

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 29, NO. 1

JANUARY, 1964

## 1966 NAEB Convention Bids Wanted

Bids are being accepted for the 1966 NAEB national convention, which will be in the Midwest. The deadline for bids to be received in the NAEB Washington office is February 5, 1964. Kansas City and Cincinnati have already issued invitations.

This is a new procedure, approved by the Board of Directors at the Milwaukee convention, to allow selection of convention sites three years in advance. This should result in less difficulty arranging hotel space at the time desired. Members of the NAEB National Convention Committee will choose two finalists from among the bids and, after Board approval of the two, the NAEB staff will select the final site—based on respective facilities, prices, and help. Announcement of the site will be made April 1.

Bidders are asked to include the following information:

1. Invitations from hotels, with information about space for meetings, space for exhibits, and rates.
2. Invitation from the Chamber of Commerce or convention bureau, with an indication of the help this group is willing to provide.
3. Specific information from the NAEBers extending the invitation as to what help they can provide.
4. An indication as to whether or not arrangements can be made locally to underwrite the expenses of a visit by an NAEB staff member if the city is one of the two finalists.

## More Go to Samoa

During the last two months several persons have gone to Samoa to work on the NAEB ETV project there. They are: Gary Bergland, producer-director from Auburn University, Alabama; Jim Hodgins, film specialist and photographer, WEDU-TV, Tampa; Marjorie Iggulden, artist, WJCT, Jacksonville, Florida; H. Eugene Larson, engineer, KVIE, Sacramento; and Lorin Swazey, WEDU-TV, Tampa.

Vernon Bronson, NAEB director of research and development, recently said that three others are to go in February, to join the above and the engineering team which went to Samoa last summer. Scheduled to leave next month are: Robert Costello, technician, KTPS-TV, Tacoma, Washington; Lyndon Fisher, a recent graduate of Ohio University, Athens; and Norman Tyler, ETV teacher, KTPS-TV, Tacoma.

Bronson said he is currently negotiating with teachers from six cities across the nation, to obtain persons with TV teaching experience to work with the new Samoan ETV system. In making the announcements, Bronson stressed that personnel going to Samoa must have not only the professional capabilities required, but also families who are psychologically adjusted to living in an island community away from home.

## NAEBers May Obtain Group Insurance

NAEB Individual members may obtain accident insurance at considerable savings under a new plan sponsored by the NAEB. Detailed announcements were mailed to all Individual members during December.

## Upcoming NAEB Meetings

*January 29-31.* Educational radio conference, University of Chicago Center for Continuing Education.

*February 26-29.* Region VI meeting in conjunction with 17th Annual Western Radio and Television Conference, Jack Tar Hotel, San Francisco.

*March 1-4.* Conference on improvement of television teaching, University of Missouri.

*March 22-24.* Region III meeting, Indiana University.

*April 9-11.* Region II meeting, Columbia, South Carolina.

*October 6-7.* Music directors conference, University of Wisconsin.

*October 25-28.* National convention, Austin, Texas.

## Correction of IERT Dates

Dates for the 1964 IERT were listed incorrectly in the December *Newsletter*. Correct dates are May 26-28.

## Ohio State Awards Entry Deadline

Deadline for entry in the 1964 Ohio State Awards is January 15, 1964. For entry forms and further information, write: IERT, 2470 North Star Road, Columbus, Ohio 43221.

## Instructional Division Sponsors Conference

The NAEB Instructional Division will sponsor a national conference March 1-4, 1964, at the University of Missouri, Columbia. The division will also have its organizational meeting at this time.

Topics to be considered are: Teaching and Utilization, Administrator's Viewpoint, Current Research and Experimentation, Graphics and Instructional Aids, Sharing Instructional Resources Through Television, and Role of the Director. The conference planners are developing the program to interest instructional broadcasting personnel, school administrators, teachers, and audiovisual people responsible for TV planning and utilization. "Improvement of Teaching by Television and Radio" is the conference theme.

Members of the planning committee are: Barton Griffith, chairman, University of Missouri; Robert Boston, St. Louis schools; Leslie Greenhill, Pennsylvania State University; Charles McIntyre, University of Illinois; Rhea Sikes, Pittsburgh schools; and ex-officio members Ed Lambert, University of Missouri, and Harold Hill, NAEB.

