest to the JCET in its early stages. I am sure that they feel well rewarded when they see how much was accomplished with their money.

"The television boom is on. As of today, more than 500 applications for construction permits have been filed with the FCC. And in connection with this tabulation, there are two highly interesting points. The first is a most encouraging omen for those educational institutions in communities where the educational assignment is in the Ultra High Frequency band. Of the 500 applications on hand, 200 are for UHF assignments. Furthermore, 35 are for places already served by Very High Frequency stations. The other interesting point is that as of today, eight educational institutions have filed applications. These are: Bay Area Educational Television Association, Berkeley, California; Lindsay Hopkins Vocational School, Miami, Florida; Kansas State College, Manhattan, Kansas; University of the State of New York for stations at Albany, Buffalo, New York City, Rochester and Syracuse."

TWO NEW STAFF MEMBERS JOIN JCET

Paul C. Reed

The Joint Committee On Educational Television announced recently that Paul C. Reed of Rochester has been added to the JCET staff as Assistant Director. On a year's leave of absence from his position as Consultant for Visual and Radio Education for the Rochester Public Schools, Reed will head the JCET Field Service Program.

From the Committee's headquarters in Washington he will administer an extensive television consultant service. He will assign specialists in programming, engineering, communications law and administration to conduct exploratory discussions with educational groups who plan to utilize the reserved television channels. In addition to these administrative duties, Reed will serve as a consultant himself.

Mr. Reed has taken an active part in the organization and the operation of the Empire State FM School of the Air, which provides educational radio programs to over 12,500 classrooms of the state each week over twenty commercial FM stations. He has been instructor in audio-visual education at Northwestern University, Chicago; American University, Washington, D. C.; State University of Iowa, Iowa City; Syracuse University; and the University of Rochester.

In 1936-37 he was awarded a fellowship by the Rockefeller Foundation to study at the Columbia Broadcasting System. In 1942 he set up a national distribution of 16 mm war information films for the Office of War Information.

He has been a board member for the Film Council of America, and has served as President of the Department of Visual Instruction of the National Education Association.

THE 1952 CONVENTION WILL BE HELD IN MINNEAPOLIS--NOVEMBER 6-7-8

IT TAKES ONLY ABOUT SIX HOURS TO REACH MINNEAPOLIS FROM HOUSTON

Walter B. Emery

Walter B. Emery has resigned from the Federal Communications Commission to accept a position as Special Consultant for the Joint Committee on Educational Television, it was announced recently by the JCET Chairman, Edgar Fuller. Emery's acceptance of the JCET appointment concludes nine years of service with the FCC as attorney, examiner, Chief of Renewals and Revocations Branch in the Law Department, and more recently Legal Assistant to Chairman Paul A. Walker. Emery's experience will be utilized to strengthen the JCET Field Service Program. He will attend regional and state-wide educational meetings, providing general assistance to educational groups interested in filing applications for non-commercial educational stations.

Born and educated in Oklahoma, Emery received his law degree from the University of Oklahoma in 1934. He began graduate work under a scholarship from Northwestern University, and received his Ph.D. at the University of Wisconsin in 1939. He has been instructor in speech and radio at the University of Oklahoma, the University of Wisconsin, and Ohio State University.

In educational conferences throughout his professional career, Emery has emphasized the contribution which radio and television can make to American education. He was director of the University of Oklahoma radio station from 1932 to 1935, and in 1946 the University presented him with the Distinguished Service Award in Radio.

During the summers of 1935 and 1936 he served as attorney in a special telephone investigation for the FCC. He has been a member of the Oklahoma Bar Association since 1933 and was recently admitted to membership in the District of Columbia Bar.

INDUSTRY ANNOUNCES \$100,000 GRANT TO EDUCATIONAL TV

Benjamin Abrams, president of the Emerson Radio and Phonograph Corporation, recently announced that his company would give \$10,000 to each of the first ten educational licensees to begin regular television broadcasting. The \$100,000 Emerson grant is hoped to be the beginning of a large-scale industry drive to launch educational television on an extensive, immediate and practical scale throughout the United States.

Part of this proposed program would be the establishment of a council of internationally known educators, artists, scientists and public leaders, to explore techniques by which the full potential of this new dimension of television may be realized. The \$10,000 individual grants will be given to stations to buy capital equipment which would facilitate high-quality operation.

EDUCATIONAL FILMS PAY OFF IN TOLEDO TV

WSPD-TV, Toledo, Ohio, is racking up its second highest daytime rating with educational films on its "summer television school" project. The series, which started a couple of months back, is designed to give young viewers a continuing contact with educational material during the "school's out" season, and is backed three times a week at 9:15-9:30 a.m. by the board of education with the medical society getting credit the other two days.

Pictures involved are the library of 100-odd reels of Encyclopedia Britannica Films, distributed through Associated Program Service. Project has gotten hefty plaudits from Parent-Teachers Association and other public-minded organizations.

The same films are being used in a twice-weekly evening science program which is sold on a participating basis and currently has a waiting list of sponsors.

WAYNE U. FORMS COMMUNITY TV COMMITTEE

Wayne University is encouraging community participation in planning for the use of channel 56 reserved for education in Detroit. A general advisory committee, with representation from all educational interests in the area, has been formed.

It is expected that the license will be held by a non-profit educational corporation, basic policies of the station to be directed by a board of trustees of some 15 individuals selected from the community. The facilities of radio station WDET, Detroit, have been presented to Wayne University by United Auto Workers (CIO), and will be adapted for television broadcasting. Use of the radio station's land, buildings, and tower will cut construction costs for the Detroit educators.

