



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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OCTOBER, 1963

Shayon to Keynote NAEB Convention

Robert Lewis Shayon, radio-TV critic for the *Saturday Review* for some fourteen years, will give the keynote address at the NAEB convention on Monday, November 18. His topic will be "Responsibility in Educational Broadcasting."

Shayon has been producer and writer for the radio series "You Are There," and in 1959 he wrote, produced, and narrated the series "Everybody's Mountain," a series about educational mountaintops which was offered to NAEB Radio Network stations.

Utilization Committee to Prepare Bibliography

Gale R. Adkins, chairman of the NAEB Utilization Committee, has asked *Newsletter* readers to suggest magazine or journal articles to be included in an annotated bibliography being prepared by his committee. The bibliography is to contain a selected listing and brief annotations of the best articles dealing with the utilization of radio and TV programs. Send recommendations to Adkins at Flint Hall, University of Kansas, Lawrence.

Individual Member Addresses Needed

The directory of NAEB Individual Members is being prepared (to appear as part of the January-February *NAEB Journal*). All who anticipate address changes as of January 1 should notify Mrs. Dotty Templeton, NAEB, 119 Gregory Hall, Urbana, Illinois 61803.

Sylvester to Address NAEB Convention

Arthur Sylvester, Assistant Secretary of Defense for Public Affairs will speak on "Broadcasting Public Affairs" at the November 20 general session of the NAEB convention. On that same day he will address a luncheon co-sponsored by the NAEB and the Milwaukee Radio Television Council. His topic will be "Government Information in a Free Society."

Committees to Meet at NAEB Convention

Following are those committees whose chairmen have scheduled meetings during the NAEB convention:

Sunday, November 17

- 3:30 p.m.—Radio Network School Committee
- 4:00 p.m.—Professional Development Committee
- 6:30 p.m.—Industry Relations Committee
- 8:00 p.m.—Personnel Placement Committee

Wednesday, November 20

- Noon—ETV Commissions Committee
- " —Engineering Committee
- " —Industry Relations Committee
- " —International Relations Committee
- " —Membership Committee
- " —Permanent Convention Committee
- " —Professional Development Committee
- " —Publications Committee
- " —Radio Advisory Committee
- " —Radio Network Committee
- " —Research Committee
- " —Utilization Committee

Music Directors to Meet

Indiana University's WFIU will host an NAEB music conference October 22-23. Station music directors from Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin have been invited. Mrs. Kathryn Fraser, supervisor of music programs at WFIU, reports that the conference will be patterned after last year's Region III conference at Ann Arbor. There will be sessions on music programming, music recording, and music clearances. A special feature will be the first recital of a new composition written by the I. U. composer in residence, and played by the I. U. quartet in residence.

Grant Increased for Utilization Kits

The USOE recently granted another \$54,000 to the NAEB for production of utilization kits. The kits, "illustrating proper teacher utilization of broadcast materials," are to be ready for use sometime after the first of the year. The additional money will allow production on film instead of tape.

Clair Tetterer, general manager of WFME, Fargo, North Dakota, is director of the NAEB utilization project. Serving on his advisory committee are: Elaine Afton, KETC, St. Louis; Charles Hettinger, Pittsburgh Public Schools; Arlene McKellar, Wisconsin School of the Air; Wanda Mitchell, Evanston Township High School; and Lew Rhodes, Central Michigan University.

NAEB Acquires New Industrial Associate

Microwave Services International, Inc., has joined the NAEB as an Industrial Associate. The firm headquarters in Denville, New Jersey.

