



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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DECEMBER, 1966

Hill Resigns NAEB Vice Presidency

Harold E. Hill, vice president of the NAEB in charge of general administration, has resigned that post effective December 30. Mr. Hill will join the faculty of the University of Colorado, Boulder, where he will be in charge of all radio and television activities. He has also been appointed an associate professor of Speech and will be responsible for the undergraduate curriculum at the university. Mr. Hill joined NAEB in 1954.

Mr. Hill holds both a BS and an MS degree from the University of Illinois. He served from 1946 until 1954 with the university's station, WILL, as a writer-producer, production director and program director. During that same period, he served on the faculty of the university's College of Journalism and Communications.

He is a member of Kappa Tau Alpha, Sigma Delta Chi, Alpha Kappa Psi, the FCC's National Industry Advisory Committee, the Educational Media Council, the planning committee of the National Media Leadership Conference and formerly served on the executive committee of the Council of National Organizations.

Johnson Signs Duty-Free Import Treaty

A treaty providing for duty-free importation of educational audio-visual materials has been signed by President Lyndon Johnson. Nineteen countries are now a party to this pact known as the Audio-Visual Agreement of Beirut. The United States Information Agency has been designated by the President to carry out the provisions of the agreement. The U.S. leads the world in the development, use and sale of audio-visual materials. The world-wide dissemination of these aids is an ideal compliment to our government's foreign information program according to the USIA.

The pact permits the duty-free import of films and filmstrips, recordings, slides, maps, charts, posters, models and recorded videotapes when these materials are of an international educational nature.

WQED Plans Move To Tech Campus

WQED, Pittsburgh, and the Carnegie Institute of Technology there have announced an agreement which will enable the station to move into new facilities by June, 1968. WQED began operations in 1954 as the nation's first community-supported TV station. Carnegie Tech will lease land on its campus to the station on a token-fee basis for construction of the new facilities.

Plans call for the development of a Dramatic Arts Center on land adjacent to the WQED site. The new WQED building will contain nearly 60,000 usable square feet of space and the construction cost is estimated at \$1,500,000.

New broadcasting equipment costing \$1,250,000 will make possible a full color operation. George D. Lockhart, chairman of the WQED Capital Fund Committee, reported that the new building and development program has been made possible through a grant of \$1,500,000 from the Richard King Mellon Charitable Trusts, matching funds from the Ford Foundation, and local corporate and foundation grants to total \$1,500,000 from the WQED Capital Campaign currently underway.

NAEB History, Vol. 2, Published

NAEB History, Vol. 2, by W. Wayne Alford, may now be ordered from NAEB, 1346 Connecticut Ave. N.W., Washington, D.C. The price of each copy is \$3. The 173-page volume covers the expansion and growth of the association from 1954 through 1965.

Among the topics treated by Mr. Alford, who wrote the history as his doctoral thesis at Peabody College, Nashville, Tenn., are the rise of educational television, educational broadcasting and the national defense and the growth and reorganization of the NAEB.

NAEB History, Vol. 1 was authored by NAEB vice president Harold Hill. It covers the period between 1925 when the association was founded and 1954 when the study was originally published. A revised edition was published in 1965 and is available from the NAEB publications office, 119 Gregory Hall, Urbana, Ill., at \$2 per copy.

HEW Filings

The following applications for federal financial assistance in the construction of new noncommercial educational TV stations have been accepted for filing at the Department of Health Education and Welfare:

South Dakota State University, Brookings, S.D., File No. 172, for the establishment of a new noncommercial ETV station on Ch. 8, Brookings, S.D. Total estimated project cost: \$550,945.

University of Hawaii, 1801 University Ave., Honolulu, Hawaii, File No. 173, to improve the facilities of noncommercial ETV station KHET, Ch. 11, Honolulu, Hawaii. Total estimated project cost: \$233,372.

The Trustees of Indiana University, Bloomington, Ind., File No. 174, for the establishment of a new noncommercial ETV station on Ch. 30, Bloomington, Ind. Total estimated project cost: \$745,577.

South Carolina Educational Television Commission, 2712 Millwood Avenue, Columbia, S.C., File No. 175, for the establishment of a new noncommercial ETV station on Ch. 14, Allendale, S.C. Total estimated project cost: \$387,310.

