

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Radio Station Division Gets Up Steam

Some 50 radio leaders met at the NAEB seminar in Chicago January 29-31 to consider educational radio's future. The group was unanimous in its support of a plan for the NAEB Radio Station Division to establish its own full-time executive in Washington.

Those in attendance also endorsed the proposed Educational Communications System, a plan for which has been submitted to the USOE for NDEA funds for a feasibility study. Jerrold Sandler, production manager of the University of Michigan's WUOM, has been tentatively named coordinator of the study.

Colby Lewis to Edit Journal

Walter Emery has resigned from his post as editor of the *NAEB Journal*, because he expects to be out of the country much of the time during the next academic year, on sabbatical leave from Michigan State University. Effective April 15, Colby Lewis, coordinator of CCTV at MSU, will become the *Journal* editor.

Correction on Samoa

In the January *Newsletter*, which carried an item on personnel going to Samoa to work on the NAEB project there, H. Eugene Larson was listed as being from KVIE, Sacramento. Actually, though he worked for the station at one time, for the three years prior to his leaving for Samoa he had been TV engineer for Sacramento State College.

Penn State Offers ITV Story on Film

Pennsylvania State University offers for loan a 38-minute 16mm film, "Instructional Television at The Pennsylvania State University: 1954-1963." A print is available without charge except for return postage from: Audio-Visual Aids Library, Pattee Library, Pennsylvania State University, University Park.

New Institutional Members

RADIO DIVISION AND NETWORK

Boston University, Station WBUR (FM); Cousino High School, Station WPHS (FM), Warren, Michigan.

INSTRUCTIONAL DIVISION

University of Akron (Ohio); University of Cincinnati; Detroit Board of Education; University of Illinois; Kent State University (Ohio); University of Minnesota; New York City Board of Education, Brooklyn; University of Oregon; San Diego State College (California); South Carolina Educational Television Commission; Southern Illinois University; University of Tennessee; University of Texas; Twin City Area Educational Television Corporation, St. Paul; Wayne State University, Detroit; WGBH Educational Foundation, Cambridge, Massachusetts.

INDIVIDUAL MEMBERS

During the last three months, 92 new Individual Members have joined the NAEB.

Indiana to Host Region III

NAEB Region IIIers will meet at Indiana University March 22, 23, and 24. Among the attractions will be tours of I.U.'s new \$2.5 million radio-TV building featuring eight studios, one of which is said to be one of the largest between New York and Los Angeles.

Tours of the building and registration for the conference are scheduled to begin Sunday afternoon about 3 o'clock. The conference will close shortly after noon on Tuesday.

Among sessions in the proposed schedule are those dealing with: what the TV producer needs to know about educational methods; visual effects in relation to production equipment; planning CCTV facilities; ITV and the school administrator; programming the small radio station; ITV and school design; what the educational broadcaster needs to know about law; the ETV station and public controversy; and new developments in equipment.

Program details and registration material will be mailed from I.U. to Region III NAEBers.

Free Films for TV Stations

A new series of five 27½-minute films, "Painting and Finishing Tips," produced especially for TV has been released for free use by TV stations. Write: National Paint, Varnish and Lacquer Association, 1500 Rhode Island Avenue, N.W., Washington, D.C., 20005.

Competition Opens for Cinema Awards

The Society of Cinematologists announces two \$1,000 awards in creative cinema, one for the best original shooting script, and the other for the best film. Competition is limited to American citizens under 25. Further information from: Prof. Robert Gessner, New York University, Washington Square, New York City, 10003.

Wisconsin Announces Kaltborn Scholarship

Broadcasting graduate or upperclass undergraduate students may apply for the Kaltborn \$1200 scholarship for the 1964-65 school year at the University of Wisconsin. Selection of the student is on the basis of: scholarship, special aptitudes and interest in some phase of broadcasting, evidences of planning for a career involving the use of radio-TV media, and financial need. Application deadline is April 1. Applicants should furnish: transcript of all college-level credits; letter of application, presenting his interests, experience, and ambitions; and three supporting letters. Write to Prof. H. B. McCarty, Radio Hall, University of Wisconsin, Madison.

Anne Bradley Leaves NAEB

Mrs. Anne Bradley resigned from the NAEB staff last month. She was coordinator of the NAEB Sudan Project and for the past two years had served as coordinator for the national convention. She is now working in the banquet sales department of the Marriott Motor Hotels.