Publications

- Copies of a speech describing the 2500-megacycle closed-circuit service for ITV are available, free, from the Industrial Products Division, Adler Electronics, Inc., 1 LeFevre Lane, New Rochelle, New York.
- *Four Theories of the Press* is a new book published by the University of Illinois Press. Authors are Fred Siebert, Theodore Peterson, and Wilbur Schramm. The "four theories" are the authoritarian, libertarian, social responsibility, and Soviet Communist concepts of what the press should be and do. Price of the paperback is \$1.25.
- Recently received in the *Newsletter* office was a copy of *Exploring the Ways of Mankind*, by Walter Goldschmidt. The author states in the preface that the book is designed so that it may be used in conjunction with Album I of the NAEB series *Ways of Mankind*. Since the books *Readings in the Ways of Mankind* (printed to accompany Albums I and II) have been out of print for some time, this book provides an alternative. Holt, Rinehart and Winston are the publishers.
- *Comparative Research on Methods and Media for Presenting Programmed Courses in Mathematics and English* is the title of a report recently published by Pennsylvania State University. It reports on the results of a Title VII project there under the direction of C. R. Carpenter and L. P. Greenhill.

- September 5 is publication date for *The People Look at Educational Television*, by Wilbur Schramm, Jack Lyle, and Ithiel de Sola Pool. The 210-page hard-cover book is an audience survey of nine ETV stations. \$5.50 from Stanford University Press.

- The NEA has issued a directory of CCTV installations, with some perspectives for the future, written by Lee Campion and Clarice Kelley. Called "Occasional Paper No. 10," copies are for sale through DAVI.

- Soon to be published by Asia Publishing House, 119 West 57th St., New York, is *Understanding Indian Music*. The pre-publication note says it is probably the first book of its kind, and that Author Baburao Joshi "explains clearly and concisely the intricate and subtle nuances of Indian classical music." Price was not given.

- Kiegl Bros. has a 12-page brochure on "Lighting for the Vidicon Camera," prepared especially for ETV and CCTV use by the Illuminating Engineering Society. Complimentary copies available from the TV department of Kiegl Bros. NOTE their new address: 32-32—48th Avenue, Long Island City 1, New York.

- Two free reprints are available from Educators Progress Service, Randolph, Wisconsin: "Audio Materials and the Changing Classroom or Audio Materials and Their Challenge to the Present Day Teacher," by Walter A. Wittich (from the new *1963 Educators Guide to Free Tapes, Scripts, and Transcriptions*, \$5.75 from Educators Progress); and "Learning, Teaching and the Curriculum Guide," by John Guy Fowlkes (from the new *Elementary Teachers Guide to Free Curriculum Materials*, \$7.50).

- Jam Handy has announced a new series of six filmstrips "Using Punctuation and Capital Letters," designed to help in teaching English in Grades 3 to 6. For description and order blank, write Jam Handy, 2821 East Grand Boulevard, Detroit 11.

- The July issue of *EBU Review* is a special agricultural broadcasting number. Single copies available for 70 cents from EBU, 1, rue de Varembe, Geneva, Switzerland.

New NAEbers

ACTIVE

Eastern Mennonite College, Station WEMC, Harrisonburg, Virginia.

AFFILIATE

Central Virginia Educational Television Corporation, Richmond.

INDIVIDUALS

Thomas F. Baldwin, East Lansing; Arthur Allan Bartfay, Flint; Mrs. Virginia K. Bartlett, Sandwich, Massachusetts; Ensign Paul E. Bell, Jr., New York; Don R. Browne, Boston; Elmer Brunsman, Jr., Allston, Massachusetts; Mrs. V. D. Cahill, Kent, Ohio; Anthony Chapp, Kansas City, Missouri; John B. Cooper, III, Philadelphia; Charles J. Copeland, Columbus; Mrs. Rosita E. Cota, Tucson; George Des-sart, Philadelphia; Norman Finkelstein, Chelsea, Massachusetts; Alexander J. Friedman, Cambridge; Mrs. Alice Gill, Nashville; John Glade, Lafayette; William Hawes, Fort Worth; William J. Hetzer, Jr., Brookline, Massachusetts; W. P. Hilliker, Jr., Cambridge; Joel M. Hochberg, Brooklyn; R. A. Isberg, Berkeley; Ronald I. Katzin, Calgary, Alberta, Canada; Vann M. Kennedy, Corpus Christi; Harry Kulbin, Newton, Massachusetts; Russell C. Janson, Canton, Ohio; Esther M. Joyce, Youngstown, Ohio; L. Joseph LeBritton, Waverley, Massachusetts; William B. Lenz, Boston; Franz Ascher-Nash, Elmhurst, New York; Takaya Machida, Boston; Jeremiah F. Madden, Madison; Herbert L. Nichols, Washington; V. Gerard Noonan, Brookline, Massachusetts; Iola Parker, Chapel Hill; G. G. Petersen, Fairhope, Alabama; Doris H. Platt, Madison; Ebrahim Rashidpour, Bloomington, Indiana; Oscar Reed, Jr., Silver Spring; Joseph M. Ripley II, Madison; Robert C. Rowe, Albany; Aaron L. Shansky, Milwaukee; John S. Snell, Athens; Dr. Richard J. Stonesifer, Philadelphia; George H. Strimel, Jr., Bloomington, Indiana; Dr. J. W. Warfield, Detroit; Robert C. Wiegand, Columbus; Charles G. Woodhouse, Klamath Falls, Oregon.