South Carolina Educational Television Commission, 2712 Millwood Avenue, Columbia, S.C., File No. 176, for the establishment of a new noncommercial ETV station on Ch. 33, Florence, S.C. Total estimated project cost: \$387,310.

Connecticut Educational Television Corp., 266 Pearl St., Hartford, Conn., File No. 177, for the establishment of a new noncommercial ETV station on Ch. 49, Bridgeport, Conn. Total estimated project cost: \$334,240.

Kentucky State Board of Education, State Office Bldg., Frankfort, Ky., File No. 178, for the establishment of a new noncommercial ETV station on Ch. 54 at Covington, Ky. Total estimated project cost: \$245,529.

University of Houston, 3801 Cullen Blvd., Houston, Tex., File No. 179, to improve the facilities of noncommercial ETV station KUHT, Houston. Total estimated project cost: \$319,930.

ETV Task Force Named

A task force to examine the possible use of educational TV in primary and secondary schools in underdeveloped countries has been appointed by President Lyndon Johnson. The President noted that he has observed the use of ETV in American Samoa on his recent 'Asia' trip and said, "I believe that educational television can play a vital role in assisting less-developed countries in their educational effort." The Samoa project was pioneered by NAEB and continues under the association's sponsorship.

Review Plans Announced

Plans for the publication of *Educational Broadcasting Review*, a new bi-monthly journal devoted to the presentation and exchange of ideas related to educational broadcasting, have been announced by William G. Harley, NAEB president. Ohio State University, Columbus, Ohio, has been selected as the publication center for the new magazine.

Arrangements between the university and NAEB specify that Ohio State will supply necessary space and secretarial help for the publication. Richard Hull, former NAEB board chairman and director of the Telecommunications Center at Ohio State, said the university intends to establish a special working editorial committee to explore the exact nature and format of the *Review*. The committee includes Dr. William Hall, director, School of Journalism, Dr. Edgar Dale, professor, School of Education, Dr. Robert Wagner, head of the Motion Picture Division, and Dr. James Lynch of the Department of Speech. Mr. Hull will also serve on the committee.

Dr. Lynch will serve as Editor in Chief until a permanent editor is selected.

The target date for the first issue of the *Review* is January-February. It will replace the *NAEB Journal* which has been published by the association since the Fall of 1956 at the University of Illinois, Urbana. All *Review* correspondence should be sent to Dr. Lynch, Dept. of Speech, Ohio State Univ., Columbus, O. 43221.

ID Conference Set

The relationship between instructional broadcasting and industrial producers of television equipment and resources will be explored at the fifth Instructional Radio-Television Conference in New York City, April 18-20. The conference is being sponsored jointly by the Instructional Division of NAEB, the Electronics Industries Association and the Educational Media Council, according to ID director, Richard H. Bell.

Matters which will come under study at the meeting include ways to accomplish better industry-ITV liaison, who will be producing the ITV programming of the future and how will the need for such materials be identified, distributed and used.

Dr. Bell has announced that attendance at the conference will be limited to a dozen groups of not more than 30 each, so that all delegates can work together more profitably.

NAEB Personnel Service

POSITIONS AVAILABLE . . . December 1966

(For information, write Miss Carol A. Whitcomb, Personnel Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an individual Member of the NAEB, with credentials on file with the NAEB Personnel Service. Non-members can save time by sending the \$15 annual dues and \$15 placement registration fee at the time of inquiry.)

ENGINEERING:

