

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JANUARY 1961

Washington to Be 1961 Convention City

In the recent poll to determine whether or not voting members objected to having the 1961 convention site changed from Milwaukee to Washington, D. C., there were 264 votes for the change and 11 votes against. So the 1961 NAEB convention will be in Washington—at the Willard Hotel, October 23-26. The hotel rates are guaranteed at the following prices: singles, \$12.50; doubles, \$17.00; and twins, \$19.00.

The 1962 convention will be at the Ben Franklin Hotel, Philadelphia.

New NAEB Board

Listed below are the NAEB Board members for 1961. The names that are starred are those newly chosen in the recent elections; those names in italics represent members reelected to the same posts. Runoff elections in Regions V and VI of the Radio Board are still in process. R. Edwin Browne, director, KFKU-KANU, University of Kansas, and Robert F. Schenkan, director, radio-TV, University of Texas, are tied for Region V director, Burt Harrison, manager, KWSC, Washington State University, and Ken Kager, operations manager, KUOW, University of Washington, are tied for Region VI director.

NAEB PRESIDENT—William G. Harley

RADIO BOARD

- Region I — *Albert P. Fredette, station manager, WAMC, Albany Medical College, Albany, New York.
- Region II — Roy Flynn, director, University Broadcasting Services, Florida State University, Tallahassee.
- Region III — James S. Miles, director, WBAA Radio-TV Unit, Purdue University, Lafayette, Indiana.
- Region IV — Carl H. Menzer, station director, WSUI (AM)-KSUI (FM), State University of Iowa.
- Region V — Runoff election in process.
- Region VI — Runoff election in process.

TELEVISION BOARD

- Region I — Richard Burdick, managing director, WHYY (TV), Philadelphia.
- Region II — Raymond Hurlbert, general manager, Alabama ETV Commission.
- Region III — Richard B. Hull, director, Radio and TV Broadcasting, Ohio State University, Columbus. (Board Chairman).
- Region IV — John Schwarzwaldner, director, Twin City Area ETV Corporation, St. Paul, Minnesota.
- Region V — Howard Johnson, executive director, KRMA-TV, Denver Public Schools, Denver, Colorado.
- Region VI — Loren Stone, manager, KCTS-TV, University of Washington, Seattle.

INDIVIDUAL MEMBER DIRECTOR—*Harry J. Skornia

DIRECTORS AT LARGE

- Kenneth A. Christiansen, director of television, University of Florida, Gainesville.
- Leslie Greenhill, associate director, Division of Academic Research and Services, Pennsylvania State University, University Park.

Hill to Go to Washington Office

Harold E. Hill, NAEB administrative vice president, will join the NAEB Washington office staff on March 1. His family will continue to live in Champaign until the end of the school year.

The Radio Network, headed by Bob Underwood, and publications, under Betty McKenzie, will remain in Champaign-Urbana. Other Headquarters functions are gradually being transferred to the Washington office.

Presently working in the Washington office on temporary assignments are Vernon Bronson and Leonard Press. Bronson, formerly manager of WTHS-FM-TV, Miami, is project coordinator for the survey the NAEB is conducting under contract with the USOE to determine education's needs for TV spectrum space. He expects to be in Washington until May.

Press, manager, WBKY, University of Kentucky,

is responsible for producing the new Washington radio report being developed for the NAEB Radio Network. He will also investigate other program sources in the capital. He is on leave from WBKY until June.

Mrs. Schmidt Leaves NAEB

Rose Schmidt, staff associate, is leaving her NAEB post this month to accept a position with the biochemistry department of the University of Illinois. Mrs. Schmidt has been with the NAEB since January, 1959, starting as secretary and being promoted to staff associate in January, 1960.

