

N A E B

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Computer Study Released to FCC

On November 5, 1963, the NAEB released its computer-devised plan for some 2600 assignments of UHF TV channels. The study, for which funds were provided by the USOE, demonstrates the feasibility of using digital computer techniques for TV channel assignment. While there was considerable preparation time necessary, the actual assignment procedure was conducted in a few hours. With the same basic data, subsequent calculations can be made rapidly and precisely. Vernon Bronson directed the NAEB staff which conducted the study, and technical consultants were the Jansky and Bailey Broadcast-Television Division of Atlantic Research Corporation.

Educational Media Council Elects

NAEB President William G. Harley was elected vice-chairman of the Educational Media Council at its annual meeting October 7-9 in Washington. James D. Finn, DAVI representative, was elected chairman, and Ben Edelman, Electronic Industries Association representative, was named secretary. Margaret Gill, executive secretary of the Association for Supervision and Curriculum Development, was re-elected treasurer. Retiring chairman Charles F. Schuller had served in that capacity since the council was organized in 1960. He was re-elected member-at-large and member of the board of directors.

Playwriting Competition Announced

The Broadway Theatre League of Evansville (Indiana) announces its first annual playwriting competition, in which \$1,200 will be awarded for the best full-length play submitted. Competition closes March 1, 1964. Information from: Broadway Theatre League of Evansville, Inc., 116 Main Street, Evansville, Indiana 47708.

Script Competitions Open

Birmingham's twelfth annual Festival of Arts will include radio and TV script-writing competitions open to amateurs and professionals. Radio prizes are \$100 and \$50; TV prizes are \$300 and \$100. No fees are attached. Entry deadline: February 15, 1964. Details from Evelyn Walker, ETV Studio, 720 South 20th Street, Birmingham, Alabama, 35205.

Stanford Offers Graduate Scholarships

Stanford University's department of communication is receiving applications for graduate scholarships for 1964-65. January 15 is the deadline for applications for the scholarships, which carry stipends from \$1,410 to \$2,850. Awards are for persons preparing for careers in editorial journalism, mass communications research, advertising and media research, and broadcasting and film. Write Executive Head, Department of Communication, Stanford University, Stanford, California.

NAEB Convention Postscripts

- 814 persons attended—for the biggest NAEB convention ever. Highest previous registration was about 500 for the 1962 meet.
- Voting members unanimously approved the reorganization plan briefly outlined in the November *Newsletter*.
- Representatives of the various groups under the new plan met to set up procedures for election of officers for their respective divisions.
- The Individual Member thermometer at the NAEB booth registered 1459 Individual Members at the close of the convention, a gain of 55 over the 1404 shown on opening day.
- Dates were set for the 1964 convention in Austin, Texas—October 25-28.

Educational Radio Group to Meet

The University of Chicago will host a meeting on "The Future of Educational Radio" January 29-31, 1964, at the Center for Continuing Education.

IERT Schedules May Meeting

The 1964 Institute for Education by Radio and Television will be May 22-24 at the Plaza Hotel in Columbus, Ohio.

Region III to Meet in March

NAEB Region III members will meet March 22-24, 1964, in the new radio-TV building on the campus of Indiana University, Bloomington. George C. Johnson, of the I. U. Radio and Television Service, is general chairman of the conference, and two committees are planning the program and activities. In addition to Johnson, members of the committees are: *Local*—Kathryn Fraser, Sidney Kraus, William Kroll, James Perry, and Richard Yoakam. *Regional*—Clifford Erickson, Chicago Junior College; William Ewing, Ohio State University; John Henderson, Purdue University; William Kroll, Indiana University; Vernon McKown, New Albany; John Regnell, WILL, University of Illinois; and Buren Robbins, Southern Illinois University.