LIBRARIES AND EDUCATIONAL TV

Scheduled for the October issue of College and Research Libraries is an article by Robert W. Orr, Director, Iowa State College Library, on means by which libraries can provide effective service to educational television broadcasting. The article, which is entitled "Television and the Library at Iowa State," is a comprehensive report on the utilization of college library materials by the WOI-TV staff in programming and researching television shows, and on ways in which a college library staff may be able to aid television stations on its own campus. The article should prove helpful both to members of college library staffs and television personnel.

FORD FOUNDATION TO AIR 90-MINUTE CBS DRAMATIC SHOW

The Ford Foundation will make its initial entry into television programming in the fall with a high-budgeted hour-and-a-half dramatic series Sunday afternoons on CBS-TV. While plans are still in the earliest talking stages, the Foundation has notified CBS of its intentions to program the show Sundays from 4:30 to 6 p.m. starting Nov. 9. Under plans set recently the series will be offered to five participating sponsors, each of which must be acceptable to the Foundation.

Program Schedule Set

Alistair Cooke, chief correspondent in the U.S. for the Manchester Guardian and winner of a Peabody Award this year, is to be emcee. Shows are to be both live and film. Now in the works, according to Workshop director Robert Saudek, are three original plays by Maxwell Anderson; five short French ballets now being produced in Paris; a special video series by maestro Leopold Stokowski; examples of how film is used in medical research and in industry; a series of plays by James Agee; plus occasional films made by the American Museum of Natural History, the N.Y. Zoological Society and other American and foreign institutions.

In addition to these, Richard de Rochemont, formerly producer of March of Time, and Jean Benoit-Levy, will present individual shows on "Omnibus." Besides Saudek, the permanent staff of the show includes John Coburn Turner, Saudek's assistant, and Franklin Heller, now on leave from CBS-TV. The initial "Omnibus" series is planned for a 26-week run.

"People Act," meanwhile, completed the 26-week cycle for which it was originally designed. The Ford Foundation, however, is offering recordings of the show to stations around the country for aid in helping other communities solve the type of problems which the show spotlights. Recordings will be distributed via the "People Act Centre" at Penn State College.

EDUCATIONAL TV WORKSHOP TO BE HELD AT IOWA STATE COLLEGE, AUGUST 17-24, IN COOPERATION WITH NAEB

Iowa State College at Ames, Iowa, will hold an eight-day educational television workshop, Sunday, August 17 to Sunday, August 24, inclusive, in cooperation with the National Association of Educational Broadcasters, it is announced by Seymour N. Siegel, President of NAEB.

Sixty representatives of leading educational institutions have been invited to participate for the purpose of developing "television know-how" with a view to future operation of their own stations. The person from each institution who was invited is the man who will manage the station or the one directly responsible for planning and building the station.

Iowa State College operates WOI-TV, the only television station in the country at this time which is licensed to an educational institution. Three of the station's personnel will supervise the workshop sessions in cooperation with expert consultants from commercially operated television stations. They are: Richard Hull, Director of WOI-TV; Irving Merrill, staff member of the station; and Joseph North, also on the station's staff, and head of the television curriculum at Iowa State College.

Commenting on the aims of the workshop, Mr. Siegel declared: "The reservation of educational frequencies for television provides an opportunity for the creation of the highest quality educational television programs. Educators are preparing applications for station licenses. One of the biggest problems will be that of trained personnel. For the first time the National Association of Educational Broadcasters has persuaded leading scholars to take television seriously. The Iowa State College TV Workshop will make possible the transmission of technical skills to provide sufficient understanding of the drawbacks and pitfalls as well as the challenge and opportunities for public service which educational television offers."

WCAU ORIGINATES EXPERIMENTAL SCHOOL TELECASTS FOR CBS

WCAU-TV and leading educators of the Philadelphia area are coordinating the production of "Summer School," nine week, thrice-weekly series of educational telecasts which began over the CBS-TV network June 30. The novel series, described as probably reaching a larger audience than any preceding educational event, will be used to develop a pattern for future similar projects.

The series is presented by CBS-TV, WCAU-TV, and the Lower Merion School district of Ardmore, Pa. The broadcasts are originating Monday, Wednesday, and Friday, 3:30 to 4 p.m. EDT, in the Penn. Valley school 10 miles from Philadelphia.

The format calls for a lecture-type program presented to 40 selected pupils on subjects seldom essayed to children, but "of fascinating interest to television audiences of all ages." The same 40 children constitute a permanent class for the total of 27 lectures. Ages range from six to eleven years, with the youngsters chosen for average intelligence and interests.

The lecture subjects, designed to combine education, interest, and entertainment, vary from the weather to global government, presented with simplicity assuring comprehension by the youngsters. Dr. Carleton Coon, winner of the Viking Medal in anthropology, one of the lecturers, commented: "The only limitation on the powers of absorption and understanding of the young mind are those placed upon them by their elders."

EDUCATIONAL RADIO

INDIANA U. APPOINTS NEW RADIO-TV DIRECTOR

Elmer G. Sulzer, formerly University of Kentucky radio head, has been appointed director of radio and television broadcasting at Indiana University. Mr. Sulzer will take over his new post September 1. He will have charge of all radio and television programs originating from the Indiana University campuses at Bloomington and at Indianapolis and from the nine adult education centers throughout the state of Indiana. He also will manage the University's FM Station WFIU, a laboratory student training center.

Nationally known for his radio achievements during the past 23 years at the University of Kentucky, Mr. Sulzer in 1942 received the Peabody Award for outstanding public service by presenting a radio series that helped to break down radio prejudice against venereal disease information. He also established the first national radio network "school of the air" from a state university, founded and operated for 13 years the University of Kentucky system of mountain radio listening centers, built the first university FM station in the United States, established a format for university cooperation with industry and communities in radio programs, and has directed for 23 years a University of Kentucky program on Station WHAS, Louisville.