News Notes

PERSONNEL

- ▶ Phillip A. Jacobson, long-time NAEber, is now manager of ITV sales for Westinghouse.
- ▶ Hugh Greene has been appointed project coordinator for the Texas Educational Microwave Project. Greene, of the University of Texas, was in on the beginning of ITV at the university and at TEMP.
- ▶ Darrel W. Hold has joined the staff of the University of Kansas radio-TV-film department as an assistant professor. He is finishing his Ph.D. at Northwestern and has been in commercial broadcasting for 12 years.
- ▶ Glenn Wilson has become television engineer at Northern Illinois University. He will assist Blanche Owens, the coordinator of ETV, in the design of closed-circuit and broadcast TV facilities.
- ▶ Thomas H. Welch of the Columbus, Ohio, public schools has just been hired by WOSU-TV, Ohio State University, as a producer-director.
- ▶ George Dooley has been appointed station manager of Dade County (Florida) WTHS-TV and WSEC-TV. Dooley will be in charge of the two TV stations, as well as the radio station, WTHS. Cliff Mitchell, general manager of WTHS-TV and director of radio and television education for the county school board since 1960, has been promoted to the position of administrative assistant to the superintendent of Dade County schools.
- ▶ Ohio State's Richard B. Hull has been chosen one of Columbus' Top Ten Men of 1963 by the Columbus *Citizen-Journal* for his work in ITV.
- ▶ James W. Case, former program director and assistant executive director of ETV station KRMA, Denver, has taken over as director of programming at Los Angeles' new educational Channel 28. James Loper has been named director of educational services. Loper leaves the post of director of television at Los Angeles State College.
- ▶ Boston University Associate Professor Sidney Dimond is leaving school broadcasting to work full-time on his "sounds on tape and record" company, Creative Associates, Inc.
- ▶ Two new WKNO-TV, Memphis, staffers are Jim Longstaff, producer-director, coming from WCCO radio, Minneapolis, and Allen Bates, children's director and host of daily series, formerly a local actor.
- ▶ Howard Holst, WKNO-TV, Memphis, managing director, is doubling as Memphis State University speech and drama department instructor in TV production.

STATE AND REGIONAL

- ▶ A \$100 savings bond will be awarded the winner of a contest for the design of a new identification emblem for the Ohio Educational Television Network. The Special Projects Committee of the Columbus Chapter of the National Academy of Television Arts and Sciences is providing the award. Ohio now claims more ETV broadcast stations than any other state in the nation: 7.
- ▶ "ETV for South Dakota," a survey and report prepared for the South Dakota ETV Association, has been completed by ETV Associates of St. Paul. The report was presented to the state Joint House-Senate Committee on Education for further study by the Legislative Research Council. After an extensive "grass roots" publicity and promotion effort, tentative plans hope for initial legislative action in January, 1965, at which time the legislature might appropriate funds to operate the first phase of a state-wide network outlined in the study.
- ▶ In preparation for the Arkansas ETV Commission's final development plans, Director Lee Reaves and Commissioner E. T. Sheffield, Lakeshore Schools Superintendent, spent three days studying the Alabama ETV Commission and its operation. The Arkansas Commission plans to pattern its organization after the Alabama setup.
- ▶ Eight CATV systems outside the Alabama ETV network's coverage now are providing their subscribers with Alabama's programs.

INSTRUCTION

- ▶ TV teachers from KLRN-TV, Austin, Texas, are meeting with classroom teachers who are using their television programs in a series of evaluatory workshops.
- ▶ At eight schools throughout New York City, special programs utilizing portable TV units are helping pre-service student teachers and in-service regular and substitute teachers to develop skills in classroom routines, discipline, and pupil-teacher relationships. The units employ a single camera which projects—with the aid of monitor, microphones, and audio-video "mixers"—a classroom demonstration lesson to a number of other rooms in the school building where teachers and supervisors view it on receiving screens.
- ▶ WKNO-TV, Memphis, says its telecasts are being used by 80,000 pupils this year.

