



# NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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## NCSCT Advisors Named

Fourteen educational leaders have been named to the advisory board of the new National Center for School and College Television based at Indiana University. They are: Kenneth A. Christiansen, director of TV, University of Florida; Rev. John M. Culklin, S.J., TV consultant, National Catholic Education Association, Washington; Lawrence T. Frymire, ETV coordinator, State of California; Robert O. Hall, director of instructional resources, California State College at Hayward; Robert B. Hudson, vice president of NET; James R. Jordan, assistant to the president for university relations, Indiana University; Lawrence O. Larson, director, Audio-Visual Center, Indiana University; Jack McBride, general manager, Nebraska ETV Commission; John Meany, assistant to the chancellor, University of Texas; Lloyd Michaels, superintendent, Evanston Township High School, Evanston, Illinois; Wendell H. Pierce, superintendent, Cincinnati public schools; Harold E. Wigren, ETV consultant, NEA; Lee Wilborn, assistant commissioner for instruction, Texas Education Agency; and Elizabeth Wilson, director of curriculum services, Montgomery County Public Schools, Maryland.

The new advisors met early in October to consider the status of TV in education and ways of increasing the availability of quality programs. The NCSCT was established (in August under a USOE grant) to acquire and distribute highly effective TV materials for use in classrooms throughout the country, and to serve as a central information source about the use of TV in education.

## U. of Georgia Studies Learning Potential

A new research and development center at the University of Georgia will study learning limits and attempt to establish new norms for learning; develop and field test new curriculum materials (textbooks, visual aids, etc.); and distribute findings and materials to elementary and secondary school teachers and administrators—aiming to improve education practices.

The U. S. Office of Education is providing about 3.2 million dollars under a five-year contract; the university will spend 1.8 million during the same period.

## NAEB History Printed

*NAEB History*, Volume I, is now ready for distribution from the NAEB publications office, 119 Gregory Hall, Urbana; the price is \$2 each. This is a reprint of the history by Harold Hill, which has been out of print for some months, and covers the period 1925 to 1954. Volume II, covering the years 1954 to 1965, by Wayne Alford, will be off the press in several months.

## Utilization Contract Extended

The USOE has extended its contract with the NAEB for the utilization project until September 30, 1966. The project, which involves preparation of kits to show teacher utilization of broadcast materials, was initiated in February, 1963. Clair Tettemer, general manager of KFME, Fargo, N. D., directs the project.

## Harley Elected EMC Prexy

Members of the Educational Media Council, meeting in Washington October 4-6, elected NAEB President William G. Harley as EMC president for the coming year, succeeding James D. Finn. The NAEB is one of 14 member associations of the EMC.

## Appalachia Group Plans Communications System

NAEB's Appalachia Broadcast Committee has presented a plan for a regional communications system to the Appalachian Regional Commission. In a report prepared for the committee by the Kentucky ETV Authority and the Kentucky Area Development Office, the group sets forth its plan for a network of interconnected educational radio and TV stations, and calls for speed in putting the system into operation.

The report suggests a working council of representatives from each of the 11 states involved, the council to apply for funds to support a three-pronged study: (1) of the technical feasibility and requirements of such a system, (2) of the program services the system should attempt to provide, and (3) to determine ways and means to involve and stimulate the people of the region and motivate them to utilize program offerings.

## NAEB Filing Helps Indiana ETV

The FCC recently denied a Kentucky commercial broadcaster's petition to delete Channel 9 as a reserved channel at Evansville, Indiana, and reassign it for commercial use. The NAEB and others had opposed the petition.

This channel is the one which the Southwestern Indiana ETV Council plans to activate. In its filing, the NAEB pointed out that there is not a single ETV station in operation in Indiana and that a station on Channel 9, the only VHF reserved channel in the state, might be in the forefront of ETV activation and development in the state.

## OTHER RECENT NAEB FILINGS

1. The NAEB filed reply comments in the matter of regulation of CATV, urging the FCC to adopt measures to avoid curtailing local initiative and interest, local contributions, and local ETV service.

2. The NAEB opposed a petition to permit one-way paging on unassigned TV channels.

3. The NAEB supported the allocation of Channel 8 to Medford, Oregon, and its reservation for educational use.

## NAEB's 41st Convention

As we go to press, the NAEB annual convention is still in the future, October 31-November 3, in Washington, D.C. Though the convention will be over by the time readers receive the *Newsletter*, because of the timing we cannot report on happenings at the convention in this issue.

But we can make a few comparisons with previous conventions:

1. As we go to press, there are already over 1,000 advance registrants for the 1965 convention. This is twice the number who actually attended the previous convention in Washington, in 1961.