NAEB Starts Sabbaticals File

Anyone interested in working on short-term communication projects in connection with the NAEB during the next three years should notify the Washington office *now*. Information needed is:

- When leave can be taken from your institution—and for how long.
- Your general field of interest.
- Your qualifications and background.
- Would you be interested in short-term projects of two or three months' duration? Or must it be a full semester or year assignment?
- Financial requirements.
- Willingness to go overseas.

NAEB Tour and Group Insurance

Several people have written in for more information about the NAEB plans for a tour of broadcasting facilities of the world and about the group insurance proposal. Both of these items were mentioned in the December *Newsletter*. More information will be forthcoming when it is apparent that there is enough interest in either plan. A minimum of 20 to 30 people will be necessary for the tour to be organized.

Institutional Member Changes

Electron Corporation, of Dallas, Texas, has joined the NAEB as an Industrial Associate. The company manufactures low-power television transmitting and auxiliary equipment, CCTV cameras, video monitors, video switchers, audio consoles, and TV translators.

Electron says it can supply a complete low-power VHF or UHF station for as low as \$30,000, from engineering services to cameras, transmitter, and antenna. The company's first such installation was educational KRET-TV at Richardson, Texas.

The most recent NAEB Active members are Franklin College of Indiana (WFCI), the Greater

Toledo ETV Foundation (WGTE-TV), The Riverside Church, New York City (WRVR), and the Weber County School District, Ogden, Utah (KWCS-TV). The latter was formerly an Associate member.

Institutions to join recently as Associates are the University of California Medical Center, San Francisco; the College of Wooster, Wooster, Ohio; and Los Angeles State College, Los Angeles. Two institutions changed from Affiliates to Associates: Henry Ford Museum, Dearborn, Michigan, and the Chicago Board of Rabbis—Broadcasting Commission.

New Affiliate members are the State University of New York at Fredonia and the American Medical Association.

Individual Member Roll Passes 700

During the month of December, the 700th Individual Member joined the NAEB. During the year 1960, these memberships increased at the rate of 100 each six months.

1960 Convention Rated

Of the 370 official registrants at the 1960 convention in San Francisco, 155 returned the post-conference questionnaires. On the whole these people considered the convention quite successful, with 121 rating the convention at the high end of the scale; 24 rated it midway; and 6 rated it below the midpoint of the scale.

The general session speakers were considered the most effective part of the convention—with 61 votes. Informal discussion followed with 33, sectional meetings with 17, business sessions with 15, and exhibits with 13.

Some of those responding to the questionnaire made suggestions for improving future conventions. Among these were:

- Have more work sessions in which the general membership may take an active part.
- Have more time for small group discussions.
- Have more sectional meetings, particularly for public school people.
- Have a more orderly and organized procedure, with more time for business and better speakers for small group sessions.
- Stress current problems and future prospects of educational broadcasting.
- General sessions are too "general"; keep sessions "down to earth."

Most people felt that there was enough advance publicity (113); that they were personally involved in the convention (93); and that the conference schedule was neither too heavy nor too light but about right (120).

As to exhibits, 141 respondents said they visited the exhibits, 119 talked with exhibitors, 105 received

helpful information, and 115 felt that the exhibits added to the convention. Most comments about the exhibits indicated that there should be more exhibits, with more time allowed for visiting them.

PLACEMENT SUPPLEMENT

January 1 — Experienced in programming, production-direction, administration, all phases of in-school broadcasting. Desires permanent position in ETV or radio. Presently employed as program director of 5000 w AM educational radio station. Family man, 29, MA in Radio-TV-Film. Prefers East. \$6300.

January 2 — College graduate, 30, now with major electronics company as management-trained educational marketing specialist, desires position on public or station relations staff of educational organization or station. Has had university radio workshop and announcing experience.

January 3 — Experienced instructor and ETV producer (male, 38, single, MA in Radio-TV) seeking responsible position in educational telecasting as TV producer-director, manager or administrator. Wide teaching background and ETV. \$6000 minimum; any location.

