

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 29, NO. 10

OCTOBER, 1964

**NER - ETS - ECS - NERN - ????????**

This pre-convention time seems a good one to recap some of the alphabetization that has been going on within the NAEB lately.

Readers will recall that at last year's convention voting members approved a reorganization of the NAEB, setting up four semi-autonomous divisions: Individual Member, Radio Station, Television Station, and Instructional. (Members of each division then elected their own six-man board of directors to run the affairs of the division. These boards, plus the NAEB president and one representative elected by the NAEB Institutional Affiliate members, constitute the NAEB Board of Directors.)

During the year, both the Radio and Television divisions established administrative offices at NAEB headquarters in Washington, D.C. These divisions also sought names for themselves that would be more descriptive of their specific functions than would be "The—Division of the NAEB." Therein, perhaps, lies a certain amount of confusion for the reader who is not a member of one of those divisions. The following is an attempt to clarify things:

- ETS stands for *Educational Television Stations*—the TV Division of the NAEB. C. Scott Fletcher is president of ETS, and Gerard L. Appy is vice president.
- NER stands for *National Educational Radio*—the Radio Division of the NAEB. Jerrold Sandler is executive director of NER, and John P. Witherspoon is associate director.
- NERN stands for *National Educational Radio Network*—the NAEB's radio tape network, formerly called the NAEB Radio Network. Robert E. Underwood, Jr., is the NERN manager, with offices in Urbana.
- ECS stands for *Educational Communications System*—a plan for nationwide electronic interconnection of educational institutions. In addition to a nationwide *live* educational radio network, the system would allow other communications services such as the sharing of faculty and instructional resources, cooperative research efforts, rapid collection and exchange of information and technical data, cooperative use of computers, etc. The NAEB is studying ECS implications and implementation under a contract from the U. S. Office of Education. James A. Fellows, assistant to the NAEB president, is directing the project.

**"NAEB History" To Be Updated**

W. Wayne Alford, graduate student at George Peabody College, is researching NAEB events since 1954, to bring the history up-to-date. Material which readers feel might be relevant to the study should be sent to him at 1503-17th Avenue South, Nashville, Tennessee, 37212.

The only printed history of the NAEB available is that written by Harold Hill, which takes it from the organization's beginning to 1954.

**Convention Phone Number: Greenwood 6-3455**

NAEB conventioners in Austin will have the services of a Message Center provided by the Southwest Bell Telephone Company. This will be the best way for home offices to reach anyone at the convention during the hours 8:30 a.m. to 5:30 p.m. The number is GREENWOOD 6-3455 (Area Code 512).

**Norwood Elected to Radio Board**

Members of the NAEB Radio Board have elected Frank W. Norwood, manager, KEBS (FM), San Diego State College, to the post vacated by John Witherspoon when he was appointed associate director of the Radio Division.

**Bronson Heads Individual Members**

Albert P. Fredette, chairman of the Individual Member Division Board, has announced the appointment of Vernon Bronson as executive director of the Individual Member Division. Bronson will continue as director of the NAEB Office of Research and Development, a post he has filled since the office was established.

**Ludwig to Join NAEB Staff**

Coy Ludwig, executive secretary of the Empire State FM School of the Air, has been appointed assistant director of the NAEB Office of Research and Development. He is expected to join the NAEB staff in Washington about mid-October. Ludwig replaces James A. Fellows, who has been named assistant to the NAEB president.

**NAEB Receives Grants from NHLF**

Grants to the NAEB from the National Home Library Foundation, Washington, D.C., were announced last month. The funds will be used by the radio division for creative program production, and by the TV division for a national TV program exchange library service.

● The grant for NAEB-ETS is for \$35,000 in 1964-65, \$25,000 in 1965-66, and \$20,000 in 1966-67. There is a stipulation that the funds for the latter two years must be matched. The program library will make available to ETV stations selected noncredit programs and series. ETS hopes to have the library located by the early part of 1965. Universities and other educational institutions are invited to express their interest in providing a location for the library and in operating the service.

● NAEB-NER has \$8,000 earmarked for creative radio programs. NER stations have been invited to submit proposals by October 10, with contracts to be awarded on or about November 15.

## Are You Listed Right?

Individual Members will be listed in the January-February issue of the *NAEB Journal*. Anyone who has an address or title different from that on the envelope for this *Newsletter* should notify the NAEB Urbana office before November 1. Plans are under way for a new *Directory of Institutional Members* also. Please notify us of changes.