Regional Meetings Scheduled for Convention

Members of the NAEB will have a chance to discuss Board agenda items with their regional directors at meetings on Tuesday, November 19. The Board will not meet to take action until after the convention, on Thursday, November 21.

Luncheon meetings at noon on November 19 have been scheduled for Regions I, III, IV, and V. Members of Region II will meet at 12:45 p.m., after members have lunched separately. The price for the luncheons will be \$3.50.

Bretz Joins National Education Sciences Staff

Rudy Bretz, until recently head of ETV at UCLA, has joined the National Education Sciences Corporation as vice president in charge of television systems planning. The organization was formed early this year by David M. Snow, Anaheim (Calif.) school board member, who was responsible for the launching of the Anaheim ITV project. NES announces itself as the first consulting firm specializing in the new educational methods and media.

Arthur Heiss Dies

Arthur S. Heiss, A-V consultant at Maxwell Air Force Base, and an NAEB member, died August 25.

WRVR Programs Acclaimed

The radio documentaries recorded last May in Birmingham by a team from WRVR, the FM station of the Riverside Church in New York, have received acclaim from the public and from reviewers. Jack Gould, in the *New York Times*, called the series a "... first class journalistic coup ... a remarkable social document for the ear" Herm Schoenfeld, in *Variety*: "... radio journalism at its best" John Horn, in the *New York Herald-Tribune*: "... fine example of radio-journalism enterprise"

NAEB network stations have been offered the series, and fifty members have ordered it to date. A number of other stations have ordered the programs direct from WRVR. Tapes have been made available for broadcast by the Voice of America, Radio Free Europe, the BBC, the Swedish Broadcasting Corporation, and the Swiss Broadcasting Corporation.

Listener mail in response to the tapes has been arriving at WRVR from all over the United States. Characteristic of the general public opinion was a letter which labeled the series "magnificent journalism" having "intensity that no TV reportage could ever match and vividness well beyond what is possible for the newsman depending upon the written word."

A number of tapes have been rented or purchased for use by discussion groups, and tapes are being used directly for instruction in high school social studies classes, university seminars, and in advanced social science research.

News Notes

PERSONNEL

James Robertson, vice president for network affairs, NETRC, has resigned his position in New York and will assume the duties of general manager of the forthcoming Los Angeles ETV station on or before November 1.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Phone 333-0580. Area Code 217.

Reporters:

Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.

Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville.

—Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.

Region III —McCabe Day, WWSH, School City of Huntington, Ind.

Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

▶ Mark Damen, free-lance writer and producer, has been named producer-director for WUFT-TV, University of Florida. He is a native of The Netherlands and formerly was special projects producer for WQED, Pittsburgh, and special projects director for WYES-TV, New Orleans. He also was producer of *This New House*, NET series on the European common market.

▶ Ray Carlton is the new facilities supervisor-technician for WUFT-TV. He was formerly studio supervisor and lighting director for KLRN-TV, Austin, Texas.

▶ Karl Haas, director of fine arts for commercial WJR, Detroit, has been appointed by the governor of Michigan as chairman of a new State Council for the Arts.