The new Indiana University radio-TV director is regional director of the Association for Education by Radio, legislative chairman of the Kentucky Broadcasters Association, and a member of the National Association of Educational Broadcasters and the University Association for Professional Radio Education.

WFUM, NEWEST MICHIGAN STATION, BEGINS OPERATIONS

Michigan's newest radio station, WFUM, Flint, went on the air at noon Tuesday, July 15, carrying programs of the University of Michigan Broadcasting Service.

Formerly called WAJL, the station, with transmitter in the Hurley Hospital building was given to the University in February. Now the station returns to the air under Federal Communications Commission approval with new call letters, a new FM frequency of 89.7 megacycles and new programming.

The original plan to operate WFUM from Ann Arbor by a remote control was discarded because of the extra cost of a telemetering system required by the FCC, according to Waldo Abbot, director of the Broadcasting Service. A full-time transmitter engineer will operate the station, which will broadcast programs from the University station WUOM on campus.

During the summer WFUM will be on the air from noon until 10:30 p.m. Monday through Friday and 10 a.m. to 4 p.m. Sunday.

"WFUM will bring a new type of radio programming into the Flint area," Abbot said. "We place strong emphasis on dramatic productions featuring student and professional casts and on classical and semi-classical music."

One major function of the station will be to extend coverage of the University's special programs for rural schools, he pointed out. These provide elementary school teachers with radio teaching aids in history, music and general science. Sports programs will include play-by-play broadcasts of all University of Michigan games. Free monthly bulletins of WFUM will be mailed to interested listeners.

NAEB STATIONS AND BBC PROGRAM SERVICES

Here is a review of some services offered North American broadcasters by the British Broadcasting Corporation.

The BBC North American Service and the Transcription set-up provide the pick of British programs available - at practically no cost to a station making use of them. Special events such as the recent Election and the forthcoming Coronation...speeches of major importance by world figures...daily newscasts...a tremendous range of recorded programs...are but some of the offerings of these services.

The North American Service

Every day, many Americans with special interest in Britain tune their short-wave sets to the BBC's North American Service, some to listen to the newscasts, others to hear special documentary features or discussion programs, plays or coverage of current events.

No charge is made for such contributions if stations are able to arrange their own direct 'pick-ups'. In congested area, BBC is generally picked up through AT & T at the usual AT & T charges.

Frequencies vary from month to month but the BBC New York City office issues bulletins giving program highlights and necessary technical data together with permission to pick up programs.

Other BBC services include collaboration on two-way trans-Atlantic programs and, as far as possible, recording facilities for accredited American commentators visiting Britain.

Incidentally, section 3,408 of the FCC Rules and Regulations states that FCC permission is not necessary for BBC material to be rebroadcast in America.

The Transcription Service

This service makes available to stations throughout the world the best of BBC on disks and tapes. Some of the programs are taken from the Home and Overseas transmissions, others are specially produced.

The current catalog, issued last month, makes good reading for program directors, particularly in view of the very low cost of the programs - a charge that covers handling and postage and which bears no relationship to the values offered. The cost to commercial stations is five dollars per program regardless of length.

SMYTHE PUBLISHES SURVEY ON "COMPETITIVE" BROADCASTING

An analytical survey of radio and television broadcasting which attempts "to measure several aspects of the competitiveness of broadcast businessmen operating within the framework of public licensing of their radio frequencies" appeared in the May, 1952 (vol. 14, no. 2) issue of Current Economic Comment. The article is by Dallas W. Smythe, Professor of Economics, University of Illinois. The magazine is published at the University of Illinois, from which institutions copies may be obtained.

HELP WANTED BY UNESCO

Four specialists in the field of audio-visual education are needed for service in Ceylon, El Salvador, Iraq and Formosa. The pay scale ranges from \$4200 to \$7200. For further information write to: Miss I. Shepanski, Administrative Assistant, UNESCO, New York Office, N.Y.C.

FORDHAM AIRS NEW DISCUSSION SERIES

"U.S.A. Perspective, 1952", a six-week series, has been broadcast over WFUV-FM, Fordham University, since Sunday, July 6.

The series, produced by Pierre Marique, Jr., is divided into two parts. The first part centers around a discussion of the headlines of one year ago. This is followed by a question and answer period between the moderators and guests.

Alternating panel members, along with Mr. Marique, include Miss Lelia West, lecturer and radio and TV personality; Dr. Joseph R. Sherlock, Professor of Psychology at Fordham University; Mrs. Robert A. Voegler and Mr. Thomas F. Cohalan.

Guests on the first program, which analyzed the headline - "Dewey Asks Build-Up of Strength to Cause Exhaustion of Reds" - were Mr. Adolph A. Berle, Jr.; The Honorable Walter A. Lynch; Commissioner John C. Maher, Chairman of the Parole Commission, N.Y.C.; and Mr. Daniel J. Riessner, Vice President, National Republican Club and delegate to the Republican National Convention.

SAFETY AWARD MADE TO WHA

University of Wisconsin radio station WHA has been honored with an award for service to the cause of traffic safety in Wisconsin, H. B. McCarty, director of the State Radio Stations announced recently.

The award, presented to WHA by the safety division of the Wisconsin State Motor Vehicle Department, was given in recognition of timely broadcasts of safety messages which played a part in reducing Wisconsin's traffic death rate from more than 14 deaths per hundred million miles of travel in 1935 to less than seven deaths per hundred million miles in 1951.

Special safety programs broadcast during the year were:

"The Skid Test," performed on frozen Pine Lake near Clintonville in January; an interview with women school-traffic police of Milwaukee on Mrs. Aline Hazard's Homemakers' program; State Board of Health monthly "Home Safety" series in cooperation with the National Safety Council; American Automobile Association; and National Safety Council public service announcements.

