



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JUNE, 1963

ACBB to Convene at IERT

The annual convention of the American Council for Better Broadcasts will be June 12 in Columbus, Ohio, coinciding with opening day of the IERT. Main topics of the day will be: "The Place of the Local Newscaster in the Community," "The Case of the High-Brow Program," "Citizens' Efforts to Improve Programming," "How Radio and TV Improve World Understanding" and "Satellites: Window on the World? or Pie in the Sky?" Robert D. Swezey, director, Code Authority of the NAB, will speak at the noon luncheon, on "Safeguarding the Rights of the Public in Broadcasting." For luncheon reservations, send a check for \$2.75 to Leslie Spence, Nationwide Inn, Columbus, Ohio.

Journal to Inaugurate Production Forum

"Production Forum" is the name of a column which will debut in the July-August issue of the *NAEB Journal*. The column will be devoted to an exchange of production tips for educational television and radio. Michael Ziegler, who suggested the column, will compile the copy for each issue, based on contributions received from production personnel across the country. Write to Michael J. Ziegler, TV Production Specialist, 111C Carnegie Hall, Pennsylvania State University, University Park, Pennsylvania.

Over 200 Attend IB Conference

Some 211 persons from across the United States (Canada, Israel, and the island of Truk were also represented) met May 13-15 at the University of Illinois to attend the NAEB conference on instructional broadcasting. The main topics under consideration were: "Application of Principles of Learning to Instructional Broadcasting," "Uses and Utilization of Television," "Creative Production for Instruction," "The Role of Radio in Instruction," "Faculty Rights and Compensation," and "Manpower and Training."

There were special technical sessions concerning on-air and closed-circuit, portable TV tape recorders as instructional tools, and the telephone industry's role in ITV. Attendees split into three groups to discuss TV councils and networks; the classroom teacher's role, teacher training, utilization; and utilization in higher education.

Theodore Conant, of the Ford Foundation, delivered an address on creative ideas from abroad for ITV programming. NAEB President William Harley, together with James Miles, Region III Radio Board member, presented a plan for reorganization of the NAEB. Miles said the plan was still in a formative stage—but that hopefully it will be ready for submission to the membership for approval prior to the national convention in November.

Proceedings of the instructional broadcasting meeting will be printed as soon as possible, for distribution to those who registered for the conference. A limited number of copies will be available for sale to others, and the *Newsletter* will carry an announcement when these are ready.

Gemutlichkeit to Pervade Convention

Word comes from Milwaukee that the *Gemutlichkeit* (Merriam-Webster: "Geniality; easy-going kindness and good nature . . .") for which that city is famous will be ever-present during the NAEB convention there November 17-21. NAEB staffers Harold Hill and Mrs. Ann Bradley were in Milwaukee in May to work on convention plans, and they report the following:

- Format for NAEB business sessions will be the same as last year. There will be a general business session on Monday, at which members will hear and discuss problems which will be voted on at the final business session. On Tuesday, there will be regional meetings at which members can query their representatives on the Board. The final, "voting" business session will be on Wednesday. Main item to be considered will be the structural reorganization of the NAEB.
- Every session will have a "producer," something new this year.

- Following the suggestions of those who answered the questionnaire re the 1962 convention, there will be more opportunity for concurrent group meetings for those interested in radio stations, TV stations, and formal instructional broadcasting.

- The always-popular special-interest sessions will be on in full force this year. Some of the topics scheduled are: instructional radio, graphic arts, music for radio, public affairs broadcasting, legal problems, technical session for nontechnical people, instructional television, TV teacher training, school broadcasting in developing nations, etc.

- Registration will begin at noon on Sunday, November 17, with *Gemutlichkeit*, free to convention registrants, from 6 to 10 p.m. *Gemutlichkeit Revisited* is on the program for Tuesday evening, and the convention will end with the banquet on Wednesday evening.

- Engineers will have an all-day technical session running concurrently with one day's convention activities. [See item on page 2.]

