



# NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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JULY, 1966

## Uberto Neely Dies

Uberto T. Neely, 65, an ETV pioneer, died May 28 at his home in Cincinnati. He was general manager of WCET.

He was instrumental in the formation of the station, which went on the air in July, 1954, as the sixth ETV station in the United States, and in 1955 received the first license issued to a noncommercial TV station from the FCC.

During the 12 years "Bert" headed WCET, the station received national recognition for the more than 350 programs it produced for distribution through NET and MPATI. WCET pioneered in instructional TV—presenting one 15-minute in-school program a week in 1954. Now WCET serves over 12,000 classrooms with 30 hours a week. The station also carries over 25 hours of community programming a week.

Before WCET, Mr. Neely was associated with the Crosley stations in Cincinnati for 26 years, as violinist, conductor, arranger, and composer. For a number of years he also performed with the Cincinnati Symphony Orchestra. As an educator, in 1937 he founded the radio-TV arts department of the Cincinnati College of Music.

## Tapes for Sale

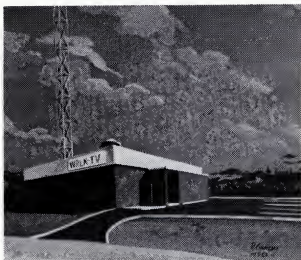
The Minnesota Private College Council has for sale 21 videotapes, the majority of which have between four and six passes, with three or four up to a maximum of eight passes. The council bought them new from 3M for a course over KTCA-TV about two years ago. They are 2400-foot tapes for half-hour programs. Price per reel: \$50. Write: B. J. Kemper, Executive Director, Minnesota Private College Council, 906 Northwestern Bank Building, Minneapolis, Minn. 55402.

## Needs Programs

The Parks Job Corps Center is seeking materials for its radio and closed-circuit TV system, and needs programs directed toward educationally and culturally deprived young men in the 16 to 21 age group. Please direct inquiries to: Ed Eisman, Media Coordinator, Parks Job Corps Center, Pleasanton, Calif.

## South Carolina Net Honors Kalmbach Name

The South Carolina ETV network's third broadcast station will carry the call letters WRLK, in memory of R. Lynn Kalmbach, the net's first general manager, who died last year.



A drawing of the future transmitter building is shown here. The station is scheduled to go on the air in July, on Channel 35, Columbia.

A 1,000-foot tower will provide coverage of an area within a 50-mile radius, and the transmitter will have an effective radiated power of over 500,000 watts.

## GRANTS

- Advanced graduate students, faculty members, and postdoctoral researchers can apply for travel grants to study and do research in the Soviet Union, Bulgaria, Czechoslovakia, and Hungary during the academic year 1967-68. For information write: Howard Mehlinger, Inter-University Committee on Travel Grants, 021 Lindley Hall, Indiana University, Bloomington, Ind.
- Grants for study and professional training abroad in radio and TV during 1967-68 are available under the Fulbright-Hays Act. Interested college students should contact their campus Fulbright program adviser. Other prospective applicants may obtain information and applications from: Institute of International Education, 809 United Nations Plaza, New York, N.Y. 10017. November 1, 1966, is the closing date for applications.

## Convention Plans Announced

The 1966 NAEB convention promises to have professional development sessions for station managers, producer-directors, engineers, researchers, TV teachers, classroom teachers, art directors, and music directors. General sessions will consider the changing patterns of education, new technology, legislation, and tools of organizing for change.

Kansas City's Muehlebach Hotel will be the site for the 49th annual convention, October 23-26.

## YEARBOOK-DIRECTORY

In conjunction with the convention, the NAEB will publish an Educational Television and Radio Yearbook-Directory. It will include information about all educational radio and TV stations, allied professional associations, government agencies involved in educational radio and TV, current publications, and other pertinent matters.

## Contests

*International Playwriting Competition.* Valparaiso University and Coventry Cathedral. For original plays reflecting the concerns of the Christian Church. Awards for full-length drama, comedy, and musical — \$1,000 each; for three one-act plays, \$300 each. Deadline March 1, 1967. Information from: Drama and the Church, Van C. Kussrow, Jr., Director, Valparaiso University, Valparaiso, Ind. 46383.

*Competition for an Original Choral Work.* The Kodaly Foundation. For unaccompanied work for choir, 10 to 15 minutes. Award—approximately \$50. Deadline December 1, 1966. Information from: The Organiser, Kodaly Foundation Competition, Boosey & Hawkes Music Publishers Limited, 295 Regent Street, London, W.1., England.