The programs were carried by WHA, Madison; WLBL, Auburndale; and the State FM network.

KUSD RECEIVES ACCOLADE FROM STATE ORGANIZATIONS

Commending KUSD for its efforts in improving the health of citizens of South Dakota, the state health organizations recently adopted a resolution praising the University of South Dakota radio station and radio department for writing and producing health education programs.

At the South Dakota health organization conference held in Huron last week plans were also made to develop a series of programs for broadcast on South Dakota radio stations next year dealing with state health problems.

MINNEAPOLIS IS ONLY FIVE HOURS FROM NEW YORK OR WASHINGTON

SITUATIONS WANTED

Radio and journalism major, with writing credits on CBS, MBS, and with experience in educational broadcasting at Syracuse and Boston University desires position. Married, no children. B.S., Boston U., '50. Former instructor radio and TV writing, Marine Corps Institute. For a complete background please write to: Bernard Hirsch, 501 Holstein Street, Tacoma Park, Maryland.

Former London representative of Mutual Broadcasting System, news and special events, would like position in educational broadcasting. Author of "Round-up of London Weeklies" series, special events broadcasts and documentaries for BBC since 1949. Wrote for New York State's Rural Radio Network, researched for Reader's Digest, and author of miscellaneous articles. American citizen, 30, married, with 2 children. Please write to Norman Michie, c/o Don Miller, RR2, Box 81, Ripon, Wisconsin for more complete information on background.

Age 29, veteran (draft exempt). Education: BA St. Olaf's College, Minnesota, 1949, (English-History teaching majors); graduate work U. of Iowa, Emory U, Denver U. Will complete all but the thesis for MA in radio in August. Experience: KUOM, U. of Minn.; WCAL, St. Olaf College; 2 yrs. civilian anncr. Armed Forces Radio, Austria; cont. dir. WSUI, U. of Iowa; employed now staff anncr. KMYR, Denver. Please write to: Dick Stevens, 1251 Ogden, Denver, Colorado.

Former radio and TV assistant to the Director of Publicity, Boston U., with teaching experience in radio speech, creative radio writing and radio production. Emerson College, Boston. B.S. '47, Boston U.; M.S., '51, Boston U., both degrees in radio. Excellent references from both University and radio and TV station administrators. Age 30, married, no children. Not in reserve. For more detailed information write to: O. Leonard Press, 51 Linden street, Allston 34, Mass.

Graduate of '52 from U. of Minn. with master's degree in music history desires position in music dept. of radio station. Excellent academic record with strong musical background and some experience in dramatics and radio. Please write to Miss Connie Magnusson, Apt. 26, 727 15th Ave., S.E., Minneapolis, 14, Minn.

RADIO SCHOLARSHIP OPEN AT U. OF WISCONSIN

The annual H.V. Kaltenborn radio scholarship at the University of Wisconsin is now available for next year, the University of Wisconsin radio committee announced today.

The scholarship is supported by the income from a trust fund of \$15,000 set up by the nationally-known radio commentator and amounts to approximately \$500 for the academic year. It was established to help deserving students study and train for some phase of broadcasting with particular emphasis on training for the presentation of news and news analysis.

Any student of junior standing or above is eligible. Selection is made on the basis of scholarship, special aptitudes and interest in broadcasting, evidences of planning for a career which includes the use of radio, and financial need.

Inquiries and applications should be addressed to Prof. H. L. Ewbank, chairman of the University radio committee, University of Wisconsin, Madison. Prof. Ewbank asks that each applicant furnish a transcript of credits, a letter of application, and two or three letters of recommendation.

WNYC AIRS FOURTH ANNUAL COLGATE UNIVERSITY FOREIGN POLICY CONFERENCE

Again this year WNYC will broadcast all major sessions of the Fourth Annual Colgate University Conference on American Foreign Policy direct from the campus of Colgate University at Hamilton, New York, Saturday, July 26 through Thursday, July 31.

Leading statesmen and distinguished representatives from all parts of the world will participate in discussing various aspects of the conference's general theme "Implementing Our Foreign Policy." Among those representing the United States will be Ambassador Ernest A. Gross, Deputy U.S. Representative to the U.N.; Assistant Secretary of State Willard Thorpe; Secretary of the Army Frank Pace, Jr.; and former Supreme Court Justice Owen J. Roberts. In addition, tentative acceptances have been received from Governor Thomas E. Dewey of New York, Senator William Benton of Connecticut, Senator Eugene Milliken of Colorado and Representative John McCormack of Mass.

Included among the representatives of foreign countries are Hume Wrong, Canadian Ambassador to the U.S.; Percy Spender, Australian Ambassador to the U.S.; B.R. Sen, Indian Ambassador to the U.S.; You Chan Yang, Korean Ambassador to the U.S.; Mohammed Ali, Pakistan Ambassador to the U.S.; Abba Ebban, Israeli Ambassador to the U.S.; Leslie K. Munro, New Zealand Ambassador to the U.S. and J. Rafael Creamuno, Costa Rican Ambassador to the U.S.

For the first time in the four-year history of the conference, a Communist country has accepted an invitation to participate. Ljubo Drndic, Director of the Yugoslav Information Center in New York City will represent his country.

WHA ANNOUNCES POLITICAL BROADCASTING PLANS

To assure all candidates for Wisconsin elective offices an opportunity to speak over the air directly to people in all parts of that state a Political Education Forum has been arranged by the Wisconsin state stations headed by WHA.

Representatives of the legally qualified parties were invited to attend a preliminary meeting in the Secretary of State's office on July 18. At that meeting rules were agreed upon for the conduct of the Forum, and time assignments were made by the drawing of lots. It was agreed that: if a candidate cannot be present in person at the time of the broadcast he may exchange time with another candidate, have someone speak in behalf of his candidacy, or arrange to have a tape recording made. It was also agreed that no speaker should appear on the Forum more than once.