GENERAL

- ▶ James Hagerty, vice president of ABC, and Robert E. Lee, FCC Commissioner, will keynote the 25th annual Intercollegiate Broadcasting System's national convention March 21 at Columbia University.
- ▶ WQED, Pittsburgh, is running a Miss 'QED contest among city college students. The winner will help the station campaign for funds.
- ▶ University of Florida's WUFT (TV), in a recent program bulletin, asked viewers to keep postal cards near the set, and to write the station immediately about programs they either liked or did not enjoy.
- ▶ For the first time in its nine years of operation, WCET, Cincinnati, is telecasting on Sunday afternoons, with good drama, opera, jazz, classical music, ballet, and documentary films.
- ▶ Chicago's commercial WGN is opening a four-man bureau in Washington, D.C.
- ▶ Dickinson College has become actively associated with "Romper Room," an ETV program seen by millions of preschool children in seven countries. The Dickinson faculty will participate in the creation, development and periodic review of all segments of the telecasts.
- ▶ Tele-Measurements, new owner of radio station WACE, Chicopee, Massachusetts, says it will be pleased to make its facilities available to educators in the Massachusetts area.
- ▶ KLRN-TV, University of Texas, has been chosen by NET to act as production agency for the first nationwide TV appearance of the Houston Symphony Orchestra.
- ▶ KUSD AM-TV and the University of South Dakota were hosts to the third radio-television workshop for religious broadcasting sponsored by the South Dakota Council of Churches, January 27-30. Consultants for the workshop were provided by the staff of KUSD AM-TV and the division of radio-TV of the United Presbyterian Church, U.S.A.
- ▶ KUSD is broadcasting a series of 15 lectures recently delivered by a military team of the Industrial College of the Armed Forces at a national security seminar in Sioux City, Iowa.
- ▶ GE and Westinghouse have agreed to guarantee installation and maintenance of TV equipment for schools to receive MPATI telecasts. Bill Fall, MPATI's director of technical

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Reporters:

- Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.
- Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville.
- Lou Panegyry, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region III —McCabe Day, WVSH, School City of Huntington, Ind.
- Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

services, says that faulty installation of equipment has been the source of most school reception problems.

PROGRAMS

- ▶ Literacy training by television on KLRN-TV, San Antonio, Texas, is being received by more than 600 pupils in more than 30 TV viewing centers in the area. "Operation Alphabet" is seen during prime evening time five nights per week.
- ▶ KLRN-TV program director, Bob Squier, has asked most of the ETV stations in the country for a sample of their best programming to showcase in the station's new series, "The Best of ETV." So far more than 30 stations have submitted entries.
- ▶ Fifth-grade students in Tallahassee get an extra incentive to learn sociology over WFSU-TV from three puppets—a mouse, a cabin boy, and a professor. Rhett Bryson, a Florida State University student, emphasizes points made by the TV teacher, Mrs. Nancy Benda, by having his puppets repeat central ideas and converse about the lesson.
- ▶ "Memorable Concerts," a new thirteen-week series presenting half-hour glimpses of renowned names in the world's performing arts, has begun over Chicago's WTTW (TV). The series is produced in cooperation with John Nuveen and Company, national underwriters and distributors of tax-free bonds. The series is one of the first major series for WTTW to be underwritten locally.
- ▶ A Detroit coffee house is the scene of WMSB's first "On Location" program. The Michigan State University cameras move right into The Retort Coffee House in Detroit and join the audience for an on-the-spot folksinging concert.
- ▶ Five educational radio stations in Michigan are cooperating in presenting "Midweek Michigan," a series which this season has covered such topics as Housing and Integration, Alcoholism, Firearms Mailing and Control, School Dropouts, Public School Enrollments, and Adoption. Segments of the program originate at WDET, Detroit; WFBE, Flint; WKAR, East Lansing; WMUK, Kalamazoo; and WUOM, Ann Arbor.
- ▶ The University of Texas radio series, "Texas Business Review of the Air," has received praise from Governor John Connally. The series, now in its 11th year, is a joint venture of Radio/Television and the Bureau of Business Research.
- ▶ Fresno State College broadcasting students are writing, producing, directing, and performing in a daily live TV program for San Joaquin Valley viewers. Called "This Morning in Fresno," the program offers news and weather, along with special interviews. The latter have included a local turkey breeder speaking about his birds, a discussion with a local artist, and comments about the college's stage production of Shakespeare. The half-hour broadcast is microwaved from the campus studio to KJEO-TV, a commercial station. Students have had a chance to experience at least one live production emergency—when all of the studio lights failed. According to TV Coordinator Edwin H. Lombard, future plans—when rehearsal time is available—call for drawing on the college music and drama departments, the modern dance groups, and the fiction writing classes, with the possibility of production of original plays.
- ▶ WBUR-FM, Boston University, recently ran a 1½-hour broadcast on problems and possibilities of Boston radio and of the profession, called "Focus on Radio," and done by a panel of commercial broadcasters, Boston U. faculty, and a student moderator.

Here & There

- For its 32nd annual SDX Distinguished Service Awards Contest, Sigma Delta Chi has established separate awards for radio and television editorials. Until now, they have been in one category.

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

- In Harrisburg, the Pennsylvania Community Antenna Television Association recently held a symposium on ETV, drawing a number of educators, legislators, and CATV operators.