- Nov 18 Television studio and transmitter engineers for operation, maintenance of ETV system in South Pacific. Good living conditions, liberal benefits. Minimum two year assignments.
- Nov 19 Chief Engineer for planned video tape production center of large, southern region university. E.E. degree desired, but others considered. Should have design capability. \$9,000+ to start with regular increases. Position open immediately.
- Nov 29 Engineering Supervisor of CCTV for college in NE. Prime responsibility for maintenance, also assisting Director generally. Salary range \$7,480-\$8,200 to start. M.A. required. Open now.
- Nov 30 A-V Technician for rapidly-growing college on west coast. 1st class FCC license, technical school training, experience in field required. Will install and maintain all electronic, mechanical equipment relating to Service. Excellent opportunity for professional growth. Salary open.
- Nov 32 Experienced Studio Engineer with Center for Radio and TV of a midwestern state university. Must be particularly well-qualified in both VTR operation and maintenance. Open immediately. Salary determined by qualifications, minimum \$7,000.
- Nov 35 The following positions with CCTV training facility of large military installation in east: VTR Supervisor, TV Technicians (5), floor manager, cameramen (2), crew chief. Good opportunity for professional growth. Detailed job descriptions available from Personnel Service.
- Nov 37 Television technician to operate, maintain ITV fixed service system of public school district, Great Lakes region. Operational by January, 1967. Require 1st class FCC license, technical school training, experience in field.
- Dec 7 Assistant Chief Engineer for university-affiliated CCTV operation in Rocky Mt. area. Needed immediately. Salary negotiable, but approximately \$7,500 to start.
- Dec 9 Chief Engineer for state-owned ETV station under construction in NE. Civil Service position. \$10,000+ for well-qualified person.

PRODUCTION

- Nov 25 ETV Studio Production Coordinator for public school district in Great Lakes region. Primary responsibility for production of both live and video taped TV programming on elem. level with future growth into productions on sec. level. M.A. or near preferred, with TV production background. Wide salary range, dependent on experience. Open now.
- Dec 1 TV Producer-Directors (2) for junior college in south. In-school and evening programming. B.A. plus 1, 2 years in field desired. Approximate salary \$7,000 to start. Open immediately.
- Dec 3 Producer-Director for community ETV station in metropolitan midwest. Creative programming, ITV oriented. Degree in field plus 1, 2 years' experience

HEW Grants

The approval of grants totaling \$1,640,080 to the Kentucky State Board of Education, and \$232,245 to the University of New Hampshire, Durham, have been announced by Paul A. Miller, assistant secretary for education, Department of Health, Education and Welfare. Dr. Miller has also announced that KFME, Fargo, N.D., will be expanded with a grant of \$176,293. This new grant will increase the number of viewers in North Dakota and Minnesota by almost 19,000, including 5,714 students.

The grants in Kentucky will help put six new TV stations on the air. They will be part of a proposed 12-station ETV network in that state bringing educational television to almost three million people including 772,000 students.

In New Hampshire, one grant of \$133,490 has gone to Channel 49 at Littleton. Channel 40 at Berlin was awarded the sum of \$96,755. State matching funds for both ventures will bring the total expenditure to \$474,490.

Vermont ETV Gets Underway

Vermont's educational television system has been launched with the beginning of construction of transmitter-antennas on four of the state's mountain peaks, according to station manager H. Odell Skinner. It is expected that the system will begin telecasts next fall.

Dr. Raymond V. Phillips, dean of the summer session and evening division of the University of Vermont, Burlington, is overseeing the development of Vermont ETV. He reports that construction was scheduled to begin in October. Plans for projected public affairs programming have received a boost with tentative approval of an \$18,000 grant under Title 1 of the Higher Education Act.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, \$5.00 a year. Editor: Patricia K. Moran.

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

- Salary dependent on experience.
- Dec 4 Producer-Director for university-affiliated station, midwest. For evening programming, documentaries. MA with writing background desired, others given consideration. Minimum salary \$6,000. Open Jan. 1.
- Dec 5 Producer-Director for same station as above. Basic staff job, general programming. Minimum salary \$6,000.

TEACHING

- Nov 24 Academic appointment with a state university in NE. To develop advanced non-lab broadcasting courses on undergraduate level in research, theory, history. Ph.D. with prof., assoc. prof. rank. Salary open. Fall, 1967.
- Nov 31 Dual position with a state university in midwest. Academic appointment teaching courses in radio-TV; TV producer-director position, Ph.D. desired. Salary and rank determined by individual's qualifications. 9 or 12 month position. Open Jan. 1.
- Nov 34 Academic appointment for Ph.D. (or near) with Broadcasting Area of Speech Dept., midwestern univ. To teach undergraduate, graduate courses. Rapidly growing graduate program. Opportunity for supervising special programming of univ. radio station if interested. Salary open. Beginning second semester or fall, 1967.
- Nov 36 Program Director/Instructor for a leading west coast college, Div. of Telecommunications. To teach beginning broadcasting courses, specifically radio production. To assume responsibility for supervising, programming established FM station having varied program schedule. Department also operates ETV, CCTV facilities.
- Dec 10 Academic appointment with state college in NE. To teach and assist in development of broadcasting program at undergraduate, graduate levels. Ph.D. (or near) in broadcasting, communications preferred. Extensive experience in radio-TV industry, including active broadcast research desirable. Salary and rank open, dependent upon qualifications. September, 1967.