Candidates will speak from the Radio Hall studios on the University campus in Madison. The broadcasts will go out over WHA-AM in Madison and 9 FM stations.

The "rules" agreed to by both Democrat and Republican candidates further state:

"Station officials will not in any way censor the talks presented. All speakers are aware of the libel laws and the less tangible rules of good taste. Each speaker will assume full responsibility for his statements and should remember that he is being heard by thousands of thinking Wisconsin citizens.

"At the time of the broadcast each speaker is required to file at the studio a typed copy of his talk. These copies will be available at Radio Hall for inspection by anyone who may wish to inspect them. (A manuscript of from six to seven standard pages, double-spaced typed, is the usual length of a quarter-hour broadcast.)"

HEALTH SERIES AVAILABLE

The Communication Materials Center of Columbia University announces the availability of a new radio series, "The Human Heart," sponsored by the Public Health Service, Federal Security Agency, and prepared under the auspices of the National Heart Institute and the American Heart Association. Produced by the Center, the series consists of eight transcribed quarter-hour dramatized reports on progress in the treatment of various types of heart disease. Individual programs feature such celebrities as Arlene Francis, Melvyn Douglas, Martha Scott and Arnold Moss in the leading dramatic roles. Each program concludes with a brief statement by a recognized authority in the field of heart disease.

The series is available for local or statewide use on a fee basis. Address orders and inquiries to Communication Materials Center, 413 W. 117th St., New York 27, N.Y.

FESTIVALS TO OFFER U.S. MUSIC PACKAGE PLAN

A plan to build "a bridge of music lovers" between the United States and Europe has been worked out by Ira A. Hirschmann, New York patron of the arts, and the Association of European Music Festivals with the support of their governments, the United States State Department and the United Nations. Its primary aim is to organize American attendance at European festivals on such a cheap and efficient basis that it will be raised from the current figure of 30,000 to 150,000 within five years.

Mr. Hirschmann, who has just completed arrangements to start the plan moving in New York early next year, said in an interview he hoped it would eventually mean \$150,000,000 annually to dollar-starved western European economies and, more than that, "a tremendous accrual of good will." He added "it will mean Americans will be seeing Europe under the best of auspices and for the right reasons...They will be welcomed in the atmosphere which made Europe a world culture."

Participating in the plan at the moment are festivals of Aix en Provence, Bayreuth, Berlin, Besancon, Bordeaux, Florence, Holland, Lucerne, Munich, Perugia, Strasbourg, Venice, Vienna and Wiesbaden. The main holdouts so far are Edinburgh and Salzburg, but efforts are being made to induce them to join.

Organizations of leading music lovers will be established in New York, operating a bureau in conjunction with the European Association in Amsterdam. It is intended to charter planes to bring music-minded American vacationists directly to the scenes of the famous musical events. The plan hopes to provide round-trip transportation for about \$300, and it is calculated that concert tickets and other expenses will average about another \$300 a person. Arrangements with travel agencies will make it possible to include hotel bookings. The prospective "musical tourist" will be able to attend as many festivals as he wishes, assembled into a rounded group.

The bureau will coordinate information about dates and programs and will disseminate data through music schools public schools, musical organizations and radio stations. The New York bureau will even provide scores of works to be heard.

The plan includes a joint advertising campaign in United States newspapers financed by interested governments and festival groups. Mr. Hirschmann said, "Once the plan is working, American music lovers will find it easy and inexpensive to spend summers at European festivals. These festivals--usually indoors because of the cool West European climate--will attract Americans who are not satisfied with concerts under outdoor conditions and who wish contact with the tradition which these festivals have." Mr. Hirschmann plans to meet in New York this fall with embassies of interested governments, the United Nations and others to launch the United States end of the venture.

JOHNS HOPKINS U. AWARDS \$6000 FELLOWSHIP

William Suchmann, graphic artist and designer with the American Broadcasting Company, has been awarded the WAAM TELEVISION FELLOWSHIP by the Examining Committee for this award. The Fellowship carries a \$6,000 stipend and a year's graduate study at the Johns Hopkins University.

The WAAM Fellowship, the first of its kinds to be offered in the television industry, was created by mutual agreement between the WAAM Board of Directors and Johns Hopkins. The WAAM directors have committed the Fellowship for a period of five years. Johns Hopkins will guide the studies of the Fellow and make available to him all the facilities of the University.

This Fellowship was established in order that a mature person of high standing and currently active in television may have nine months free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry. During his residency at Johns Hopkins, Mr. Suchmann will carry on an individual program of academic graduate study.

Plans Study of Psychology

Mr. Suchmann was graduated from the University of Pennsylvania in 1939 and from the Franklin School of Professional Art in 1948. He has been with the American Broadcasting Company's department of art since 1949, where he has been an assistant director in charge of visual presentations for television commercial advertising and graphic portions of many types of programs.

The Fellowship recipient plans to study with Johns Hopkins authorities in the fields of educational method and psychology. With these faculty members he hopes to explore what is known about the learning processes, through visual presentation, and to apply this knowledge to the design of graphic art presentation for television.

The Examining Committee was composed of: Dr. Franklin Dunham, Chief of Radio-TV for U.S. Office of Education; Mr. Henry Fischer, Special Adviser to Board of Regents, University of State of New York; P. Stewart Macaulay, Provost, The Johns Hopkins University; Dr. Sidney Painter, Chairman, Department of History, The Johns Hopkins University; Lynn Poole, Producer of "The Johns Hopkins Science Review"; and Mr. Robert Saudek, Director of the Ford Foundation Radio-TV Workshop.