▶ James K. Buckalew has begun his duties as radio-TV journalism instructor at the University of Iowa. For the last three years he has been with WTHI-TV, Terre Haute, Indiana, producing and presenting news shows and working with public affairs programs, as well as serving at times as announcer and director.

▶ Martin E. Pinsker, supervisor of network operations for CBS, this fall is teaching a course in announcing, speaking, and newscasting for New York University. He will stress practical broadcasting skills, using tape recordings, individual analysis of performances, discussions of styles, and review of professional requirements.

▶ H. Lee Marks has been named chief engineer of WTVI, the Charlotte, North Carolina, ETV station scheduled to begin operations next year. Marks has been assistant chief engineer for KTCA-TV, Minneapolis-St. Paul.

▶ Murrell F. Jones, superintendent of Monroe County schools, Indiana, has been named field associate for MPATI. He will work with all schools in southern Illinois and four southern Indiana counties.

▶ Jack D. Hewett, former commercial radio station executive and announcer, has been appointed admissions counselor at Ithaca College, New York.

▶ Jonathan Schiller, formerly program director of WIAA-FM at the National Music Camp, Interlochen, Michigan, is now the coordinator of music communications for the School of Music at the University of Illinois.

▶ George Gerlber has written, for the October *Phi Delta Kappan*, a critical essay on the new NBC series about a high school teacher, *Mr. Novak*. On the whole he seems to feel that the series is a promising one, one which will generally present the teacher in a realistic light.

▶ Jack Jennerjahn, WHA-TV producer-director, has resigned to join the staff of KTCA, St. Paul-Minneapolis.

▶ WFSU-TV, Florida State University, announces new staffers: Richard Heuer, production manager, formerly producer-director at WMSB, Michigan State University and free-lance film cameraman in New York City; Ron Whittaker, staff producer-director, formerly producer-director in New Brunswick, Canada; D. Keith Carlson, also staff producer-director, formerly WFSU studio supervisor; and Ron Bissland, studio supervisor.

▶ Richard B. Sessoms has joined Colonial Williamsburg as a general assistant in the press bureau. Among his duties will be handling television liaison.

▶ William Scott, formerly with KCSD-TV, Kansas City, has joined the staff of WETV, Atlanta, Georgia, as producer-director.

▶ Harold Lowery has been promoted to producer by the Birmingham studio of the Alabama ETV network. His former position as film editor has been filled by Eric Smith, Jr., who had a similar job with the network's Auburn studio.

▶ Added to the St. Petersburg Junior College radio-TV combination teaching-production staff are David Platts and Kenneth Stein. In August the department moved into its own modern classroom-studio building.

INSTRUCTION

▶ Last month the Wisconsin School of the Air began its 33rd year of broadcasting programs for in-school listening. Through the ten stations of the state broadcasting service, the School of the Air reached some 235,000 pupils during the 1962-63 year. This year's schedule includes thirteen series of programs covering creative activities, health, music, science, and social studies.

▶ Meantime, WHA-TV, the University of Wisconsin television station, is offering twelve courses for in-school viewing. WHA-TV coverage was extended in May, 1963, to cover an eleven-county area. The Wisconsin School of the Air-Television courses are in arithmetic, French, algebra, kindergarten, nature, science, and *Exploring the News*.

▶ *TV College* of the Chicago City Junior College will be on the air on WTTW for its eighth consecutive year. College courses for the fall trimester will be in biology, physics, art education, German, English composition, speech, psychology, slide rule, and world literature.

▶ Stanley P. Lapin, of Adler Electronics, predicts that teaching by TV is likely to become as familiar as the use of textbooks by 1970. Lapin made the comment in a speech before the third annual ETV conference at Fordham University in August.