Network Offers Exclusives on Birmingham

"Dick Gregory in Birmingham" and "Birmingham: Testament to Non-Violence" are two specials currently offered to NAEB Radio Network stations. The former is an exclusive, recorded by personnel of Riverside Church Station WRVR, New York City, as Gregory spoke on May 10. The latter is a series of six hour-long documentaries containing material from on-the-spot recordings as events occurred during the Birmingham crisis. WRVR men who were on the scene are: Jack Summerfield, general manager; Walter Nixon, news and public affairs director; and the Reverend Robert L. Polk, minister to youth at the Riverside Church.

Institutional Directory to be Revised

Work has started on the NAEB Directory of Institutional Members. Any changes or corrections should be sent to the Urbana NAEB office by July 1 in order to be included. Send to Mrs. Dorothy Templeton, NAEB, 119 Gregory Hall, Urbana, Illinois.

NAEB Requests Program Schedules

The NAEB would like to receive regularly two program schedules from each member radio or television station—one at the Washington address and one at the Urbana address.

Gene E. Kenny Dies

Gene Kenny, NAEB member, was killed in a flying accident at Clear, Alaska, on April 6. He was a personnel representative for RCA at Clear.

Follow-up Notes on NAEB Region II Meet

The May *Newsletter* reported on the Region II meeting in Tampa, but the following items were received after the deadline had passed for that issue.

● Hill Bermont, program and production director, WGTV, Athens, Georgia, chaired the session on graphic arts and reports that it was a practical meeting, concerned with usage and working experience, and that no theoretical problems were discussed. During the meeting it was suggested that next year there should be, besides the graphic arts session, one on production. An exchange system through which southern stations could share production ideas was also discussed. [Ed. note: Along this line, see item elsewhere in this *Newsletter* re the upcoming column in the *NAEB Journal* called "Production Forum."]

● Mrs. Marydale Gray, WEDU-TV, Tampa, reports that about 45 conferees met to discuss the area of formal instruction. It was the consensus of the group that future conferences should provide for the discussion of existing problems rather than an exchange of successful practices in the field. There was much discussion of videotaping and the advantages of "live" versus taped programing.

NAEB Will Sponsor Technical Day

Engineers will be able to hear reports on new equipment and to discuss NAEB technical projects at an all-day session which will run concurrently with other meetings at the national convention in Milwaukee in November. This will not replace general technical sessions of the convention. The NAEB Engineering Committee and Jansky & Bailey, NAEB engineering consultants, are planning the session specifically for engineers.

Correction of Error in April Newsletter

The figures on page one in the story "Who Are Individual Members of NAEB?" do not add up, as was pointed out to the editor by an astute April *Newsletter* reader. Left out was the figure of 33 "Miscellaneous" Individual Members. These are lawyers, doctors, librarians—people whose professions are not directly connected with education or broadcasting.

Peabody Award Goes to "Carnival of Books"

"Carnival of Books," long offered to NAEB Radio Network stations, has won the Peabody Award as an outstanding series for youth and children. Mrs. Ruth Harshaw serves as creator and hostess for the program for WMAQ, Chicago commercial station.

Alabama Broadcasters Create AAEB

At an organizational meeting in Birmingham in late April, Raymond Hurlbert, general manager of the Alabama ETV Commission, was elected president of the new Alabama Association of Educational Broadcasters. Hurlbert stated that the new organization will benefit an estimated 100 persons in the state who are actively involved in educational broadcasting production or engineering, plus many classroom teachers who utilize the broadcast services. Members of the AAEB executive board are: Graydon Ausmus, director, University of Alabama Broadcasting Services; Mrs. A. Bates, Birmingham Area ETV in-school instructor; Dr. Kermit Johnson, Alabama

Education Association president and superintendent, Jefferson County Schools; Louis Peneguy, AETC information director; Britt Thompson, Hayes Aircraft executive; Robert Ware, studio chief engineer, Auburn University TV; and Dr. Edwin Williams, Jr., in-school coordinator, state department of education. AAEB address: 2151 Highland Avenue, Birmingham.

