

newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 30, NO. 2

WASHINGTON, D.C.

FEBRUARY, 1965

Schenkkan and Taverner Reelected

Robert Schenkkan, KLRN-TV, and Donald Taverner, WQED-TV, have been reelected to the NAEB TV Board. Other Board elections were announced in the January *Newsletter*, but a run-off was necessary in the TV Division.

Schenkkan has also been reelected as chairman of the TV Board.

Need Personnel for Samoan ETV

Teachers, producer-directors, and engineers are needed for the NAEB Samoan ETV project. Specifications call for secondary teachers in all basic subject areas, with experience in teaching on TV; producer-directors with ITV production experience; and studio operation and maintenance engineers. Those who are qualified who would like to participate in the use of TV for instruction in the islands of American Samoa should write to: Coy Ludwig, Assistant Director, Office of Research and Development, NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036.

Utilization Kits Available

Two demonstration kits dealing with classroom utilization of TV will be released March 1. These have been developed by the NAEB under a U. S. Office of Education grant.

Each kit consists of a 30-minute color film and a supplementary manual. One kit, "Preparing the Television Lesson," demonstrates the special considerations involved in preparing and producing a TV lesson for the classroom. The other, "A Case Study in the Elementary School," shows how one sixth-grade teacher used a TV lesson on oceanography to teach some basic science generalizations.

The NAEB Teaching Materials Library is distributing these kits on a loan basis, at a service fee of \$5 for each use. For additional information, write Dr. Clair R. Tettemer, KFME, Fargo, North Dakota 58101.

NAEB Testifies on Education Program

In testimony before the House Education Committee at the end of January, educational broadcasters supported the inclusion of educational radio and TV in President Johnson's elementary-secondary education program. NAEB President William Harley said, "We are pleased that the bill makes specific mention of radio and television as supportive of educational services and recognizes the contribution that these media are capable of making in carrying out the intent of the legislation."

Speaking for NAEB-ETS, C. Scott Fletcher pointed out that ETV stations can play a vital role in preschool education and in supplementing existing elementary and secondary facilities and providing occupational, vocational, and technical and liberal education. Jerrold Sandler, NER director, pointed out that educational radio stations are already at work providing programs to upgrade the level of education among cul-

turally and economically deprived families in several sections of the country.

Both educational radio and television are included for the first time in any general federal education program. Two of the five titles in the bills now before Senate and House committees specifically mention improving libraries and instructional materials, including libraries of instructional materials (including magnetic tapes), and developing supplementary education centers that could contract for educational radio and TV programs.

More specific information about the bills has been sent to NAEB institutional members through division offices.

Region III Plans Meeting

NAEBers in Region III will meet March 21-23 at Miami University, Oxford, Ohio. Stephen C. Hathaway, director of broadcasting at Miami and chairman of the committee planning the meeting, has announced that the program will be a three-pronged affair, covering the areas of ETV, ITV, and radio.

Short papers and discussion will center around the theme—The Emerging Role of (ETV, ITV, Radio) in Our Educational Society. Chairmen for the separate areas are: William Ewing, Ohio State University—ITV; Duane Tucker, Bowling Green State University—ETV; and Archie Greer, Ohio University—radio.

Registration, a social hour, and tours of WMUB, WMUB-TV, and the audio-visual service will be Sunday evening, March 21, with the opening session on Monday morning. The conference will adjourn at noon on Tuesday.

● ETV program. Four speakers are scheduled: George Parkinson, director, Milwaukee Vocational and Adult Schools, "Programming for What—Locus: Milwaukee"; Donald Taverner, general manager, WQED, Pittsburgh, "A Philosophy of ETV Programming—Locus: Pittsburgh"; and Buren Robbins, Southern Illinois University—ETV, and E. H. Gillis, Ohio ETV Network, whose topics will be announced later.

● ITV program. Topics and speakers scheduled are: "Closing the Gap—Research and Practice," Lee Dreyfus, associate director of TV, University of Wisconsin. "Some Suggestions for the Application of a Theory of Learning to Televised Instruction," Charles J. McIntyre, director of instructional resources, University of Illinois. "Viewpoint of a School Executive," H. R. Cromwell, superintendent of schools, Middletown, Ohio. "Professional Training of ITV Personnel," Lewis Rhodes, director, Central Michigan ETV Council. "Findings, Demonstrations and Conclusions of CIC Seminars on ITV Production," Colby Lewis, director of broadcasting, Michigan State University, assisted by representatives of other CIC institutions. "Appraisal of Current Developments in ETV Equipment," Roger Peterson, consulting engineer, Jansky and Bailey. "Ford-Sponsored NAEB Projects for the Improvement of ITV," speaker to be announced. Egon Guba, director, Bureau of Educational Research, Ohio State University, will speak, topic to be announced.

