



# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 28, NO. 9

SEPTEMBER, 1963

## NAEB Seeks Teachers for Samoa

Qualified elementary teachers are being sought for the new ETV system which the NAEB is installing in American Samoa. Teachers with experience in TV teaching or as TV teaching supervisors, who are interested in going to Samoa, should write to Vernon Bronson, NAEB director of research and development, 1346 Connecticut Avenue, N.W., Washington, D. C., 20036. The positions will be open around the first of the year.

## DESIGN ENGINEERING COMPLETED

Smith Electronics, Inc., has successfully completed the design engineering phases of the Samoan ETV system, and further engineering phases of the project will be contracted for as the situation warrants. Cecil Bidlack, NAEB TV engineer for over four years in 1954-59, was in charge of the project at Smith Electronics.

In announcing completion of this project phase, Vernon Bronson said, "Smith Electronics has solved some unique problems of television propagation in Samoa that will be of continuing value as TV systems are developed in other remote areas of the world."

## 75 Meet at Lake Okoboji

Some 75 leaders in the field of uses of mass media in education met in August at the ninth Audiovisual Leadership Conference, Lake Okoboji, Iowa. Topic of the session was "Learning Theory as it Relates to New Media and the Learner." Burton Paulu, NAEB Radio Board member from Region IV, attended the by-invitation-only conference as the NAEB representative, while NAEB Vice President Harold Hill attended as the representative of the Educational Media Council.

## Information Wanted

A *Newsletter* reader is seeking information on television in education in the following areas: nursing, dentistry, post-doctoral, industrial training—such as management seminars, scientific seminars, and worker retraining. He is looking for information similar to that in the SREB brochure "Television in Education for the Health Professions in the South," recently mailed to all NAEB members. Please send any such information to the *Newsletter*.

## Readers' Almanac Passes 1,000

On July 11, Warren Bower was on the air with his 1,000th broadcast of *The Readers' Almanac*, the NAEB Radio Network program on which he interviews writers, publishers, critics, teachers, and others for whom books are the major business of life. He began the program in November, 1938. Programs are taped in the studios of New York University, where he is assistant dean of the Division of General Education, and distributed to 65 NAEB stations from Florida to Alaska.

## Edwin Adams Dies

Edwin Adams, pioneer educational broadcaster, died in August. He was formerly an NAEB Board member and committee chairman, and had been on the staff of KUOW, University of Washington.

## 1963 NAEB Convention Notes

- November 17-20, Hotel Schroeder, Milwaukee. Ken Lofgren, special effects coordinator, WMVS and WMVT, is chairing the local convention committee.
- Members will receive early in September copies of the advance program. Enclosed with this *Newsletter* is a flyer about the scheduled social events and the automatic insurance coverage for all who register before November 1.
- Bruce Raymond, director of the English Radio Network for CBC, will speak at the session on radio programming Tuesday at 10:45 a.m. A. H. Partridge, CBC's international exchange officer, says of Raymond: "He has many ideas regarding the role of radio and its place in society and has been bringing a completely fresh outlook to the CBC network."
- The all-day technical session on Tuesday, November 19, will include the following papers (these are in addition to special-interest sessions of the regular convention): "Television Camera Modifications," Roger Penn, American University, Washington, D. C.; "Relating Technical Radio and Television Standards and Educational Needs," John Renner, director, Jansky & Bailey Systems Division, Atlantic Research Corporation; "New FCC Logging Rules," Harold Kassens, assistant chief, Broadcast Facilities Division, Broadcast Bureau, FCC; and "Remote Control Operation for AM-FM Transmitters," Rob Beldon, WILL, University of Illinois. There will also be a technical tour of WMVS facilities.

## Congressional Record Prints NAEB Program

One of the NAEB Radio Network's programs on the wheat referendum was reprinted in its entirety in the *Congressional Record* in July. The program was Washington Report No. 114, "An Attempt to Clarify the Results of the Recent Wheat Referendum," produced by John Lewis, and released to network stations on June 9.