- The nation's oldest and largest educational publication organization, the Educational Press Association of America (EDPRESS), has moved its national executive headquarters to the Syracuse University School of Journalism, Syracuse, New York.

- Marking the midway point in its 3-year trial operation, subscription TV Channel 18 in Hartford, Connecticut, has announced some coming attractions: the Broadway production of *Spoon River*, the Liston-Clay fight, Joan Baez, a Tony Martin-Cyd Charisse Revue, three American movies ("Irma La Douce," "The Great Escape," and "West Side Story") plus Cannes Film Festival winner "The Lady and the Dog" and the Venice and London festivals winner "The Sound of Trumpets."

- Excellent dramatic productions on television in 1963 have won the applause of the National Council of Teachers of English. NCTE directors at the 53rd annual convention in San Francisco commended the television industry for "bringing to millions of students plays of substantial content in productions of good taste." Specific dramas mentioned were *The Tempest*, *Macbeth*, *Hedda Gabler*, *Cyrano de Bergerac*, and *Pygmalion*. The Council publicly recognized recent efforts of the television industry to cooperate with the English teaching profession in raising standards of production and improving aesthetic and intellectual appreciation of television.

PLACEMENT

PERSONNEL AVAILABLE

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

- March 1** Production manager, 37, male. Experience: 4 years ETV experience, 4 years commercial, 2 years FM radio. Desires to be located (a) with TV station or production unit affiliated or near college or university; (b) to work and continue education toward M.A.; (c) East/West Coast or peninsular Florida, interested in P.D position working with new teachers. Salary open; will consider other locations.
- March 2** Experience: 8 years producer, director, writer and art director for commercial (public affairs) and educational (open and closed circuit) television; 4 years college level teaching (broadcast preparation curriculum and ITV techniques). B.F.A. (industrial design), M.A. (communications, R/TV). Interested in responsible developmental or administrative position in educational communications, either on university or station staff. Not adverse to activities for both. Available late summer, fall, 1964. Location open. Minimum salary: \$10,000, and continue education toward M.A.; (c) East/West Coast or peninsular Florida, interested in P.D position working with new teachers. Salary open; will consider other locations.
- March 3** Ambitious young man with many new ideas and a practical knowledge of ETV writing, production and direction, desires a growing position that will be a constant challenge to his abilities. B.S. radio-TV, Ithaca College. Most desirable position would be one that would enable him to continue study for master's degree in the summer months.
- March 4** Planning, programming and management. Background includes teaching at all levels, university administration, television management, consultancies. Commercial and educational publication, freelance lecturing. Ph.D., male, 32, married. Northeast preferred. Present salary over \$13,500.
- March 5** Married male, 30, with work beyond M.A., experience in various phases of ETV and radio, desires programming or producer position. Primary interest lies in public affairs. Salary, location open. Available June 1, 1964.
- March 6** ETV administrator/producer/director; 12 years experience in commercial and educational TV, 8 years commercial radio. Produced series for NET and NITL; winner national awards. Now teaching in major university, seeks position in production/administration with

