



# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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MARCH, 1963

## WEDU-TV To Host Region II Conference

Sessions at the Region II meeting in Tampa March 29 and 30 will be chaired by the following: *radio*, Kenneth Wright, University of Tennessee; *engineering*, William Kessler, Florida ETV Commission; *general audience ETV appeal*, John Young, University of North Carolina; *formal instruction*, R. LeRoy Lastinger, WEDU, Tampa; *public relations*, Louis Peneguy, Alabama ETV Commission; *graphic arts*, Hill Belmont, WGTV, Athens, Ga.; *informal instruction*, Edward L. Herp, WFSU, Tallahassee; *vocational instruction*, Robert Bohan, St. Petersburg Junior College. In addition, there are 32 other panel consultants listed in the preliminary program.

Dr. John T. Caldwell, chancellor of North Carolina State College, will speak at the Friday banquet, and the luncheon speaker will be NAEB Board Chairman Richard B. Hull. NAEB President William G. Harley and Region II Directors Leonard Press and Gerard Appy will speak at the Saturday "NAEB Professional Association Breakfast."

## PR Kits & Speaker's Portfolios Popular

As we go to press, 135 copies of the *NAEB Speaker's Portfolio* and 272 *Public Relations Aids* have been distributed to NAEBers. These were developed by the PR Committee last year. Limited numbers of the *Public Relations Aids* are free, while copies of the *NAEB Speaker's Portfolio* are 50 cents each. (For orders under \$3, payment must accompany order.) Write to the NAEB, 119 Gregory Hall, Urbana, Illinois.

*Speaker's Portfolio*. This contains nine speeches which can be adapted for various groups before which NAEBers are often asked to speak. Titles are: "Teamwork in Public Service Broadcasting," "The Changing Face of Television," "Utilization of In-School Programming," "Television and Education—The Coming Quiet Revolution," "National Developments in Educational Television," "The Need for Action by Educational Broadcasters," "Advertising Versus the Public Interest," "The Inter-Relationship Between Education and the Communications Media," and FCC Chairman Minow's speech before the NAEB convention in 1961. Also included are some quotes which might be incorporated into speeches, and some factual notes on the NAEB.

*Public Relations Aids*. This is a two-purpose kit, containing both information to help members promote the NAEB and hints for station public relations. Included are the following: a list of NAEB publications and recordings; a news release sample; suggested newspaper fillers concerning the NAEB; a statement of purpose of the NAEB PR Committee; a booklet called "A Public Relations Guide for the Educational Broadcasting Station," a booklet and a flyer describing the NAEB, a sample speaker's kit now used by a member station; NAEB spot announcements; a brief list of PR hints; paragraphs re the NAEB; an index of the Research Fact Sheets which have appeared in the *NAEB Journal*; and some descriptive folders regarding the NAEB radio series, "The Ways of Mankind" and "The Jeffersonian Heritage."

## Region III Meet To Be Informal

Planners of the NAEB Region III conference in Chicago March 17-19 say the emphasis will be on ideas and problems which participants take to the meeting. Says the announcement, "It will be an opportunity for self-examination of ourselves as individual broadcasters and of our organization, the NAEB." Main topics for consideration are: "Administering Educational Broadcasting," "Educational Broadcasting Facilities," "The Heart of Broadcasting: The Program," and "Relationships in Educational Broadcasting." Ed Morris, director of development for WTTW, Chicago, and Chet Campbell, manager of promotion and advertising for NBC, Chicago, will speak on "Promoting Educational Broadcasting" at the Monday luncheon. The concluding general session, "The Membership Speaks," will be based on questions suggested by region members; discussion will be led by Alec Sutherland, director of the Center for Continuing Education and director of educational broadcasting for the University of Chicago.

Members of the program committee are: Donald Anderson, Illinois Institute of Technology; Allen Burns, NBC, Chicago; Henry Mamet, Chicago Board of Rabbis; Chalmers Marquis, Jr., WTTW; Elizabeth Marshall, Chicago Board of Education; Wanda Mitchell, Evanston Township High School; John Buckstaff, University of Chicago; and NAEB Region III Directors Richard B. Hull and James S. Miles.