## Journal Contributions Help Fill Gap

In response to the item in the July *Newsletter*, requesting copies of old *NAEB Journals* in order to complete the Publications Office file, issues were received from Hugh Greene, University of Texas; John R. Haney, University of Florida; and Raymond Wyman, University of Massachusetts. Their copies, plus those previously contributed by Tracy Tyler, filled the gaps in all but the first two volumes. Still missing are Vol. 1 No. 1, Sept., 1941; Vol. 1 No. 2, Oct., 1941; and Vol. 2, No. 4, Dec., 1942. If anyone has copies of these he is willing to give up, please send to the NAEB, 119 Gregory Hall, Urbana, Illinois, 61803.

## New NAEbers

### ACTIVE

North Central ETV Association, Inc., KFME (TV), Fargo, North Dakota; Ogden Public Schools, KOET (TV), Ogden, Utah; San Mateo Junior College District, KCSM (FM) and KCSM-TV, San Mateo, California; University of Bridgeport, WPKN (FM), Bridgeport, Connecticut; University of Idaho, KUID (FM), Moscow.

### ASSOCIATE

Florida Educational Television Commission, Tallahassee.

### INDIVIDUALS

Abu Bakr Awad Sid Ahmed, Khartoum, Sudan; Robert E. Baum, Hoboken, New Jersey; Mrs. Percy C. Benner, Urbana, Illinois; Mrs. Barbara Boekemeier, New York; Duff Browne, Atlanta; Lawrence Clamage, Detroit; Betty Cope, Cleveland; Jesus Maria Cortina, Mexico City; H. Y. Couch, Atlanta; John L. Del Mar, Barrington, Illinois; T. C. Flaherty, Chicago; John Flower, Omaha; Mrs. Elsie Fulghum, Lakeland, Florida; Richard Gerro, East Lansing; William Green, Elgin, Illinois; Kay June Herman, Kew Gardens, New York; Wendy Kaplow, Hackensack, New Jersey; Philip G. King, New York; Merlin J. Lucia, Green Bay, Wisconsin; Ronald P. McKenna, Syracuse; L. C. Michelson, Cleveland; Charles N. Neubauer, Auburn, Alabama; Mary Odle, Detroit; David O'Keefe, Austin; Jack E. Penn, Washington; William C. Prigg, Indianapolis; Harold S. Salzman, Washington; Dale A. Schmeyster, Michigan City, Indiana; Sister Manetta, S.C.C., Chicago; Christine Smith, Biloxi; Robert E. Smith, Urbana, Illinois; Mark E. Spencer, Englewood, Colorado; Snitwongs Utesnaid, Bloomington, Indiana; Mrs. Margaret A. Yerian, Norfolk.

### Summer Workshops

*Concordia Theological Seminary*, in cooperation with Radio Station KFUO, St. Louis. Mass communications workshop specializing in religious broadcasting. 5-day lecture-laboratory workshop. Ended August 2.

*Lony Island ETV Council*, under contract with New York State Education Department. 3-week workshop at Hofstra University, Hempstead, New York. Frank Iezzi, of Hofstra, directed the workshop, with Stanley Handelman, of Brooklyn College, instructing. Consultants were: Bernard Cooper, chief of the bureau of mass communications; Robert Hilliard, associate for TV in higher education; and Worthington Gregory, associate in TV for councils.

*St. Lawrence Valley ETV Council*, also under contract with New York's education department. Two workshops—a 2-week one at Oswego in July, and a 3-week one at Watertown, ending August 9. In addition to the consultants listed above, others at the two workshops were Richard Jones, director of SETCO; Socrates Sampson, art director WHEN-TV; Lee Campion, director of the division of educational communications for the state; and Mrs. Grace Lacy, associate director, cultural projects.

*WMHT*, Schenectady, New York. 2-week beginning course of intensive training in TV production techniques, in August. Purpose: to train high school students to continue the "Inquiring Youth" series, presented last fall on WMHT, and entirely produced by high school pupils. Plans are for the training course to be offered annually.