POSITIONS OPEN

Instructor or assistant professor in radio-TV with primary duties as program director for 10-watt FM and 250-watt AM university station. Teaching load of six semester hours in radio-TV and general speech. MA required, some work on doctorate desirable. Programming experience, preferably in educational radio, essential. Salary and rank adjusted to training and experience. Write to Dr. Claude E. Kantner, director of the School of Dramatic Art and Speech, Ohio University, Athens, Ohio.

Graduate assistantships in radio-TV are also available at Ohio University. Stipend \$1800 for the academic year, plus the waiver of tuition fees. Approximately 18 hours per week of service to the department, including some supervised teaching of basic speech courses and assisting in either the campus radio station or the TV laboratory.

New Midwest ETV Network Planned

The Midwestern ETV Corporation was organized in December to help carry out the plans outlined in the recent NAEB survey. The survey was directed by John C. Schwarzwald, director of KTCA-TV at the University of Minnesota, under a grant from the Hill Family Foundation.

The new network will be the first regional ETV network of this size connected by electronic means. In addition to the six ETV stations already operating in the six-state area (Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin), an additional 12 to 16 ETV stations are being planned.

Funds are to be raised by the new corporation through donations from individuals, corporations, foundations, and through federal and legislative grants. Estimated capital cost of the network is \$2,188,000, with annual operating costs of about \$531,000. Costs are based on a 25-hour network week.

NEWSLETTER IS FULL OF HOLES

This issue of the *Newsletter* has been punched to fit into a standard three-ring binder. This has been suggested from time to time by various NAEBERS. Reactions pro or con will be appreciated.

Meetings

April 21-22: NAEB Region II annual meeting. Hotel Thomas Jefferson, Birmingham, Alabama.

April 26-29: IERT meeting, Columbus, Ohio.

May 7-12: Society of Motion Picture and TV Engineers 89th semiannual convention. King Edward Hotel, Toronto, Canada.

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

News of Members

GENERAL

▶ WHA-TV, University of Wisconsin, has received \$70,000 worth of equipment from the Acme Equipment Company of Chicago. Acme acquired the equipment from the Capehart Manufacturing Company, which had used it to transmit video and audio signals for test purposes. Some of the equipment will be used to supplement the WHA-TV broadcast operation. The balance will provide a seven-channel CCTV system capable of serving the campus at large.

▶ Latest among a list of observers of the Alabama ETV Network was Ed Schen, research director for the Kentucky Legislative Committee to Study Education. Kentucky is considering establishing a state-wide ETV network. Alabama has hosted ETV observers from Florida, Georgia, Massachusetts, California, Oklahoma, The Philippines, Burma, Sicily, the British Isles, and New Zealand.

▶ Boston University is offering 16 WGBH graduate scholarships providing \$1500 for the calendar year. The scholarships were established by the Lowell Institute Cooperative Broadcasting Council, and 15 are in TV and one in FM radio.

▶ WRVR, the Riverside Church station in New York City, is promoting itself via ballpoint pens in outstanding colors (the one we saw was pink and red). The copy reads: "On the air in 1961. Riverside Radio. Station WRVR. 106.7 on your FM dial. Maximum power 20,000 watts."

▶ Adler Electronics has developed a VHF translator to provide high-quality TV reception in unserved areas. The VST-1 was designed to meet the recent FCC ruling which authorized the use of VHF translators for the first time.

▶ *The CPC News*, publication of the Chicago Professional Colleges of the University of Illinois, and *University Extension Reporter*, of the University of California at Los Angeles, each recently devoted a

major portion of an issue to instructional television as used at the respective institutions.

▶ Programs produced by the Empire State FM School of the Air are being used in Europe through the U. S. Army Dependents' Schools in Europe and Ethiopia.

▶ On January 16 the University of Connecticut will start construction of a new CCTV installation. While it will be designed specifically for CCTV operations, the studio will also contain built-in facilities for possible external broadcasts emanating from the university.