KUSD ADDS TO STAFF, AWARDS SCHOLARSHIPS

Four new staff members have been added to the University of South Dakota radio department and station KUSD, according to Keith Nighbert, head of radio at the university. They include: Mrs. Ruth Atkins, Vermillion, who will be traffic secretary and women's director; and John Briggs, Timber Lake, who will assume the responsibilities of studio engineer. Russell Jolly, of Elmhurst, Ill., currently with NBC in Chicago, will assume the position of production director on August 1. David Grover, of the Alabama Polytechnic Institute, will take over as program director September 1. Until that time, Howard Holst, Pierre, will serve as program director.

Scholarships amounting to \$350 have been awarded to four students planning to enter the departments of radio and radio engineering at the University of South Dakota next fall, as follows: a \$100 South Dakota Broadcasters association radio scholarship to Harlan Peterson, Beresford; a \$100 South Dakota Broadcasters association radio engineering scholarship to Jaron Zastrow, Columbia; a \$100 South Dakota Health organization scholarship to William Tosch, Madison; and a \$50 radio guild scholarship to Gary Altman, Plankinton. All four of the scholarship winners were graduated from high school this spring.

U. OF CINCINNATI PROF RECORDS "SOUND SEMINARS"

A world-wide "recorded university" with headquarters in Cincinnati has been undertaken by Dr. George W. Kisker, Associate Professor of Psychology at the University of Cincinnati. Dr. Kisker plans to record on tape the voices and theories of world intellectual leaders. These recorded lectures are expected to form the nucleus for an international faculty in the arts, sciences and humanities. By his "sound seminars" as the individual recordings are called, Dr. Kisker hopes to enable every college and university to offer the words of living authorities in many fields.

Thirty "Seminars" Completed

Assisted by his wife, Mrs. Florence Ray Kisker, the Cincinnati professor already has made recording trips to New York and Cleveland where he gathered interviews from authorities in psychology and psychiatry. Some thirty "sound seminars" are filed in the Kiskers' Cincinnati home. Their titles range from general discussions, such as "Can Human Nature Change?" by Dr. Karen Horney, New York, to "The Psychodynamics of the Industrial Executive" by Dr. Wladimir Eliasberg, also of New York.

Students respond well to the seminars, Dr. Kisker reports. Their interest is found to be stimulated when a "name" becomes a "real" person through a voice recording. Most of the tapes are being edited for twenty minutes, considered to be an effective listening period. After the tape is played, college classes have time for discussion and debate. Supplements for the taped lectures offer still further possibilities.

THE 1952 NAEB CONVENTION

by

Burton Paulu
Chairman Convention Committee

The 1952 NAEB convention will meet in Minneapolis November 6-7-8.

This is the first News-Letter section to be devoted to that convention. It is the shortest for that reason; as program plans become positive there will be more and more to report.

Your committee is planning to cover: (1) important educational television developments; and (2) the role of educational radio today when television seems to be getting more and more attention. Long term strategy and day-to-day operating problems will both be dealt with. Of course there will be sessions devoted to NAEB general business.

Our plans will shortly "jell." Before they do we invite you -- the members -- to offer suggestions. What subjects do you want to have covered? What speakers would you like to hear? What are your favorite convention likes and gripes?

Your committee can turn in a better performance with your help. Let us hear from you now before it's too late, rather than on the morning of November 6th!

See you in Minneapolis!

NAEB TAPE NETWORK MASS DUPLICATOR NOW IN OPERATION

by John Holt
Tape Network Manager

Don't let it throw you, but we at last have a "mass duplicator."

After waiting for the good news for well over a year, some of our readers are certain to take this note as a bad joke. But it is quite true. The Network now has its long-awaited duplicating machine, and it is in operation. Mr. Francis Rawdon Smith, designer of the electronics component, and Mr. Robert Johnston, Manager of the University of Illinois Recording Service, spent three long days early this month making the initial installation and testing the equipment, and it is now in active use.

The amplifier now being used with the Toogood-designed mechanism is a temporary unit. Mr. Smith is working on another which he considers to be more satisfactory and which he will install in a few weeks.

On the whole, we are quite delighted with the duplicator and with our progress in learning to use it. The recording device is mounted on a table, the motor beneath it, and the electronic equipment in a separate cabinet. On each side of a frame rising above the table are recording units, six on one side, five plus the master, or play-back, unit on the other. The tapes lie on horizontal plates extending from the frame, pass over recording heads in the orthodox manner, and wind onto empty reels on which they stay. There is no rewind: the programs are duplicated backward.

Full efficiency in the utilization of the equipment has not yet been realized, of course. A certain dexterity of operation has yet to be achieved by those piloting the machine. The duplication is done at $22\frac{1}{2}$ ips., or ten minutes to a run-through, making up to eleven good copies. The variable is in the human element -- loading and unloading the machine. But we are learning fast.

As programs are duplicated for individual distribution, they will be moved directly from the duplicating machine to a large cabinet with a pigeon hole allotted to each station.

These pigeon holes have no backs, but extend through the width of the cabinet. Thus, on one side, they face the duplicating machine, and on the other they are open to our mailing area. The recordings are drawn from the pigeon holes on the mailing area side of the cabinet, packed, and moved to our shipping window where they are picked up by the University of Illinois Mailing Center. And from there they go to the stations.

The Network, then has made one more solid achievement in creating the operating basis toward which so many have worked for so long.

BIG BOY -- PLANNING MILLION DOLLAR TV STATION?
LITTLE BOY -- BUILDING 10 WATT FM STATION IN PHYSICS LAB?
THE NAEB CONVENTION WILL HAVE SESSIONS FOR BOTH OF YOU

THE THIRD ALLERTON SEMINAR

Reported by
Alvin M. Gaines
NAEB Region II Director.