## FCC Needs Program Schedules

The FCC has asked to be put on mailing lists to receive program schedules of educational radio and television stations. Please address to: Educational Broadcasting Branch, FCC, Washington 25, D. C.

## Richmond Campaigns for ETV Station

On January 24, some 75 community leaders located within a 50-mile radius of Richmond, Virginia, voted unanimously to begin a campaign for money for an educational television station there. The leaders met as guests of Reynolds Metals at a kick-off banquet to determine their interest in the proposal. The group consisted of bank presidents, industry presidents, railroad executives, newspaper publishers, and heads of cultural agencies and educational institutions. They heard brief reports on the history of ETV activities, engineering surveys, estimated costs, and the impact which ETV would have on the community.

## Nebraska ETV Network Plans Move Ahead

All signals seem to be "go" for Nebraska's proposed statewide ETV network. In November the FCC reserved the five additional channels in the state that had been applied for in January, 1961: Ch. 3, Lexington; Ch. 9, North Platte; Ch. 7, Bassett; Ch. 13, Alliance; and Ch. 25, Albion. Specific steps for the six-station network have been outlined in a report to the governor and legislature by Dr. John C. Schwarzwald, general manager of KTCA-TV, Minneapolis-St. Paul,

who directed the study under authorization of the Nebraska State Committee on ETV. His report recommends that the network be constructed in a series of eight stages at a total capital cost of \$3,100,000.

Schwarzwalder reported that in talking with literally hundreds of Nebraskans, there was little doubt in most minds that "(1) the quality of education in many schools can be improved by the use of ETV, (2) economies can be effected by its use, (3) subjects for which qualified teachers are not available can be taught by the use of an ETV network, and (4) in-service training of teachers, both formally and informally can be effected by ETV."

The Nebraskans recommended that an unpaid, non-partisan ETV commission be established to authorize policy and supervise control, with the University of Nebraska being asked to undertake operation of the network. Production studios in addition to those already in existence at the Universities of Nebraska and Omaha could be considered after the network reaches maturity. Meanwhile, the report proposes that those two production centers feed programs to all six stations.

## New Jersey Pushes Ahead on ETV

On January 17, Governor Richard B. Hughes signed into law a bill which permits local boards of education in New Jersey to contribute up to \$2 per pupil yearly to construct, operate, and maintain ETV facilities. According to Orville J. Sather, president of the New Jersey ETV Corporation (nonprofit, founded by educators throughout the state), the corporation may now move forward with its plans for a network of four ETV stations, the first of which is to begin broadcasting this fall from Glen Ridge. Sather said that the importance of the new law lies in the fact that it sanctions the efforts of New Jersey school boards to create and direct their own nonprofit ETV network as well as to participate in the ETV projects of neighboring states.

## Here and There

- The EIA has formed a new educational section made up of manufacturers interested in development of electronic products for educational use. Stanley P. Lapin, director of the industrial products division for Adler Electronics, has been appointed chairman of the new section.
- The Israeli Government has accepted an offer of the Rothschild Foundation to establish a pilot ETV station. Operations are expected to begin in 1964 for an experimental period of two or three years.
- Within the year Boston's Catholic Archdiocese plans to begin operating a UHF educational and religious TV station. The station is said to be the first in the world operated by a Catholic diocese.
- A new corporation "designed to make the weight of enlightened public opinion affect television programming" has been organized in California. Cultronics, Inc. is located at 2116 Atlantic Avenue, Long Beach 6.

## News Notes

### GENERAL

- ▶ The National Audience Board, NAEB sustaining member, is to be reactivated under a new name. Peter Goelet recently discontinued the NAB because costs were too great.
- ▶ According to a telephone survey, 20% of TV viewers in the Sacramento area regularly watch KVIE, the educational channel. John Crabbe, general manager, told members of the Central California ETV board of directors, "This places KVIE among the top educational channels in the nation in terms of viewers." More than 2,000 telephone calls were placed by 29 members of the Mass Media Committee of the Sacramento chapter of the AAUW; slightly more than 70% of the calls were completed. The survey showed that KVIE's top-rated subject areas are music, foreign language, science, travel, and art.
- ▶ The Chicago Board of Education's TV College has announced that over 800 in-service and prospective teachers are

currently enrolled in teacher-training courses. WTTW is telecasting the sixteen-week courses in art, philosophy of education, educational testing, and the teaching of economics.