Wisconsin to Host Music Directors

Midwest educational broadcast music directors will meet at the University of Wisconsin October 6 and 7, 1964. In making the announcement, Harry Welliver, chairman of the steering committee planning the meeting, promised more details after the first of the year. Welliver, music director at the University of Michigan's WUOM, was elected at the group's recent meeting at Indiana University.

Kansas, Texas, Utah: "Alabama Not Ist"

There was an item in the October *Newsletter* stating that Alabama claimed the nation's first gubernatorial proclamation of a state ETV week, September 9-13, 1963. Keith Engar, director of radio-TV services at the University of Utah, writes that KUED enjoyed gubernatorial proclamations on two occasions—in 1958 and 1959—declaring a state educational television week. Harvey Herbst, station manager of

KLRN-TV, southwest Texas, sends photos of proclamations by two different governors of Texas—February 11-15, 1963, and in 1961. Donald W. Hansen, director of radio at Wichita University, writes that this year, for the second year, the Kansas governor is proclaiming an Educational Broadcasting Week.

Any Broadcast Sales Seminars?

Donald W. Hansen, director of radio at Wichita University, is planning a broadcast sales seminar. The class, restricted to seven upper-division students, will be taught by sales managers of local commercial stations. Students will meet once a week for a two-hour lecture-discussion period. Each student will be assigned to a salesman from one of the stations, and will make the rounds one afternoon a week to observe presentation methods, servicing, etc. Hansen would like to hear from anyone else who has attempted this sort of seminar—and he is interested in both results and student reactions. His address: 1751 N. Fairmount, Wichita 8, Kansas.

Bell System Presents Tele-Lecture Seminars

Three prominent NAEbers participated in the most recent Tele-Lecture seminar on October 21. They were Larry T. Frymire, chief of Educational Broadcasting Branch of the FCC; William G. Harley, NAEB president; and Richard B. Hull, director of radio and TV broadcasting and of the Telecommunications Center, Ohio State University, and chairman of the NAEB Board of Directors.

This was the third in the series of seminars, which allow discussion between educators and telephone company consultants. Each educator presents a short talk by phone from the city in which he is located. Then telephone company personnel located at various listening and participating posts continue the discussion. Other NAEbers who have participated in the two previous seminars are: Hartford N. Gunn, Jr., general manager, WGBH, Boston; R. Lynn Kalmbach, general manager, South Carolina ETV Center; and James G. Paltridge, statewide director of ETV, University of California.

Publications

- Newly published by Pennsylvania State University is a 74-page book, *Comparative Research on Methods and Media for Presenting Programmed Courses in Mathematics and English*. The book reports on a project directed by C. R. Carpenter and L. P. Greenhill, under a USOE grant.
- Donald L. McCaleb, coordinator of public relations for California State Polytechnic College, writes that he has just completed a research paper, "A Survey of the Uses of Television in the Public Relations Programs of Colleges and Universities in California." He states that he will be glad to send copies of the 53-page report to *Newsletter* readers as long as the supply lasts. Write to him at the college, San Luis Obispo, California.
- The Buttenheim publication *Overview*, a magazine for educational executives, has changed its name to *American School & University*.
- The 1963 edition of HEW's book *Grants-in-Aid and Other Financial Assistance Programs Administered by the U.S. Department of Health, Education, and Welfare* is off the press. It is obtainable from the GPO, Washington, D.C., 20402, for \$2.25.
- Reprints are available of the address delivered by Gilbert Seldes at the annual awards dinner of the Alfred I. duPont Awards Foundation in March, 1963. Write for copies of "The Public Interest" to the Curator, the Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

EQUIPMENT FOR SALE

Because of the closing of a TV training studio, a correspondent has for sale two used Ikonoscope cameras and auxiliary equipment. Write to Margaret Stone, Northwest Schools, 1221 Northwest 21st Avenue, Portland 9, Oregon.

