

N A E B

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Need Engineers to Go to Africa

NAEB is in the process of completing a government contract which will send a technical team to an African state, which, with U. S. help, is expanding its radio broadcasting (both medium and short wave) system. Although the contract is not completed, the pressure for speedy action is such that we have been authorized to begin informal recruitment.

The two positions we wish to fill are:

- *Radio Transmitter Engineer* — to serve as consultant in the installation, operation, and maintenance of transmitters and antennas and train native personnel in these functions.
- *Radio Studio Engineer* — to serve as consultant on operation, improvement, and maintenance of all studio equipment and conduct training programs for native personnel in basic electronics and in the operation and maintenance of studio and control room equipment.

The assignments are for two years, with departure at the earliest possible date. Consultants may be accompanied by families. Anyone wishing to be considered for these assignments should write immediately to the NAEB at 1346 Connecticut Ave., N. W., Washington 6, D. C.

NAEB Goes to IERT

The annual NAEB luncheon at the IERT will be on Friday, April 28. John Burns, president of RCA, will be the speaker.

- The NAEB utilization committee will sponsor a pre-conference session on utilization of radio and TV in elementary and secondary schools on Wednesday, April 26. Concurrently there will be another session, not sponsored by the NAEB, on utilization for military and higher education.

NAEB Offers Grants-in-Aid

The NAEB Board of Directors has approved a program of grants-in-aid to support the development of outstanding radio programming, to replace the joint NAEB-NETRC project of this nature which expired last year.

Applications for grants, which will be limited to \$1,000 each, will be accepted from any NAEB institutional member through May 1, 1961, and awards will be announced on June 15, 1961.

This year the ceiling on grants is lower than in previous years in order to encourage applications in those instances where modest outside assistance may mean the difference between a mediocre series and an outstanding series.

Detailed information about submitting applications (which, as in the past, must be accompanied by pilot tapes) may be obtained by writing 119 Gregory Hall, Urbana, Illinois.

Purdue Needs Linguists for Seminar

Purdue University is sponsoring an international seminar on instructional television in October, 1961. Warren Seibert writes that he would like to identify language-skilled NAEB members to perhaps assist in interpretation for the multi-lingual seminar. Languages particularly needed are French, Spanish, German, and various Oriental ones. NAEbers interested should contact Mr. Seibert, TV program research consultant, Purdue University, Lafayette, Indiana.

Directors Elected

In the runoff election for the NAEB Radio Board, R. Edwin Browne, KFKU-KANU, University of Kansas, was named from Region V; and Ken Kager, KUOW, University of Washington, from Region VI.

NAEB convention - October 23-26, 1961
Willard Hotel - Washington, D. C.

NAEB Foreign Tour Postponed

In further correspondence regarding the NAEB-sponsored tour of foreign broadcasting facilities, it was found that the cost of the tour would be between \$2600 and \$3500 per person. To get the lower rates mentioned in the December *Newsletter*, it would be necessary to have 20 or more people. Since fewer than 20 NAEBers responded to the *Newsletter* announcement, the plan has been dropped for this year.

Dues Increased for Individual Members

On July 1, 1961, dues for NAEB Individual members will become \$10 per year, including a subscription to the *Newsletter* and *Journal*, a directory of members, and other reports from time to time.

Anyone wishing to do so may pay several years in advance at the current rate of \$7.50 per year—if his payment is received before June 30, 1961. (Before March 1, send to 119 Gregory Hall, Urbana, Illinois; after March 1, to 1346 Connecticut Avenue, N. W., Washington 6, D. C.)

The student rate of \$5 and group student rate of \$4 will remain the same. Foreign rates will be \$12.50 per year.

Placement Service Moves to Washington

Any correspondence regarding the NAEB Placement Service should now be addressed to the Washington office. Records were transferred from Urbana in January, and correspondents are asked to be patient with any delays which may stem from the relocation.