▶ Purdue University's WBAA was featured in the Winter, 1963, issue of the publication by Sesac Music. The article was historical in nature, due to WBAA's 41st anniversary coming up on April 4, 1963.

▶ During the winter quarter, approximately 3,500 University of Minnesota students are attending one or more classes in which CCTV is used, says Burton Paul, director of radio and TV. Fifteen professors are using the CCTV cameras to teach students in 25 classrooms and one auditorium courses in aeronautical engineering, biology, chemistry, dentistry (in which CCTV was introduced to the campus in 1958), education, French, geography, history, laboratory medicine, and psychology. In addition, the recent installation of a videotape recorder has made it possible to televise a World War II history course to additional classes besides the one hearing the lectures live this quarter. Some of these recordings will be used again in the spring for general extension division classes. This will be the first regular use of videotape recordings in teaching at the University of Minnesota.

▶ Clarence Morgan, director of radio-TV at Indiana State College, reports that the CCTV system on that campus now connects 77 classrooms to the radio-TV center. He also writes that the radio tape network of WVIS is providing programs to 18 commercial and educational stations in Indiana, with one station in Texas carrying the programs.

▶ KQED-TV, San Francisco, will continue to air *Open End* because a national advertising agency is providing funds to keep the program on the air. When the previous donor did not renew the grant, Guild, Bascom and Bonfigli, Inc., stepped into the breach because, to quote David Bascom, the agency's board chairman, "We feel an advertising agency today has a moral responsibility to contribute to betterment of communications and encouragement of the free expression of ideas and opinions. . . . Over and beyond this particular program, we feel it behooves the advertising profession to support non-commercial TV. Brushing any noble motivations aside, we ought to do it strictly in our own selfish interests, to perpetuate a breeding ground for unfettered new ideas. . . ."

▶ San Francisco State College initiated CCTV instruction on February 11. Some 400 students, in various monitoring rooms throughout the school, will take "Atoms and the Universe," a physical science required course. During the pre-planning phase, all the daily course materials and demonstrations were transposed into complete daily TV script outlines. A limited number of these are available upon request. Write to Dr. George E. Steiner, ETV Coordinator, San Francisco State College, 1600 Holloway Avenue, San Francisco 27.

▶ WTTW's sixth annual fund campaign will be conducted March 9-17. Goal for the campaign will be \$250,000, less than a fourth of the 1963-64 budget for the Chicago station. The remainder of the \$1,100,000 will come from funds from NETRC for program series; from the Chicago Board of Education for TV College courses; from the Tri-County ETV Council for airborne lessons rebroadcast to more than a hundred Chicago-area school districts; from courses of study recorded for MPATI; and from recording work for many other organizations.

▶ Iowa State University's WOI was selected as winner of the Radio Award of Merit by the Iowa Association for Mental Health. Production Manager Michael Collins accepted the award in behalf of WOI at a ceremony attended by Governor Harold E. Hughes and members of the state's Sixtieth General Assembly.

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NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Phone 333-0580. Area Code 217. Reporters: Region I—Michael Ambrosino, Ruane Hill; Region II—Shirley Ford, Lou Penequy; Region III—McCabe Day; Region IV—Richard Vogt.

▶ The University of Wisconsin's WHA-FM began stereo broadcasts on January 14.

▶ At its meeting in Chicago on January 24, the CIC Radio Network Committee concentrated on the financing of a proposed live radio network for Big Ten stations. (CIC is the Council on Institutional Cooperation of the Big Ten and the University of Chicago.) Based on estimates by Carl Menzer, director of WSUI (AM) and KSUI (FM) of the State University of Iowa, about \$120,000 per year would be needed for line rental and network staff. The committee decided to recommend to the CIC that foundation support be sought for initial operation.

▶ The University of Maine has produced a 15-minute educational radio program, "Opportunities 63," which is being broadcast by 20 stations in the state. The university's director of placement moderates the program.