▶ Dr. Seymour A. Smith, president of Stephens College, has announced the ten colleges and universities that will participate with Stephens in the telephone network linking their classrooms (see August *NAEB Newsletter*, page 3). For the first semester of 1963-64, these will participate: Drury College, Springfield, Missouri; Kansas Wesleyan University, Salina; Langston University, Langston, Oklahoma; LeMoyné College, Memphis; Morehouse College, Atlanta; and Wilberforce University, Wilberforce, Ohio. During the second semester these four will join the telephone network: Grambling College, Grambling, Louisiana; Jackson State College, Jackson, Mississippi; Southern University, Baton Rouge, Louisiana; and Tougaloo Southern Christian College, Tougaloo, Mississippi.

▶ The University of Texas announces that an octagonal lecture hall in its new undergraduate library and academic center will allow almost limitless possibilities in imaginative teaching. From his lectern, the lecturer can call forth visual projections, recorded sounds, and ETV presentations—or bring into view a demonstration set up in advance on a revolving stage. Lectures can be translated simultaneously into four languages for individual headsets, and microphones are distributed throughout the auditorium so that students can ask or answer questions.

GENERAL

▶ September 12 was dedication day for the Philadelphia area's new ETV outlet on Channel 12, WHYY-TV. Among the roster of guests on the opening program was FCC Chairman E. William Henry, introduced by NAEB President William Harley. A number of programs on the new station originate in the Wilmington studios—including a series of weekly news analysis programs to be produced by the Wilmington newspapers.

▶ September, 1964, is the target for large-scale programming by the Charlotte-Mecklenburg (N.C.) station, WTVI. Working drawings for the station are finished and construction bids are being received.

▶ Georgia's fourth ETV station, WVAN, Pembroke, began broadcasting September 9. It transmits videotapes originated by WGTW, University of Georgia.

▶ Northwestern University's "Reviewing Stand" begins its thirtieth year of continuous broadcasts with the program of October 13. It is radio's longest-run discussion-interview series, and one of broadcasting's oldest programs still on the air. It began as a cooperative venture of commercial WGN and Northwestern University, and two years later Mutual Broadcasting began carrying the weekly programs. Today it supplies the series to some 125 of its affiliates.

- ▶ The Hampton Roads ETV Association moved into new studios in Norfolk in September.
- ▶ WFBE-FM, Flint, Michigan, will be ten years old October 3.
- ▶ Alabama claims the nation's first gubernatorial proclamation of a state ETV week, with Alabama Educational Television Week September 9 through 13. The announcement was timed to alert teachers and citizens to the network's new fall schedule effective that week.
- ▶ WNDT, New York City, received a grant from Time, Inc., for live coverage of the opening U. N. General Assembly sessions.
- ▶ Viet Nam is to receive 10,000 radios from AID, for distribution to village leaders. Another 40,000 are to be sold through commercial sources in Viet Nam.
- ▶ The Edison Foundation is accepting nominations for its annual "National Station Awards for Serving Youth." Deadline for nominations is December 15. Information may be obtained from the foundation, at 8 West 40th St., New York 18.
- ▶ Indiana University radio-TV personnel have begun the move into the new Radio-TV Center, which includes more than 13,000 feet of studio and production space. The building is expected to be completed November 1. Costing 2½ million dollars, the building includes four radio studios and four television studios.
- ▶ The University of Wisconsin-Milwaukee has requested the call letters WUWM in its application for a new FM station. Initially the station is expected to be on the air in late afternoon and evening hours on week-days. Ruane Hill, new staffer formerly with Syracuse University, is arranging the programming. Local programs will be supplemented by pick-up of evening features from the State Radio Council station at Delafield, WHAD.
- ▶ Leaders of the Chicago ETV Association have unveiled plans for rapid activation of Channel 20 following announcement of a \$299,619 grant under the ETV Facilities Act of 1962. Edward L. Ryerson, president of CETA, said the total cost of equipment and installation will be about \$400,000. Application for the second channel (CETA operates Channel 11) was made because of increasing needs for in-school telecast time during the hours of 9 a.m. to 3 p.m. Currently the Channel 11 schedule calls for elementary school classes on the air during school hours, leaving no opportunities for high school teaching.
- ▶ Indiana University's radio-TV services report 370 TV programs produced—carried by commercial WTTV, Indianapolis, during the year 1962-63. I. U.'s radio station, WFIU, reports the following breakdown of air time: 2,230 hours of classical music, 575 hours of semi-classical music, 260 hours of jazz, and 790 hours of news, public affairs, and special events.
- ▶ The National Science Foundation recently awarded three TV grants: City University of New York, \$18,170 for the production of a pilot program in a projected series for commercial TV to stimulate and inform the public about science; University of Oklahoma, \$14,710, a three-part program including science lectures for the general public, 5-minute news programs on ETV, and residential conferences in science for public officials; National Academy of Sciences, \$4,960, for the preparation of science filmclips for use on commercial and educational TV.
- ▶ Featured speaker at the national convention of Sigma Delta Chi in November will be Glenn T. Seaborg, chairman of the Atomic Energy Commission. The meeting will be November 6-9 in Norfolk, Virginia.
- ▶ Speaking at the University of Michigan recently, Robert Shayon, radio-TV editor of the *Saturday Review*, said that operators of the mass media are trustees, with accountability to the people, and that the trustees still say the less government interference the better, "but there are observers of the media," he said, "who hold that when self-regulation fails to work, it is the duty of the government to step in as gently as possible, without overdoing its centralized power, to prod and goad the media to accomplish some of the rational goals they