2. NAEB now has almost 2,000 Individual Members. It was at the 1962 convention, in Philadelphia, that membership reached the 1,000 mark.

3. From the *Journal of the AER* (predecessor of the *NAEB Journal*) of October 1952, we learn that then Senator Hubert H. Humphrey keynoted the annual convention for that year, in Minneapolis. Vice President Humphrey was slated to

address the 1965 NAEB convention until a schedule change for a trip to West Coast job corps camps prevented it.

## Dalto Joins NAEB

The Dalto Electronics Corporation has joined the NAEB as the fourteenth Industrial Associate.

## ETV Facilities Program Actions

In October, the USOE announced acceptance for filing of applications from the University of Hawaii and Florida Central East Coast ETV, Inc. Hawaii wants to establish a new ETV station on Channel 11, Honolulu. In Florida, the application is to expand facilities of WMFE-TV, in Orlando. Respective total estimated project costs are \$255,060 and \$50,000.

● As of September 20, the program had awarded a little over 40% of the appropriated funds, leaving \$17,608,034 still available. Applications have already been made for over half that amount, and applications expected to be filed before June, 1966, will bring this figure up to \$18,281,981.

## Publications

● The NAEB publications office has acquired a few more copies of the 53-page report by Donald L. McCabe, *A Survey of the Uses of Television in the Public Relations Programs of Colleges and Universities in California*. NAEBers who were turned down previously because the earlier supply was exhausted are urged to send in their requests immediately. Single copies only; free.

● *Film News* for August-September carried an article by Blake Hunter about the TV program exchange via satellite between students in West Bend, Wisconsin, and in France. Hunter also discussed ABC's proposed satellite, and the network's plan to give one of its satellite channels to NET free of charge.

● The Educational Film Library Association's new *Film Evaluation Guide* contains appraisals by audiovisual specialists of 4500 sixteen-millimeter films. The 535-page volume sells for \$30 from EFLA, 250 West 57th St., New York.

## Programs & Films

● John K. Mackenzie has produced a half-hour videotape on the presidential death cycle, *Every 20 Years*. Dr. Stanley Krippner, a research psychologist, discusses some theories as to why every U. S. president elected at 20-year intervals since 1840 has died in office. Recorded at WNBT, New York, Bud Myers director. For information,

write Mackenzie at 2 East 63rd St., New York City.

● Toronto's ETV association has produced a two-part program on *Regional Development and Economic Change*. In film journeys to Colombia, Britain, Holland, the U.S.A., and Ontario counties, the programs explore Ontario problems in light of economic changes and development throughout the world. For information about the programs, write META, 84 Queen's Park Crescent, Toronto 5, Canada.

## News Notes

### PERSONNEL

▶ Kenneth Winslow, coordinator of ITV, University of California, Berkeley, has corrected an erroneous report in the October *Newsletter*. He remains full time with the university; he has been named executive director for the Western Radio and TV Association to organize and establish a western regional office of the new NCSC. The regional office will serve Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, and Washington.

▶ Robert N. Grunewald has become assistant professor of education at Washington State University. Formerly he was with the Long Beach, California, schools and KLN-FM.

▶ Robert J. Van Abel has joined the administrative staff of the new Delaware ETV network as operations director. He came from the University of Wisconsin, after completing Ph.D. course work. Before that he worked in commercial TV in Green Bay, Wisconsin, for ten years.

▶ James E. Lynch, of the department of speech at Ohio State University, received a special medalion from the Columbus chapter of the National Academy of Television Arts and Sciences; he is a charter member of the Academy. The award was for distinguished service for the last three years during which he was on the Board of Governors.

▶ KYNE-TV, Omaha, has completed its full-time staff with the addition of two producer-directors, James E. Horkey and H. Jon Miller. Horkey is a senior at Omaha University and has been with commercial KETV. Miller comes from WOI-TV, Ames, Iowa.

▶ KUED, University of Utah, announces the following changes in its staff: Gene Hamblen replaces Robert E. Bell as production manager; Bell has gone to Michigan State University for graduate work. Hamblen has had ten years experience in broadcasting in the California schools.

Max Fortie and Richard E. Borstadt have become producer-directors; Fortie has been with KUTV, Salt Lake City, and Borstadt with KUED as the staging and lighting director. Gaye Hicks has assumed the pro-

duction duties of Judy Elder who has gone to KTLA in Hollywood.

▶ Jerry B. Sukenick, former art director of WNBT, New York City, has been appointed art director of WETA, Washington, D.C. He plans to work with the area's university art schools, giving graduate students an opportunity to do laboratory work in the WETA art department.