▶ Texas Governor John Connally, in naming February 11-15 ETV week in Texas, said in part: "Educational television now offers excellent learning opportunities to the school children of America. In Texas great strides have been made in many communities through the use of educational television. In times such as these, when our children need the best education that it is possible to give them, responsible citizens cannot ignore such a significant tool."

▶ Boston University and WGBH-TV are offering 12 \$1500-per-year scholarships (11 in TV; 1 in FM) leading to an M.S. degree in communication arts.

▶ WBG0 (FM), Newark, observed Robert Frost Day on February 1 by broadcasting special Frost programs—two NAEB programs on Frost, and a special one quickly produced for younger children. Regular programs were cancelled and the three programs were repeated several times throughout the day, to give teachers appropriate programs for every class.

▶ Student personnel of East Carolina College's WWWS-AM and WWWS (FM) produced a one-day workshop on January 26 for students from Wilmington College (North Carolina) who are just getting started with their station, WILC. The program included lectures on the various phases of broadcasting operations, including record-library management, and a series of instructional labs in broadcasting techniques.

#### PERSONNEL

▶ John K. Mackenzie has left the Council on Medical TV to become producer of *Science and Engineering TV Journal* on WNBT, New York City. Joseph A. Staton has been named interim secretary of the Council on Medical TV.

▶ Gary Gumpert has left Queens College to become assistant professor of radio-TV education and senior producer for WHA-TV, at the University of Wisconsin.

▶ Donald B. Upham, former project director of ERN, is acting as director of radio and instructor in the department at the University of North Carolina in the absence of Robert L. Hilliard, on leave to serve as consultant on ETV in higher education for the New York state department of education.

▶ Herb Evans, formerly chief engineer for WTHS-FM-TV and WSEC-TV, Dade County, Florida, assumed a new post last month. He is director of engineering for Florida Atlantic University's (Boca Raton, Florida) learning resource facilities; extensive CCTV utilization as well as UHF and FM outlets are planned.

▶ Syd Cassidy, founding member of the Academy of Television Arts and Sciences, has been appointed by the Los Angeles Board of Fire Commissioners as chief consultant for TV communications. His initial action in this capacity was to suggest that acquisition of Ch. 28 for TV communications of the fire department and the city would be in the public interest; the application was filed with the FCC December 26, 1962.

▶ Alabama's Governor John Patterson recently presented Raymond Hurlbert with an official state certificate of appreciation

acclaiming Hurlbert as "the moving force behind the extensive success of educational television." Before the state legislature in his Report to the People on State Affairs, Gov. Patterson stated, "To the great credit of the Alabama Educational Television Commission and its general manager, Raymond Hurlbert, we now have broadcasting facilities worth more than \$10 million. Our total investment, however, is only about \$1.5 million. . . ." In the same report, the governor urged that ETV in Alabama be expanded, with four new stations added—at Demopolis, Rutherford in Barbour County, Huntsville, and midway between Decatur and the Tri-Cities.

▶ Richard L. Beach has been named general manager of WSCB (FM), South Church Broadcasting Foundation, Inc., Hartford, Connecticut. Beach formerly was associated with a local advertising agency in its radio and TV department. He had also been affiliated with Boston commercial radio stations.

▶ WFSU-TV, Tallahassee, has two new men in its technical department, and a new chief engineer. John Milner, formerly with WSUN, St. Petersburg, is assistant chief engineer. Alan May, from WEDU, Tampa, is a new studio engineer, and Glenn Walden has been appointed chief engineer.

▶ Louie L. Lewis, former administrator of ETV planning for RCA, has announced formation of a consulting firm to help educational institutions select and install electronic equipment. Lewis has been with RCA for ten years, and prior to that was in charge of engineering at Iowa State University's radio and TV stations.

▶ Ed Rothhaar, script writer at KSLH, St. Louis, has received commendation from officials at the Korean Research and Information Office in Washington for a program on Korea. The program is based on Rothhaar's personal experiences with Koreans during his recent army service in the Republic of Korea.

