

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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40 Exhibit Booths Sold

Frank Masters, convention exhibit manager, announced in early June that 40 of the 60 booths allotted for the NAEB convention had been sold. (Last year there was only room for 41 booths total.)

Deadline Nears for Convention Bids

July 31 is the deadline for receipt of formal bids from West-coasters who want to have the 1967 NAEB convention in their cities. Bids should be submitted to the Washington office. Information to be included in the bids is listed on page 1 of the January *Newsletter*.

Either Kansas City or Cincinnati will host the 1966 convention. Which, will be decided during the summer.

Ohio State Award Winners

Educational stations won about half the 1964 Ohio State awards, except in the category "Radio for Adults," in which WRVR, Riverside Church, New York, was the only educational station receiving an award. WRVR also won an award in the "Radio for Children and Youth" category. Other non-commercial station winners here were WNYE, New York (three awards); WBAA, Purdue University; and KPFK, Los Angeles.

ETV stations winning "Television for Children and Youth" awards were WSIU-TV, Southern Illinois University; WNBT, New York; WGBH-TV, Boston; KQED, San Francisco; and KNME, Albuquerque.

Educational producers of award-winning programs for "Television for Adults" were Western Michigan University Television; WNDT and New York City Board of Education; University of Michigan TV Center; South Carolina ETV Network; and WGTV, University of Georgia.

The Canadian Broadcasting Corporation won in all categories except TV for adults.

NAET Organizes

Emphasizing that it does not consider itself in conflict with any existing educational broadcasting association and does consider that its work will be complementary to that of the NAEB, the National Association for Educational Television came into being May 18. Charter members are the Alabama ETV Commission (Ray Hurlbert, general manager, NAET president), the Oklahoma ETV Authority (John Dunn, director, NAET vice president), and the Twin City Area ETV Corporation (John C. Schwarzwalder, general manager, NAET secretary-treasurer).

"Membership in the new association is open to all concerned with educational broadcasting," Schwarzwalder said. He stated the purpose of the new organization: To provide ETV stations and other groups concerned with production and use of ETV programs with a means of insuring a united approach to problems of legislation, research, production, and finance.

Plan Women's Activities for Convention

NAEB wives attending the 1964 convention with their husbands in Austin October 25-28 will be able to participate in the following:

- Tour of the Texas capitol.
- Coffee at the governor's mansion.
- Visit to University of Texas campus, including the breath-taking view from the 30-story library tower.
- A milk punch brunch at Green Pastures, a plantation house long noted for its hospitality.

Write NOW for Football Tickets

NAEBers planning to attend the football game after the convention should write for tickets now. The University of Texas will play Southern Methodist University October 31 in Austin.

August 1 is the absolute deadline for writing for tickets, according to local committee chairman Harvey Herbst. Write to Football Ticket Manager, P. O. Box 7399, University Station, Austin, Texas, 78712—and enclose a check for \$4 for each ticket ordered.

Members to Receive Publications Discount

Beginning August 1, NAEB Individual Members in good standing will be allowed a 25% discount on NAEB publications orders of \$1 or more. This does not include the Fact Sheets or the periodicals (*Journal, Newsletter, Washington Report*), but does apply to all other NAEB publications.

Note on Committee Listings

On the list of committees and members which appeared in the June *Newsletter*, the year following each name indicates that the term expires December 31 of that year. Chairmen are appointed for one year.

Fulbright Grants Include ETV

Norway and the United Kingdom offer awards in ETV for 1965-66 in the current listing. The University of Oslo offers a research award in ETV. Those in the United Kingdom are lecturing awards—two affiliated with universities and/or other interested institutions, two with teacher-training colleges.

While these are the only two countries specifically mentioning educational broadcasting, several countries will accept applications in any field. August 1 is the deadline for all entries. Details and application forms from: Committee on International Exchange of Persons, Conference Board of Associated Research Councils, 2101 Constitution Avenue, Washington, D.C., 20418.

Henry Speaks at Washington ETV Meet

In speaking before the Washington State ETV Association in May, FCC Chairman E. William Henry urged ETV stations

to accept the responsibility of serving local community needs, presenting programs on controversial issues, political campaigns, etc. While recognizing the importance of purely instructional television, he emphasized the broader role "that we at the FCC expect of our educational stations." He said, "I for one believe you should use your voice to participate in civic matters, to air positions on issues of public importance, and to provide programs for that large audience whose tastes are not often met by commercial outlets."

KCTS-TV, University of Washington, hosted the conference. Rudy Bretz, vice president of Television Systems Planning, served as the resource authority on new developments in ETV, and spoke at the session.

Meetings and Workshops

Wayne State University. June 4—a one-day seminar in the uses of TV in education for the Canadian Association of Directors of Extension and Summer Schools.

Boston University. June 7—School of Public Communication alumni annual salute to graduating class. Harold Brayman, director of public relations for E. I. duPont de Nemours, speaker.

National Community Television Association. June 14-19. 13th annual convention, Philadelphia. Among speakers: FCC Commissioners Cox, Ford, and Lee; NAEbers John Schwarzwalder, general manager of KTCA-TV, St. Paul; Donald V. Taverner, general manager of WQED and WQEX, Pittsburgh; and Martha Gable, director of radio-TV education, Philadelphia schools. The NAEbers participated in a special panel to discuss the role of CATV in ETV.