The Third Allerton Seminar is now history!

Twenty representatives of school broadcasters met at Allerton House, Monticello, Illinois, from June 15 to 25 to explore the whole field of radio and television broadcasting to the public and private schools of the United States and Canada. Thirteen states and Canada were represented.

The S.S. (School Stations) Allerton was skippered by Jim Miles, Executive Director of NAEB, and officered by four consultants: Harold McCarty, WMA; James Macandrew, WNYE; I. Keith Tyler, Ohio State University; and Alvin Gaines, WABE.

In the Allerton tradition the weather wound up and cut loose with a heat wave for the opening days of the seminar, but soon relented and provided a week of reasonable temperature before speeding the members on their way home with more heat. In case any former Allertonites are interested, grandfather bullfrog still makes bass music of an evening!

Professor Gordon Hullfish, Ohio State University, the first of ten one-day consultants, got the seminar off to a flying start on Sunday evening dealing with the basic problems of education in a changing world.

On Monday Dean Wilbur Schramm, Division of Communications, University of Illinois, briefed the conference on the National Association of Educational Broadcasters and the grant-in-aid by the W.K. Kellogg Foundation which made possible the establishment of a central headquarters and the expansion of the Tape Network begun by Seymour Siegel, President of NAEB.

Committees Appointed

Tuesday had been left open for the purpose of orientation and decision by the group on objectives and means of obtaining them. It was the feeling of the group that 1952 was a year of decision for educational broadcasters and that, like the First Allerton, a written report should be one of the major results of the seminar. The group spent the day discussing and outlining the problems and resources of school broadcasters in both radio and television. These were grouped under the following broad categories: Administration, Facilities, Programming, Production, Utilization, Television and Miscellaneous (which included such items as the NAEB Network and the problem of script exchange). It is to be noted that these categories were made up of problems and questions coming directly from the operating experiences of the various members. Throughout the following week committees were appointed to study and report on the major categories.

On the organization side, the conference had a rotating chairmanship (in keeping with the nautical theme, the O.D. or Officer of the Day and a Log Keeper). The officers had been briefed previously to be available to the group for advice, but found it practically impossible to keep out of the various verbal exchanges. Often as not the officers (and even the Skipper) got their ears pinned back when they got out on a limb. School broadcasters are just as vocal as their brethren at the university level!

A "Working" Conference

It might be pointed out here that this was a "working" conference. Sessions started at nine each morning and ran to twelve or twelve-thirty, reconvened at two and continued until four-thirty or five. Evening meetings began at seven-thirty and hardly ever broke up before ten-thirty. Committee meetings were held at mealtimes and between sessions.

Mr. Benjamin Bloom, Examiner's Office, University of Chicago, was the consultant on Wednesday evening and Thursday morning, specializing in discussion techniques. Wednesday evening was also devoted to an audition of the kinescope of WOI-TV's "The Whole Town's Talking."

The members of the seminar were also busy at various times auditioning the many tapes of programs from member stations and the FAE programs, "Jefferson" series and "The Ways of Mankind." Such auditions were often followed by informal critical "bull sessions."

A detailed analysis of a specific educational program was presented on Friday by Mr. James Schwalbach of WHA. The program was "Let's Draw" broadcast by WHA and the Wisconsin State FM Network.

By now the committees that had been set up earlier began to report and the matter of time became a big factor as the group went over each report carefully (sometimes taking it word by word). Though the hours around the seminar "rectangle" in the Allerton library became longer, there was no flagging of interest. In short, each committee got a good "going over."

TV Discussions

Television came with full bloom on Saturday and Sunday when Miss Martha Gable, TV Co-ordinator, Philadelphia Public Schools, was the consultant. Utilization and research with Dr. Dallas Smythe, University of Illinois, the problem areas of education with Dr. Harold Hand, University of Illinois, and the methods of audience determination by Dr. Vernon Fryburger, University of Illinois, rounded out the consultants for the remainder of the conference.

All committees made their reports and the final report of the seminar was projected. This report should be available early in the Fall.

Skipper Miles, of the S.S. Allerton was presented with a present by the grateful crew in honor of a most pleasant and profitable voyage and sweltering from another heat wave, the crew departed for all points of the compass.

It is not given to anyone to foresee the future, so this reporter will not attempt to predict the impact of the Third Allerton on educational broadcasting. He will say this, however, if there is any relation between impact and the earnest hard-working group (participants and consultants) that took part, the effect of this conference should be both great and wide-spread in educational radio and television. There was diversity in unity, good humor in conflict of opinion and enthusiasm with practicability.

Yes, the Third Allerton is history - and we hope, history-making!

Allerton Seminar Attendees

Consultants -- H.B. McCarty, Station WHA; James Macandrew, Station WNYE; Alvin Gaines, Station WABE; I. Keith Tyler, Ohio State University.

One-Day Consultants -- James A. Schwalbach, Station WHA; John D. Whitney, Station KSLH; B.Y. Glassberg, Station KSLH; Harold Hand, Professor of Education, University of Illinois; Vernon Fryburger, Asst. Prof. of Journalism and Communications, University of Illinois; Dallas W. Smythe, Res. Prof., Institute of Communications, University of Ill.; Wilbur Schramm, Dean of Division of Communications, University of Illinois; William E. Levenson, Asst. Supt. of Schools, Cleveland, Ohio; Benjamin Bloom, Examiner's Office, Univ. of Chicago; Martha Gable, TV Coordinator, Philadelphia, Public Schools; Gordon Hullfish, Ohio State University.

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PRELIMINARY REPORTS FROM THE ALLERTON SEMINAR ON SCHOOL BROADCASTING

The following is a condensation of reports made by various committees at the recent Allerton House Seminar on school broadcasting which was held at the University of Illinois.