J. Allen Bowers has been named director of program operations for WETA. He was formerly the station's production manager.

▶ Betty Cope has been named General manager of Cleveland's WVIZ-TV. She has been working in television since 1947, and in educational television since 1962.

▶ Charles Vleck has returned as CCTV coordinator at Central Washington State College, Ellensburg. He was on leave of absence during the last two years, studying under an NDEA fellowship program at Michigan State University.

▶ Bob W. Rowland, recently with Michigan State University, has accepted a position with the ETV Facilities Branch, USOE, Washington, D.C.

▶ George Dooley has been elected executive vice-president of the Community Television Foundation of South Florida, Inc. He has been with WTHS-TV, Miami, since 1955, and is currently in charge of community television broadcasting.

▶ Jean A. Eicks, of the radio-television bureau, New York City Board of Education, served as a production consultant in social studies for the Brooklyn-Queens Roman Catholic Diocese during July. Sixteen programs were videotaped in four subject areas for use in 1966 when the diocese goes on the air with its own educational channel.

▶ Henry W. Levinson has joined the Television Information Office as manager, station services. He had been with ABC since 1956 in several assignments in sales development, advertising, and promotion.

▶ Blanche E. Owens, coordinator of ETV at Northern Illinois University, DeKalb, has announced the following additions to the CCTV facilities: Lewis Greenough, formerly with WEDU-TV at St. Petersburg, as producer-director, and Mrs. Barbara Barnum as visual materials designer.

▶ Otto Schlaak, station manager, WMVS/WMVTV, Milwaukee, has announced new positions and promotions. Harold G. Wagner has been promoted from transmitter supervisor to chief engineer; he has been with Channel 10 since it went on the air in 1957. Rodney G. Thole, former production manager, has been promoted to program manager. The new production manager is Theodore Steink. Assistant program manager is John Pushkash, former traffic coordinator.

▶ Donald N. Wood, formerly with San Diego State College, has been appointed

director of ETV for the Hawaii education department. He will head up all ITV programming for the state. The department is working with the University of Hawaii in establishing the state's ETV network, with the university as licensee.

▶ Ithaca College, New York, has announced two additions to the television-radio faculty: John E. Keshishoglou, assistant professor, and William Beal, instructor. Keshishoglou came from the State University of Iowa. He is a creative photographer whose works have been exhibited both in this country and in Europe. He has also had extensive experience in TV and in photo journalism and has written TV scripts; he helped set up and operate the first ETV station in Greece.

Beal has been a producer-director with ABC, and more recently a free lancer and a member of the staff of WQXR-TV.

▶ Roland E. Fenz has been named director of development for KQED, San Francisco. He will assist in the planning and operation of a major effort in the next two years to increase public support of KQED, which comes from voluntary audience subscriptions and from its annual TV auction. The effort will be tied to the Ford Foundation program of matching fund grants to community-supported ETV stations. Fenz is an experienced fund raiser with a degree in radio and television.

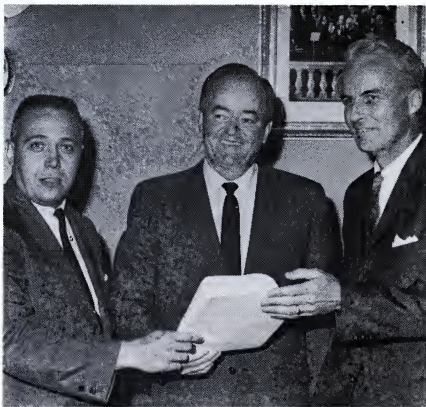
▶ Syd Cassyd, Western editor of *Box-office*, has recently completed a tour of the Mexican film industry, arranged by representatives of the government. During the tour he discussed the problems of the industry with heads of government agencies, union, production, and exhibition executives.

▶ Len Singer has been named director of special educational services at Brandeis University. In the newly created position he will be responsible for all informational systems including television, radio, information storage and retrieval, and audio visual. The university is establishing an inter-university TV network linking seven independent universities in the greater-Boston area. Singer was formerly with Florida Atlantic University.

▶ Richard J. Bowman has left the University of Michigan TV Center as a producer-director to become coordinator of medical television at the University of Illinois Medical Center, Chicago.

▶ Sara Drake, director of school service at WITV-TV, Hershey, Pennsylvania, received the Robert E. Eastman Award at a recent conference of the American Women in Radio and Television. The award was to the "Outstanding Woman in Broadcasting in the Mid-Eastern Area" and the citation was for her "untiring efforts to make educational television a reality for the South Central Broadcasting Council." The in-school programming reaches 180,000 children in grades 1-12 in 70 schools.