News of Members

GENERAL

▶ Installation of transmitter and associated TV equipment is under way at KUSD-TV, State University of South Dakota's new station. Target date is April 1.

▶ Eleven radio and TV officials from Indiana and surrounding states will come to the I. U. campus this semester to lecture to radio-TV classes.

▶ The Alabama ETV network has begun to sign on at 8:15 a.m., to function 68+ hours per week. The network claims "one of the longest ETV program days in the world."

▶ The University of Minnesota will produce 13 television films relating cancer research to cancer control. Filming will be done at major cancer research centers throughout the country, and the completed series will be distributed nationally to educational and commercial TV stations. Burton Paul, director of radio and TV broadcasting, will supervise the project which is being done under a grant of \$92,000 from the U. S. Public Health Service.

▶ GPL Division of General Precision, Inc., has recently installed equipment for a CCTV program at Hunter College, Pleasantville, New York. An un-

manned football-sized camera is the basic unit for the system. The CCTV program is being evaluated through a research project under Title VII of the NDEA.

▶ Riverside Radio WRVR, New York, which went on the air January 1, is issuing a truly excellent monthly program guide, with photos and descriptions of outstanding programs. Center pages of the booklet are devoted to a fine arts calendar for the city of New York. The guide is similar to the one which has been issued for some time by commercial FM station WFMT in Chicago.

▶ The weekly "University Bulletin" of the University of California devoted two pages of a recent issue to ETV activities there.

▶ Ampex announces this month the installation of a videotape recorder at All India Radio's ETV station in New Delhi. This is the only operative TV facility in India—but another station is planned for Bombay within two years. The Indian installation brings to 19 the number of countries outside the U. S. using Ampex TV recorders.

▶ Ampex also announces that the NETRC has extended its contract to purchase recorders to equip the next 25 noncommercial ETV stations that go on the air and become affiliated with NETRC by the end of 1962. Final shipments have been made under the original grant. A new Ford Foundation grant of \$1,882,000 makes the contract extension possible.

▶ The University of Michigan announces that New York City's commercial WOR-TV and commercial KHJ in Los Angeles have begun broadcasting programs produced by the university. During 1960, says the notice, 36 TV stations in the U. S. carried more than 1,000 hours of programming that was planned, conceived, and produced in the U-M television studios on the Ann Arbor campus.

▶ Industrial Associate Dage Television has a new name: Educational Electronics Division, Thompson Ramo Wooldridge Inc. Under the new title, Dage is paired with MRI (Magnetic Recording Industries), manufacturers of language laboratories.

Note: In the January-February *NAEB Journal* "Salute to Industrial Associates," there is a proofreading error in the spelling of the name of the parent company. Wooldridge is correct.

PROGRAMS

▶ KUSD and the history department at the University of South Dakota are preparing a comprehensive series of documentary programs in conjunction with the Dakota Territory Centennial being observed this year.

▶ WOI and WOI-FM, Iowa State University, aired recently what they believe to be an exclusive broadcast of the Soviet, English language, radio version of

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the Russian prize-winning film, "Ballad of a Soldier." The radio presentation was part of a package of non-political arts and science features received by WOI from the U. S. S. R.

► Featuring experts in the housing and planning field, WNYC, New York City, is broadcasting a series of discussions on "The Battle Against Urban Blight."

► Astronomy in lay terms is the subject under discussion currently over the Alabama ETV network and also over KQED, San Francisco. Scientists from the space flight center at Huntsville, Alabama, will be featured on the former and Carlos Mundt, author, lecturer, and former San Francisco State College professor, will handle the programs for KQED. Both series will stress space science.

► WNYC, New York City, will begin in July to prepare one-minute tapes giving information on the latest conditions involving highways, bridges, schools, colleges, and other public facilities. The information will be transmitted to other radio and TV stations wanting the service and to the telephone company, which will offer the information via a direct-dial system. Money for six additional WNYC staff members and extra lines for the station will be provided by the city.