*Japan Prize International Educational Program Contest.* Japan Broadcasting Corporation. For radio and for TV programs in each: school programs for primary education, including kindergartens and nurseries; school programs for secondary education; and adult educational programs. Award—\$2,000 in each of the six categories. Deadline August 7, 1966. For information: The Secretariat, The Japan Prize International Educational Program Contest, c/o Nippon Hoso Kyokai, Tokyo, Japan.

## ETV Facilities Program Reports Actions

In its notice of May 19, HEW accepted for filing, applications for four new ETV stations and for two improvements. The new stations and total estimated project costs are: Ch. 53, Norwich, Conn., \$353,532; Ch. 49, Littleton, N.H., \$270,980; Ch. 40, Berlin, N.H., \$194,299; and Ch. 52, Keene, N.H., \$565,387. The University of New Hampshire is the applicant for the last three listings.

The improvement applications accepted are for KUSU-TV, Utah State University, at a total cost of \$158,090, and KPEG-TV, Tacoma, Wash., at \$84,406.

In its notice of June 7, HEW approved grants for two new ETV stations and one expansion. The new stations and grants are: Ch. 15, Hanover, N.H., \$112,886, and C. 21, Rochester, N.Y., \$154,667. The expansion is for WUNC, University of North Carolina station at Chapel Hill, for \$236,234.

On June 7 HEW also accepted the following applications for filing: KFME, Fargo, N.D., expansion at a total estimated project cost of \$324,731; amendments to approved projects for new ETV stations on Ch. 52, Vincennes, Ind., and Ch. 20, Wrens, Ga. The Vincennes amendment is for added costs made necessary by order of the FCC to change the proposed operation to Ch. 22, giving an adjusted estimated project cost of \$199,362. The Wrens amendment is to delete proposed studio facilities at Atlanta and apparatus claimed for credit, giving an adjusted estimated cost of \$582,663.

### from your editor—

This is the last *NAEB Newsletter* that I will write here in Urbana. The August issue will be written at NAEB headquarters in Washington.

I would like to thank all of you who have helped by sending me news of your activities through the years, and I know your continued cooperation will be appreciated by the new editor. In addition to sending future information for the *Newsletter* to Washington, I hope you will still send to me in Urbana, for the time being, anything that might be of interest to the *NAEB Journal*.

Looking back through old *Newsletter* print orders, I find that the number printed today is almost triple what it was when I came seven years ago. Even that doesn't accurately reflect the growth, however, because in those days institutional members could receive up to three copies each; now they receive one.

While reminiscing about NAEB's growth, I might mention that in July, 1959, there were 43 ETV stations instead of the 111 or so of today, and NAEB had under 500 Individual Members. Now there are about 2250. The entire NAEB staff numbered 12 in 1959, whereas now there are 30 or so in Washington and 8 in Urbana.

—BMcK.

## About UNICEF

NAEBers who might want to begin early to plan tie-ins with UNICEF's Halloween Trick or Treat program may obtain information from: U. S. Committee for UNICEF, 331 East 38th Street, New York, N.Y. 10016.

Trick or Treat for UNICEF began in 1950 when a Sunday School class in Pennsylvania gave their "treats" to the United Nations Children's Fund. Their gift was enough to supply BCG vaccine to protect 1700 children from TB.

Last year, over 13,000 communities sponsored a UNICEF Halloween program, and over \$2.5 million was sent to the Children's Fund—enough to provide BCG vaccine to protect 40 million children against tuberculosis, to supply DDT to protect 14 million children from malaria for a year, to pay freight on surplus dried milk amounting to 75 million glasses of liquid milk, to equip 5100 small health centers, and to provide basic equipment for carpentry and woodworking instruction in 3100 secondary schools.

In recent years, the receiving countries have provided matching funds of over \$2.50 to every \$1 allocated by UNICEF aid.

## Publications

● The Alabama ETV Commission has published a handbook telling how to have quality reception in the classroom. The 11-page fact book is available through the Commission headquarters in Birmingham.

● Single copies of a new FCC bulletin, "Educational Television, Bulletin No. 16-B," are available from the Educational Broadcasting Branch of the FCC.

● "One Week of Educational Television—1966" is being conducted by the National Center for School and College Television, the Morse Communication Research Center of Brandeis University, and the Carnegie Commission on ETV. The "week" for this year is April 17 through April 23. The report will be published in the fall.

● The American Council of Education has just published *An Assessment of Quality in Graduate Education*, appraising graduate programs at every major university in the U.S. \$3 paperbound, \$5 clothbound, from: Publications Division, American Council on Education, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036.