ITV Symposium Info Published Via Tape

Both audio and video tapes are available on the one-day symposium on "Television as a Means of Instructional Communication" which took place January 26 on the Berkeley campus of the University of California. The audio recordings may be borrowed for two weeks free of charge. For the video recordings, there is a charge of \$3 per reel plus postage and insurance. For more information, write Ken Winslow, Head, Television Office, 15 California Hall, University of California, Berkeley, California.

Summer Workshops Offered

Abilene Christian College. Radio workshop June 10-21. Co-sponsored by the Texas Association of Broadcasters and the college. Faculty will be outstanding radio broadcasters from throughout Texas, who will discuss commercial radio, and other faculty members for other phases of radio. Write Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Texas.

Boston University. Summer ETV workshop July 15-August 24. Methods and techniques for effective in-class instruction via open or closed-circuit TV. Participants create programs and present them over CCTV. Write Dr. Murray R. Yeager, Associate Professor of Broadcasting, Boston University, 640 Commonwealth Avenue, Boston 15.

Fordham University. Two ETV courses, July 3 to August 14: "Television in the Service of Education: A Survey of ETV" and "Classroom Utilization of Television." Graduate and undergraduate credit. Five-day conference on "The New Media and the Schools," August 19 to 23. To include utilization, ETV facilities, team teaching, ETV at all levels, foundation and government research and aid, etc. Write: Chairman, Communication Arts Dept., Fordham University, Bronx 58, New York.

Hofstra University. TV workshop for teachers and administrators, July 1 through July 19. Designed to acquaint teacher and administrator with latest techniques of preparation and presentation of ETV programs, and with effective utilization. Write Dr. Frank Iezzi, Director, Summer TV Workshop, Hofstra University, Hempstead, New York.

Ithaca College. Broadcasting institute for high school juniors and seniors, September 13 and 14. Theme: "What kind of people does broadcasting need?" Each applicant should send name, age, school, class, home address, and telephone number—and a typed statement of 100-300 words outlining why he is interested in broadcasting or an allied field. Applications close June 15. Mail to Prof. Royal D. Colle, Chairman, TV-Radio Department, Ithaca College, Ithaca, New York.

New York University. 28th annual workshop in television and radio, June 24 through August 2. Full-time professional training course in the technical and creative techniques of broadcasting. Write Warren Bower, Assistant Dean, Division of General Education, New York University, 1 Washington Square North, New York 3, New York.

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 Peneguy; Region III—McCabe Day; Region IV—Richard Vogt.

NAEB Sudan Engineer Returns to Iowa

As we go to press, Clarence D. Phillips, studio engineer for the NAEB Sudan project, is expected back on the campus of the State University of Iowa by June 1. He has completed a two-year assignment for the Sudanese radio facility, in which he was a consultant and also trained native personnel in basic electronics and in operating and maintaining studio and control room equipment. He was on leave from his Iowa post of chief engineer of the TV center.

Competition for Fulbright Awards Now Open

Awards for university lecturing in fields of interest to NAEBers are being offered for the academic year 1964-65 under provisions of the Fulbright-Hays Act. Eligibility requirements include U. S. citizenship, a minimum of one year of college teaching experience, and in certain cases, a knowledge of the language of the host country.

Competition for the awards is open now and will close August 1, 1963. For information and application forms, write to: Committee on International Exchange of Persons, Conference Board of Associated Research Councils, 2101 Constitution Avenue, N. W., Washington 25, D. C.

- Ethiopia, journalism, October 1964-July 1965. Program in journalism is directed toward providing adequate numbers of well-trained young people to staff newspapers, magazines, radio, television, and advertising organizations as these develop in Ethiopia. Visiting scholar will be affiliated with Haile Selassie I University, founded December, 1961. Assignment details not available in announcement; will be supplied on request.

- Ghana, visual aids, September 1964-June 1965. An experienced lecturer to advise the Institute of Education, University of Ghana, on new aspects and techniques of visual aids in education.