## NAEB-ETS to Study ETV Financing

Funds have been received by the NAEB from the U. S. Office of Education which will enable ETS to begin a study on long-range financing of ETV stations. Frederick Breitenfeld, Jr., has been named project director for the seven-month study.

Inaugurating the study will be a conference in Washington, D.C., December 7-8, to be attended by station managers and members of governing boards of more than 90 ETV stations.

Breitenfeld has joined the NAEB-ETS staff in Washington. Prior to this assignment he was a communications consultant at Cape Kennedy, and from 1960-1963 he served as a program administrator in adult education and an assistant dean at Syracuse University. His articles have appeared in *Saturday Evening Post*, *NAEB Journal*, *Journal of Broadcasting*, and UNESCO's *Television and Adult Education*.

## Needs Info on Teacher Training by TV

An ETV specialist with the Peace Corps in Colombia needs information on teacher training by television, including in-service training via TV. Anyone having concise materials which would be of assistance should send them to: Miss Lucy Gratwick, ETV, Peace Corps, American Embassy, Bogota, Colombia.

## Scientists Study Radio Interference

More than 500 leading scientists will explore the problem of radio frequency interference at a meeting in Chicago, November 17-19. According to James J. Krstansky, chairman of the conference, many serious interference problems have been created by the large growth in operating electronic equipment.

## Dr. Skifter Dies

Hector R. Skifter, who aided in the experimental radio broadcasts that developed into Radio Station WCAL, St. Olaf College, died in New York July 25. He is credited with developing the airborne magnetometer, a detection device used to locate submerged submarines in World War II. He was president of Airborne Instruments Laboratory, Inc., and a vice president of Cutler-Hammer, Inc., at the time of his death.

## News Notes

### PERSONNEL

- ▶ Reorganization of the radio-TV department at Ohio University has resulted in the following appointments: Archie Greer, director of radio; Presley D. Holmes, Jr., director of television; and Vincent Jukes, director of audiovisual.
- ▶ Wally Briscoe, administrative assistant to Rep. Oren Harris, chairman of the House Interstate and Foreign Commerce Committee, has been named administrative assistant and office manager for the National Community Television Association.
- ▶ John Haney, formerly of the Air Force Academy, has accepted the position of director of the office of instructional resources of the University of Illinois, Chicago campus.
- ▶ Dr. and Mrs. I. Keith Tyler of Ohio State University are

servicing this academic year as specialists in the Americans Abroad program of the U. S. Department of State. Their project is using ETV to combat illiteracy. Dr. Tyler is professor in OSU's Bureau of Educational Research and Service; Mrs. Tyler is supervisor of the Ohio School of the Air in the university's Telecommunications Center.

- ▶ Mortimer Fleishacker, Jr., San Francisco businessman and president of the Bay Area ETV Association, was the voice of KQED on the weekly station report, "A Few Words About Channel 9" recently. He was filling in for general manager James Day, who was on leave of absence in Africa.
- ▶ Lee Franks, formerly with NET, New York, is now administering the Georgia ETV system.
- ▶ Miss Eilene Halpern, formerly of NBC and WNDT-TV, has been named a director at WHRO-TV, Norfolk, Virginia. Boyd Harrier has been promoted from director to production manager, and John Egan has moved up from director to program manager.
- ▶ Boris Frank has taken over as production supervisor at WHA-TV, University of Wisconsin, Madison.

### STATE AND REGIONAL

- ▶ A legislative subcommittee on ETV has recommended that South Dakota enter the first phase of its proposed statewide network. This phase would put the state's only ETV station, KUSD at Vermillion, on full power and would activate the proposed station at Brookings.
- ▶ When completed, the network would also include stations at Aberdeen, Pierre, and Rapid City—at a cost of \$2 million. The subcommittee said that appropriations for the entire network should be completed within a three-year period.
- ▶ Also recommended was the establishment of a board of directors for ETV in the state—a nonpartisan seven-man group to be appointed by the governor.
- ▶ Alabama's ETV network can cover 90% of the state's population, since the new transmitter at Mobile became operational September 14.
- ▶ Delaware's legislature has voted to support a three-channel CCTV network connecting all elementary and secondary schools in the state. A \$425,000 center will be constructed to serve the network. Appropriations have been made for two years, and September, 1965, is target date for operation of the system.
- ▶ The whole state of Delaware is also receiving ETV broadcasts via a newly installed signal translator in Sussex County. The device receives the signal from WHYI-TV, Channel 12, Philadelphia, and retransmits the picture on Channel 73.
- ▶ Georgia plans statewide ETV by 1966, with a ten-station network. \$3.3 million of a new school bond issue will be allocated for six new stations and a production center.