● *The Future of Commercial Television*, edited by Stanley T. Domer, is the complete record of the meeting sponsored by *TV Guide* at Asilomar, California, in April, 1965, when 50 leaders of TV gathered to

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, \$5.00 a year. Editor: Beth McKenzie.

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

hear the lectures in the book. Order from the Department of Communication, Memorial Auditorium, Stanford University, Stanford, Calif. \$2.50.

● *CATV System Engineering*, by William A. Rheinfelder, is a 206-page guide on planning and designing modern CATV plants. \$9.95 from Tab Books, Thurmont, Md.

● The first radio and TV news textbook for Latin America, *Periodismo Radiofonico* (Broadcast Journalism), has been published in Mexico. John F. Newman, a University of Wisconsin faculty member since 1957, wrote the book.

● UNESCO recently published *The Role of Information in National Development*, a 64-page abridged version of *Mass Media and National Development* by Wilbur Schramm, which was reviewed in the March-April 1965 *NAEB Journal*.

● *Fundamentals of Television Production*, by Leslie Smith, is an 85-page syllabus used in a course of the same name at St. Petersburg Junior College. Instructors of college TV production courses may have single copies by sending a stamped, self-addressed 9x12 manila envelope to: Chairman, Department of Radio and Television, St. Petersburg Junior College, P. O. Box 13489, St. Petersburg, Fla. 33733.

● *Activating Community Resources for Therapeutic Recreation Services* is a 73-page booklet about a 3-year project conducted by Comeback, Inc. The organization used TV as one means in rehabilitating the ill, aged, and handicapped, as reported in the July-August 1962 *NAEB Journal*. Copies of the booklet are free while they last on receipt of written requests from students and professional personnel in therapeutic recreation and other health-related disciplines. Send to: Comeback, Inc., 16 West 46th St., New York, N.Y. 10036.

● *Readers & Writers* is a new professional arts magazine introduced on college campuses in May. It features short stories written by students as well as professionals, a regular campus film section, student paintings, coverage of drama and music, and features about campus activities here and abroad. The magazine is scheduled for publication six times during the academic year. Price: 25c each. Subscriptions from: Readers & Writers, 130-21 224th Street, Jamaica, N.Y.

● *Speaking to Inform and Persuade*, by Otis M. Walter, is the latest in the Macmillan Company's series in speech and communication. The 114-page paperbound volume sells for \$1.50.

● The spring 1966 NCSCT "Telecourse Catalog" lists nine telecourses—four in music (two elementary, one secondary, one in-service), two elementary courses in science, one in-service in mathematics, and two in language arts (one elementary and one in-service). Information from: NCSCT, Box A, Bloomington, Ind. 47401.

● TIO has published a comprehensive 54-page annotated bibliography, *Television Careers*, primarily for those interested in entering the field as a career, but also for

guidance counselors, broadcasters, librarians, and educators. Copies at 25c each (special prices for larger quantities) from: Department NA, Television Information Office, 666 Fifth Avenue, New York, N.Y. 10019.

## News Notes

### PERSONNEL

- ▶ Robert Paul Dye, director of broadcasting, Western Michigan University, has left that post to join the staff of the College of General Studies at the University of Hawaii.
- ▶ Grace E. Knecht has been appointed program coordinator at WCNY-TV, Syracuse. She will serve as coordinator between the program and engineering departments, and will create a monthly program guide booklet.
- ▶ Thomas B. Petry, vice president and general manager of WCNY, was recently elected secretary of the New York State Educational Radio and Television Association.
- ▶ Melvin Harris has been named program director of WOUB radio, Ohio University, succeeding Edwin Glick, who has become director of music at Temple Emanu-El, Dallas, Texas. Harris is currently working toward a doctorate in radio-TV.
- ▶ Also at WOUB, Leland Smith replaces Jack Boone as producer-director and film director, and Jerry Carmean replaces Charles Cox as TV operations engineer. Smith has worked in commercial TV at WKBD, Detroit, and Carmean recently was engineer for WLGW radio, Logan, Ohio. Cox has joined the ETV engineering staff in American Samoa, and Boone is with Ohio University's CCTV project in Nigeria.
- ▶ Other recent WOUB appointments are Glenn Mathews as assistant production supervisor, radio, and Richard Nudd as producer-director, TV. Nudd formerly worked for the ETV project in Samoa as educator, producer, and director.
- ▶ Donald Barry Fouser, producer for WGBH-TV, Boston, is one of eight CBS Foundation news fellows for 1966-67. The fellowships offer a year of study at Columbia University.
- ▶ Mrs. Lillian Brown will report on August 1 as director of radio and TV programming for American University, where she will also serve as curator of the National Library of Television now being established on the campus by the National Academy of TV Arts and Sciences. For the past ten years she has produced radio and TV programs for George Washington University.
- ▶ L. Lane Wells, of Georgetown College (Ky.), joined the instructional staff of the radio-TV department of St. Petersburg Junior College on July 1. He will teach broadcasting courses and produce/direct.
- ▶ Four technical people have recently joined the staff of the TV research office

at the University of California Medical Center in San Francisco. They are Wayne J. Carson, Richard M. Cuevas, Ernest J. Guaraldi, and George T. Isaacs.

