



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Rosenheim to Keynote IERT

Professor Edward Rosenheim of the University of Chicago will be the keynote speaker at the 1963 Institute for Education by Radio-Television, according to Ray Stanley, acting director of the IERT. June 12-14 are the dates of the 33rd IERT, which will convene this year at the Nationwide Inn, 4101 W. Broad Street, Columbus, Ohio.

This year's theme is "The Program: the Heart of Broadcasting." Scheduled for discussion are changing needs and motives, methods and techniques, the outlook and problems of instructional as well as general-interest program policies, and the relationship of personnel to programs. Other sessions will be devoted to the status of Federal ETV legislation, preparation of people for careers in broadcasting, technological advances in fields relating to program development, and state network commission planning and problems.

Conferees will have an opportunity to see what others are doing, based on the Ohio State awards to be announced June 12. A complete schedule of projections will be included in the registration packets.

Advance registrants can save \$2 by sending a check for \$23 now. This includes eight conference sessions, the annual dinner, the IERT luncheon and the NAEB luncheon. Make check payable to the IERT, 2470 N. Star Road, Columbus 21, Ohio.

Advance Nationwide Inn reservations will be accepted until June 5. Uniform rates for the meeting are \$8 single, \$12 double, or dormitory-type accommodations (three to a room) at \$4.50 each.

Conference registration begins at 9 a.m. June 12. An advance registrant may pick up his book of tickets to all events, his badge, and the conference program at that time. The conference fee will be \$25 if paid June 12-14.

NAEB Washington Has New Zone Number

The postal zone number for the NAEB office in Washington has been changed from 6 to 36. The entire address is: 1346 Connecticut Avenue, N.W., Washington 36, D.C.

NAEB's Sudan Contract Extended

NAEB's two-year contract with the Agency for International Development, scheduled to end this month, has been extended by AID until June of 1964. The contract provides assistance to the Sudan to improve its radio setup.

WMU Seeks Campus Audio System Info

William C. Hight, instructor of broadcasting at Western Michigan University, writes that his department plans a multiple audio distribution system for the campus. The system will include a series of dormitories, libraries, and classrooms linked together through a network of wires providing six program channels. At a central location they plan to have a battery of tape recorders capable of 24-hour operation. Via the six channels, they plan to program continuous offerings in music, foreign languages, and various other educational materials.

To aid in plans, they would like information from any other

educational institutions which have experimented with similar systems. Please write directly to him at Kalamazoo.

NAEB Utilization Kits Due in Fall

The NAEB has received a contract from the U. S. Office of Education for the development of a series of self-contained demonstration kits illustrating effective utilization of instructional broadcasts. The contract provides for the development and production of six different kits covering the field of utilization; the making of multiple copies of these kits; the establishment of a library service through which the kits can be obtained; and a study of the use and results of this service.

This contract is an outgrowth of a feasibility study carried out under the auspices of the NAEB Utilization Committee and has been under consideration for the past two years. Dr. Clair R. Tettemer, director of school programs for KTCa-TV, who directed the feasibility study, has been appointed project director. Mrs. Dee Wolfarth is the assistant project director and director of the library service. An advisory committee consisting of Elaine Afton, Charles Hettlinger, Arlene McKellar, Wanda Mitchell, and Lewis Rhodes has been appointed to work with the director. This committee met in Chicago in March to draw up final plans for the kit materials.

The plans now call for these kits to be available by the fall of 1963. If you would like additional information about this service, write to Dr. Clair R. Tettemer, NAEB Utilization Project, c/o KTCa-TV, 1640 Como Avenue, St. Paul 13, Minnesota.