Queens College. July 1-August 11. Summer ETV workshop, conducted on graduate level.

National A-V Education Forum. July 18-20, Sherman House, Chicago. As part of NAVA convention.

Workshop in Fund Raising. July 20-31, Syracuse University. Open to college and hospital administrators and other fund raisers. Information from Director, Chautauqua Center, Syracuse University, 610 E. Fayette St., Syracuse, New York, 13202.

Awards and Fellowships

- Two annual fellowships of \$2,000 each in communications management have been established at the Annenberg School of Communications of the University of Pennsylvania, by American Broadcasting - Paramount Theatres, Inc. The fellowships will be awarded each year to one entering and one advanced student in the school's new two-year course leading to an M.A. degree in communications management. Students will receive training in the regular Annenberg School curriculum and in addition, will receive enough specific training in advanced business courses to qualify for positions in management and business administration.

- WGBH, Boston, has received an award for its radio coverage of the racial issue from the American Baptist Convention. This is the first time in the ten years of the awards program that an educational station has won.

- Five Michigan FM stations have received a "Creativity in Adult Education" award for 1963 from the state's Adult Education Association for the weekly series *Midweek Michigan*, which the stations co-produce. Each program examines a different topic, with each station providing comment from its area. The stations are WDET, Wayne State University; WFBE, Flint Public Schools; WKAR, Michigan State University; WMUK, Western Michigan University; and WUOM, University of Michigan.

- Douglas Wardwell, producer-moderator of the *Connecticut Farm Forum*, has received the Pioneer AAACE Award from the Northeast Region of the American Association of Agricultural College Editors. The farm program, believed to be the oldest continuous radio broadcast program in the nation prepared by an agricultural college, celebrated its 25th year on a special program May 9. The special broadcast included a message from Secretary of Agriculture Orville

Freeman, and program ideas by all seven men who have emceed the program for the University of Connecticut College of Agriculture during the quarter century.

- This year's Wayne State Mass Communications Center Award of the Year went to James Schiavone, general manager of WWJ-AM-FM-TV, the *Detroit News*. He was cited for distinguished service to educational broadcasting. Among past recipients of the award are Garnet Garrison, Karl Haas, and Kathleen Lardie.

News Notes

PROGRAMS

- ▶ WOUB-TV, Athens, Ohio, provided exclusive live and videotape coverage of President Johnson's visit to the city in May, when he spoke about elimination of poverty in Appalachia. The programs were picked up live off-air and re-broadcast by commercial stations in Zanesville, Ohio, and Parkersburg, West Virginia. The videotape dubs were used by stations in Columbus, Cincinnati, and Huntington, West Virginia, and NBC's Huntley-Brinkley. The speech was fed live by direct pick-up from WOUB Radio to CBS and Westinghouse radio stations.

- ▶ KVCR-TV, San Bernardino Valley College, broadcast, live, an hour press conference with Nelson A. Rockefeller. He wrote each member of the student production crew a personal letter of thanks for "an excellent job."

- ▶ When President Johnson visited the University of Texas to deliver the commencement address and receive an honorary degree, KLRN-TV was set to broadcast the main events. Just 12 minutes before the scheduled pre-graduation show, an announcement came that the open-air event had been moved to an auditorium because of a severe weather alert. Over the loudspeaker, the announcer went on to say that the overflow crowd could see the event on television. As rain and hail began to fall, KLRN staffers acted, and TV equipment arrived at the auditorium in station wagons, convertibles, etc. Soaked to the skin, cast and crew hauled the equipment in, and in 65 minutes had a picture on the air.

- ▶ WDET (FM), Wayne State University, has received an award from the American Association for State and Local History and Broadcast Music, Inc., for two series, *Michigan's Role in the Civil War* and *A Century Ago*. The latter describes the thoughts and attitudes of the American public 100 years ago, with scripts based on actual letters and diaries of the Civil War period.

- ▶ The University of Colorado recently presented a 1½-hour musical program over KRMA, Denver. "Musical Sketchbook" consisted of original compositions by university music faculty. Two sketches were taped in university studios, and the third was a tape from WQED, Pittsburgh, where a concert had been presented previously. James Dryden, program manager, radio-TV section, University of Colorado, produced the program.

- ▶ The South Carolina ETV network recently presented a special program in which the ETV French classes of an elementary school presented a skit in French.

- ▶ WGBH, Boston, recently presented a program in which

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- Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

high school students commented upon the network show, *Mr. Novak*, immediately after watching it.

▶ KRMA-TV, Denver, has hit the halfway mark in its production of *The Glory Trail*, a 10-part panorama of the American West. KRMA is producing the series for NET, and the first broadcast is scheduled for March 14, 1965. *Denver Post* columnist Jack Guinn is writing the series, and Manny Albam, jazz arranger and composer, is writing the music scores. Tom Mossman, director, and Bob Heskett, producer, are both KRMA staffers. Red Fenwick, narrator, is also a *Post* columnist.