OTHER

- Nov 23 News Director for university radio station in NE. Opportunity for qualified person to teach broadcasting courses. M.A. required. Position open summer, 1967. Salary open.
- Nov 38 A-V Specialist, multi-media, knowledge of story-boarding, slide production, CCTV, motion pictures, some knowledge of equipment. Large pharmaceutical company in N.J., near NYC. \$9,000+ to start depending on experience. Excellent fringe benefits. Good opportunity for professional growth.
- Nov 39 Director for CCTV. Professional to head presently employed technical staff. New facility currently for video taping, observation of classes. Will be utilized later for instruction. Opportunity for some teaching. Wide salary range depending on experience and education. Minimum requirement, M.A. with three years of teaching experience.
- Dec 2 Experienced General Manager to direct school-affiliated ETV station in midwest. Responsible for total management of operation. Seek an organizer, knowledgeable in PR & Dev., to assist in securing community support. Salary open, dependent on experience. Open now.
- Dec 6 Operations Manager for university-affiliated radio station. Opportunity for teaching. Supervision of student personnel plus some production/announcing duties. Salary ranges upward from \$6,000. Open now.

Credit Courses Offered Five N. Y. Outlets

Five educational television stations in New York are carrying three telecourses this semester with credit being given by six of the state university institutions in addition to Kingsborough Community College of the City University of New York. The stations involved are WNET-TV, Buffalo; WXXI, Rochester; WCNY-TV, Syracuse; WMHT, Schenectady, and WNYC-TV, New York.

The courses are *Eye on the Universe*, *History of Latin America I*, and *History of Latin America II*. In addition to Kingsborough, the State Universities at Albany, Syracuse, Oswego, Brockport, Geneseo and Buffalo have selected students enrolled in the program which they may watch at home for academic credit. Current plans call for the state universities to continue the courses during the next semester which starts in February.

2500 MC Channel Dedicated

A 2500 megacycle TV channel to serve some 240,000 students in the Diocese of

Brooklyn, N.Y., was dedicated recently at Bishop Ford High School there. The Brooklyn Diocesan four-channel system is reportedly the largest educational television system in the world. At the dedication ceremony, Rev. John J. Culklin, SJ, director of Fordham University's Film Study Center, exhorted educators to make maximum use of TV as a teaching tool. "Our age demands an all-media literacy. . . a student equipped for anything less is culturally deprived. . . all media have something to offer. All media should be taught in schools," Father Culklin said.

New Notes

Winners in the Sigma Delta Chi annual college press contest numbered 27 students as well as college publications in this year's competition. In the radio-television field, the following students were honored: for radio reporting, Edward W. Pierce, University of Nevada, and John Ledingham, Ohio State; for television reporting, John Lindsay, Washington State University, and Douglas Caldwell, Ohio University; for radio or TV newswriting or commentary,

Mark Hall, San Jose State College, and Wendell Anschutz, University of Kansas; for radio or TV public service in journalism, Richard Mayk, Charles Bierbauer and Kenneth Bredenberg, Pennsylvania State University, and Edward Yeates, University of Utah.

WKVR, New York, N.Y. plans to broadcast a live folk music festival on January 7 from 11 a.m. until 7 p.m. The festival will be held in the theatre of the Riverside Church and will highlight various schools, influences and varieties of folk music.

A Film Study Conference will be held at Fordham University, New York, July 5-8 at the school's Lincoln Square campus. Discussions, screening and analysis, demonstrations and how-to sessions will be featured at the four-day meetings which will be scheduled in the afternoons and evenings to accommodate teachers enrolled in summer courses. The fee for the conference is \$30. A special fee of \$20 has been set for college undergraduate and high school students.