### INSTRUCTION

- ▶ The 30,000th credit student in the history of Chicago City Junior College's TV College, over WTTW, has been enrolled for the fall 1964 trimester. Viewers may complete the first

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### Reporters:

- Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.
- Shirley Ford, WRVR, 490 Riverside Drive, New York City, 10027.
- Region IV —Richard Vogl, KTCATV, 1640 Como Ave., St. Paul, Minn.

two years of college and take advanced and graduate courses over this service of the Chicago Board of Education.

▶ Beginning this fall, Minneapolis-St. Paul residents will be able to earn University of Minnesota credits for courses to be offered over KTCA-TV, the Twin Cities ETV station. The program offers four freshman-level courses; next fall additional foreign courses will be added, as will a series of courses on the sophomore level.

▶ WETV, Atlanta, has concluded that its experimental ITV series last semester for seventh-graders on the molecular nature of matter stimulated student inquiry and excitement. The station now plans more programs of this nature for the coming school year.

▶ Five hundred new schools have registered to receive MPATI telecasts this fall. Total membership is now approximately 1800 schools enrolling 700,000 students. MPATI is offering 25 courses.

▶ The School of the Air of the University of Wisconsin recently sent out approximately 36,000 radio and 8,000 TV bulletins to schools all over the state, announcing sixteen radio programs (the most in the School of the Air's 33-year history) and ten TV series.

## GENERAL

▶ A choice of four instructional channels plus commercial Channel 7 has been made available at the University of Texas through the installation of a new TV distribution system. In addition to use in nine classroom buildings, the new system will also operate in the Student Union Building.

▶ Of the 45 school systems participating in the KLRN (Austin) ITV operation, four are newcomers this year: Round Rock, Llano, Burnet, and Taylor.

▶ A collection of nearly a thousand historic recordings from more than 40 years of broadcasting has been "placed in deposit" with Miami University, Oxford, Ohio, for research and educational broadcast purposes, by the Crosley Broadcasting Corporation. The collection includes transcriptions from historic statements of world figures in major news events of the past four decades plus recordings of WLW performers who have become major figures in entertainment or news coverage.

▶ The Mohawk-Hudson Council ETV station, WMHT, has resumed Sunday programming because of a grant from the Albany Times-Union and Knickerbocker News. Programs from the Eastern Educational Network, NET, and quality commercial network shows will be included in the Sunday fare.

▶ The University of Illinois Medical Center radio-TV section is currently producing two documentary films. One is on the university's cooperative program in Chiangmai, Thailand, and the other is on the work that university ophthalmologists are doing in Haiti for Project Focus.

▶ A recent survey shows that TV viewers tend to switch to another channel if a program is sponsored by a religious organization. Research teams interviewed persons in Philadelphia, Houston, and Westchester County (N.Y.) in the study conducted by William J. Millard, Jr., a University of Texas research associate.

▶ KVIE's test pattern appeared mysteriously on all three national networks recently. While preparing for coverage of the Republican National Convention in San Francisco, a crew was trying to pick up a microwave signal from a helicopter; but each time the attempt was made, the KVIE signal was all that came through. It turned out that the signal was from the microwave transmitter on top of Mt. Diablo used to relay KVIE programs to KQED in San Francisco. KVIE agreed to shut down the network for the duration of the Convention.

▶ A new line of professional audio equipment for recording studios, auditoriums, theaters and other installations requiring high-quality sound reproduction has been announced by

the RCA Broadcast and Communications Products Division, which will now concentrate its business activity in sound in the professional audio field and no longer will market a broad line of sound items for use in "engineered sound" systems.

▶ KUHT, University of Houston, has begun its fall schedule from new studios and with major improvements in equipment.

▶ KCET, Los Angeles, has completed work on its Mount Wilson transmitting facilities and was to begin regular broadcasting September 28. It has a capital investment of \$1,300,000 in its facilities, and a power of 1,200,000 watts ERP.