▶ John P. Twaddle has been named program director for WHYI, Philadelphia. He joined the staff in April, 1962, to produce the NET series "Lyrics and Legends."

## New NAEBSers

### ACTIVE

Station WVIS (cp), Indiana State College, Terre Haute, Indiana.

### AFFILIATE

American Bible Society, New York.

### INDIVIDUALS

Albert A. Becker, East Lansing; Richard L. Benson, Beloit, Wisconsin; Arnold Sanford Bernstein, Pittsburgh; Miss Marcia Lee Bishop, Eugene, Oregon; Carleton W. Brookins, St. Paul; Rodney D. Chipp, Bloomfield, New Jersey; Sister M. Colman, R.S.M., Washington, Pennsylvania; James Day, San Francisco; Dr. Ronald G. Emery, Shaker Heights, Ohio; Lawrence P. Flavin, Verona, Pennsylvania; Wendell C. Ford, Tempe, Arizona; Dr. Carl F. Hansen, Washington; Hubert M. Houtp, Spartanburg, South Carolina; H. Eugene Larson, Sacramento, California; John H. Lerch, Boston; J. E. Lyden, Philadelphia; John McArthur, Detroit; Margaret C. Manley, South Orange, New Jersey; T. Stephen May, College Park, Maryland; Michael H. Molenda, Wauwatosa, Wisconsin; Dr. H. Wilbert Norton, Chicago; Dr. Tate C. Page, Bowling Green, Kentucky; Clifford H. Paul, Huntsville, Alabama; Mrs. Irene L. Schiffer, Woodmere, New York; Miss Madeleine Schwab, Stanford, California; Salim Shah, Milwaukee; Roger Skolnik, East Lansing; Norma V. Stewart, Denver; E. C. Stimbert, Memphis; Mrs. Cecil H. Sufferin, New York; Robert R. Thalner, Batavia, New York; Cheryl Turbin, Milwaukee; Ian Noel Wheeler, Falls Church, Virginia.

## Publications

● The Television Information Office has a new publication, the first issue of which was distributed the last week in January. The newsletter is called *information* and is designed "to provide a forum for the exchange of ideas and experiences

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington 6, D. C. Phone 667-6000 Area Code 202.

by TIO sponsors, and to alert them to materials and services which contain staffs can use. . . ."

● *What Is NHK Doing* is the title of a monthly report being issued by the Japan Broadcasting Corporation. Copies are free of charge, and the contents may be freely used. Write the Public Relations Board, Nippon Hoso Kyokai, Tokyo, Japan.

● In its 147-page report, the Special Committee on Continuing Education in Alaska outlines major centers of concern and suggests possible approaches to solutions. These recommendations were made after a 15-month study by the committee, a group of distinguished Canadian and United States educators. Under the area headed "Extension of Intellectual and Cultural Resources," of 19 recommendations made, 8 have to do with educational broadcasting.

## Experts Study Communications in India

The Ford Foundation has sent a group of specialists to India to examine the country's communications system, recommend future development. The four are Robert B. Hudson, programming vice president, NETRC; Wilbur Schramm, director of Stanford's Institute for Communication Research; C. R. Carpenter, Pennsylvania State University; and Lloyd Sommerlad, a newsmen from Australia.

## Far East Has Opening for ER Specialist

The NAEB has been asked to make recommendations for a specialist in educational radio to assist a Far East country with developing and writing course material at the elementary level. The specialist should be able to train local educators in both writing and producing radio lessons, which will be designed to supplement the instructions presently offered in village schools. Fluency in French is required; and the assignment will be for a period of one year beginning approximately July, 1963.

NAEBers who are interested in being considered for this assignment should contact the Placement Office, NAEB Washington Office.

## PLACEMENT

### PERSONNEL AVAILABLE

[For information, write Mrs. Jacqueline Swain, Placement Service, at the NAEB office in Washington.]