● Radio program. This will cover the areas of research, community service, and instruction. Four of the six speakers

have been announced: Richard Forsythe, Purdue University, research. Daniel Logan, Wayne State University, community service. Robert Smith, Western Michigan University, and Bernard Russi, Marietta University, instruction.

Convention Talks Available

Photocopies of the following presentations from the 1964 NAEB convention may be obtained from the publications office for 10c a page to cover duplication and postage; payment must accompany order. These will not be published in the *NAEB Journal*. (Tapes of these and most other sessions of the convention are available from NERN for \$5 a half hour; write to NERN, Urbana office, for order blanks and information.)

1. *Educational Broadcasting and the FCC*. McIvor Parker's presentation—9 pages. Summaries of Hyman Goldin and Samuel Saady remarks and of question-and-answer period, by Lawrence Frymire, session recorder—2 pages.
2. *Educational Broadcasting and the NDEA*. Summary of session by Recorder Coy Ludwig—6 pages.
3. *Educational Broadcasting and the ETV Facilities Act*. Presentations of Raymond Stanley, William Smith, Ian Wheelcer—14 pages. Summary of question-and-answer period by Recorder Ruane Hill—2 pages.
4. *Engineering session*. Review and analysis of NAEB report, "Technical Standards for Television Transmission," by Ron Stewart—8 pages. UHF allocation plans, by Oscar Reed—51 pages. Educational FM allocations, by Roger Peterson—12 pages.
5. *Research session*. "New Dimensions in ETV: Juvenile Delinquency," by Richard I. Evans—10 pages.
6. *Educational Broadcasting Around the World*. Summary of Burton Paulu's remarks on "A Survey of International Broadcasting," by Mrs. Gertrude Hoffsten, session recorder—1 page. Presentation on the EBU by William G. Harley—5 pages.

Hawaii Studies ETV

ETV in Hawaii was the subject of the sixth annual conference of the Hawaii Audio Visual Association January 22-23 at the University of Hawaii. Vernon Bronson, executive director of the NAEB Individual Member Division, keynoted the meeting, speaking on ETV in the U. S.

Other speakers and subjects were Harold Wigren, NEA ETV consultant, on ETV and the teacher; A.E.P. Wall, editor Honolulu Sunday *Star Bulletin* and chairman of the governor's ETV advisory committee, presenting Hawaii's plans for ETV; Wesley Sakai, of the state education department, on utilization; Ronald Bornstein, TV production specialist, University of Hawaii, on ETV production; and Howard Foster, graphics supervisor, state education department, on closed-circuit TV in the classroom.

If You Read Dutch . . .

. . . and would like to review for the NAEB a book by D. A. deKorte, *Televisie bij onderwijs en opleiding*, please write to the publications office, NAEB, Urbana.

NAEBers Buy Over 350 First-Timer Manuals

Following an announcement in the November *Newsletter*, readers have bought over 350 copies of William E. Parke's simple manual for first-timers on TV. Copies of the 15-page mimeographed "Your Appearance on TV" are obtainable from the NAEB publications office for 50c each for duplication and postage (25c for orders of six or more mailed to one address at one time).

NAEB-NER Stations Win Awards

NER stations won three out of five top places in the first Armstrong Awards for excellence in FM broadcasting. The stations and their winning categories are WRVR, New York, public and community service; WFBE, Flint, Mich., news; and WUHY, Philadelphia, education. These stations and WUOM, University of Michigan, also won certificates of merit—WUOM for music, WRVR for music and education, WFBE for education, and WUHY for music.

Syracuse Seeks Ideal Teacher

The "ideal teacher" research project at Syracuse University entered its third year in January. Lawrence Myers, Jr., chairman of the TV-radio center, directs the program under sponsorship of HEW.

In the program, lectures are filmed and shown on CCTV. Before the lecture, students indicate their concepts of the "ideal teacher" and also their own feelings or emotions. After the lecture, the students again evaluate their feelings and rate the teacher they have just seen. The two sets of evaluations are correlated.

Industrial Subjects on TV?

Bernard Dutton is attempting to establish the feasibility of using TV for instruction in industrial education subjects in the public schools. He would appreciate hearing from anyone who knows of work which has been done in presenting such matter on TV. He is particularly interested in specific information about program format, effectiveness of presentations, techniques used to best present the material, and advantages and disadvantages of such presentations. Write to him at 22611 Barbacoa Drive, Saugus, California.