- ▶ Arlene McKellar left the Wisconsin School of the Air on June 30, after serving as associate director for 19 years. Her new home is in Green Lake, Wisconsin.
- ▶ Gene S. Weiss, former producer-director for WJZ-TV, Baltimore, has joined the staff of WOSU-TV, Ohio State University.
- ▶ James J. Magee, former director of the Pennsylvania ETV Network Study and radio-television specialist for the Pennsylvania Department of Public Instruction, has joined Temple University's Center for Community Studies as a training associate.
- ▶ David L. Phillips has joined the staff of WPSX-TV, Pennsylvania State University, as a producer-director. He was formerly production manager for WMBD-TV, a commercial station in Peoria, Ill.
- ▶ Judy Moore has been added to the staff at WBAA, Purdue University, as a School of the Air producer. She was previously employed as a teacher, and has had graduate work in broadcasting.
- ▶ WNBT, New York City, has announced three new appointments in its school TV service: Richard J. Meyer, director; Ellen Kelly, program manager; and Richard M. Polsky, area coordinator. Meyer and Miss Kelly were both already with the service, and Polsky was teaching in the state's public schools. These appointments are part of an expansion program begun eight months ago. At present, 92 public and private school systems in the tri-state metropolitan area participate in the school TV service program.
- ▶ Eastern Michigan University's instructional broadcasting service has announced the appointment of Gerald A. Lang as educational media specialist in the special education and occupational therapy department. His duties include coordinating the school's extensive CCTV system.
- ▶ George Gill, formerly with Century Lighting, is vice president and general manager of Convention and Exposition Services, Inc., Miami Beach—a new production and staging service for TV and motion picture production, as well as for meetings and other needs.
- ▶ Carroll V. Newsom, former president of New York University, has been named an RCA vice president. He will be responsible for development of RCA educational plans and programs, and will coordinate all activities concerned with products and services in the field of education.
- ▶ RCA's president, Robert W. Sarnoff, received two honorary degrees in June. LaSalle College, Philadelphia, awarded him the Doctor of Laws, and Washburn University, Topeka, gave him an honorary degree in fine arts.
- ▶ Larry L. Wood was recently appointed special events director of WVIZ-TV, Cleveland. He joined the staff there as a producer-director in June, 1965. In his new post, one of his first assignments is to produce

a series of field trips to points of historical interest in Ohio, using a mobile unit.

- ▶ Jim Dunne has accepted a position at Washington State University as associate professor of communications and news manager for the radio/TV services.
- ▶ Gregg R. Borland has been appointed publicity manager of WNED-TV, Buffalo. He has worked as lecturer, writer, and TV producer, and in the summer of 1965 studied Polish TV facilities for the State Department under the American Abroad program.

### INTERNATIONAL

- ▶ *Television News* reports that advertising may be introduced on Dutch radio and TV on October 1. Advertising is to be conducted in such a manner that neither "the character and aims" of the programming bodies nor the programs themselves shall be "influenced," and advertising blocks of 2½ minutes will be used on TV.
- ▶ In a survey of the use of school programs last October and November, the Japan Broadcasting Corporation found that 91.7% of the schools, kindergarten through high school, had TV receivers, while 92.2% had radio receivers.
- ▶ Njala University College in Sierra Leone has begun to develop a CCTV system connecting classrooms in the experimental school on the campus with the education laboratory of the education department. A video recorder will be used to collect examples of lessons, good and bad, so they may be examined many times to gain a better understanding of the nature of learning. Njala College is two years old, being developed with the cooperation of the University of Illinois and AID.