NAEB Samoan Project Moves Along

Highlights of the NAEB Samoan Project to date are:

- December 22, 1962—Contract signed with Government of American Samoa in connection with the installation of ETV in Samoa.
- January, 1963—Exploratory trip by key NAEB personnel.
- March, 1963—Henry Cronin, chief operating engineer for the NAEB project, arrived in Samoa with his family, and is supervising necessary preliminary construction.
- About July 1, 1963—Four more NAEB technicians to join Cronin. Recruitment is now under way for the entire staff for later in the year. Project Engineer William Kessler has been busy with the design engineers and the engineering specifications are nearly completed and ready for bids.

Harley Appoints Radio Seminar Committee

NAEB President William G. Harley has appointed Cliff Eblen, WHA, University of Wisconsin, as chairman of a committee to determine whether there should be a summer radio seminar this year and, if so, what its nature should be. Other members of the committee are Albert P. Fretette, WAMC, Albany Medical College; Lawrence Frymire, FCC staff; Leonard Press, WBKY, University of Kentucky; Jerald Sandler, WUOM, University of Michigan; and Jack Summerfield, WRVR, New York City. The idea of such a seminar received support at the recent regional meetings of NAEB Regions II and III.

100 Register for NAEB Conference

As we go to press, nearly 100 registrations have been received for the NAEB conference, *Improvement of Instruction by Television and Radio*, to be at the University of Illinois May 13-15. A full schedule of speakers and demonstrations of radio and TV instructional programs has been planned.

U. of Wichita Holds ETV Seminar

Charles A. Siewmann, chairman of the Department of Communications in Education at New York University, will be the featured speaker at a special seminar on ETV at the University of Wichita May 17 and 18. He will deliver a formal address the evening of May 17 and then the following morning he will have a special question-and-answer session. Admission is free. For information, write: Director of TV, University of Wichita, Wichita 8, Kansas.

National Observances Announced

April 28-May 4. Mental Health Week. Theme: National Rally Against Mental Illness. Leaflets telling how organizations may participate available from the National Association for Mental Health, Inc., 10 Columbus Circle, New York 19.

May 18. Armed Forces Day. Detailed information available from the Office of the Assistant Secretary of Defense, Washington 25, D. C.

July 4. Proposed celebration: spontaneous nationwide ringing of bells in all cities and villages. April 14 *This Week Magazine* to carry story telling of plans to date. Idea proposed by two readers of that publication, as outlined in February 17 issue.

Region II Meeting Attracts 200

Further development of educational radio, the challenge to ETV, and the future of the NAEB were emphasized by guest speakers at the NAEB Region II conference in Tampa March 29-30. About 200 persons attended the meeting, which was hosted by Tampa's ETV station, WEDU.

● Richard B. Hull, chairman of the NAEB Board, told members that radio is the simplest, cheapest, and sometimes the most effective of all tools. He declared that the use of radio by only one person increases the concentration given to it. It is in this instance, he added, that radio comes closer to reading or a teaching machine than any other media. Radio is thus better able to serve the individual. He continued that it has been found that in courses that are mainly lecture, offered on television, the video portion offers very little to the student. He cited the success by other countries that rely primarily on radio to reach the people, and pointed out that radio has been a single factor in combating ignorance and illiteracy in Central America.

● Banquet speaker John T. Caldwell, chancellor of North Carolina State College, envisioned the challenge to ETV as no less than the challenge to education. He stated that the specific challenge to educational television is to develop demonstrable improvements in the educational process itself. The new technology of our days includes the process of expanding knowledge, he said, and technology permits us to store and retrieve knowledge. Dr. Caldwell said that we should improve our capacity to transmit knowledge. "We often forget that the learner is the key," he said. "The psychology of learning is the basis on which we transmit knowledge. The principal attribute (of television) is the breaking of distance. The value of ETV can be considered in the light of its improvement of the effectiveness of teaching, the improvement of college campuses, and the improvement of craftsmanship of teaching as an aid to learning." He noted that institutional resistances to changes on campuses are great. "We resist change because we are status imitators." Also there is the resistance of the individual scholar, and on many campuses, he said, there is very little acknowledgment of any better way of teaching.