## Four Receive Citations

One institution and three individuals were awarded citations at the NAEB national convention in Milwaukee for their efforts in educational broadcasting. Albert P. Fredette, station manager of WAMC (FM), accepted the citation for his station and the Albany Medical College. The three honored individuals were Mrs. Gertrude G. Broderick, U. S. Office of Education; Marguerite Fleming, station manager, KSLH (FM), St. Louis; and Mrs. Kathleen N. Lardie, station manager, WDTR (FM), Detroit.

▶ Community Television of Southern California announces that it hopes to move into its new quarters in Hollywood early this month. The schedule calls for a test pattern on the air for the Los Angeles ETV station by May 15 and full programming in September. Early in December, Ray Stanley, director, ETV Facilities Program, and John Brugger, of HEW, visited CTCSC for an inspection prior to the granting of federal matching funds for construction and equipment.

▶ WBKY, University of Kentucky FM station, installed a new transmitter during the Christmas holidays. The transmitter, a 1000w Collins 830D-1A, will maintain the station's 3000w ERP service to central Kentucky. It is push-button controlled and capable of stereo broadcasts, which WBKY plans to institute in the near future.

#### INSTRUCTION

▶ In Bogota, a six-month, two-station pilot ETV project now being conducted by Peace Corpsmen and Colombian students is to be expanded in August, 1964, into a regular schedule of in-school programming that will immediately reach 1500 schools throughout Colombia. Last August, KUON-TV, University of Nebraska, and KNME-TV in Albuquerque, New Mexico, gave corpsmen their intensive training.

▶ Daniel Turner, professor at Northwestern, looks past an "ITV obsession" in his article, "Television and Learning," in the December, 1963, *Teachers College Record*. He says that our use of ITV has been obsessed with the notion of reaching more students with fewer teachers. He suggests that we have been both short-sighted on this score and insensitive to the potentiality of the medium to "bring the world into the schoolroom." The same issue has a 27-page section, "Creativity Appraised," written by Richard de Mille of USC, Elizabeth Drews of MSU, and Minnesota's E. Paul Torrance. The *Record's* address is Columbia University, 525 West 120th Street, New York 27.

#### State and Regional

▶ Ohio's ETV Network announces that two new ETV stations will be on the air during 1964 in the state. Bowling Green's WBGU-TV is scheduled to begin programming early this year, while Cleveland's Channel 25 will be activated later in the year. The state's ETV stations plan an early exchange of programs via tape prior to actual interconnection by microwave.

▶ The Arkansas ETV Commission expects to have its first station on the air this spring, in Hot Springs.

▶ Maryland has under way an engineering survey for a state-wide ETV network.

▶ In Illinois, the office of the superintendent of public instruction and the Illinois School Problems Commission are co-sponsoring nine conferences in various parts of the state on ETV this spring. The governor has designated the superintendent of public instruction as the state's ETV agency.

▶ The Wisconsin legislature adjourned in November without acting on the governor's special appeal for ETV. The proposal would have appropriated \$570,000 in state funds, to be matched by a smaller amount in federal aid, to establish a station in the Green Bay area, another in the Eau Claire-Colefax area, a production studio at Stout State College, and the necessary linkage between those points and also Milwaukee. ETV proponents are hopeful of action at a proposed April session of the legislature.

#### Graduate Assistantship for 1964-65

Western Michigan University is offering a graduate assistantship in mass communications for 1964-65. Applications must be in by March 1. The stipend is \$1,000 for ten months and remission of local fees. Obtain forms and more information from Robert Paul Dye, Director of Broadcasting, Western Michigan University, Kalamazoo, Michigan, 49001.

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington, D. C., 20036. Phone 667-6000. Area Code 202.

#### New Institutional Members

##### RADIO STATION DIVISION

C. W. Post College, Station WCWP (FM), Greenvale, Long Island, New York.

##### NETWORK

Station WKSU, Kent State University, Kent, Ohio.