### STATE AND REGIONAL

- ▶ Four ETV stations on the East Coast will form a live network for an experimental summer program, "Focus—Summer 1966." Beginning July 4, a newscast from New York followed by discussion segments from one or all of the cities will be broadcast weekday evenings over WETA, Washington; WGBH-TV, Boston; WHYY-TV, Philadelphia; and WNBT, New York. Blair Clark, veteran CBS newsmen and former newspaper executive, will be anchorman. The experiment will be partially underwritten by a \$33,000 Shell Oil grant.
- ▶ Representatives from three state agencies met recently at the University of Maine for a one-day conference to learn ways in which Maine's ETV net can serve state agencies. This was the state's first such ETV conference.
- ▶ Seven private colleges and universities in north Texas plan a CCTV connection, plus a common computer system.
- ▶ Oregon Educational Broadcasting's KOAC-TV, Corvallis, and KOAP-TV, Portland, have gone dark for the summer to prepare for power increases. New transmitters are being installed at both locations;

KOAC will increase from 29kw ERP to 260 kw, while KOAP will go from 29kw to 60kw. KOAP will also move to a new studio. Target date for return to the air is September 1.

▶ A \$50,000 grant from the Louis W. and Maud Hill Family Foundation will help KFME, Fargo, N.D., construct and install a two-way microwave interconnection between KFME and KWCM, Appleton, Minn. This will connect KFME with St. Paul and Duluth stations as well. The Hill grant will be part of a \$300,000 project which will also allow KFME to broadcast in color, increase power, and expand its videotape recording facilities.

▶ Other ETV developments in the region include site acquisition for a fourth fill-in relay point to Appleton, a pending FCC decision to reserve Ch. 9 at Bemidji, pending translator activation at Grand Portage and Grand Marais; activity at Brookings, S.D., for a new station this year; and activity for stations to serve southwestern and southeastern Minnesota.

▶ Mississippi's legislature has approved establishment of the Mississippi ETV Authority, to be managed by Bill Smith, formerly with the ETV Facilities Program in Washington.

## GENERAL

▶ Clair Tettemer, general manager of KFME, Fargo, headed a field consultant team that visited Fairbanks, Alaska, in June to help plan some 1255 hours of TV programs to be broadcast to the state's schools next year—the first use of ETV in Alaska. Others on the team of the National Project for the Improvement of Televised Instruction were June Dilworth, director of broadcasting for KCST, University of Washington, and John Rugg, a teacher in Denver.

▶ KETC, St. Louis, recently received a check for \$50,000 from CBS. In a letter to the St. Louis ETV Commission chairman, Frank Stanton, CBS president, said that CBS regards St. Louis as "an important focal point in the development of a vigorous and broad educational television service in the United States. . . ."

▶ WETA, Washington, recently announced two grants—a \$25,000 building fund grant from Xerox and a grant from International Nickel Company to acquire and produce programs for Sunday broadcast.

▶ The first stage of a new \$20 million Communications Building Group at Southern Illinois University is completed, and the schools of speech, theater, and radio and television have moved in. Journalism and printing and photography will also be in the complex when building is completed.

▶ WQED, Pittsburgh, reports that its 1966 fund campaign now totals \$300,000 from more than 25,000 contributors—the highest in the station's 12-year history. \$275,000 was the goal for the campaign.

▶ KLRN-TV, San Antonio, is now offering several religious programs on Sunday

mornings, being used by churches to enrich Sunday School programs.

▶ A \$2.5 million ETV system of the New York Roman Catholic Archdiocese, dedicated recently, will link more than 400 parochial elementary and secondary schools in a 4700-mile area. Programs will originate at the system's broadcast center in the 2500mc band and be transmitted to six major receiving locations.

▶ The University of New Hampshire has received FCC authorization to build a Ch. 13 ETV station at Hanover.

▶ WGBH, Boston, moved its transmitter in June, to share a tower with Westinghouse Broadcasting's WBZ-TV. The new antenna will be 1,050 feet high against 600 at its old location.

## AWARDS

▶ Julia Child, as *The French Chef*, received the first Emmy to be awarded in the ETV category May 22 at the 18th annual Emmy Awards presentation. *The French Chef* is produced by WGBH, Boston, for NET.

▶ KETC, St. Louis, received an award from the Metropolitan Church Federation of Greater St. Louis, for broadcasting in prime time *Tangled World*, a documentary series on ethics and the great social issues of the day.

▶ KUSU-TV, Utah State University, received an Alfred P. Sloan Award for Highway Safety for an eight-program series, *Impact*.

▶ *Perspectives in Literature* was cited as the best series of cultural programs in Chicago when WBEZ received an American College of Radio Arts, Crafts and Sciences award for the second consecutive year.

▶ The California Teachers Association awarded a John Swett Merit Citation to KCSM-TV, College of San Mateo, for *High School Scope*, a series portraying the breadth of curriculum and activities in San Mateo high schools.