► Foreign press reaction to the Laotian situation is being translated and interpreted on a weekly hour-long program over KQED, San Francisco. Pan American World Airways is flying in daily copies of newspapers from Red China to be translated during the program. Other airlines are providing newspapers from other parts of the globe.

PERSONNEL

► Lloyd Ellingwood has been appointed executive producer at WTTW, Chicago. He was previously with Chicago's commercial WGN-TV. Dan W. Law-

lor, formerly producer-director at KETC-TV, St. Louis, has been appointed producer-director at WTTW.

Which States Have ETV Commissions?

It would be appreciated if NAEbers in states having ETV commissions would send the name of the commission, the contact person, and the address to Harold Hill, 119 Gregory Hall, Urbana, Illinois. This excludes Alabama, Florida, and Oklahoma, about which we have such information.

Network Fees Raised

For the first time in over five years, assessment fees for members of the NAEB Radio Network will be increased as of July 1, 1961. The extra money will be used to pay for new services which have been instituted (such as a modest grant-in-aid program, described elsewhere in this issue, and the news program originating in Washington which will soon be offered via the network) and to start building up the equipment reserve, which was exhausted by the purchase of new duplicating equipment recently. Details about the fee increases were mailed to all network members last month.

		BOX SCORE
Total AM stations	3517	(includes 39 noncommercial stations)
Total FM stations	946	(includes 190 noncommercial stations)
Total TV stations	581	(includes 54 noncommercial stations)

Group Insurance Plan Postponed

Because too few NAEbers evidenced interest in the group health and accident insurance and in the catastrophe insurance mentioned in the December *Newsletter*, discussions with the insurance company have been discontinued for the present.

THE PRESIDENT'S SAY

The Center (NETRC) has announced that it will shortly open a Washington office!

This announcement may remind some of the story of the young Abe Lincoln who, in providing an inventory of household goods to be offered for sale, enumerated them as follows: 1 stool with leg missing, 1 chair with seat out, and one rifle that might be worth looking into.

Let's do some looking into it—together. Is a Center office in Washington a gun at our head? Or is it an additional arm, close at hand, to help carry on a common campaign?

The Center's move to open an office in the nation's capital is based on its growing realization of a need for expert on-the-spot engineering and staff help to serve its network stations and to provide for its own sources of information upon which to base Center positions; the immediate stimulus for acti-

vating the office is the upcoming modification of the JCET. (See enclosed *Washington Report*.)

The intention of the Center to come to Washington has provoked a number of concerns—and conferences. Was this encroachment? Would it mean unproductive conflict and wasteful competition? Who's to do what? And to whom? Or *with* whom?

Realizing the sense it makes to coordinate common efforts, the NAEB chose to make this matter the occasion for a fresh approach to NAEB-NETRC relationships. A day-long meeting was held January 19 of officers of both agencies to (1) establish a common ground for understanding and cooperation and (2) develop a joint plan for reallocation of former JCET staff services.

I opened the meeting by reminding everyone that our initiation of this meeting was in keeping with NAEB's traditional position of doing whatever it

can to foster the best interests of educational broadcasting, regardless of its possible impact on the association. The NAEB is a self-help organization in which we "associate ourselves to promote, by united effort and mutual cooperation, the dissemination of knowledge, information and education to the end that . . . benefits of broadcasting may be extended to all." If others are better able and more competent to carry out certain aspects of this purpose, more power to them. The NAEB role in organizing the JCET and creating the Center testifies to this consistent attitude. Moreover, the present officers of the NAEB believe the needs of our nation transcend the association and personal considerations.

In our view, the time has come to forget petty jealousies and old wounds and get on with the job—mobilizing our efforts toward common goals by developing a unified, coordinated, mutually supporting *modus vivendi* within the general frame of a network and trade association relationship. As Loren Stone expressed it, it is time to stop thinking in terms of "us" and "them" and think instead of "we." What are we going to do?