● NAEB President William G. Harley told conferees of NAEB's current activities and future projects. He said there are new kinds of people to be served, mentioning educational research and social psychology fields and personnel as examples. He said institutions must pull together their differences. He then touched upon a proposed reorganization of NAEB to get maximum involvement of individuals. (This proposal is still in the drafting stage and has been presented to other NAEB groups.)

● Gerard Appy, Region II TV Director, announced that the 1964 regional meeting will be in Columbia, South Carolina, to be hosted by the ETV Center. Graydon Ausmus, University of Alabama; Hugh deSamper, Williamsburg, Virginia; and Holt Riddleberger, WEDU, Tampa, will serve as an advisory committee for that meeting, Appy said. He also announced members of a committee to select the site for the 1965 regional meeting: Edward Herp, Florida State University; Howard Holst, Memphis; and John Young, University of North Carolina.

Radio Notes from Region II Meeting

—by O. Leonard Press

● Mr. Andreas Pot, touring educational radio stations in this country for Radio Nederland, sat with us throughout a long day of talk and, when pressed, was good enough to make some excellent observations from a perspective none of us can easily attain. It was his comment that we are overly pessimistic about the quality of what we do and its worth. He did say, though, that the fifteen stations he has visited in this country are operated rather inadequately, especially in programs of news background, radio drama, and faculty talent. He suggested that a great void we could well fill is in news and commentary, since it was his view that world news is insufficiently covered in our commercial press.

● A general discussion revealed that a large majority of stations do very little local production, but depend upon the NAEB and other sources for programs. NAEB Vice President suggested that each station manager look long and reflectively at the many opportunities he has of interpreting the local community through local programs.

● We solved no major problems but we discussed them all at varying lengths—directions, purpose, attitude of station managers toward their stations' importance in the face of TV, getting a better share of funds in institutions where TV is financed on the same budget, the NAEB's role in promoting better radio station financing. Some time was devoted to specific problems of station representatives in attendance, and I think in that area some value may have been realized by those with questions.

● A good deal of discussion was given to the proposed Madison seminar. A vote showed that eight of the approximately fifteen station representatives attending were at least 50% certain of attending such a meeting in Madison in July or August. There was a certain amount of enthusiasm for such a meeting, tempered with concern over the agenda. The feeling was that it ought to be well planned with papers prepared beforehand and a publication to come out of it.

● An informal vote indicated that 90% of those in attendance would be willing to contribute as much as \$300 in increased dues so that NAEB could provide a comprehensive national service for radio—i.e., personnel to work on improved national programming and on improving and selling a positive image of educational radio to ourselves, to our administrations, and to the public at large. It was pointed out, however, that while the money might be available, budgeting it would

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require some careful preparation in terms of rationale and manner of billing. It was also pointed out that it would also have to be a graduated fee structure.

News Notes

PERSONNEL

- ▶ Dr. Philip Lewis has been promoted to the post of director, Bureau of Research, Development and Special Projects, for the Chicago Board of Education.
- ▶ E. G. Burrows, radio station manager at the University of Michigan, will narrate the world premiere of "Still Are New Worlds," to be performed by the Philadelphia Orchestra and the University Choral Union May 10 as part of the Ann Arbor May Festival. Thor Johnson will conduct the orchestra, and Grant Johannesen will appear on the program as guest artist.
- ▶ Parker Wheatley, director of public affairs for commercial KMOX-TV, St. Louis, was honored by the St. Louis Argus last month for "producing the calibre of programming at his station that has had a wholesome impact on the total community. Through the intelligent and judicious use of the influential medium of television, he is aiding the development of a better community through fair and objective presentations." Wheatley, an Individual Member of the NAEB, was formerly in educational broadcasting in Boston and Chicago.
- ▶ Harold D. Gorsuch has been named director of engineering and technical services for Philadelphia-area stations WHY-Y-TV, WUHY-TV, and WUHY-FM. For the past eight years he has been chief engineer for WOSU-TV, Ohio State University.
- ▶ Frank Kahn has been appointed lecturer and broadcast production supervisor at Queens College of the City University of New York. His previous experience was in commercial and educational broadcasting and in market research.
- ▶ William L. Utter, program manager of WMUB-TV, Miami University (Ohio), has received a year's leave to accept a one-year residency in the Graduate Institute for Mass Communications at Ohio State University. The year's leave begins July 1.