espoused when they won their hard-earned freedoms in the 18th century struggle against oppressive government."

- ▶ In the annual report for 1962-63, WKAR and WKAR-FM, Michigan State University, report that during the fiscal year 1,950 listeners from over 300 post office locations in the state requested program information or special services offered by the radio stations. This does not include requests for specially offered material nor letters from outside Michigan.
- ▶ WETA-TV, Washington, will produce thirty half-hour lessons for lipreading instruction for the hard-of-hearing. The tele-lessons are made possible by a \$55,350 grant from HEW to the station and American University.
- ▶ WEDU, Tampa, is using billboards for promotion for the first time. Martin Outdoor Advertising is giving the space during the station's fund-raising campaign. The drive was further benefited by a paid attendance of 3,000 at a Manatee County evening showcase of athletic competitions and music.
- ▶ Ampex Corporation has announced a complete new line of high-quality stereo tape recorders, including four different models for home, industry, and education.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Miss Julie Hunt, Placement Service, at the NAEB office in Washington.)

- October 1**—Producer-director with technical abilities desires position with part-time teaching in college or ETV situation. Married, 24, male, M.A. Available January, 1964.
- October 2**—TV or radio producer and/or director, writer, announcer, with news and music background. Also on-air and other promotion. Thoroughly experienced in print design and creative work and production supervision. Seeking a career position of high calibre with or without teaching. Creativity and judgment strong characteristics.
- October 3**—Station manager, assistant manager, program director. Ten years in network television, five in local radio, and four in public relations. Would like to make a contribution to educational radio or television. Married, 37 years old, B.A. cum laude (political science) and M.A. (U. S. history). Interested in teaching part time. Salary is presently in the \$15,000 range. Prefers New England or Middle Atlantic States.
- October 4**—Producer/writer with background in commercial television, films, and magazine writer. Former production manager, well versed in technical aspects, program values. Has 400 published articles, television and business film scripts to credit. Certificates to teach broadcasting in state-licensed schools in New York and New Jersey. Seeking responsible, challenging career position that will utilize experience to the fullest.
- October 5**—Desires teaching position in radio-television, or as head of the department. Also interested in directing ETV in-school programs. Teaching qualifications include both high school and college level. M.A. from University of Washington; Ph.D. conferred in August, 1963, from Ohio State University. Male, married, prefers West Coast but will consider all areas. Minimum: \$12,000.

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.)

- O-1** TV engineer with experience in closed and/or open circuit television. Excellent opportunity with new television department.
- O-2** Assistant-producer for midwestern ETV station. Duties include standby director, station announcer, and continuity writer. Ten-month position; opening immediately. M.A. desired; \$500-\$600 per month.
- O-3** Art director for ETV station. Must have skill in hand lettering. Preferably some experience or training in the area of television. Able to supervise staff of student artists. Salary \$7,000.

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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