The Center people agreed fully and it was in this mood of mutuality that the discussion was carried on. The results: a much better understanding of our respective purposes, agreements on coordinating activities, and a shared determination to make a real effort toward not mere peaceful coexistence, but purposeful co-effort.

Now, let me reassure some. I am fully aware of the risks of riding a tiger or lifting the tent flap for a camel. And NAEB, despite its willingness to cooperate, is equally determined to adhere to certain principles and have care for certain concerns. The

NAEB, whose principal resource is *people*, has a responsibility to see to it that the mobilization of effort in use of the new media in the service of education remains subject to democratic control. As Harry Skornia has often said, there is a deep feeling in our association that these instruments in careless or unskilled hands or controlled by those who would exploit them can be most dangerous. It will always be our obligation as a grass-roots bastion to see to it that these devices are responsibly used as powerful forces for enlightenment.

However, we would be delict if we did not explore all reasonable possibilities for organizational cooperation. No one group can do the job alone.

A diversity of organizations is needed. But so is recognition of the necessity for all to yield some sovereignty to the common effort. The NAEB reaffirms its offer to cooperate with all groups who are resolved that these tools are to be used for the benefit of humanity and who are resolved that individual differences must yield to these higher needs.

These needs, of our country and the world, are of such compelling concern as to deserve an uncommon degree of mutual understanding, trust, and cooperation by diverse interests. We must have faith that rational persons, having confidence in the dignity of each other, will work things out together for the good of all.

If the tandem harness with NETRC does not work out, another Lincoln story may be appropriate: A letter from General McClellan telling him how to run the country reminded him, Lincoln said, of the Irishman whose horse kicked up and caught a foot in the stirrup. "Arrah!" said the Irishman, "If you're going to get on, I'll get off."

—BILL HARLEY

PLACEMENT SUPPLEMENT

- February 1** — Oxford University (England) M. A. in modern languages, 34, unmarried, seeking post as director in ETV in eastern U. S. Ten years of teaching experience, 2 1/2 years associate director in TV in Canada. \$6500.
- February 2** — Married, 21, good music announcer with B. A. in radio and TV, seeking full-time employment in educational radio. Experienced in commercial and educational broadcasting. Knowledge of music and current events. Tape available on request, \$5000.
- February 3** — Male, married, 29, Korean veteran with B. S. in radio and TV production, desires position as producer-director. \$5000, any location.
- February 4** — Ten years of diversified experience in radio and TV with teaching background. B. S. degree, working toward M. S. Married male, 40, seeking return to educational field of broadcasting and/or teaching. Any location; \$5200 minimum.
- February 5** — Creative educator, with college background. "A" student in production and writing, working on Ph.D. in ETV. Seven years of teaching experience on all levels. Interested in summer or full-time position. Knows studio procedures in direction-production. Prefers Northeast, \$7500.
- February 6** — Male, 27, single, MA (speech-dramatic art), desires position with progressive educational radio, film, or TV activity. Slight preference for Southwest. \$6200 minimum. Presently program director of educational radio, TV, and film facility. Competent in all three areas.

Pago Pago Needs Tapes

A request has been received for NAEB stations to send educational tapes for experimental use in the schools of American Samoa. These would be used in in-service classes for supervisors, the teacher-training college, the demonstration school, the dependents' school, and the high school. Especially needed are music tapes, both monophonic and stereophonic, and discussion programs on current national and international events which would serve as an introduction to the outside world for Samoan students and teachers. Contact M. T. Hollingsworth, superintendent of elementary education, Government of American Samoa, Pago Pago, Samoa.

New NAEBers

Last month brought a new Active member (and Radio Network member) — Ripon College, Ripon, Wisconsin — and a new Associate member — Mendocino State Hospital, Talmage, California. Among the new Individual members are twelve students signed up by Donald W. Hansen, manager, KSTE-FM, Kansas State Teachers College, Emporia.

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