GENERAL

- ▶ University of Houston's KUHT-TV, first ETV station, will observe its 10th anniversary on May 25.
- ▶ WOUB-TV, Ohio University, is enjoying aid from a local bookstore, Logan's, which has offered to print the station's program announcements without charge.
- ▶ As part of its expanding program of ETV utilization, the University of Colorado has expanded its CCTV facilities to include the Denver extension center, linked to the Boulder campus by a 28-mile microwave relay. Funds for the link were authorized following a special ETV presentation in the fall fed from the campus over a special microwave link to the meeting of the university's board of regents in Denver. The system includes audio talk-back. Three courses are offered via TV, with 452 students enrolled.
- ▶ KVIE, Sacramento, has begun telecasting the weekly press conferences of Governor Edmund G. Brown and the leaders of the California Senate and Assembly. KVIE is the first TV station to carry the sessions on a regular basis.
- ▶ KSLH-FM staffers have hit the press recently. The *St. Louis FM Guide* carried an anniversary story by Ed Rothaar as the station began its fourteenth year of broadcasting on April 13. The January issue of *Audiovisual Instruction* contained an article by Ruth Cornelius, called "Radio, Impartial but Personal."
- ▶ Delivery is scheduled for this month for the transmitter for WEIQ, Mobile, Alabama's fifth ETV station.
- ▶ On May 6, KLRN-TV, Central Texas ETV station, will begin broadcasting the "Operation Alphabet" series developed by the Philadelphia Public Schools to combat illiteracy. There are an estimated 50,000 functional illiterates living within the San Antonio-Austin area.
- ▶ The Philadelphia board of education and WHYY jointly

conducted an ETV workshop in April to acquaint administrators and teachers with ETV. This was in preparation for the Channel 12 daytime instructional programming due to begin in September.

- ▶ In line with scheduled hearings on legislative bills to establish a statewide ETV network, the front panel of KUON-TV's program bulletin in April was devoted to "What Is ETV?" Listed, with illustrations, were: classroom instruction, adult education, teacher education, public affairs programs, cultural programs, and agricultural information.
- ▶ The Television Information Office of the NAB has announced seven new TV station sponsors—including noncommercial WMUB, Miami University station at Oxford, Ohio.
- ▶ "A Portrait of Mexico" has been accepted for showing at the American Film Festival in New York May 1 to 4. The color film, by Harry Atwood, shows a University of Arizona class touring Mexico on a history study tour with Dr. Russell C. Ewing.