- community or university ETV station. Part-time teaching welcome. Married, male, 37. M.A., Ph.D. nearing completion. Pacific Coast or Western location; salary minimum: \$9,500.
- March 7** Experienced ETV director with some producer experience seeks position with progressive ETV station. Age 24, married, no children. Just completed one semester of post-graduate television studies. B.A. Auburn University in speech. Will consider any location except extreme Northwest. Salary: \$4800.
- March 8** Produce-direct and teach TV courses. Prefer college or university in order to work on Ph.D. Married, male, 25. Has worked at various commercial radio stations. Student assistant at college TV station; worked all production positions. B.S. in Broadcasting, University of Florida. As reserve Airy officer on active duty, spent two years at Army's motion picture studio in various phases of motion picture production. Will graduate from Ohio University in August, 1964, with M.A. in radio-TV. Now teach three hours and direct at least three television programs per week. Prefer Florida or Southeast, but will consider any area. Beginning salary range: \$6000-\$6500.
- March 9** Former assistant to radio-TV coordinator of 1960 Democratic National Convention; wide staff officer experience in Signal Corps, including liaison duty with CCTV; extensive work with members of U. S. Congress with Legislative Reference Service of Library of Congress; research knowledge of FCC rules and regulations for ETV; working experience in production of ETV programs; M.S. in library administration; candidate for M.A. in broadcasting with thesis on state-wide ETV network. Age 29, male, single. Desires: ETV/ITV administrative or coordinator position in California, D.C. area, Middle West, New England. Salary minimum: \$7500.
- March 10** Ph.D. candidate seeks position in ETV, possibly combined with teaching, 4 years experience in film and photography; experience in commercial TV. Married, age 32. Location and salary open.
- March 11** ETV producer-director and college instructor, married male, 27, wants position as educational radio or TV producer-director or program manager. Experience: 5 years ETV and ITV, 5 years educational radio, 10 years commercial radio; as documentary and dramatic director, announcer, news reporter, script writer and administrator. Ph.D. in radio-TV-film. Salary \$7500. Prefers East or West Coast.
- March 12** Commercial business (2 1/2 years) and commercial TV production (2 years) experience; married male, 28, with B.F.A., radio-TV major, speech minor. Qualified background for consideration: (1) a TV association, (2) film director, (3) a TV related business or manufacturer. Location preference: Midwest. Salary: \$7500.
- March 13** Man seeks new challenging production position in TV. Network, ETV and local producing/directing experience, all in large eastern markets. Looking for position stressing creative implications anywhere in country. B.S. in R-TV; candidate for M.S. in public relations and communications. Single male; \$7000 a year minimum.
- March 14** Young man, well educated, desires position with educational broadcast station. Would prefer college FM operation as program director, manager, or news writer. Good experience and references. Also 4 years in all phases of educational TV.
- MAR-2** Assistant professor of radio and television at university in Great Plains area. Ph.D. desired; broadcast and teaching experience required. Appointment effective September 1, 1964. Minimum salary \$7500 for annual 9-month appointment.
- MAR-3** Production manager to supervise program department, program development. High quality noncommercial, religious-educational, AM-FM 5kw independent daytimer, owned by a Lutheran church. Cultural, good music, public service, civic interest and news format. (P.M. not responsible for religious features.) Salary open; position open immediately. Man with capacity required.
- MAR-4** Announcer-producer to handle complete production projects on assignment. Full time. Ample initiative and creative leeway. Reports to production manager. Must have clean, top voice. Salary open.
- MAR-5** Ph.D. for assistant professorship at West Coast college. Must have necessary background to teach courses in production and must be particularly strong and experienced in creating, producing, and directing educational radio and TV programs for both public consumption and college-level closed-circuit ITV, using college students and college faculty for production crews and talent. Beginning salary \$7,044 for 9-month assignment, with summer teaching possibility at \$1,134.
- MAR-6** Graduate electrical engineer capable of designing, improving, and maintaining radio, television and audiovisual systems. Must have knowledge of solid state equipment and be able to work with and supervise technicians. Excellent retirement program. Salary open.
- MAR-7** Two producer-writers wanted for ETV station in Midwest. One position available immediately, the other opening July 1. Want people who can research and write scripts and produce them. Directing ability is desirable but not necessary. Knowledge of film and theater would also be advantageous. One will be assigned to write and produce a number of series in the general women-family area, the other position assignment is to write and produce a number of different series which range from the humanities to the natural and social sciences. Both people should have imagination, writing and producing ability, and a willingness to work. People who cannot meet these requirements should not apply. Salary: \$7000.
- MAR-8** Program director who can work with elementary and secondary schools, colleges, universities, and community groups. This person would also be assistant station manager and responsible for the day-to-day operations.*
- MAR-9** Chief engineer capable of administering the engineering department, installing, operating, and maintaining all of the equipment used in a television station.*
- MAR-10** One or two junior program directors to work with projected live programs late in the summer.*
- *Positions Mar-8, 9, and 10 are at an ETV station in the upper Great Plains region.
- MAR-11** Four full-time and three part-time regional service representatives generally knowledgeable in public school or college level academic areas and ITV. Must be able to conduct meetings, hold conferences and generally promote use of instructional telecourses via exchange of recorded materials. Will assist in forming ITV council and in station programming via both ETV and commercial stations. Must work closely with school administration and curriculum personnel. Will travel large part of time. Midwest location. Salary plus expense and subsistence allowance. Open immediately.
- MAR-12** Radio-TV writer-producer. University-based educational radio and TV station seeks individual with demonstrated ability to write and produce programs for both media. Position includes teaching basic courses in radio-TV. Experience in film and promotion helpful. Position includes faculty status. Optional health program and mandatory retirement program. One month vacation. Salary: \$7,200.
- MAR-13** Radio-television journalist. Should be able also to teach news-editorial courses. Instructor or assistant professor rank. September, 1964. Salary: \$6000-\$8000 for 9 months.

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.)

MAR-1 Manager for new VHF community ETV station in Great Lakes region to begin operations as semi-satellite of large ETV station in same area. Young man desired with broad experience and ambition in ETV and instructional programming, production and supervision. Salary \$7,000 and up depending upon experience.

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