PROGRAMS

▶ WTTW, Chicago, this month inaugurates a TV series on "Americans at Work," in cooperation with the AFL-CIO. The first programs will explore the work and growth of the unions of pressmen, glass workers, plumbers, bakers, potters, bookbinders, shoemakers, and paper workers.

▶ The Wisconsin FM network is carrying a series called "Are the Angry Young Men Still Angry?" It was planned and narrated by British theater director Eric Salmon, who is working this year in Wisconsin.

▶ At the request of the Voice of America, the University of Chicago recently completed production of three half-hour radio discussions in Latin-American Spanish. The programs dealt with secondary education in this country, undergraduate education at the University of Chicago, and the graduate divisions of the university. About six other universities are to produce such programs, using the University of Chicago tapes as pilot guides.

PERSONNEL

▶ Hans Massaquoi, former NAEB staffer, was recently promoted to the feature staff of *Ebony* magazine, Chicago.

▶ Edward Stasheff, professor of speech, and Verne Weber, staging supervisor, both at the University of Michigan, wrote a feature story on "Television Production Design in the United States," which appears in the November, 1960, *EBU Review* of the European Broadcasting Union.

▶ Walter B. Emery, professor in the College of Communication Arts at Michigan State University, spoke on "The Anatomy of Radio and Television" at the golden anniversary convention of the National Council of Teachers of English, Chicago, November 25, 1960.

NYSERTA Meets

The New York State Educational Radio and Television Association met in December to discuss plans for the future of educational broadcasting in New York. Commissioner Hugh Flick, of the state's education department, revealed a plan to be presented to the state legislature which calls for development of one or more of the educational UHF channels

which the state has been holding since 1952. Harold Hill, NAEB administrative vice president, challenged the group to create a renaissance in the quality of education through the resources of radio and TV. NYSERTA was officially formed in September, 1960, with Donald E. Schein, director of the Mohawk-Hudson Council on ETV, elected the first president.

TV Fights Illiteracy

Commercial WFIL-TV, Philadelphia, this month is beginning a 20-week telecast of reading and writing lessons, hoping to reach 200,000 of an estimated 800,000 illiterates who live within 70 miles of the city—in Pennsylvania, New Jersey, and Delaware.

● WGTV, University of Georgia station at Athens, is telecasting reading and writing lessons three nights a week. Some 550 adults have enrolled for supervised sessions of viewing in their communities.

● The Italian government has begun a TV program to combat illiteracy among its population. There are estimated to be 2 million illiterates out of the adult population of 33 million.

Commissioners Inspect Planes for MPATI

With the flying classrooms slated to start January 30, FCC commissioners were briefed recently at the Baltimore Westinghouse plant by Westinghouse engineers and Dr. John E. Ivey, Jr., on the airborne experiment. Dr. Ivey said that 526,518 pupils and 16,221 teachers in 16,939 classrooms will participate in the February-May test, with the full program to start in September.

Publications

The title of the USOE booklet mentioned in the last *Newsletter* is "Radio and Television, A Selected Bibliography." Copies are 25 cents each, from the Superintendent of Documents, Washington 25, D. C. The pamphlet number is OE-34004.

● "How to Live 100 Years Happily, a talk by Dr. John A. Schindler of the Monroe, Wisconsin, clinic was carried over the NAEB Network several years ago. It was so successful that it was condensed and carried by the *Reader's Digest* in 1949. The magazine of November, 1960, repeats this condensation — by special request of the president of the American Medical Association.

● UNESCO has published a book, *Rural Television in Japan*, which describes an experiment in ETV in rural areas in Japan in 1956 and 1957. \$3.50.

● W. Mavrides, TV coordinator at the University of Akron, has prepared a 14-page "Television Instructor's Reference Handbook." The mimeographed booklet gives a brief, to-the-point description of equipment, personnel, and instructional aids to help the teacher new to the TV medium.

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