Philosophy Committee Report

The broadcast media of our day are rapidly breaking down old barriers and creating new bonds of understanding. In this age of conflicting ideologies these tools are powerful forces for good or evil. Our cultural survival may depend in no small measure upon the wise use of radio and television.

Since training for effective living in this modern world is a primary purpose of education, it is imperative that schools use radio and television with the same serious purpose with which they use other teaching resources. In considering the contribution which broadcasting can make to education, it should be remembered that it can never be a substitute for the teacher. Programs should be geared to the curriculum at various grade levels and teachers should be encouraged and trained to use them.

Potentially, the school station should be organized to provide a broadcast service which stimulates and enriches classroom instruction, complements the work of the teacher, aids in curriculum development, provides opportunity for vocational training furthers school community relationships, and presents programs which meet the needs of the adult members of the community.

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Administration Committee

Among the duties of the station manager or director is the responsibility to: formulate a basic policy with the school administrator, assume leadership in the planning and production of schedules, build an adequate staff trained in teaching techniques as well as radio, cooperate with networks, local stations and community groups, publicize the services of the station, and evaluate the broadcast service.

The expansion of radio stations and the advent of TV will demand the services of a number of additional broadcasting personnel. Therefore, it is recommended that NAEB: 1) explore ways and means to set up internships with school broadcasting stations, 2) act as a clearing house for applicants for positions in school broadcasting, 3) sponsor the establishment of TV workshops, 4) encourage foundations to give financial support to the production of programs for in school.

Script Committee

Since the planning, research and writing of scripts demands many work hours and since so many have common educational objectives, some definite plans should be formulated to exchange materials, publicize script sources, encourage participation in script contests that result in publication of scripts in the public domain and to set up plans to encourage organizations to use funds for preparation of scripts in designated areas.

Facilities Committee

The facilities committee report had three major divisions: 1) broadcast facilities 2) reception facilities, and 3) servicing provisions. A transmitter for school broadcasts should be of sufficient power to reach the school community to be served. The studios should be adequate for the activities of broadcasting including rehearsal, studio production and radio classes with provisions for future expansion. Reception facilities, including the acquisition and assignment of classroom radios, should be considered early in the planning for school broadcasting. Plans for the purchase of receivers may include administrative purchase, individual school purchase with student body participation, purchase by PTA groups, or gifts. Classroom reception may be provided either by individual classroom receivers or through centralized sound systems. A tape recorder is suggested as an excellent aid. Servicing of school receivers may be by staff service personnel, contracted commercial service, or vocational students.

Programming Committee

A program of high quality requires an adequate staff. Wherever school organization makes it possible, subject consultants should help decide whether to use broadcasting as a classroom aid. Practically speaking, this responsibility should be carried out by the supervisor and a teacher committee, assisted by a station coordinator and/or script writer assigned to the series.

The resources available to help satisfy program needs are as follows: station staff members, supervisors and teachers within the school system are a primary source for programs. Other educational stations are very helpful in offering scripts or sample programs. This general practice has become much more effective through the important work of the NAEB. The United States Office of Education has a script and transcription exchange which can be very helpful. Commercial stations are often quite willing to have school stations carry their educational programs. Community resources should be explored for program aids.

Determining the schedule calls for a consideration of a number of factors. It is well to be cautious about scheduling one elementary program after another because it is often necessary to move the classroom radio from one room to another. The same holds true for secondary school programs due to the time it takes to change classes. A good spread of programs for various grade levels is important in programming. Often, it may be wise to repeat an elementary program one or more times a week.

Utilization Committee

Factors to take into consideration in determining effective utilization of radio and TV include the selection of the broadcast based on the needs of the specific group who will use it; study by the teacher of the guide sheets describing the individual programs; preparation of the class for this experience; adaptation, not just adoption, by the teacher of all suggested broadcast preparation activities, including follow-ups after the end of the program; and guidance of student out-of-school listening.

Teacher training is important in obtaining full utilization of the potential of the broadcast. This teacher training should be both pre-service and in-service. In the latter area suggestions for helping teachers include demonstrations by station coordinators meetings; bulletin helps; and graduate-level courses. Evaluation of all programs will aid in obtaining better programs in the future.

Production Committee

The report of the production committee urged that all radio and TV production be the best that the station can achieve and stressed that quantity is no substitute for quality. The report recognized that all stations operate under some sort of limitation but once the individual station knows its limitations, it should produce the best it possibly can. The choice of program format---drama, talk, news, etc.--must be determined by the content of the individual program or series, and by the type and age-level of the expected audience.

The report mentioned that the educational telecaster has a challenge to produce new and original TV formats for commercial TV is still struggling under superimposed techniques of other media. Writers for radio and TV can be found within the school system. Speech, English, and Journalism departments are fertile grounds. Writing for educational radio and TV must not only satisfy the standards of good writing, but it must also observe the standards of the media involved. Performing talent like writing talent may be found within the school system. Yet the schools are not limited in this respect; they may levy upon the resources of the community at large.

Television Committee

The television committee report points out that the educational channels are reserved only until June 3, 1952. The JCET will provide aid and information to any educational group that plans to apply for a channel. The JCET will provide such groups with information and consultants in the areas of financing methods, legal advice, engineering, and programming sources. Three separate plans of organizing for educational telecasting are mentioned. The parent-institution plan is one in which one educational institution files for the license and operates the station with cooperating institutions having access to facilities and time. The new legal entity plan is one in which the member institutions form a council or foundation and incorporate, with the council holding the license and operating the station. The third alternative is for a state network planned and financed by the state. Funds may come from public tax monies, from participating institutions or from private endowments to fit any of the above three plans.

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