News Notes

PERSONNEL

- ▶ Richard S. Burdick, executive vice president and general manager, WHYY, Philadelphia, will leave the first of the year to become general manager of Boston Broadcasters, Inc., a commercial TV group applying for Channel 5, CBS affiliate in Boston. Replacing Burdick at WHYY will be Warren A. Kraetzer, vice president for development and secretary of NET.
- ▶ Walter P. Sheppard has assumed the new post of faculty program director of WBUR (FM), Boston University; he is also an assistant professor of broadcasting at the university. He came to Boston from the University of Wisconsin, where he recently completed requirements for the Ph.D.
- ▶ Col. DeWolf Schatzel has joined Dallas consulting engineers A. Earl Cullum Jr. and Associates. He was recently with MPATI.
- ▶ Geoffrey E. Geilich has been appointed program director for WUHY-FM, Philadelphia, succeeding James W. Keeler, who is leaving to become assistant program director of WNYC, New York. Geilich has been with WUHY for four months, and he was previously manager of WXPX, University of Pennsylvania. Keeler has been program director at WUHY since 1956.
- ▶ Daniel Rose, formerly a scholarship student with WGBH-TV, Boston, has joined the staff of KCSB-TV, Kansas City, as assistant producer.
- ▶ William G. Harley, NAEB president, and James A. Fellows, assistant director of research and development, spoke at the Fourth Air Force Television Conference at Lowry Air Force Base in October in Denver. Harley was the banquet speaker, and Fellows presented a paper on evaluating the effectiveness of TV presentations.
- ▶ Gilbert Seldes, former dean of the Ammenberg School of Communications, University of Pennsylvania, has been appointed consultant to the program department of NET. He will spend a week a month in New York City for that purpose. Seldes retired June 30 from his position at the Ammenberg School, which he had held since 1959.
- ▶ Jack Airston, transcription distribution manager, will move to the United States January 1 to be BBC's representative in this country.
- ▶ Mickie Newbill has returned to the University of Florida from the University of Michigan, where she received the Ph.D. in broadcasting. She is serving as assistant professor and as WUFT producer-director.
- ▶ George Mastroianni has been named program director of WFCR, Amherst, Massachusetts.
- ▶ Edward Steele II, formerly of WMTV, Omaha, has been named producer-director at the Auburn studio of the Alabama ETV network. Assisting him will be Jack Penn, from the U. S. Army TV department.
- ▶ Two University of Michigan Television Center staffers are teaching courses in the speech department this year. Alfred Slot, senior producer, teaches dramatic writing for radio and TV, and Mike Berla, film editor, teaches a course in techniques of cinematography.
- ▶ Ron R. Browne has been named assistant professor of broadcasting at Boston University. He was formerly on the

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Reporters:

- Region I —Michael Ambrosio, EEN, 238 Main St., Cambridge, Mass.
- Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville, Tenn.
- Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region III —McCabe Day, WVSH, School City of Huntington, Ind.
- Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

faculty of the University of Michigan, and has been with USA.

▶ Ralph L. Rosnow has been named assistant professor of communication research at Boston University. He was previously a research psychologist with the Bureau of Social Science Research, Washington.

▶ Thomas P. Robinson, executive director of New York City's office of cultural affairs, will become vice president for university relations at New York University January 1. Among the activities which he will coordinate are public service radio and television programs.

▶ Sidney A. Dimond, associate professor of broadcasting at Boston University, has been named to the Advisory Committee on Education of the Governor's Highway Safety Committee.

▶ Hazen Schumacher, Jr., associate director of TV at the University of Michigan, has been appointed part-time TV consultant for the university's Center for Research on Learning and Teaching. He will have special responsibilities for advising the center on new developments in educational broadcasting and experiments with new ways for using TV for instruction.

STATE AND REGIONAL

▶ WKNO-TV, Memphis, and WDCN-TV, Nashville, have established Tennessee's "ETV network" this fall by a regular videotape schedule inter-change. WDCN purchased the studios from commercial WSM-TV, Nashville, and moved in in September.