▶ WQED, Pittsburgh, on its tenth anniversary recently, dedicated a historic marker commemorating its having been the first community-sponsored ETV station in the United States and the first ETV station to bring TV teaching to elementary classrooms.

## PROGRAMS

▶ "The Right to Question—Freedom's Foundation," a program produced by the South Carolina ETV Network for the South Carolina Young Lawyers Conference, won a first-place award from the national Young Lawyers Conference. The 30-minute program consisted of a panel discussion on the national system of law and justice between prominent South Carolina attorneys and students from A. C. Flora High School in Columbia.

▶ "A Foreign Student—An American Campus," a documentary radio program produced at the University of Minnesota's KUOM, was recently broadcast world-wide by the Voice of America. The 30-minute program, produced by KUOM program supervisor Bob Binkley, portrays the U. of M. as seen through the eyes of a Filipino student, Bonifacio Bangcaya, a graduate student in agricultural economics. ▶ A 13-program how-to-do-it series, "Home Handyman," is being shown this fall over WQED and WQEX, Pittsburgh. The series was made possible through a public service grant from the National Lumber Manufacturers Association with materials furnished by the Pittsburgh Lumber Joint Action Committee No. 179.

▶ "The Spanish-American Hour," a KQED, San Francisco, television series aimed especially at the Bay Area's large Spanish-speaking audience, profiles the artistic and cultural life of the Spanish-speaking countries, variously spotlighting ballet, drama, opera, literature, music, painting, and sculpture. Although titles, commentary, and song are all in Spanish, Berkeley attorney Ricardo Callejo, acting as series host, introduces the programs and annotates the proceedings in English as well as Spanish. The series is derived largely from a regular Mexico City television feature, "La Hora de Bellas Artes."

▶ Milwaukee's educational VHF station, WMVS, made its first Saturday telecast on the 4th of July to cover the reputedly longest circus parade in the world, part of the celebration "A Day in Old Milwaukee." Congratulatory mail about the parade coverage this year was among the heaviest the station has ever received. A year ago the station videotaped the parade for NET's "What's New" series.

▶ "Information for the Blind," a new radio series on the 2nd Network of NHK, Japan, is also drawing very heavy congratulatory mail. The half-hour weekly program provides both practical and vocational education. In addition, NHK since 1952 has offered its program listings in Braille and has cooperated with schools for the blind on instructional radio.

▶ A high school teacher and four German-born professors from the University of California, Santa Barbara, recently discussed "Germany Today" over KCOY-TV, Santa Maria.

▶ WHYV, Philadelphia, recently telecast live the first Jesse Owens Olympic Development Track Meet, the first Saturday broadcast in the station's history.

▶ Performing artists in dance, piano and song are being seen this fall over WTTW, Chicago, in a four-program series, "University of Nebraska Artists," featuring the Ann Lishner Dance Group, pianist Audun Ravnán, and operatic singer

Leon Lishner. The program was produced by KUON-TV, Lincoln.

► "Exploring Basic Economics," a series of 12 programs written by economist and author L. C. Michelon for the South Carolina ETV Center at Columbia, will be shown over the state ETV network this fall in cooperation with technical education centers across the state.

► A program about the South Carolina Eye Bank, "Out of Darkness into Light," was recently televised over ETV stations WITV, Charleston, and WNTV, Greenville. Produced at the ETV Center at Columbia, the program is a panel discussion, featuring Ted Hunter, newly elected president of the Eye Bank Association of America.

► "The Films of Robert Ford," a recent three-program series over WTTW, Chicago, is about a young Evanston resident who was graduated from Northwestern University two years ago and has since been making his living as a producer of award-winning films. It features interviews with Ford and excerpts from his works, which have won awards from the Edinburgh Film Festival, the Committee on International Non-Theatrical Events, and the Edinburgh International Film Festival.

► The lecture-recitals and master classes of University of Wisconsin visiting professor of music Paul Badura-Skoda, recorded during his campus appointment last spring, are being replayed this fall over WHA radio and TV. The master classes may be circulated by NET.

## Publications

● *Mass Media and National Development*, 333 pages, by Wilbur Schramm has just been published jointly by Stanford University and UNESCO in Paris. \$7.50.

● 50c buys *Teaching about the United Nations*, a new 110-page book by the Office of Education of the Department of HEW. Write the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C., 20402.