#### Indiana College Radio Stations Elect

Members of the Indiana Collegiate Broadcasting Conference elected officers and advisers at their second meeting at Butler University October 26, 1963. The group of college radio stations organized at a meeting at DePauw University last May. Its purpose is "to better acquaint the personnel of Indiana college broadcasting stations with each other, to discuss problems of common interest, and to explore the possibilities for an Indiana College Network or similar organization."

Officers are: President—Jerry M. Douglas, WAJC, Butler University; vice president—Ray M. Williamson, WGRE, DePauw University; secretary—David A. Rent, WBST, Ball State Teachers College; treasurer—Kathy Hegg, St. Mary-of-the-Woods. Advisers are: R. LeRoy Bannerman, Indiana University; Joseph T. Duncan, Indiana State College; and Irwin Starr, Earlham College.

Member colleges are: Indiana State Teachers College, St. Mary-of-the-Woods, Evansville College, Notre Dame, DePauw University, North Manchester, Indiana University, Purdue University, Ball State Teachers College, Indiana Central College, Franklin Central, Butler University, Earlham College, Valparaiso College, and Wabash College.

#### THE PRESIDENT

The December *Newsletter* went to press on the grim day following the President's funeral, and I could think of no comment that seemed appropriate for this type of publication. Now, a month later, I still feel a need to say something here in acknowledgement of the national tragedy.

Perhaps other NAEbers found themselves remembering, during the days following the assassination, the NAEB convention a year ago—when the Cuban crisis broke . . . when many of us gathered in one of the hotel meeting rooms to see and hear the President's speech on the large screen. I remember feeling at that time a great pride welling up inside me—pride in country, in the Presidency, and in the man filling the job. It was a silent, sober crowd that left the room that evening.

Little did we know then of the silent, sober, and sad crowds to be filing through the Capitol Rotunda and lining the streets of Washington little more than a year later.

Yet this sad time had its elements of solemn pride, too—in the continuity of the office of President . . . in the brave dignity of Mrs. Kennedy . . . in the unity of our people . . . in the broadcast industry which alone could have sustained such unity as our nation watched and listened . . . and in a small boy's salute, more expressive than any words.

—BMCK.

Among the expressions of sympathy from other nations were two addressed to William Harley and the NAEB—cablegrams from the European Broadcasting Union and from Radiodiffusion-Television Francaise.

The *Congressional Record* for December 3 commends the broadcast media for their coverage of the events, which, to quote the insert, "was particularly memorable because of the dedication, accuracy, and good taste of those from the broadcasting industry who worked long and often under difficult circumstances."

## PLACEMENT

### PERSONNEL AVAILABLE

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

**January 1**—Production manager, 27-year-old male, with 7 years of educational TV experience wishes to be located with a TV station or production unit that is part of or near a college or university. Majored in TV and would like to work and finish education at the same time. Would like to settle in the Southwest or Southeast, but will accept other offers. Salary \$9,000. One year of commercial TV experience and 2 years of commercial radio experience. Would also be interested in a P-D position working with new teachers, which he has specialized in for the last two years. Has ITV and community ETV work experience.

**January 2**—Position wanted with educational station. Has experience as script writer, continuity writer, announcer, newscaster, and audio producer and director. Married male, 29. Holds B.A. in sociology and B.A. in radio and TV, both from Indiana University. Prefers salary \$475 to \$500 a month. Will consider any location.

**January 3**—Chief engineer of ETV station desires position with station or network offering greater challenge and responsibility. Five years engineering experience in commercial and educational television. Successfully planned and carried out extensive improvements in an expanding ETV operation. Male, 23, married. Location open. Salary range, \$9,500-\$12,000.

### POSITIONS 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.)

**Jan. 1** University ETV station in northeastern U. S. seeks technicians capable of operating TV control room equipment and doing necessary switching. Extensive training not required; will be provided after employment. Salary open, dependent upon background and experience. Open immediately.

**Jan. 2** Associate or full professor to serve as head of academic program in radio-television at major Midwestern university. Will teach undergraduate and graduate level courses, direct graduate study and research, exercise general supervision over teaching staff and academic program and coordinate classroom work with station operation. Ph.D. and college level teaching experience required. Salary open, depending upon training and experience.