Needs Info on Films

Richard C. Burke is compiling a list of films which could be used in teaching various aspects of radio and television. He would appreciate hearing from anyone who knows of such films—or of such a compilation which already exists. Write to him at: Department of Radio and Television, Indiana University, Bloomington, Indiana 47405.

ABU Inaugurated

The Asian Broadcasting Union made its formal start as an international organization of broadcasters with its first meeting, in Sydney, Australia, in November. Yoshinori Maeda, president of the Japan Broadcasting Corporation, was named ABU's first president. Some 200 persons attended the meeting, in which resolutions were adopted to expand staff training institutions, promote program exchanges, establish a prize for radio rural programs and TV documentaries, and promote technical cooperation among member organizations. The assembly will meet again in Tokyo in October, 1965.

USIA Happy with English Series

USIA personnel have reported good results with two English language series which NAEB staffers helped them to obtain. *Time and Tune in English Speech* was broadcast over 125 stations of NHK's educational network last summer, with apparent success. It is currently being broadcast to Russia,

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year. Editor: Betty McKenzie. Editorial assistant: Skip Robinson. Phone 333-0580. Area Code 217. TWX 217-344-0970.

and will probably be used by other USIS posts for seminars and conferences. *Poems in English* has been adapted for VOA Broadcast to Russia and will be used in teachers' conferences in Belgrade and Manila.

TEMP's Microwave Dish Stolen

Early in December a burglar stole one of the Texas Educational Microwave Project's microwave receiving dishes from the Hidebrand Water Tower in San Antonio. With a quick replacement, there was no interruption in TV service, but TEMP personnel have been speculating on uses to which the 4-foot diameter, 8-inch deep antenna might have been put. Among the possibilities named were a garden fish pool, a holiday wassail bowl, and a chicken brooder.

News Notes

PERSONNEL

▶ C. H. Logan has been named director of educational broadcasting, a new post at North Dakota State University. He will serve as NDSU coordinator in the development of a joint ETV station with the University of North Dakota. Logan, formerly program associate and production manager of WMVS/WMVT, Milwaukee, is also an assistant professor of communications.

▶ Leonard Furman has joined the staff of WTTW, Chicago, as assistant to the director of development. Formerly he was director of publications for the Northwestern University Transportation Center.

▶ Richard J. Meyer has been appointed TV consultant and TV project director to the Great Neck (N.Y.) Public Schools.

▶ Lee Dreyfus, associate director of TV, University of Wisconsin, was elected chairman of the radio-TV-film section of the Speech Association of America at its convention in Chicago December 27-30.

▶ Robert W. Fox has resigned as instructional coordinator for KLRN-TV, central Texas, to become TV curriculum director of Delaware's new CCTV network. The three-channel ETV installation will connect every elementary, secondary, and higher educational institution in the state and is scheduled to begin programming in September.

▶ Bruce Beale, production manager of Philadelphia's WHY-TV and WUHY-TV since 1962, has been named program director, replacing John Twaddle, who resigned to direct a series for WETA-TV, Washington.

▶ Dr. Dale Groom, associate professor of medicine at South Carolina's medical college and a pioneer in medical post-graduate education by TV, has been appointed to the 10-man Council of Postgraduate Programs of the American Medical Association. In announcing the appointment, an AMA official said it was made on the basis of his ETV pioneering work.

▶ KFME, Fargo, N. D., has hired a new staff engineer, Donald J. Geiken, an audio specialist. He has his own recording business and was formerly with KVOX radio station as chief engineer.

▶ Rodney G. Thole, producer-director at WMVS, Milwaukee, has been named production supervisor, replacing C. H. Logan, who has accepted a position as director of educational broadcasting at North Dakota State University.

▶ WMVS has hired Frank Strenad as producer-director. He came from the CBS affiliate in Peoria, WMBD, where he was a director-producer and production coordinator. In 1961-62 he was a director for CCTV at Michigan State University.

GENERAL

▶ The University of Texas has announced that it will have graduate internships for TV production in the coming academic year. Stipends will be \$2500 for twelve months.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

▶ WHA-TV, University of Wisconsin, production totals have been on the rise for three months. December saw 83 productions completed in 20 working days, with several new series beginning.

▶ The New York City schools anticipate beginning broadcasts on their own UHF outlet by the fall of 1965. Initial programs will be for classrooms and for teacher in-service training. Later there are to be programs for the general public.