- The Philippines, teacher education, August 1964-May 1965. A lecturer with competence and experience in educational television relating to teaching at the elementary, secondary, or collegiate levels. Affiliation with the Ateneo de Manila, with some lecturing and consulting in other institutions in the Manila area.

- Thailand, journalism, May 1964-April 1965. Thammasat University, Bangkok. This is the only institution of higher learning in Thailand that offers instruction in journalism. Requested is a lecturer qualified to assist in the development of the curriculum and to train potential Thai instructors in the field. Among the subjects on which courses would be welcome are: history, organization, techniques, and responsibilities of mass communication media; history and principles of journalism; reporting; news editing; radio and television journalism; editorial writing. Lecturer may be invited to stay a second year provided the arrangement is mutually satisfactory.

TV Combats Human Obsolescence

At a recent FCC inquiry in Omaha, Dr. Paul Miller, superintendent of Omaha schools, said that television offers a way to combat increasing human obsolescence. He said that the population explosion is easily explained and has been dramatized over the past three years; therefore the public is informed. Though less well known, the explosion of knowledge is equally dramatic, he said. Considering that the population is doubling every forty-two years and knowledge is doubling every twelve years, he said, the adult population will become obsolete within a decade after graduation; therefore, TV as a medium of adult education has a responsibility to keep the general population up to date and running abreast of the knowledge explosion. In addition, he commented that since surveys show that children watch TV about thirty-seven hours a week (which is more than they attend school, he noted), the educational content of programs should be reviewed in order to help schools also keep children abreast of this knowledge explosion.

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

SPECIAL PUBLICATION OFFER

For the next two months, you may purchase the following NAEB publications at the reduced rate of two for \$1.50 or all four for \$2.50. Please order by number.

R-17: Conducting a Telephone Coincidental Survey.

Research Project Report #4—Samuel L. Becker. A study of the telephone survey of listeners to educational broadcasting. December, 1958. 15 pages.

S-24: High School Radio & TV Curriculum Guide.

A guide published by the NAEB in cooperation with the Michigan Speech Association, 1959. By Ethel F. Tincher, Edward Stasheff, and Edgar E. Willis. 38 pages.

W-18a: Children and Television.

An annotated bibliography of articles, reports, books, etc., dealing with the effects of TV on children. By Dale B. Harris, June, 1959. 50 pages.

W-26: NAEB Research Seminar for Educational Television and Radio.

Report of the research seminar for educational TV and radio, Ohio State University, December 9-13, 1957, for research specialists in educational broadcasting. I. Keith Tyler, editor. 31 pages.

PAYMENT MUST ACCOMPANY ORDER. Send to Special Publications, NAEB, 119 Gregory Hall, Urbana, Illinois. THIS OFFER EXPIRES AUGUST 1, 1963.

Publications

- *Tie-line* is a new mimeographed publication of the Great Lakes Region of the Intercollegiate Broadcasting System. The editors are soliciting papers, articles, and book reviews of interest to college broadcasters. Tom Bletcher, regional director, writes that mimeograph masters are to be typed by the authors; a complete author's guide will be sent to interested parties. Write to him at 500 East William, Ann Arbor, Michigan.

- Carl H. Hendershot, coordinator of improvement, Delta College, has just published a bibliography called *Programmed Learning: A Bibliography of Programs and Presentation Devices*. The bibliographies are available at \$2 each, postpaid, from Delta College, University Center, Michigan.

New NAEBers

ASSOCIATE

Anahim City School District, Anaheim, California; Charlotte-Mecklenburg Board of Education, Charlotte, North Carolina; Florida Atlantic University, Boca Raton, Florida; Winthrop College, Rock Hill, South Carolina.