- March 1**—ETV management or production. M.A. in communications; currently represents NEA on nationally televised public-affairs series on ABC-TV network; formerly program manager and producer-director for university ETV studio; 7 years industrial experience in management, advertising, and public relations. Age 34, married, 3 children. Location open; salary minimum \$10,000.
- March 2**—Young lady would like position in the creative end of ETV; writing, sets, properties. B.A. in English, minors in art, radio and TV. Age 22, single. Location open in interest of gaining experience; \$4,000 minimum.
- March 3**—ETV management/administration. M.F.A. radio-TV; experienced in all phases of radio-TV; 2 years with large NY military TV production center as special project officer and chief of research branch. Prefers ETV position where administrative experience and national contacts may be utilized. Married; military obligations fulfilled Feb., 1963. Salary minimum \$8,500.
- March 4**—Executive position in production-direction, station management. Ph.D. in sociology (mass communications); 10 years commercial network experience in production. Male, age 38. Five figure salary.
- March 5**—Experienced international broadcaster-teacher seeks creative-administrative post with liberal arts college as program manager for radio-TV. Will complete Ph.D. 1964 in international TV program exchange; welcome teaching or research assignment in comparative broadcast structures. Age 39, single, Protestant. Salary minimum \$8,000.
- March 6**—Responsible programming or management position M.A.; experienced in radio, television, and film. Age 29,

married male. Slight preference for Southwest; will seriously consider any location; minimum salary \$6,500

- March 7**—Mature, creative woman broadcaster seeks programming position in educational station aiming for excellence. M.A. in speech and drama with extensive training in educational and community theater directing; added experience in speech and drama teaching on college level; 10 years commercial and educational broadcasting experience. Will consider any location in or outside U. S.; salary not less than \$6,000.
- March 8**—Creative, imaginative young man desires position with administrative responsibilities with progressive station; will consider producer-director position with advancement. B.A. degree; experienced in both educational and commercial TV fields; presently employed as producer-director with Midwest educational station. Age 35, married, 2 children. Prefers Northeast, West Coast, Arizona, or Florida; salary, \$7,500.
- March 9**—Young woman with recent M.A. in TV will be available for position stressing TV production and directing in fall, 1963. Wide production experience includes extensive work with directing of musical programs; presently employed as full instructor and director of broadcasting activities in a midwest college. Prefers western, southwestern metropolitan location, but primarily desires a creative and expanding TV situation.
- March 10**—Graduate assistant from Temple University department of ITV desires production-direction position in instructional TV field. M.A. in communications in June. Best assets: references and experience. Male, age 23. Location open.
- March 11**—Science specialist desires opportunity to improve science instruction. Doctorate; 4 years ETV science coordination, production, and presentation at all school levels; 20 years classroom experience.
- March 12**—A 21-year-old single woman desires job as production assistant at an ETV station on the East Coast or West Coast. Stanford graduate with A.B. in anthropology and honors in social sciences. Secretarial skills and background of interests and experiences applicable to ETV.

## POSITIONS AVAILABLE

[In order to be considered by these institutions, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.]

- M-1**—Instructor in radio-television. Must be able to teach courses in television production and directing, as well as producing and directing television programs; extensive work in area of CCTV. M.A. required. Southern college; position open July 15.
- M-2**—Experienced ETV producer to join staff on a permanent basis to create and develop ETV series for national distribution via NET. Particular qualifications include creativity, as expressed in new ideas as well as new treatments for TV of old ideas; the ability to find and develop talented people; and the ability to make mature and educated judgments about a wide variety of program needs. Midwest ETV association; salary, \$8,000-\$10,000.
- M-3**—Director of radio and TV. Involves two areas of responsibility: general manager of FM and campus-limited broadcasting station and to serve as liaison between university and TV stations as specific assignments arise. M.A. or better. Midwest university; immediate opening.
- M-4**—Academic teaching position; to teach advanced undergraduate and graduate level courses in radio-TV and to supervise the academic programs and research work of master's and doctoral students. Desire person with research interests, particularly in experimental research in TV and related areas in communication. Ph.D., or very near, a must. Midwest university; immediate opening.
- M-5**—Video maintenance and operations supervisor required on Florida FM-TV-closed-circuit university staff. Chance to assist in planning and construction. Position open July 1; excellent salary.
- M-6**—Technical director; supervision of maintenance of TV equipment. Eastern college; position open August, 1963.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

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