▶ Washington State University broadcasting students are interviewing off-campus authorities via long-distance telephone. The sessions are being taped for use in other classes.

▶ The newest link in the Wisconsin State Radio Council's chain of noncommercial FM stations is WHMD, which began operating in December and takes the full service to the north-eastern section of the state.

▶ RCA announces a supply of used TV tape recorders available at bargain prices. Write *RCA Educational TV News*, 15-5, Camden, New Jersey, for information.

▶ WMSB, Michigan State University, has changed its schedule in its shared-time arrangement with WILX-TV for Channel 10. New evening hours and extended Sunday service are intended to increase the availability of educational programs to a family audience.

▶ The music department of Teachers College, Columbia University is conducting two research projects—one exploring the possibilities of using electronic devices in teaching and developing musical performance, and the other studying what kind of conducting techniques can be demonstrated effectively by means of 8mm film.

▶ Washington State University's transcription service to 80 radio stations in the northwest has been extended to TV, with 7 TV stations broadcasting *Mosaic*, a program about university research, teaching, student life.

▶ WHIQ are the call letters assigned to the Alabama ETV network's Huntsville station, scheduled for construction during 1965.

▶ University of Michigan journalism professor Dean C. Baker, who has been studying 191 daily newspapers from all 50 states for their coverage of the Kennedy assassination, has concluded that newspaper performance deserves far more praise than dispraise. He also reports evidence that, even with TV and radio giving the tragic event intensive and immediate coverage, "newspapers were in great demand."

ANNIVERSARIES

10th—Alabama ETV network, January 3.

10th—WUNCC-TV, University of North Carolina, January 8.

7th—KUED, University of Utah, January 20.

2nd—WOUB-TV, Ohio University, January 4.

Publications

● NASA has released a revised catalog of *Radio-Television Production Aids*, available for free loan to educational TV and radio stations, closed-circuit systems, and commercial broadcasters. The catalog describes film clips, slides, photos, and audio tapes related to space exploration and aeronautics. Copies of NASA's current free film and publications lists are also available to TV-radio producers and teachers. Write National Aeronautics and Space Administration, Television-Radio Program, Code AFEE-4, Washington, D.C. 20546.

● Arpad Bogsch's *The Law of Copyright Under the Universal Copyright Convention*, 1964 edition, which makes a detailed analysis of international copyright laws as they affect each of the 46 member countries of the Universal Copyright Convention of 1952, is available for \$21 from R. R. Bowker Company, which also offers for \$3 *A Copyright Guide* by two prominent lawyers who give answers to "the 93 most-asked questions on copyright law and procedure" plus a brief bibliography of copyright treatises. Write 1180 Avenue of the Americas, New York 36, N. Y.

● Copies of the address, "And Now, A Message to the Sponsor," delivered by Newton Minow at the annual Alfred.

I. duPont Awards dinner last spring may be obtained by writing to: Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

- Michigan State University has published the eleventh volume of the *National Compendium of Televised Education*. Lawrence McKune edited the 350-page book of tabulations from over 7500 sources. Copies may be ordered for \$4 each from The University of the Air, Kellogg Center, East Lansing, Michigan.

- *Education of Homebound or Hospitalized Children*, by Frances P. Connor, has been published by Columbia University's Teachers College. \$1.75 each.

- Cross World Books & Periodicals, 333 South Wacker Street, Chicago, has issued a catalog of teaching tools used in Russian schools from kindergarten through college. Ask for Catalog #25, *Audio-Visual Educational Materials from USSR*.

- The American Research Bureau has published a 48-page book, *Television Audience Research Basics*. ARB's address is Amundedale Road, Beltsville, Maryland.

- The Overseas Service of Belgian Radio and TV has published a revised catalog of transcriptions they can supply free to broadcasting organizations. For information, write: Direction des Emissions Mondiales, Radiodiffusion Television Belge, 18, Place Flagey, Bruxelles 5, Belgium.

- NAEber Blake Hunter wrote an article on classroom TV, "Too Much Too Soon," which appeared in *TV Guide* for October 10, 1964.

- Robert F. Lewis, an NAEber and electronic engineer for Bell Aerosystems, has written a manual of design and construction practices for builders of radio and electronic equipment, covering all phases of construction practices from preliminary layout procedures to final testing. The illustrated

manual is available from the publisher (Radio Publications, Inc., Wilton, Connecticut) at \$2.95 plus 15c postage, or from most electronic parts and equipment dealers. Lewis was formerly chief engineer for WPBE-FM, Flint, Michigan.