INDIVIDUALS

Charles R. Baddorf, Jr., Harrisburg, Pennsylvania; Rey Barnes, Iowa City; M. Virginia Biggy, Cambridge, Massachusetts; Junius Brantley, Birmingham; William R. Buccalo, Columbus, Ohio; Edwin G. Cohen, New York; Father Francis Conklin, S.J., New Haven; Jeanne L. Davis, Garrison, New York; Lyle W. Durham, Urbana, Illinois; Ronald Eckel, Washington; James Edgy, Middletown, Connecticut; J. W. English, Chicago; Sean G. Finnegan, Madison; Linden Ann Fisher, Athens, Ohio; Robert W. Fox, Austin, Texas; Robert A. Fredrickson, Chapel Hill; W. T. Gladson, Pittsburgh; Archie M. Greer, Athens, Ohio; Peter Alexander Haggart, Lawrence, Kansas; Maxine Haleff, New York; Austin A. Harrison, Weston, Massachusetts; K. Duane Hurley, Salem, West Virginia; Gene Koskey, Bloomington, Indiana; Dr. Maria Lacayo, Tallahassee; Christopher S. Lark, San Francisco; Harry Leibowitz, Brooklyn; Hal G. Lord, Littleton, Colorado; Joseph O. Loretan, Brooklyn; Donald A. Lubitz, Honolulu; Morris A. Mayers, New York; Jean Mosier, Cincinnati; Bruce W. Nelan, New York; Charles M. Northrip, Gainesville; Donald T. O'Brien, Des Moines; Frank W. Oglesbee, Tulsa; Billy B. Oxley, San Antonio; Marjorie Ann Palmer, Adrian, Michigan; Warren Sells Park, Jr., Derry Village, New Hampshire; Richard L. Parker, Tulsa; Ralph E. Patterson, Munich, Germany; William B. Perrin, Jr., Milwaukee; Kenneth Polyak, Columbus, Ohio; Stuart Roe, Los

Angeles; Dr. Alexander Piper Runciman, St. Louis; Gregg N. Sallee, Sr., Anaheim, California; Saul N. Scher, Brooklyn; Louise Schwandt, Pell Lake, Wisconsin; William M. Shimer, Albuquerque; Richard Wayne Shoemaker, Columbus; Jack D. Sipe, Miami; Capt. Charles P. Stephens, Rantoul, Illinois; George F. Thoma, Escanaba, Michigan; Michael Vidor, Santa Monica; Philip Weinberg, Peoria, Illinois; Bernard Weisberger, New York; James C. Wulliman, Milwaukee.

News Notes

PERSONNEL

► Russell L. Casement has been appointed executive director of KRMA-TV, Denver, effective July 1.

► Robert P. Crawford, director of broadcasting at Queens College, has been granted a Fulbright award for the fall semester at the University of Glasgow in the field of educational television.

► Three of the eight CBS Foundation News Fellows for 1963-64 hail from educational stations. They are: Will I. Lewis, news director, WUFT (TV), University of Florida; Donald C. Miller, program supervisor, KUSD-AM-TV, University of South Dakota; and Robert Richter, manager of special projects, KOAP-TV, Portland, Oregon.

► Kenneth Harwood, professor of telecommunications at the University of Southern California, has been elected to two posts in the AAUP recently. He was elected to the governing board for a three-year term, by nationwide competitive ballot of the 54,000-member association. At the 49th annual meeting of the organization in late April, he was elected chairman of the Assembly of State and Regional Conferences. Harwood has served on the NAEB Board of Directors and is presently on the Membership Committee.

► Mrs. Fannie Mason Steve, conductor of the Wisconsin School of the Air's "Rhythm and Games," has received the first special McCall's Golden Mike Award for "outstanding service to the youth of America." Mrs. Steve has been broadcasting over WHA, Wisconsin's state radio station, since 1931. WHA also received a citation for making Mrs. Steve's work possible.

► Another teacher in the educational broadcasting field, Mme. Anne Slack, won a McCall's Golden Mike for "outstanding service to the American future by a woman broadcaster." Her program, "Parlons Francais," is carried by 46 TV stations in the U. S. and Canada.

► Colonial Williamsburg's Hugh DeSampier has been promoted to director of the press bureau and will now have responsibility for newspaper and magazine liaison as well as radio and TV.

► Herbert Howard, manager of the University of Tennessee tape network, has been named editor of the Tennessee Association of Broadcasters Newsletter.