▶ The Nebraska ETV Commission assumed official status in October, at which time the nine members—representing various educational interests in the state—met to form plans for developing the seven-station state-wide network. Jack McBride was named acting general manager of the Nebraska ETV Network. Licenses for all new ETV stations for which state funds are used in activation are to be held by the Commission, the group announced.

▶ Kentucky's board of education has applied to the FCC for six ETV stations—at Covington, Hazard, Madisonville, Morehead, Murray, and Bowling Green.

▶ New York State's Division of Educational Communications hosted a meeting October 29 of the state's nine ETV councils—to discuss the latest developments in the ETV plan. Councils are presently located in Buffalo, Rochester, Watertown, Corning, Syracuse, Binghamton, New York City, Schenectady, and Long Island.

INSTRUCTION

▶ Radio programs, broadcast over WABE-FM, are being used to supplement the TV Spanish course for fourth-graders in Atlanta and Fulton County public schools. Short radio lessons review the vocabulary heard on WETV during "Nuestros Amigos." WABE broadcasts the radio programs in the afternoon and evening preceding the broadcast for classroom listening.

▶ The Alabama ETV network had to print 5,000 extra in-school teacher study guides this fall, after the original 6,000 supply was exhausted.

▶ St. Louis University announces a complete self-improvement program of basic education over TV. Commercial KTVI broadcasts the courses in the mornings, and the educational station, KETC, broadcasts them in the afternoons.

▶ This fall, for the first time, the Richmond, Virginia, schools used TV for the annual convocation of school personnel. Some 1900 teachers, principals, supervisors, directors, and consultants viewed the program in sixty schools. Reactions have been favorable, with such comments as: "Could hear every word distinctly" (as opposed to difficulty in the large auditorium where convocation has traditionally been); "Enjoyed close-ups of the speakers and the feeling of intimacy such close-ups gave";

"Saved so much time" (in not driving to the meeting and back to school).

▶ Heath deRochemont Corporation has completed arrangements with the Pasadena (California) board of education for rights to distribute their televised course in conversational Spanish, "Una Aventura Española." The corporation is publisher of the nationally televised "Parlons Français" course in conversational French, which begins its eleventh year on TV this fall.

▶ More than 800 hours of classroom instruction are handled by CCTV at Indiana University this fall. Through a system arranged by the telephone company, students on the I. U. Indianapolis campus are participating in six courses originating on the Bloomington campus, and Purdue University students in Lafayette see three. Purdue teaches a course viewed in Bloomington.

▶ WHA-TV, University of Wisconsin, announces that its most important major CCTV project so far began this fall when production and tape recording of a course in zoology began.

▶ The University of Texas announces that during a single week this fall, videotape machines there are recording and playing back a total of 212 instructional and educational programs. Five years ago, the total for the entire year was 190. The 212 figure does not include about 25 live productions to be aired during the week.

▶ Among its National School Telecasts this fall, CBC is presenting a five-part series for high school students on Shakespeare's "Julius Caesar." The TV version consists of five half-hour programs, each presenting one act of the play. BBC produced the programs.

GENERAL

▶ WFSU-TV-FM, Florida State University, had its first open house October 16. Schools in the county sent representative groups to tour the facilities, and over 800 students came. Nearly forty members of the press and presidents of local civic and social organizations saw closed-circuit radio and TV previews. The open house is slated to become an annual event.

▶ The Alabama ETV network's original Birmingham transmitter, which was replaced last August, has been permanently loaned to the city's vocational high school to permit senior students in the electronics department to gain practical maintenance and operational transmitter experience.

▶ WFCR (FM), Amherst, has a new studio in the School of Education at the University of Massachusetts. The station's November program guide carried a questionnaire to determine preferences and listening habits of its audience. Operators of the station plan to originate more programs in the future from its four supporting institutions—Amherst, Mount Holyoke, and Smith Colleges, and the University of Massachusetts.