## INSTRUCTION

▶ Scheduled to go on the air in September is a four-channel 2500mc ITV system in New Trier Township East and West high schools in Winnetka and Northfield, Ill. The system will feed programs to elementary schools in six districts, as well as to the high schools. Total equipment cost is \$119,000. Programing will include curriculum material and in-service teacher training courses. On the TV staff will be Robert Pirsein, ITV coordinator, and a chief engineer, executive producer-director and one assistant, and a secretary. Video Systems, Inc. will maintain all equipment.

▶ By using two devices popular with students—the telephone and the radio—the University of Texas chemical engineering department has improved a tutorial program which had been "somewhat less than successful." From 3 to 4 o'clock each afternoon,

students may dial a telephone number to reach an office where a group of graduate teaching assistants attempt to help with problems related to the undergraduates' studies. The assistants research the problems and call the students back later. Then at 4 p.m., the assistants talk over what has been bothering the students and analyze the basis for the trouble. Thirty minutes later, two of the assistants walk across the street to the radio/TV building and record a 10-minute radio program described as a kind of "Huntley-Brinkley approach" to chemical engineering problems. The program is broadcast on KUT-FM at 10:25 p.m.

▶ Delaware's ETV net recently sponsored an ETV workshop which brought together 110 primary grade teachers from more than 35 school districts in the state. The program was to help teachers understand ETV as a teaching tool, and specifically emphasized effective use of a language arts ETV series then being received in classrooms. Mrs. Hope Mitchell, the TV teacher for the series, from WCVE, Richmond, Va., spoke to the group, and she also spent a day visiting classrooms to talk with pupils viewing the series.

▶ During a science in-service series in Atlanta last year, three programs were broadcast live via microwave to the station from actual classrooms to show utilization of regular TV science programs. Teachers demonstrated motivation and follow-up of a program viewed on-set by the class. WETV, in cooperation with Emory University and the University of Georgia, conducted the series of weekly hour broadcasts. Normally the set was a simulated classroom, where the instructor, Lucy Smith, taught children of various grade levels without rehearsals. Emory University had a two-hour seminar each month for the teachers, and graduate credit was offered at both universities for the course.

▶ Students at the Sterling (Ill.) Township High School are receiving vocational information through CCTV in their homes. During one of the twenty 40-minute telecasts, a supervisor in a machine tool plant discussed the work, and an employment official talked about wage rates, employment trends, and interview techniques. Then a roving camera in the school focused on a lathe operator in the school shop, who demonstrated his work and displayed his products.

▶ WNED-TV, Buffalo, and the State University of New York are presenting a series of hour-long TV programs on contemporary medical research. Outstanding teachers from the faculties of many medical schools appear on the programs, which are broadcast Sunday afternoons at 3:00, with repeats Tuesdays at 10:30 p.m.

▶ KYNE-TV, Omaha, is presenting a variety of courses this summer. Four school systems of metropolitan Omaha are making TV a part of their regular summer school curriculum—a first for Nebraska. In addition to courses in driver education, art, history, and instruction on 12 different musical

instruments, the station is carrying an English composition credit course for the University of Omaha, and also programs for pre-schoolers and for kindergartners.

► KRMA-TV, Denver, has scheduled for the summer six senior high school credit telecourses—three in science, two in history, and one in notehand, a form of stenography.

## PROGRAMS

► "Whatever Happened to Childhood?" is an hour-long program produced by WHY-TV, Philadelphia, in cooperation with the local Junior League. The program explores the strain of being a child in the mid-twentieth century, comments on the pressures of conformity and the competition for excellence, and offers insight into the problem of vanishing childhood and the appearance of a new breed of "little adults." The program was produced and directed by Ed Fryers, with Ken Strange as cameraman. Lib Rutan wrote the program.

► In a Canadian Broadcasting Corporation radio series, *Myth and National Culture*, Mrs. Jill Conway, social historian at the University of Toronto, traces myths from their beginnings to their implications for the world today, including conscious manipulation of ancient myth for political purposes in the 20th century.

► *Living for the Sixties* is an ETV series produced by the State University of New York to meet needs of older Americans. It considers subjects such as improving health, legislation in favor of the aging, cooking for yourself, physical exercise, and Social Security benefits. Kitty Carlisle is hostess for the first half of the series, followed by Betty Furness. In late summer, tapes and films will be available to ETV stations.

► WFCR, Amherst, Mass., received special permission from Eugene Ionesco to present over the Eastern Educational Radio Network the American premiere of his one-act play, "Le Roi se Meurt" (The King is Dying). The play was broadcast over WFCR May 8 in the original French, and was carried simultaneously by WGBH, Boston, and WAMC, Albany.

► Lurlene Hunter and Carmen McRae performed together on WTTW's series *Facet* recently when Miss McRae was in Chicago. WTTW producer Robert Kaiser brought her and her friend Miss Hunter, who lives in Chicago, together for a half-hour of song and old-friend-type patter, called "Take Two." It was produced by Kaiser assisted by Peter Kuttner.