*WENH-TV*, Durham, New Hampshire, in cooperation with EEN and the University of New Hampshire Extension Service. 3-day production workshop in August. Speakers were: Michael Ambrosino and Virginia Biggy from EEN, Dave Davis and Greg Harney from WGBH-TV, Gene Gray from the 21<sup>st</sup> Classroom, Jac Venza from CBS, Lee Polk from WNBT, and Ned Cramer from WCBS-TV.

## News Notes

### PERSONNEL

► Robert E. Spiller, professor of English literature at the University of Pennsylvania, has been named acting dean of the Annenberg School of Communications replacing Gilbert Seldes, who retired as dean last June. Seldes was the first director of the school and has served as dean since May, 1959. He will continue as professor in the school.

► The University of South Florida, Tampa, announces two appointments. William Brady, former program director for WJZ, Decatur, Illinois, has been named radio coordinator, and Manny Lucoff, producer-director for WEDU, Tampa, is TV coordinator.

► Rudy Bretz, head of planning and development at UCLA, has announced a new affiliation. He is vice president for TV systems planning for the National Education Sciences Corporation, Anaheim, California.

► Kenneth B. Hobbs has joined the staff of Battelle Memorial Institute, Columbus, Ohio. Until recently he was chief of educational TV and radio with NASA. At Battelle he is a member of the publications-public services staff, and he will assist in planning and coordinating seminars and conferences at the institute, among other duties.

► LeRoy Lastinger, general manager of WEDU, Tampa, spent the summer lecturing at the University of Halifax. He was invited by the Nova Scotia education department.

► Ruane Hill has left Syracuse University to join the staff of the University of Wisconsin-Milwaukee. John Rider, formerly with the University of Texas, will replace him as station manager of WAER, Syracuse.

► Erik Van de Bogart has been named in-school program producer for WMHT, Schenectady, New York. He will work with TV teachers in preparing programs for use in classes at all grade levels. He was formerly employed as a producer-director at the Corning ETV project. He succeeds Mrs. Barbara Houd at WMHT.

► WUB-TV, Ohio University, announces new personnel: Duane Straub, production supervisor, formerly at WMSB, Michigan State University; Thomas Psinka, graphics supervisor, new graduate from Ohio University; Miss Elizabeth Taylor, continuity and public relations director, new graduate from the University of Wisconsin; Mrs. Cindy Smith, traffic and network affairs director, formerly with NET in New York; and James Herron, film and tape librarian for TV and AV.

► WHYY-TV, Philadelphia, announces three new appointments. Paul Taylor, who will handle news and announcing assignments and also host various special programs, was with a Philadelphia commercial station, WRVC, for the past thirteen years. Edward S. Shaw, news director of WHYY's Wilmington facility, was formerly news director of WAMS, Wilmington commercial radio station. Philip G. Rebert, film director, was previously connected with AI Paul Lefton Co., a Philadelphia advertising agency.

► Key staff appointments were recently announced by WHA-TV, University of Wisconsin. Steve Markstrom, WHA-TV staff member since the station began operation in 1954, and

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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 Peneguy, 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.

program coordinator for the past year, has been named assistant to the manager. Theodore Nielsen has become station program manager after serving since 1960 as producer and production manager. Karl Schmidt has been appointed special projects director, in an administrative and developmental capacity. He has been on the WHA staff since 1947.

► Col. Robert E. Wood has been transferred to the Pentagon as director of ETV and film, USAF. Col. Thomas C. Cook has succeeded him as director of ETV at Academic Instructors School, Air University, Maxwell AFB.

► Victor Kerns has been named assistant director of school programs for KTCA-TV, Minneapolis-St. Paul. He has been a school and college teacher and curriculum administrator for twenty-three years, and has taught junior high science subjects on the Alabama ETV network for four years.

► Karl Haas, director of fine arts for commercial WJR, Detroit, is representing the Ford Foundation as their consultant in Berlin, Germany. While in Berlin he will retain his post at WJR.