- The *EBU Review* for November is a special educational broadcasting number and contains much information from the Tokyo school broadcasting conference last spring, including a write-up by NAEB Board chairman Richard B. Hull on correspondence courses in association with sound and TV.

- *Audio-Visual Materials. Selected Resources Annotated for Recreation-Education, Activity Programming and Leadership*, a selected list of audio-visual materials for use as a therapeutic recreation service for the chronically ill, the aged, and the handicapped, is available from Comeback, Inc., 16 West 46th Street, New York 36, N. Y., for 25c in coin.

- *A Parent's Guide to Children's Education* by Nancy Larrick, author of *A Parent's Guide to Children's Reading* and past president of the International Reading Association, is now available in paperback from the Benjamin Company, Department 275, 600 Fifth Avenue, New York, N. Y., 10020.

- Two new bulletins, *Young Children and Science*, concerned with the awareness and understanding of elementary science concepts of children from two to eight, and *Science for the Eights-to-Twelves*, are available from the Association for Childhood Education International, 3615 Wisconsin Ave., N.W., Washington, D.C., 20016, for \$1.25 each.

- The *3M Visual Products Accessories Catalog* is available from 3M Visual Products, St. Paul, Minnesota, 55119.

- *Instructional Television in Western Pennsylvania*, edited by C. Walter Stone, is available from the Graduate School of Library and Information Science, University of Pittsburgh, Pittsburgh, Pennsylvania, 15213. 93 pp.

PLACEMENT

POSITIONS AVAILABLE

(For information, write Miss Bonnie Decker, Placement Service, at the NAEB office 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 Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.)

F-1 Southwestern university communications department seeks producer-director in TV and film for graduate and senior student original scripts, on-campus closed-circuit ITV and city-wide, 2400 mc 4-channel ETV. Possibly teach media theory and history. Teaching experience necessary; MA preferred. \$8,000-\$10,000 full-time. Rank dependent upon degree and experience.

F-2 Producer-director for large Eastern university with rapidly expanding ITV division. Duties include direction of closed-circuit courses in new studio and possibly open-circuit direction of tele-courses. MA and two years experience required. Begin July 1, 1965. \$6,000 to \$7,000.

F-3 Sales engineer for leading lighting and control equipment manufacturer. Some experience in TV lighting and a technical background in mathematics and electricity desirable. Salary and further details upon receipt of applicant's resume.

F-4 Midwestern university seeks two producer-directors to become involved in expanding broadcast and closed-circuit activities. Excellent opportunity for creative and energetic individuals. Experience and MA degree preferable, but not essential. Salary commensurate with experience and education. Open immediately.

F-5 Middle-Atlantic ETV station desires experienced creative design director to take charge of design department. Must be thoroughly qualified to administer department. \$7,500 to \$8,000.

F-6 Director of radio-TV broadcasting for private Southern college, to be responsible for developing physical facilities, programming, radio-TV production, and supervising

FM radio station personnel. Background in speech and/or drama and teaching experience necessary. Salary and rank depend upon candidate's degrees and experience.

F-7 Protestant film producer located in major southeastern city has imminent openings for one/two cinematographers/film editors. Must be well-versed in all phases of film production. Salary open, but comparable to private industry standards.

F-8 Set designer and graphic artist for ETV operation. Requires good concept of visual display, set design, staging, interior decorating. Midwestern college of 10,000-plus enrollment. \$5,000 per year; good fringe benefits.

F-9 Young man to teach undergraduate radio-TV courses and act as producer-director on open and closed-circuit TV for well-established Midwestern university. Ph.D. preferred but MA considered. Position to begin June or September, 1965. Salary open.

F-10 Position available September, 1965, for individual to supervise new 10w educational FM station at large Midwestern university. Experience in educational radio broadcasting mandatory; commercial experience helpful. May teach fundamentals of speech section. Rank and salary open. Background in creative production and/or research desirable.

F-11 Northeastern state college has imminent need for a director of institutional resources to develop A-V and TV facilities and equipment for use in the instructional program. Ph.D. or Ed.D. required; college teaching experience and administrative ability desired. \$13,950-\$16,010 for 12 months.

F-12 Same institution seeks top-flight producer-director to work with faculty in preparing televised instructional programs for CCTV system. Ph.D. or Ed.D. preferred; experience in college teaching and in TV production necessary. Salary open.

F-13 New ETV station in south-Atlantic state seeks two experienced staffers: a TV cameraman and a traffic/conference writer. Both positions offer great potential. Prefer experienced woman for latter, but will accept qualified applicant with writing ability. Salaries open.

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."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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