The Georgia ETV network continues to gain momentum. Three new transmitter antennae were completed in a six-week period. They are WABW-TV, Pelham, WACS-TV, Dawson, and WCLP-TV, Atlanta. The stations are scheduled to begin broadcasting by the end of this month bringing the total Georgia ETV operation to eight stations. All are owned and operated by the State Department of Education with the exception of the University of Georgia's WGTW-TV, Athens-Atlanta.

New Directions in Education, produced by and presented over the Georgia ETV network, has received the New York International Film Festival Bronze Medal. The film was shot throughout the state to show various stages of progress in Georgia education.

More than 40 national educational organizations met recently in Washington at a conference of the National Center for School and College Television to discuss possible satellite communications in schools. The purpose of the meeting was to brief educators on the nature of the satellite system proposed by the Ford Foundation and to enlist their aid in determining the interest of schools in satellites.

A series tracing drama from Ancient Greece to the present time has begun on WNYC-TV, New York, N.Y. Audio tapes are being heard on WNYC. The 90 one-half hour programs are telecast three times a week. The series was produced by Dr. Dave Berkman, coordinator of communications media, Kingsborough College.

Maine women in the working world were featured in a recent telecast on WMEB-TV, WMEM-TV and WMED-TV, University of Maine ETV Network, Orono. The show was produced in cooperation with American Association of University Women. The program provided an opportunity for discussion of the pros and cons of women

working outside the home. The family of a school teacher joined her on the program to show how a working wife and mother can arrange time to include all her family activities.

KRMA-TV, Denver, Col., has begun telecasting 20 per cent of its evening programs in color. The full change-over will take place early next year. In the future, both morning and afternoon instructional programs as well as the evening community shows will take advantage of the color capability.

Stephen Ailes, attorney, Kermit Gordon, vice president of the Brookings Institute; William L. Lindholm, president of the Chesapeake and Potomac Telephone Co., and Mark Sullivan, Jr., partner, Auchincloss, Parker & Redpath have been elected public trustees of the Greater Washington Educational Television Association, Inc.

"1966: The Year ETV Comes of Age" is a featured story in the November issue of *Scholastic Teacher's* Senior Scholastic and News Trails editions.

Some 3,000 educators are expected to meet in Washington, D.C., for the 1967 Study Conference of the Association for Childhood Education International, March 26-31. The arts, values, technology and world understanding as they relate to children are among the topics which will be explored at the conference.

A five-day auction to raise funds for WTTW, Chicago, will be held next April, Yale Roe, general chairman, has announced. Proceeds from the auction will enable the station to carry on and expand its community programming. During the April 25-29 drive, viewers will bid by phone from their homes for a variety of items ranging from round-the-world trips to electric coffee pots.

Personnel

Fred Calland, music director, WOSU, Ohio State University, appointed program director, WFCR, Amherst, Mass. Diana Baker Calland, formerly of WOSU and WBNS-TV, Columbus, O., appointed WFCR producer.

Michael J. Smith, assistant traffic manager and studio technician, Delaware Educational Television Network, Dover, named production coordinator, National Center for School and College Television, Bloomington, Ind. Robert W. Fox, Delaware ETV Network's television curriculum director, moves to NSCT as director of programming.

Michael Stelnicki appointed producer-director of the newly installed CCTV Instructional Center, Kenosha Technical Institute, Kenosha, Wis.

Joan Gaines, Washington, D.C., public relations consultant, appointed director of public relations, Music Educators National

Conference, a department of the National Education Association, Washington.

Douglas N. Batson, director, Multilateral and special activities, Bureau of Educational and Cultural Affairs, U. S. Department of State, appointed deputy assistant Secretary of State for educational and cultural affairs.

A. William Bluen, associate professor of television and radio, Syracuse University, Syracuse, N.Y., is abroad on a State Department grant to deliver a series of lectures to broadcasting and film executives in the Scandinavian countries for a month ending December 19.