► New on the staff of WTTW, Chicago, is Al Binford, formerly with WMVS and WMVT, Milwaukee.

► Charles Vleck, CCTV coordinator at Central Washington State College, Ellensburg, has received the NDEA New Media Education fellowship to Michigan State University, for three years of study leading to the doctorate degree.

► New staffers at WMVS and WMVT, Milwaukee are: Larry Long, producer-director, formerly on the staff of KUON-TV, University of Nebraska and Bill Perrin, continuity writer and station announcer, formerly a Milwaukee teacher and also on the staff of several commercial radio stations.

► Ben A. Bohnhorst has been appointed acting vice president of MPATI, following the resignation of B. D. Godbold, who left his post of executive vice president to become staff vice president of the Graduate Research Center of the Southwest at Dallas. Bohnhorst has been MPATI's director of course development.

► Verne Weber, University of Michigan, has replaced Edward Stasheff as the NAEB representative to the University Film Producers Association.

► NAEB President Harley was the banquet speaker August 19 at an ETV workshop sponsored by the state department of public instruction at the University of North Carolina.

► Mrs. Mary Ann Buddington has joined the NAEB Washington staff as secretary to the president. She replaces Pat Watts, who left August 1.

#### STATE AND REGIONAL ACTIVITIES

► Pennsylvania recently appropriated \$970,000 for the department of public instruction to help establish and operate ETV facilities.

#### GENERAL

► Purdue University's WBAA has been placed under administrative jurisdiction of university extension. No staff changes are contemplated and no immediate drastic programming changes are planned—although fuller development of college-level credit courses by radio is anticipated.

► New uses of photography and TV in education will be outlined in papers at the SMPTE technical conference in Boston October 13-18. Hartford Gunn, Jr., general manager of WGBH, is topic chairman for the education papers. Among those on the schedule are: Michel Bellis, AT&T; Robert W. Cannaday, Jr., Modern Language Project; Theodore Conant, Ford Foundation; John A. Maurer, JM Developments, Inc.; Russ Morash, WGBH; and Alan R. Stephenson, 21" Classroom.

► A recent report describes the first year of pay-TV in the Hartford project as "encouraging and enlightening." The report says that over 3,000 homes are being served and that program expenditures are consistent and disconnections have been low.

► WFSU-TV, Florida State University, has won \$500 and a gold plaque for its "—Soon There Will Be 74" entry in the American Federation for the Blind national competition. The program dealt with local blind residents who have become successful despite their sightlessness. The telecast title was taken from a case history included in the program which describes a Tallahassee girl who will soon become the county's 74th blind person due to an incurable illness she contracted.

► NAEB Industrial Associate Dage Television has become a division of the Harvey-Wells Corporation. In a letter telling of the new affiliation, Dale A. Schonmeyer, regional sales manager, says it appears that 1963 and on into 1964 will be truly banner years for the Dage Television operation. While Dage is dropping certain camera equipments from the line, he says they are being dropped only in favor of "higher quality, much improved equipment which is being made available to completely replace that equipment which may be dropped. In addition to this we intend to supply that type of camera equipment which has been manufactured in the past to any of our customers who may wish to continue expanding their present systems with the previously used camera equipments."

► During the month of August, KUON-TV, University of Nebraska, trained 16 Colombians and 18 U. S. citizens who will take part in the Peace Corps ETV project in Colombia. Ron Hull, KUON-TV program manager, coordinated the training project, which involved three hours of Spanish, three hours of TV production, and three hours of film production each day six days a week. The trainees will operate two TV stations in Bogota, with ITV programs during the day and adult programs in the evening.

► DePauw University's WGRE recently hosted the first Indiana Collegiate Broadcasting Conference. Plans are afoot for another meeting at Butler University in October. The purpose of the conference is to better acquaint personnel of Indiana college stations with each other, to discuss problems of common interest, and to explore the possibilities for an Indiana college network.