PLACEMENT

PERSONNEL AVAILABLE

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

- May 1—Creative, imaginative young man desires position as producer-director. M.A. in speech and dramatic arts June 1963. Extensive experience in metropolitan ETV station. Age 26. East or West Coast preferred, other locations considered; salary not less than \$6,000.
- May 2—Producer-director position desired to gain essential experience in ETV. History and political science majors. Has served 3 years of large ETV community station in fund raising, publicity, and executive producer capacities; previous experience includes administrative, supervisory, civic, and legislative work. Male, age 34, married. Location open, though access to M.A. and Ph.D. institution preferred; salary \$5,500 up.
- May 3—Married man, 39 years old, expects to receive M.A. in speech (radio-TV) in August and desires to teach in college radio-television department or work in ETV; would consider teaching one or two general speech courses. Experience: 10 years in collegiate and commercial radio; 2 years as graduate assistant to instructor of radio and TV courses; presently supervising collegiate carrier-current station. Location and salary open.
- May 4—ETV producer-director with 8 years experience in educational and commercial TV seeks position with a future; wants to develop full potentials of the job and self as broadcaster, instructor, or combination. M.A. in TV broadcasting, plus general secondary teaching credential in speech-drama, radio-TV, and electronics. Married, family, age 29, military service completed. Location in the eleven western states; \$6,500 minimum salary.
- May 5—Single female university graduate with B.A. in speech plus 7 years experience in TV field, interested in production position. Acquainted with all phases of production; experienced as talent for children's and women's programs as well as production assistant; also has had secretarial and public relations experience. Prefers East, but will consider other locations; salary, \$6,000 minimum.
- May 6—Dedicated broadcaster seeks ETV management or production position with college or school district, open or closed-circuit; welcomes teaching or research duties. M.S. in communications; completing course work for Ph.D. Four years commercial broadcasting; 3 years school district radio-TV; 2 years state ETV network. Male, 28, family. Prefers Western states; salary open.
- May 7—Male, 30, married, completing Ph.D. in communications in education (ETV) desires opportunity with ETV station or with school system utilizing ETV; programming, production, administration. Prefers N. Y., L. I., N. J., or Conn. Will consider other locations if offers prove sufficiently attractive. Salary, \$7,200 yearly minimum.
- May 8—June college graduate desires position in educational broadcasting. Will obtain a liberal arts degree with enough education courses to qualify to teach. Experience gained in Ohio University's radio and TV stations

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington 36, D. C. Phone 667-6000 Area Code 202.

- in script writing, production, engineering, announcing, and teaching lessons.
- May 9**—Experienced broadcast executive seeks growth opportunity with new or established ETV-Radio. Graduate engineer. Nearly 20 years experience all phases broadcasting with 50% of this time devoted to radio broadcasting and management. Presently employed overseas. Available late summer.
- May 10**—Single male, 23, draft exempt, interested in announcer-director position. B.A. in radio-TV and a good background in journalism, music, and dramatics. Experience consists of DJ work and news writing and broadcasting on university stations; has worked as cameraman, A.D., and floor director on both educational and commercial TV; also one year's experience directing on CCTV for the university. Prefers West or Midwest, but will consider all positions if there is good chance for advancement. Available in September.
- May 11**—Television and radio producer-director; prefers teaching and/or production. M.S. in speech (radio-TV); spent past year working on Ph.D. Four years manager of educational FM station; 2 years producer-director ETV. Married, age 30, 5 children. Will consider any section of country.
- May 12**—Man, 43, commercial broadcast general manager, seeks new assignment in educational broadcasting and teaching. Will teach and assist in working out well-rounded broadcast curriculum geared to today's needs. M.S. in journalism from top university. Has 14 years commercial broadcast experience, 9 as general manager. Knows commercial field as well as function of educational broadcasting. Will relocate anywhere, but prefers West Coast; minimum salary, \$10,400 plus expenses.
- May 13**—Male, 26, MAT in English from Wesleyan University, with 4 years teaching experience, desires position leading to work as a producer. Free to relocate; salary open.
- May 14**—Seasoned administrator, with 20 years experience radio-TV all phases, available for top level job with full management responsibility. Harvard MBA degree. Management and technical background tremendous. Value judgement and important commercial TV studio installations. Experience in ETV installation, operation, maintenance, and repair, also in teaching technical TV and related subjects. Prepared material for FCC applications, purchased TV equipment for station construction and for day-to-day maintenance. Considerable success in training students as technical aids. Prefers New York metropolitan or nearby area.
- May 16**—Ambitious young graduate seeks challenging position as director, assistant director, B.A., radio-TV. Unique experience, willing to travel and relocate. Single, male. Will accept positions offering at least \$4,700.
- May 17**—Male, age 29, married, seeks producer-director position. B.A. English literature, Harvard. Location preference: New England or Pacific Northwest. Salary flexible depending on location; \$9,000 minimum.
- May 18**—Teaching and production opportunity desired by mature young man with M.A. in communications. Desires position as member of radio-TV faculty with some production duties if possible. Extensive commercial and educational radio and TV experience. Recent experience as radio program director and ETV producer-director. Married; available June 1963. Location open.
- May 19**—Producer-director. B.S.E. speech and English. Five years commercial and 2 years N. Y. military TV experience; all phases production experience. Military obligation complete. Location open; minimum salary \$6,000.
- May 20**—ETV-Radio production or management and teaching. M.S. in TV. Commercial radio-TV experience; one year as university instructor radio-TV and program director ER. Location open; salary \$8,500.
- May 21**—TV-theatre-speech graduate seeks challenging production work in ETV: direction, production assistant, floor manager, or other creative position. Teaching experience plus college TV and theatre experience. Available June 1963. Location and salary open.
- May 22**—Experienced ETV broadcaster seeks position in the areas of children's programming (in or out of school) and/or studio to classroom, and studio to public coordination. M.A. in communications. Six years experience in ETV as producer-director and classroom receiving teacher. Background includes curriculum development, writing, all phases of production, and permissions and copyright clearances. Preview material from taped series available. Relocate in Northeast or upper Midwest; salary \$8,400.
- May 23**—IERT awards-winning producer-director with many programs now on NAEB network series desires ETV position of at least 48 weeks in administration, programming, or production, or ER administration. M.A. in radio-TV; 7 years of educational, commercial, military broadcasting. Permanent teacher's certificate. More interested in challenging position than location. Male, single, 29.
- May 24**—Presently chief administrative officer for state ETV commission; formerly general manager radio-TV department of major state university. Designed and conducted study leading to blueprint for statewide network. Ten years experience in all phases of ETV production, planning, and administration at all levels of education. Available July 1, 1963. Prefers West Coast, tropical climates, or overseas.
- May 25**—Creative young man desires good position in ER production. B.A., radio-TV. Five years experience with leading ER station in midwest and with commercial production firm. Good technical background. Married, age 23. Location: Mid to far west but will consider others. Minimum salary \$6,000.
- May 26**—Single man, 25, with B.A. in literature and music plus supplementary courses in science and education, desires position in programming or script writing. Preferable location New York, although not a major consideration. Salary, \$5,000 minimum.