► WOUB-TV, Ohio University, recently presented, for the first time on American TV, the work of French poet-playwright Paul Claudel, in "A Poet, The World and God: Readings from Claudel." Rick Hauser wrote and directed the dramatic presentation. He had translated a number of Claudel's works while a student in Paris, when he became acquainted with the family.



## Metamorphosis of a TV Program

—by Marvel Lunn

To help environmentally deprived students adjust educationally, socially, and physically into the mainstream of life, Oklahoma City started an after-school program during the 1964-65 school year. This involved high school students from several of the secondary schools who were willing to give up two afternoons a week, Monday and Thursday, to work with the students in grades four, five, and six in the twenty-one elementary schools in the section of the city that is generally classified as poverty-bound.

Providing an activity program with refreshments kept the children off the streets or from unsupervised homes. Some of the activities were games, crafts, dramatics, stunts, and music. Between the time the elementary students were dismissed at 3:15 and the time the secondary students arrived at 3:45, a teacher watched the students. If the teacher kept order with the large group, it was necessary for her to have a strict discipline situation which was not always conducive to enjoyment.

We at the broadcasting center of the school system were asked to provide a twenty-minute program for this period that would provide entertainment. As talent on the telecast, "Fun Time," we primarily used studio personnel and high school students. Each week guests from elementary schools in the after-school program served as the audience for telecasts. They were interviewed on videotape so they could see themselves on television with their peers.

The purpose of the program is changing, is expanding in its scope. The entertainment is to be merely the vehicle through which it is hoped that students who are the audience will develop a sense of being and that their

level of aspiration will be raised. It is hoped that the program will not be didactic but therapeutic in nature. The success of children's programs is action and variety. This makes it necessary to have several four- to six-minute segments brought together for continuity with a recurring theme or personality.

Basically the activities or parts of the program can be classified as follows:

- Individuals or groups from the elementary schools who have done something unusual or have developed a talent in the after-school program that can bring them earned recognition, such as a hobby or a skit written and produced by the students.

- Cultural entertainment that will expose them to activities that their environment would not normally provide, such as puppet shows by the Junior League and books which will be narrated by high school speech classes and visualized by studio staff.

- Community resources, such as the planetarium, the zoo, and the fair, will be filmed and introduced on the program in such a manner as to make a field trip by the entire class something desirable.

- Talent whose purpose is merely to entertain will be used, such as high school individuals and groups, to maintain interest by the elementary students and to provide the entertainers an opportunity to perform.

Television has and will play a major role in the after-school program for the environmentally deprived. The role will change from an entertainment program to a program that has for its goal the development of character, culture, and worth in the individual.

▶ WQED, Pittsburgh, has a new series called *Sport of the Week*, in which sports matches in tennis, lacrosse, polo, and track will be shown.

▶ During the spring, WRVR, Riverside Church station in New York City, inaugurated a series on poetry and one on drama. Two plays by a young "off-Off-Broadway" playwright, Sam Shepard, comprised the first full-length production on *Riverside Radio Theater*, with which the station attempted to demonstrate its intentions: to re-ignite an interest in radio as a basic medium for drama, and to provide a forum for some of the newest and most energetic forces in the American theater today. *Poetry Discovered* presented poets reading their own and other poets' work, discussing influences, problems, goals, and informally communicating their ideas.

▶ The University of Texas TV staff will produce a series on principles of "good buying" for low-income groups, under a grant from the Sears Foundation.

▶ *What Is a Teacher?* is a three-part series produced by Clyde Martin, professor of curriculum and instruction at the University of Texas, and broadcast on KLRN-TV. The film documents the actual progress of 12 student teachers from the university as they worked with children in an elementary school.

▶ WPSX-TV, Pennsylvania State University, now presents a review of Pennsylvania newspaper, radio and TV editorial comment. Reviewer John M. Harrison picks principal issues confronting state and public officials and points out what is being said editorially about them.

▶ Montana State University's film and TV center will produce this year a number of films under contract with state and commercial organizations. These include a 16mm color production for Union Oil, "Lewis and Clark in Montana," and a historical documentary on the growth of the state's mining industry for Anaconda Copper Company.

▶ WTTW, Chicago, recently presented a 13-week series of conversational Italian, showing how to order meals, shop, arrange for accommodations and entertainment when traveling in Italy. *When in Rome* was taught by Vittore Bocchetta, former professor of humanities in Verona, Italy, and who has taught Italian at the University of Chicago. Karen Prindle directed the series.