► A power increase in mid-August doubled the coverage area of WBIQ-TV, Birmingham, according to Raymond Hurlbert, Alabama ETV Commission general manager.

► In reporting on activities at radio station WNAS, Vernon McKown, director of A-V education for the New Albany-Floyd County (Ind.) schools, says that for fourteen years, 22-member student staffs have been planning, writing, and producing weekly programs for use in the elementary classrooms. In 1962-63, these included "Junior Quiz" (science), "Our Community" (local history), "Spell Around," "Magic Carpet" (stories), and "What Would You Do" (ethics).

► Wanda B. Mitchell, TV department, Evanston Township High School, reports the activities there: A daily radio show of school news and interviews sent via direct telephone line to Evanston's WEAW for broadcast. This program is written, directed, produced, and engineered by high school students. On PTA open house nights last year, the Radio Workshop used CCTV monitors in the lobby to demonstrate how a radio show is presented, and they also distributed to parents the program schedule of their daily broadcasts. TV activities include freshman orientation lessons (24 in one week); group counseling in course election; remotes from the swimming pool, auditorium, and gym; interviews with college representatives and a member of the College Entrance Examination Board; daily science demonstration; interviews with school personnel; demonstrations by Junior Red Cross and the industrial arts department; and instruction in every major sport. The radio studio was recently outfitted with a new tape recorder, new board, and new acoustical drapes.

► WJCT, Jacksonville, gained \$36,000 from an auction during its recent third annual fund-raising campaign. Fred Reban, general manager, said area merchants donated over a thousand items including a mink stole, a 1963 Thunderbird, a pony, and Caribbean cruises. The most unusual donation (by the Atlantic Coast Line) was a 105-foot tugboat.

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

## PROGRAMS

► During the summer, WKAR and WKAR-FM, Michigan State University, introduced a new program series designed to present concise daily feature reports on the state. "Background Michigan" integrates important highlights of Michigan's past with current developments. Informal interviews and commentaries are featured on the 5-minute programs, which are produced by WKAR's Al LaGuire with the assistance of subject matter specialists from all fields.

► KTCB, St. Paul, is currently broadcasting *Two Centuries of String Quartets*, in which the Collegium Quartet presents some of the significant works for string quartet written in the past two centuries. These are selected and arranged chronologically in the TV series so as to provide a "survey" of the literature for this medium.

► *Extension 310* is a 15-minute program offered by WMVS, Milwaukee, designed to answer viewers' questions about TV programs, effects of programs on audiences, specific educational offerings of the stations, and general ETV information. Station Manager Otto Schlaak hosts the series.

► WTTW, Chicago, recently broadcast the film, "The New Chicago," which traced the architectural history of what happened before, during, and after the great Chicago fire.

► For three weeks in August, KEBS-FM, San Diego State College, pre-empted its regular schedule in order to broadcast speakers at the 21st annual Institute on World Affairs at the campus.

► The Alabama ETV network recently broadcast a program comparing voluntary vs. commercial blood banks.

► *The Man from Dearborn* is the title of a radio series produced by Marion Corwell for the Dearborn Public Schools. The series, saluting Henry Ford's 100th birthday (July 30), was broadcast overseas through the facilities of Radio New York Worldwide.

► A report on *Radio Russian*, a series of forty half-hour radio lessons in elementary Russian, says that over 450 listeners have sent written requests for a continuation and/or rebroadcast of the series: 1500 listeners wrote for the study guide. The programs were broadcast over the eight FM stations affiliated with the former NETRC network, the ERN. Requests for tapes for broadcast have been received from other stations.

► Speaking on the weekly radio commentary, *Business Review*, of WUOM, University of Michigan, Ross J. Wilhelm used the commercial radio industry as a case in point to illustrate that when it comes to business competition, bigness is no guarantee of survival. Wilhelm is an assistant professor in the university's graduate school of business administration. He said it is the small businessmen in the industry who have prospered and grown, not the giant firms—because the small stations "recognized there were major gaps in the entertainment and broadcasting fare by television," and they filled these gaps and met the broadcast needs of specific groups.