GENERAL

► Looking forward to the target date (September 1964) for its own station, Central Florida ETV announces considerable growth in the use of ETV through donated air time by three commercial stations in Orlando—Channels 2, 6, and 9. Beginning in 1961 with only two programs in conversational Spanish, the eight-county ETV development has grown from 24,000 pupils viewing each school day to 81,000 pupils viewing six in-school programs. Added to the two Spanish programs have been two elementary science programs, one in American history, and a series on "Americanism vs. Communism" loaned by WEDU, Tampa.

► RCA has announced three new sound distribution systems suitable for school use. They include a low-cost console with 10-watt program amplifier and up to 16 paging or sound distribution areas, and a larger 20-watt unit with up to 26 paging areas. The third system is identical with the 20-watt unit, with the addition of an AM-FM radio tuner for background music.

Iraq Needs Experienced Professors

The Fine Arts Institute in Baghdad, Iraq, wants experienced American professors to fill the following vacancies for the academic year 1963-64: radio and television production; motion picture production; and stage design, lighting and management. Salary will be paid in local currency; travel allowances and housing benefits are stated in the contract. For further details, write Mr. Patrick K. Robbins, The American Friends of the Middle East, 1607 New Hampshire Avenue, N. W., Washington 6, D. C.

PLACEMENT

PERSONNEL AVAILABLE

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

June 1—Imaginative young man, 27, seeks ETV writing/production position demanding multiplicity of talents. M.A. in radio-TV; over 5 years professional experience in all phases of ETV-radio (including writing-producing-directing for Armed Forces Radio and TV Service); strong background in film, theatre, acting, and in education research. Prefers new station. Salary open.

June 2—Desires to relocate summer or fall in administrative and/or creative role. M.A. in radio-TV; currently directing all radio-TV activities for major university, including program planning, production, writing, liaison for international and network broadcasts. Male, 33, wife and child. Location open; salary negotiable.

June 3—Newsmen with special emphasis on writing, producing and narrating documentaries and special feature for radio-TV. M.A. in TV, Northwestern U.; commercial experience in writing and producing for radio and TV; additional experience in business administration. Salary range \$6,000-\$10,000 depending upon responsibilities.

June 4—Radio-TV and speech instructor and producer. M.A. in radio-TV; 4 years ETV experience as producer-director. Age 26, married, veteran. Prefers Pacific coast; minimum \$6,500.

June 5—Producer-director. B.S. in radio-TV; 3 years experience directing over 2200 live instructional television programs with CCTV school system. Age 30, married, veteran. Location open.

June 6—ETV director available. Ed.D. (administration & ETV). Solve your ETV problems: surveys, organization, implementation, evaluation, workshops, "telephone tielback," airborne. Male, age 44, married. U. S. or abroad; salary \$14,000.

June 7—Single man, 21, will obtain B.A. in September, 1963, from Wayne State U. and desires full-time work after graduation in directing-producing area. Willing to work toward M.A. Location open but Southwest or western U. S. preferred; salary \$5,000-\$5,500.

June 8—ETV production manager. B.S. in broadcasting; M.A. in public relations; 2 years experience. Male, 28, single. Location, except for Southwest, open; salary \$6,000.

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.)

J-1—Producer-director experienced with live and taped programs. Must have had responsibility for producing and directing full series. Location: East Coast.

J-2—Staging and lighting manager. Responsible for studio set-up, lighting and supervision of set construction; new, exceptionally well-equipped large university, two-studio TV unit. M.A. desired. Salary determined by qualifications. Location: East Coast.

J-3—TV visuals and graphics artist. Experience in lettering and cartooning; knowledge of photography helpful; new, exceptionally well-equipped large university, two-studio TV unit. M.A. desired. Salary determined by qualifications. Location: East Coast.

J-4—Producer-writer. Alert, mature, production-teaching oriented male who wants to grow with a UHF in-school ETV station. Preferable that candidate be certified to teach; M.A. desired. Location: West Coast.

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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