▶ WTSC-FM, Clarkson College, Potsdam, New York, began operating in November on 2.5 watts—claimed to be the least power for any licensed FM station in the country.

▶ KFME, new ETV station in Fargo, North Dakota, received its Ampex videotape recorder a couple of months ago. The VTR was awarded by NET through a Ford Foundation grant. The station also received \$10,000 worth of videotape from 3M.

▶ In an article in the *Los Angeles Times*, it is reported that the Los Angeles ETV station will go on the air in May, with a test pattern. Actual programming is scheduled to coincide with fall school opening. NBC last month announced a \$250,000 contribution to assist in construction of the station.

▶ KLRN-TV, San Antonio-Austin, announces that a number of its viewers have found do-it-yourself antenna kits of value in obtaining better reception in certain areas of the cities. Noyes W. Willett, chief engineer for the station, says his staff has tested the kits, available for about \$5, and found them to be perfectly satisfactory.

▶ The licensee name for KCUR (FM) has been changed from University of Kansas City to University of Missouri at Kansas City.

▶ Plans call for activation of a city-wide ITV system in Rochester, New York, during the coming year.

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington, D. C., 20036. Phone 667-6000. Area Code 202.

Placement Office Needs Positions

Some 250 persons who are actively seeking employment in educational broadcasting have credentials on file at the NAEB Placement Office. Placement Officer Julie Hunt says that the number is increasing rapidly and that the range of candidates is wide—from technicians to station managers, and from recent college graduates to NAEBERS with extensive broadcast experience.

Currently "Positions Available" are not keeping up with "Personnel Available."

Institutional members can obtain a free screening service by listing openings with the NAEB Placement Office. Location preferences and minimum salary requirements are considered—and thus the institution is not bothered by Mr. X, who wants to work on the West Coast for a salary of \$10,000, while the job is in New England at \$7,500! Credentials of the screened applicants are sent to the NAEB institution to be examined leisurely. The institution then contacts the applicants of interest directly. (Candidates do not contact the institution.)

For further information on how the NAEB Placement Service operates, write Miss Julie Hunt, NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036.

New NAEBERS

ACTIVE

The University of South Florida, Station WUSF (FM), Tampa, Florida.

ASSOCIATE

The Salesianum School, Wilmington, Delaware; The University of South Florida, Tampa, Florida.

SUSTAINING

Dow, Lohnes and Albertson, Washington, D.C.; Stations WABC (AM and FM), (Commercial), New York.

NETWORK

The University of South Florida, Station WUSF (FM), Tampa, Florida.

INDIVIDUALS

Elizabeth G. Bailey, Madison; Jeffrey Bell-Gan, Bloomington, Indiana; James Bwoga, Bloomington; Jack A. Carroll, Lafayette; Dennis R. Coles, Toronto; B. Kendall Crane, Pittsburgh; Donald Dorin, West Lafayette; Frank D. Edington, Jr., Vermillion; Mrs. Rosemary M. Elstun, Columbus; William Fagan, Lafayette; Stephen J. Feit, Valley Stream, New York; Albert Feldman, New York; Roland K. Fisher, Helena; Mr. Graeme R. Foster, Hagerstown; Francis Z. Gana, Bloomington; Howard H. Gillaspie, Terre Haute; Edwin L. Glick, Athens; Lee U. Good, Bozeman; Inez Grant, Bloomington; William J. Grigaliunas, Mt. Pleasant, Michigan; Dr. Barton Griffith, Columbia, Missouri; Mr. Chris Griner, Bethlehem; Julia James, Boston; Raymond K. Janson, Canton; Cho-Jen Yu, Bloomington; Leander Komakee, Bloomington; John H. Kroyer, Madison; Mrs. Alice Lewitini, New York; Patricia A. Lutz, Huntingdon, Pennsylvania; Donald W. MacLennan, Columbia, Missouri; Sister Mary Brian, R.S.M., Chicago; Rev. John McLaughlin, S. J., Fairfield, Connecticut; Elroy A. Migacz, Milwaukee; Mohamed Omer Mohamed, Bloomington; Levy Charles N'Goma-Mby, Bloomington; Edward C. Obrist, Boston; Arthur A. Paul, Riverside, California; Jerry A. Richards, Toledo; Charles D. Ritchie, Tampa; Sarah Marie Schlesinger, Baltimore; George Schneidewind, Madison; William Schwab, Mokena, Illinois; John S. Shaffer, Jr., Westport, Connecticut; Edward J. Shatughnessy, Somerville, Massachusetts; Mrs. Frank Shepherd, Columbia; Ali M. Shummo, Bloomington; James H. Spear, Sharpsburg, Maryland; Charles M. Sradomski, Leetsdale, Pennsylvania; J. Kenneth Webb, Logan; Ernest P. Weckesser, Jr., Kent, Ohio; John P. Witherspoon, San Diego; John H. Worthington, West Lafayette.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Miss Julie Hunt, Placement Service, at the NAEB office in Washington.)