## PLACEMENT

### PERSONNEL AVAILABLE

[For information, write Mrs. Gail Wilson, Placement Service, at the NAEB office in Washington.]

**August 1**—Experienced, creative TV producer-director with solid background, seeks challenging position with progressive ETV operation. Age 27, married, no children. Presently employed; graduate of Stanford University Radio-TV Institute. Location preference: California or Southwest.

**August 2**—Producer-director with 6 years experience in all phases of ETV production and training of production personnel desires position with ETV station. Military requirement just completed. Age 25. Location and salary open.

**August 3**—Production-assistant, researcher, or related position wanted by single 23-year-old female with B.A. in liberal arts. Location preference: Northeast or West. Salary: prevailing rate.

**August 4**—ER station manager, program director, music supervisor for university station in Pacific Northwest only. Minimum salary: \$7500.

**August 5**—Creative, imaginative female in early thirties seeks position in ETV as producer-director or in programming. Completing master's thesis in speech arts (TV-film). Has 3 years experience as producer-director in R-TV. Broad international travel background. Location preference: Greater Washington area. Minimum salary: \$6500.

**August 6**—Aggressive 24-year-old single male desires creative, responsible position in writing/production areas. B.S. and M.A. degrees in TV production. Will relocate anywhere to prove talent. \$85.

**August 7**—Single 22-year-old male desires non-technical employment in ETV or satellite TV systems. B.A. in speech from the College of Wooster. Experienced in programming and supervising of educational broadcasting. Willing to consider any area, but would prefer East. Minimum salary: \$4200.

**August 8**—ETV producer-director looking for opportunity with forward-looking station, WGBH-TV scholarship student, M.A. in January 1964. Single male, 23. Location and salary open.

## POSITIONS AVAILABLE

[In order to be considered by these institutions, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.]

**AU-1** Producer-director for Midwest university with tape production center and construction permit for station. Salary by qualifications. Available immediately.

**AU-2** Videotape technician with one year of experience in engineering and maintenance. \$7500; immediate opening.

**AU-3** Video men [two] with maintenance background. One year of experience. \$7000; immediate opening.

**AU-4** Producer-director for southern university. Must be college graduate and have minimum of one year working experience. Capable of handling teaching assignment. M.A. desired. Open now. \$5700.

**AU-5** Production manager with M.A. At least one year of experience; includes teaching assignment. Immediate opening in southeast. Salary \$7200.

**AU-6** Producer-director for public school system of ETV. Southeast. Salary \$4500-\$5000.

**AU-7** Production-promotion manager for large Midwestern educational radio operation. B.A. required. Two years experience desired but not essential. Starting salary \$6400.

**AU-8** Music director for a Midwestern university. Music graduate with academic emphasis on musicology, music history, etc., is preferred. Not necessary that he or she be skilled with an instrument. 12 months a year. Starting salary: \$6000.

**NOTE:** Currently there is a dire need in the Placement Service for engineers and technicians.

## UNESCO SEEKS CANDIDATES

[Applicants for these UNESCO positions should contact: Mr. John Sauls, Office of International Administration, Department of State, Washington 25, D.C.]

**Paris**—Program Specialist: To take responsibility for specific projects assigned to him, to deputize as required for the chiefs of section, to represent the department and, as required, the organization at meetings, etc., concerned with the use of mass communication techniques for educational purposes. Expected to exercise initiative and independent judgment within general policy directions. Closing date September 30, 1963. Tour for two years.

**Bangkok, Thailand**—Specialist in A-V media and teaching aids: Will concern himself with all levels of in-school and out-of-school education and will take into account, as need and opportunity offer, the use of radio and eventually of TV, and other new techniques of education. Will act as clearing house for information in teaching aids field, and will stimulate the exchange of filmstrips, production of audiovisual and other educational materials and training of audiovisual personnel and teachers. Closing date September 30. Salary \$8,930 per annum.

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