**Positions Jan. 3, Jan. 4, and Jan. 5** are with a new communications arts department in the Southwest. Salary and rank are dependent upon degree and/or experience.

**Jan. 3** Full-time engineer capable of maintaining and operating a television studio containing equipment for educational and instructional television; also maintaining operation on a school AM-FM radio transmitter. Applicant must be able to maintain equipment without outside contractual help. Require minimum of B.A. degree and experience in either educational television broadcasting or equivalent professional broadcasting. This is a non-professional position; member of staff. (For list of equipment mentioned above, contact NAEB Placement Service).

**Jan. 4** Producer-director capable of working with university professors in formulating ITV program for on-campus use; also necessary that he have background to accomplish imaginative cultural ETV programs for community consumption. Full-time position. Should have some academic teaching experience in order to accomplish one or two three-unit upper-division courses in production and direction for students in communication arts department.

**Jan. 5** Television and film writer capable of teaching senior year and/or graduate level courses in creative writing for television and film. Should have at least an M.A. or equivalent professional experience plus higher educational teaching experience.

## Asian Broadcasting Union to Begin

July, 1964, will see the inauguration of the Asian Broadcasting Union, with headquarters in Tokyo. All broadcasting organizations of national character in independent countries in Asia and the Pacific region are eligible for membership. Draft statutes were studied at the Fifth Asian Broadcasters' Conference in Seoul, Korea, last fall.

## Schedule Set for International Conference

The Japan Broadcasting Corporation will host the second international school broadcasting conference April 9 to 15, 1964, in Tokyo. The organizing committee met in Rome under the sponsorship of the European Broadcasting Union, to decide upon the schedule for the conference.

Invitations were dispatched to 160 broadcasting organizations of 125 countries at the end of October. Working languages to be used will be English, French, and Japanese.

Proposed subjects for the sessions include the fundamental purposes of school broadcasting and the individual characteristics of radio and television with special attention to audience organization and assessment of results; essential requirements for starting a school broadcasting service; assistance and information to developing countries with special attention to the training of personnel; radio and TV in the fight against illiteracy and in fundamental instruction of adults; radio and TV in teaching history and geography for promotion of international understanding; teaching of science and mathematics through radio and TV; teaching languages through radio and TV; and correspondence courses in association with radio and TV.

## UNESCO Seeks Candidates for Paris Positions

1. Chief of radio and visual information, department of mass communication. Responsible for activities designed to promote knowledge of aims and activities of UNESCO and the organizations of the U. N. system through radio broadcasting and visual information media of all forms. Qualifications and experience required: university degree or equivalent attainments; substantial professional experience in the field of radio and visual information as director of production or producer, and knowledge of radio and visual information organizations in countries with different cultural traditions; administrative experience relevant to directing and supervising the work of a group of radio and visual information producers and technicians of several nationalities; perfect knowledge: reading, writing and speaking, of English or French and good working knowledge of the other; familiarity with other languages an additional asset; knowledge and appreciation of the aims and activities of the organizations of the U. N. system. Closing date: February 15, 1964. Salary, \$10,650 per annum.

2. Chief of press division, department of mass communication. Under the general directives of the director of the department, this person is responsible for planning and executing activities designed to promote knowledge of the aims and achievements of UNESCO and the organizations of the U. N. system through news agencies, the daily and periodical press and other publishing enterprises. Qualifications and experience required: university degree or equivalent attainments; substantial professional experience as a writer or editor in a news agency and/or newspaper or periodical, preferably also with a national or international public information service; knowledge of the press in countries with different cultural traditions desirable; administrative experience relevant to directing and supervising the work of a group of journalists and press officers of several nationalities; perfect knowledge: reading, writing and speaking, of English or French and good working knowledge of the other; familiarity with other languages an additional asset; knowledge and appreciation of the aims and activities of the organizations of the U. N. system. Closing date: January 31, 1964. Salary: \$10,650 per annum.

Both positions are two-year appointments. Persons interested in these positions should contact Mr. John Sauls, Office of International Administration, Room 5321, Department of State, Washington, D.C. at the earliest possible date.

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