William J. Lesco, coordinator of the production and distribution of instructional materials for Pennsylvania's Department of Public Instruction, appointed instructional television program director for the Mifflin County (Pa.) School District's 2500 megacycle operation.

Philip Barrons appointed program director, WHPR-FM, Highland Park, Mich.

David Kenin, WHEN, Syracuse, N.Y., is the third recipient of the Thomas and Leonard Fellowship, Syracuse University, which carries a grant of \$3000 for a 12-month program combining television, film and drama studies leading to an MS degree.

Michael M. Palmer, assistant editor, Travelers Research Center, Inc., Hartford, Conn., appointed assistant director of development and public relations, Connecticut Educational Television, Hartford.

John R. Shearer, chief engineer and general manager, Vidioflight, Inc., a subsidiary of Sony Corp., named manager of television color film system activities for Visual Electronics Corp., New York, N.Y.

Dr. Kenneth E. Oberholtzer, superintendent of public schools, Denver, re-elected chairman of the policy board of the Great Plains Instructional Library, Lincoln, Neb. Richard Hull, director of radio and television broadcasting at Ohio State University, Columbus, and former chairman of the board of the NAEB, re-elected vice-chairman.

Donald C. Miller, former program director, WDSE-TV, Duluth, Minn., named an assistant professor of journalism at the University of Montana.

Roger W. Hill, Jr., curriculum materials coordinator with the Hicksville Public Schools, named educational media director, SCOPE — Suffolk Educational Center, Patchogue, N.Y.

Robert Fuzy, general manager for the telecommunications department of San Bernardino Valley College, named program manager, WTTW, Chicago, Ill. John J. Sommers, producer-director, WGBH-TV Boston, joins WTTW as executive producer.

William J. McCarter, general manager, WETA, Washington, D.C., elected a vice president.

John E. Milkereit, formerly university editor at the University of Akron, appointed director of the university's news bureau.

Available

A catalog of recorded television courses from the Great Plains Instructional Television Library has been published by the University of Nebraska, Lincoln, Neb. 68508. The publication contains summaries of more than 80 videotape recorded courses. Great Plains has also announced the production of *Modern Math for Parents*, a nine-lesson telecourse designed to acquaint parents with outstanding features in the new approach to the teaching of mathematics.

A new catalog of phonograph records, filmstrips, books and transparencies for kindergarten classes through grade 12 has been published by Educational Record Sales, 157 Chamber St., New York, N.Y. 10007. It is available to educators on request.

Learning by Television, a review of the shortcomings of television as an educational tool, has been published by the Ford Foundation. Copies are available free from the Fund for the Advancement of Education, 477 Madison Ave., New York, N.Y. 10022.

The Jim Handy Organization, 2821 E. Grand Blvd., Detroit, Mich. 48211, has published its 1967 catalog of instructional film and filmstrips.

ESP: The Human "X" Factor has been produced by NET in cooperation with the WUNC-TV, University of North Carolina. The 16mm film runs 30 minutes. The viewer is shown three experimental investigations of clairvoyance, psychokinesis and precognition in this study of extrasensory perception. The film may be purchased for \$125 or rented for \$5.40 from NET Film Service, Indiana University, Audio-Visual Center, Bloomington, Ind. 47401.

Four new elementary telecourses and two courses for secondary education will be available in 1967 from the National Center for School and College Television, Box A, Bloomington, Ind. 47401. The four elementary courses are: *Tell Me a Story*, a 30-lesson series; *Stepping Into Rhythm*, thirty 15-minute lessons; *Meet The Arts*, seven 30-minute lessons, and *Let's Investigate*, fifteen 15-minute lessons. The two new NCSCST secondary telecourses are *The Communists*, providing high school students with information on the development of communism, and *Project: History*, produced as a supplement to American history in the high school classroom.

Educational Television and Radio In Britain, a study of the present educational television system in England and its future possibilities, is available from the BBC Publications, P. O. Box 123, London, W. 1.

Sunday Showcase, a new 19-program series, is in production at WNDT, New York. It will be available through ETS Program Service, 317 E. Second St., Bloomington, Ind., for telecast starting the week of January 22. All of the programs are 90 minutes long and include music, drama, fine arts and some symposiums appraising the world of the arts.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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