▶ Wayne State University's mass communications division has announced the following additions to its staff: Nancy Denovan as facilities manager. (Miss Denovan was



## Humphrey Participates in Delaware ETV Net's Inaugural Program

This fall the nation's first complete, state-wide, closed-circuit ETV network began broadcasting in Delaware. Vice President Hubert Humphrey spoke in the inaugural program, saying in part, "... through this network, Delaware teachers and students will be able to share in the enriching new educational experience. We wish you well and we hope that your example may be followed throughout the entire nation. America simply must meet the

challenge in education with an open mind, with ingenuity, and a willingness to use what is new. . . ."

The Vice President is shown in his Washington office examining his TV script. With him are Robert J. Van Abel (left), operations director of the network and producer of the inaugural program, and William J. Hanford, director of ETV.

previously a communication arts instructor and producer-director at the University of Detroit.) David Chen and James Wotring as producer-directors. (Chen served as a radio music director in Formosa until 1963 when he became a choir conductor and religious singer with a degree in radio-TV from Syracuse University. Wotring was formerly television operations manager in Palo Alto, California.) Richard Pharo and Robert Schlorff as broadcast engineers. (Pharo has served as an engineer at Atlas missile sites, and came from the University of Michigan where he was a television technician.) Schlorff will supervise remote broadcasts for television and for WDET. (He came from WDTM, Detroit, where he constructed Michigan's first FM-stereo installation.)

▶ Erling S. Jorgensen has become associate director of the instructional media center at Michigan State University. He will be in charge of the closed-circuit system. He was previously director of course development and evaluation with MPATI.

▶ Melvin P. Smagorinsky has been named to the new position of director of instructional resources at State University College, Brockport, New York. He was formerly ITV director there.

▶ Norman J. Frisch has joined the staff of the ITV center at Brockport as graphic

and scenic designer. He came from the Rochester Area ETV Association, New York, where he held a similar position.

### INSTRUCTION

▶ Thirty public school districts plus several parochial schools—representing approximately 275,000 participating students—have signed contracts to receive ITV in the classroom as provided by GRETA, the agency set up by KUHT, Houston, to serve school districts within the station's new coverage area. In-school programs include geography, music, art, science, reading, English literature and composition, Spanish, French, physics, chemistry, and teacher in-service training.

▶ Over 900,000 elementary through secondary school students in the Chicago area receive part of their classroom instruction over WTTW and the new WXXW. WXXW's first telecast was a sixth-grade science class on September 20. In addition to such in-school telecasts as geography, French, Spanish, music, arithmetic, literature and art, WXXW offers a nursing education course with the cooperation of 18 Chicago-area hospitals.

▶ On October 25, 78,000 school children in the greater Omaha area began receiving classroom instruction through KYNE-TV. During the station's first year, programs



will be telecast to grades kindergarten through eight. High school students receive driver education and guidance and health instruction. Mathematics and other subjects will be added later.

#### STATE AND REGIONAL

▶ Georgia's four ETV stations became an interconnected network on September 13, with programs emanating from 881 Peachtree St., N.E., Atlanta. The four stations are WGTW, Athens; WXGA-TV, Waycross; WVAN-TV, Pembroke; and WJSP-TV, Warm Springs. By the beginning of the 1966 school year, five new stations will be linked into the network to provide statewide coverage. The current four stations reach an estimated 650 schools with about 700,000 students.

▶ The State University of New York has begun the first phase of its ETV network with the broadcast of three noncredit programs this fall. In the spring semester, four courses carrying college credit are planned. This is the first phase of the state-wide network the university plans to establish within ten years.

#### GENERAL

▶ KTCA-TV, St. Paul, will embark this fall on a major development plan costing over a million and a half dollars. Plans include establishment of full color origination studios, a taller transmission tower, increased power for KTCI-TV—its sister station which went on the air this summer—addition of more broadcasting channels in the St. Paul-Minneapolis area, installation of extensive control equipment to facilitate multi-channel scheduling flexibility, doubling of network interconnection facilities between KTCA-TV and its companion stations locally and ETV stations in Duluth, west central Minnesota, and other anticipated stations.

▶ Radio and television have joined with general communication and public address to form a new communications area in the speech department at Ohio State University. Proposed major curriculum changes will provide both the undergraduate and graduate student with broader practical and theoretical study of all forms of communication. Keith Brooks was appointed director of the new area.