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 at the time of inquiry.)

- MA-1**—Production manager. Responsible to the program manager for all production aspects at the facility. May have to direct initial programs. M.A. required. Eastern state ETV network; salary maximum for 12 months \$7,500; open July or August 1963.
- MA-2**—Producer-director. M.A. required. Eastern state ETV network; salary maximum for 12 months \$6,000; open September 1963.
- MA-3**—Graphics specialist. Responsible for all artwork for locally originated ETV programs (slides, graphics, etc.). Eastern state ETV network; approximate salary \$5,000; open September 1963.
- MA-4**—Continuity writer. College graduate in liberal arts with journalism or writing experience preferred. Practical working experience at a TV or radio station as a continuity writer or traffic-continuity position is desirable. College training in TV studio operations and related TV work is required. Western community TV station.
- MA-5**—Production and teaching position in communications department, man under forty. College teaching experience and commercial broadcasting experience desired, or will consider college teaching and cinematography experience. M.A. required. Far West university; minimum \$7,250; Chairmanship open with salary of \$7,800; position available July 1.
- MA-6**—Assistant professor of speech in department of English and Speech. Teaching load is 12 hours per quarter, or its equivalent in production activities. Appointee should be highly qualified in television direction and production, and should have a background in commercial and/or educational station experience. Midwest university; salary, \$7,000 minimum for nine months.
- MA-7**—Instructor in radio-television education area. Responsible for teaching courses in radio and TV involving theory, operation, and techniques. Previous practical or commercial radio-TV experience with a knowledge and understanding of AM-FM radio and TV operations. M.A. in communications with an emphasis on the radio and TV media. Midwest university; salary contingent upon the education and experience of the applicant; open September 1963.

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