- December 1**—Wanted: Position in writing, producing, directing for educational television. M.A. from UCLA in radio & TV production. Several years experience in Army and associate director for specials. Free-lance writing. Married. Salary minimum \$5,500. Location open but prefers East or West Coast. Will teach along with job.
- December 2**—Ph.D. in broadcasting (speech) wants administrative and/or teaching position in radio-TV speech. Over 15 years of teaching and administrative experience. Now at major university. Practical broadcasting experience. Special interest in ETV development and utilization. Publications. Male, 41, married [one child]. \$10,000 a year needed with permanent position in friendly community.
- December 3**—Ten years a high school teacher, and five years an associate director with commercial network. Two foreign languages; M.A. degree. Seeks position as producer/director in ETV. Any location in U.S.A.
- December 4**—Writer, director, researcher, music director desires position in ETV. Experience researching and scripting documentary films. Qualified to teach music or U.S. history. A.B., cum laude (music) and M.A. (communications). Female, 23, single. Prefers Southwest or Midwest.
- December 5**—Qualified audio technician with varied experience in the Armed Forces Radio Service for over 16 years. Seeking position with educational radio or television within the state of Florida, or elsewhere.
- December 6**—TV director-producer prefers Ohio, Southwest, West Coast, or overseas in non-teaching position; has directed 700 programs over ETV station; has produced public relations and information-type programs over commercial TV in Cleveland and New York area. Good announcing voice; has written publicity. M.A. in education and M.A. in history. Eighty years teaching experience. Salary range: \$7,000 to \$8,000.
- December 7**—Married male, 29, B.F.A. in drama-speech, with background in educational radio, commercial radio and television, 6 years of teaching desires a position as producer-director in Southern California. Minimum salary, \$6,500. Interested in both educational radio and television.
- December 8**—TV production, male, 28, married. Strong in film editing with directorial abilities. Network film experience, local documentary production. Seeking responsible and creative TV situation. Associate in arts, B.S. (3 years in progress). Location open. Minimum salary: \$6,500.
- December 9**—Producer-director-manager, with technical ability, experienced in all aspects of ETV station management, wide background of studio and remote production, presently completing two years as chief and special projects officer of one of Army's largest closed-circuit production facilities, desires position with growing creative "medium market" installation.
- December 10**—ETV producer-director, 8 years experience, in-school television all grade levels, also numerous community television programs. Age 40, married, no children. Presently employed; location and salary open.

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.)

- Dec-1** Closed-circuit and educational television systems engineering company on East Coast seeks technician or engineer with considerable background in closed-circuit or broadcast television maintenance. Salary \$6,000-\$7,000.
- Dec-2** Executive producer for major ETV station. Heavy local live schedule. Experience in educational or commercial television required. \$8,000-\$12,000. Open immediately.

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."



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