▶ KUED, University of Utah, used a remodeled 1961 Volkswagen bus as a remote unit for taping programs in an old mill south of Salt Lake City. Staffers were pleased, felt that the bus could be used under conditions where larger remote units would be prohibited.

▶ "Channel 48 Can't Run on Credit Cards!" is the headline on an editorial urging viewer support of WCET, Cincinnati. The editorial appeared in the station's September-October program guide.

▶ KWSC-TV, Washington State University, has ordered three new RCA studio cameras and a second Ampex videotape recorder; these will be installed by January 1. Existing Dumont cameras will be placed

in a van for remote work on campus. The station began its fourth year of broadcasting on September 28.

▶ WETA, Washington, D.C., in its October program guide, expresses appreciation to Howard University for its generous cooperation in providing a building to house a major part of the WETA television operation.

▶ Wisconsin's State Radio Council has received a CP for installation of a new 10kw amplifier for WHA-FM, permitting the station to more than triple its transmitter power output. To be completed by December 1, the change will give WHA-FM a 50-microvolt service range of about 90 miles instead of the present 70 miles.

▶ WOSU-TV and WOSU received a certificate of recognition from the Ohio highway safety department recently—for outstanding personal service rendered to traffic safety through participation in the 1965 vehicle safety-check program.

▶ Regents of New Mexico State University have received a CP for an educational FM station, 740 watts.

▶ KCUR-FM is moving to new quarters on the University of Missouri at Kansas City campus, and at the same time the station is applying for authorization to increase its effective radiated power from 365 watts to 40,000 watts.

▶ A group of 16 foreign broadcasters spent the month of October at Syracuse

University participating in the fifth annual International Broadcast Seminar sponsored by the U. S. State Department and administered by the TV-radio center of the university.

▶ KRMA-TV, Denver, received the 1964-65 media award from the Denver Bar Association for its program about the law, *We the People*. Jerry Karsh produced the program.

▶ Schenectady hosted the fall conference of the New York State Educational Radio and TV Association October 13-15. James A. Fellows, assistant to the NAEB president, gave the keynote address.

▶ As of November 1, about 90% of the music programs of KANU, University of Kansas, will be in stereo. KANU was the first educational station in the country to broadcast by means of FM multiplex stereo—on December 17, 1961.

▶ On the evening of October 16, Norddeutscher Rundfunk at Hamburg, Germany, broadcast to its viewers programs that were broadcast to WQED, Pittsburgh, viewers on October 5. Programs included two produced by WQED—"Practical Politics" and a history of the station, and others such as NET's "Norman Thomas" and "Roomful of Music," and EEN's "Koltanowski on Chess." All regular station-break announcements were included, and a five-minute statement by NET's Basil Thornton completed the program.

## PLACEMENT

### POSITIONS AVAILABLE

(For information, write Miss Yasmine Mirza, Placement Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.)

- Nov 1 September 1 (1966) opening in eastern city university for assistant to associate professor with Ph.D., to teach radio and TV courses and a basic speech course. Possibly some TV production. Commercial experience helpful. Salary \$9,000 to \$13,000 depending on qualifications.
- Nov 2 Classroom teacher in area of broadcasting and mass communication. Production minimal at present; there are plans for growth and development of academic program. Would share broadcasting courses with one other person in area, and teach other basic speech courses in department dependent upon inclination and training. General speech background preferred; M.A. necessary. Must have imagination, ambition, and ability to work with others. Salary \$6,000 to \$7,500.
- Nov 3 Man or woman with Ph.D. or Ed.D. to work with institutions of higher learning of a state, advising and guiding on uses of TV for instruction. Civil Service exam required. At least two years of higher institutional experience necessary. Starting salary \$10,640 with guaranteed annual increments in excess of \$400. Guaranteed vacation, sick leave, and personal leave time.
- Nov 4 Middle Atlantic independent liberal arts college has opening for person with broadcasting experience, preferably in news and public affairs. Would conduct systematic study of current commercial and educational broadcasting and assist in creative audiovisual work.
- Nov 5 Producer-director for large ETV station in Southeast. Applicants should have at least four years of college work with major in broadcasting or its equivalent and at least one year of experience in TV or film production. Starting salary \$5,500.
- Nov 6 Major Midwest ETV network wants experienced chief engineer who is creative and flexible. Adaptability to change and ability to give assistance and advice to existing ETV stations necessary. Position involves planning additional stations and interconnections; some travel. Salary in five figures.
- Nov 7 Large Northeastern ETV station seeks creative experienced producer-director. Must be capable of handling major project work. Experienced applicants only; right experience a factor. Excellent opportunity. Equal opportunity employer. Salary \$8,000.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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