▶ WNYC-FM recently broadcast *Sounds of the Past*, a series devoted to the actual recorded sounds of performers, personalities, and music of the past. Archie Rothman hosted the series.

▶ WTHI-TV, CBS affiliate in Terre Haute, Ind., sent a news team to Viet Nam this spring to film and interview servicemen whose homes are in the station's viewing area. Upon their return, Harry Frey, news director, and Paul Denelie, production director, put together five-minute programs of interviews for broadcasting. Then there was a special hour-long recap program in color televised a month later.

#### DENVER OFFERS CHILDREN'S PROGRAMS

In addition to *Tomfoolery*, described in the February Newsletter, KRMA-TV, Denver, has been offering several other children's programs. On a children's strip from 4:30 to 5 o'clock, a different kind of program is shown each day, with original adaptations of beloved fairy tales and classics once a month.

On *Gene's Junction*, Gene and his friend Scotty invite their audience to meet new and interesting people who have fascinating jobs, and to learn how easy it is to make "fun things" from materials they can find around the house. There's a sing-along time, and a poetry corner where Gene and Scotty go to read poems and stories, many of them acted out by professional actors and dancers.

*The Wizard of Earl* and his apprentice, Chris Mouse, a hand puppet, have a magic goz cape, and there's magic powder and sneeze powder and yawn powder, and a gigantic book that tells how to make extra special magic.

On *The Magical House*, Hostess Betsy Mills uses a different kind of magic—a wishing magic that can take young people through the magic window and up the golden stairs. Betsy tells children's stories, mostly original, and accompanies herself on the harp with music she has written.

In addition to these locally produced programs, KRMA also uses *The Wonderful World of Brother Buzz*, a film produced by the American Humane Association which tells youngsters about all sorts of interesting creatures and how to care for them.

### NAEB Personnel Service

#### POSITIONS AVAILABLE

(For information, write Miss Yasmine Mirza, Personnel Service, at the NAEB 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 Personnel Service. Non-members can save time by sending the \$15 annual dues and \$15 placement registration fee at the time of inquiry.)

- July 1 TV producer-director capable of producing wide range of instructional programs for portions of courses for use in a computerized direct access audio-visual, on-campus information retrieval system; New university, Christian setting. Up to \$10,000 depending on qualifications and experience.
- July 2 Expanding TV station in large southeastern university needs a program director [master's necessary] and a producer/director [master's preferred]. Both positions require previous TV experience. Salaries open, July 1.
- July 3 Experienced producer-director strong in directing, lighting, with some film and writing, for new broadcast/closed-circuit ETV operation at rapidly expanding college in Rocky Mountain area. B.A. or M.A. with several years' academic and professional background required. Maturity, imagination, ability to work with others essential. \$7,000-\$7,500 with excellent benefits, climate, advancement potential. July 1.
- July 4 Maintenance engineer with inventive knack for new broadcast/closed-circuit ETV operation at Rocky Mountain area college. First phone, five years experience required. Some college desired. Ideal climate, recreational opportunities; excellent fringe benefits. \$7,200. July 1.
- July 5 University opening for coordinator in one of largest CCTV installations in Midwest. Experience with instructional television theories, techniques and procedures necessary. College or university graduate minimum requirement; M.A. or Ph.D. desirable. Salary \$10,500. More information upon request.
- July 6 Instructor for southern state university. To teach course in radio production, radio-TV announcing, basic speech. M.A. in radio-TV or speech desirable. Two or three years experience in educational or commercial station, preferably university. Salary for 9 months \$7,000, plus additional \$800 for one six-week summer session.
- July 7 Chief television technician to plan future developments with coordinator of ETV and the architects and engineers department, to supervise technicians in operation and maintenance of all television facilities and a language laboratory, and, at first, to assist in operation of the studio unit. College degree, closed circuit instructional television experience, experience with quadrature head video tape recorders and with color television, and supervisory experience, preferred. First Class Radio-Telephone license required. Salary \$9,000 up, depending on qualifications.
- July 8 Producer-director to work directly with faculty members to develop effective use of television in instruction, presently used in surgery, radiology, anatomy, and physiology. Some work in closed-circuit studios. College graduation required. M.A. degree, experience in closed-circuit instructional television preferred. Salary depends on qualifications.
- July 9 Television technician to work under supervision. Two years technical college plus closed-circuit instructional television experience preferred. Much of work will be with a remote truck. Salary \$6432.
- July 10 Radio-TV production man to take charge of news and programing for growing New England university department. Should have announcing ability; professional experience required. Bright future. \$9,000 range for right person. Immediate opening.

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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