● An article on South Carolina's ETV network appears in the August issue of the *American Bar Association Journal*. Written by William F. Able, a Columbia attorney, the article is entitled "Continuing Legal Education By TV." It describes the role of the network in assisting South Carolina attorneys to keep informed on legal matters.

● *Cinema Eye, Cinema Ear: Some Key Film-Makers of the Sixties*, by London *Times* film critic John Russell Taylor, emphasizes the work of Antonioni, Fellini, Bunuel, Bresson, Bergman, and Hitchcock, with some study of Truffaut, Godard, and Resnais. Illustrated with 32 pages of photographs, the book is available from Hill and Wang, 141 Fifth Avenue, New York 10, for \$5.95.

● Describing over 50,000 non-book educational materials, the *Educational Media Index* is the first comprehensive directory in the field. The 14-volume set was published by McGraw-Hill after a three-year USOE-financed study done by the Educational Media Council.

● "The Show That Wasn't There," a TV and radio column by Robert Lewis Shayon on page 27 of the August 15 *Saturday Review*, criticizes MSU's WMSB for deciding not to show the third play in a controversial trilogy on race relations they had already videotaped and states that film prints of the three plays are available to TV stations free of charge from the Anti-Defamation League, B'nai Brith, 315 Lexington Avenue, New York, N. Y., 10016.

● On page 50 in the same issue of *Saturday Review*, David Stewart, secretary of the JCEB, discusses a new college in the Virgin Islands.

● A revised edition of *The Audio Visual Advisor* by Salvatore J. and Dolores F. Parlato is available from Market Station Box 25, Buffalo, N. Y., 14203, for \$1.50. 76 pages.

● "Free-Lance Job Opportunity: Educational Television," by Nancy Vogel, appears in the September 1964 issue of *Writer's Digest*.

## PLACEMENT

### PERSONNEL AVAILABLE

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

**October 1** Position in management, research, state developments, or college/university academic affairs. Experience in management affairs, research, state and national agencies, and teaching (elementary through graduate school). Minimum salary \$12,000.

**October 2** Married man, 40, with B.A. and 13 years of experience in all phases of broadcasting—sales, programming, management and ownership. Extremely capable "on air." Interested primarily in challenging position. Will consider any area or foreign country. Would be willing to teach, program, or manage. Considerable experience in broadcasting and public relations. Starting salary \$10,000.

**October 3** Employed Hollywood writer-producer-creator of network programs wishes to establish contact for next year as college teacher or with TV/radio station. Married, 48, two children. B.A. in speech, working on M.A. Started in radio, overall knowledge of radio and TV. Salary \$10,000 minimum.

**October 4** Experienced producer and director in one of nation's top ETV stations seeks further opportunity in public affairs and instructional programming in social sciences. He is young enough (24) to work long and hard to create a meaningful and entertaining product. He is married and responsible enough to complete a project within understandable limits posed by his superiors. He would prefer an academic community where his M.A. in political science can be completed, and a \$5500 to \$6500 salary so he can afford it.

**October 5** Graduate student completing work on master's thesis now available for immediate employment. Engaged, 25, B.S. Wharton School, University of Pennsylvania; M.A. in communications expected 1/65 from University of North Carolina. Desires position in ETV (opportunity for some teaching preferred). Areas of special interest are programming and program development; public affairs and station administration. Has workshop experience in all phases of production from "cable pulling" to directing. Experienced in theater and in the operation of film societies. Interested more in the position and the opportunity it presents than in salary or location.

**October 6** Electronic technician—FCC First Class license. Desires to earn an ETV technical career through a position affording growth and security. Male, 25, single. US Army service as a reporter-photographer for the Army Pictorial Center. Graduate of RCA Institutes course in TV production, direction and studio operations. Prefers location in Pennsylvania vicinity.

**October 7** Commercial TV art director desires similar job in ETV. Married, 32, two children. Experience: 2 1/2 years in commercial TV as artist, photographer, cameraman, producer, and talent of children's show; 6 years in educational, professional and semi-professional theater as designer. B.A. in stage designing; 2 years graduate school. Minimum salary \$6800-\$7500.

### POSITION AVAILABLE

(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.)

**OCI-1** Mideastern university needs young learning resources man to plan and develop activities with a new all-university television office. Experience with other instructional materials desirable. Part-time graduate study possible for candidate without Ph.D. Salary according to experience and training.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
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