▶ WTTW, Chicago, is broadcasting *Hear the Whistle Blow*, a 13-program series on America's railroads, from the 1831 steam engine to the proposed Levtrain, a passenger train which will glide on a cushion of air at speeds up to 500 mph. WTTW film director Robert C. Seipp produced the series.

▶ KLRN-TV, San Antonio-Austin, last month presented a series about the gauchos of Latin America, filmed by Edward Laroque Tinker. The films were lent to KLRN by the Tinker Foundation.

▶ Survivors of the atom-bombing of Hiroshima and Nagasaki were interviewed locally on WMHT, Schenectady, May 25 in a program, "Ambassadors of Peace."

▶ *The Faces of Self* is a series just presented by KLRN-TV, which will be available later to other TV stations. Marjorie Benjamin wrote the scripts for the programs dealing with mental health principles as they pertain to daily life. She also produced the series, with Bill Moll directing and Beulah Hodge narrating.

▶ Emphasis on live telecasting of athletics of high schools in seven counties and St. Petersburg Junior College drew enthusiastic viewer mail approval for WEDU, Tampa, which plans additional coverage next year.

▶ WHA-TV is videotaping for playback this fall a series of 20 half-hour Piano Master Classes currently being conducted for promising Wisconsin students by Paul Badura-Skoda, visiting Brittingham Professor of Music this semester.

▶ To aid teachers in teaching principles of Communism, WDCN-TV, Nashville, is telecasting a series based on an institute at Vanderbilt University last summer on the Nature of Communism.

PERSONNEL

▶ Robert D. Squier, TV program director for the University of Texas and KLRN-TV, is taking a six-month leave of absence to join the NET staff in New York City as production manager of the public affairs program "At Issue."

▶ New personnel at WFSU-TV, Florida State University, are Eddie Mitchell Franklin, art director; Gene Thaxton, assistant art director; and John A. Roberts, production assistant. Richard Puckett, former art director, has left WFSU to become director of the LeMoynce Art Foundation in Tallahassee.

▶ Emanuel L. Strunin has been appointed manager of advertising and public relations for the Amecom division of Litton Industries. He was director of public relations for Adler Electronics prior to its acquisition by Amecom.

▶ William Mellown, Jr., former school principal, has joined the staff of the Alabama state education department's ITV coordinator office as assistant to the director.

▶ Louis Lyons, retiring from his Harvard University post last month, will continue his news broadcasts over WGBH, Boston, and will join the station staff.

▶ Nashville's WDCN-TV reports two new staffers: Harold Lowery, from the Alabama ETV network, to become a producer-director, and Peter Bretz, from a commercial station in Columbia, Missouri, camera crew chief.

▶ Judy Haubens has resigned as community-program producer at WMHT, Schenectady. She is now living in Herkimer, New York, with her new husband, the Reverend Vernon A. Austin.

▶ Jerry Madden, WHA-TV producer-director, will leave the University of Wisconsin at the end of the summer to become director of television at Evanston Township High School, Evanston, Illinois.

▶ Dale Lewis has been engaged as film director for the Birmingham studio of the Alabama ETV network.

▶ Samuel Gould, president of WNDD, New York, has been appointed president of the State University of New York, effective September 1. His successor at WNDD has not been named.

▶ Werner J. Severin, assistant in TV research at the University of Wisconsin for two years, has been named assistant professor of journalism at the University of Alaska.

▶ Another Wisconsin research assistant, Craig Eben, assumes new duties this summer as supervisor of A-V instruction in the Wheaton (Ill.) public schools.

TRAINING

▶ WTTW joined with Chicago-area firms employing salesmen to present a 10-week course in sales training recently. The Chicago Association of Commerce and Industry presented the series, designed to enable firms with small sales forces to train their men with the same degree of professionalism that large companies can afford.

GENERAL

▶ Chicago Area School Television, Inc. (CAST) has been formed to replace the Tri-County ETV Council. CAST's purpose is to make available to all schools in the area classroom utilization of TV and to provide the programs at the lowest possible cost.

▶ WQED, Pittsburgh, expects to reach its community campaign goal (\$250,000) for the first time in its 10-year history.

▶ Texas has a new TV advisory committee organized to standardize technical equipment to be used by tax-supported agencies in the state, so that interchange of videotapes and other equipment will be possible.

▶ CBS has contributed \$100,000 to the 1964 operations of New York's WNDD.

▶ In surveying its viewers, WQED-TV, Pittsburgh, found that they came from a broad occupational and educational range. The study was conducted in cooperation with a NET nationwide programming survey.

▶ On May 18 the first transmission of medical information via subscription TV was shown over Channel 18, Hartford. The first program was videotaped at the Mayo Clinic. Also included was a sequence videotaped especially for the program at a hospital in Glasgow, Scotland.

▶ An experimental series of two-way FM radio programs was conducted in Utah in early May. The radio system was established between the University of Utah medical college and several hospitals in the state, at which physicians congregated to take part in the discussion. The system was used in combination with KUER (FM).

▶ With its grant under the ETV Facilities Act, Utah plans to extend the KUED signal throughout the state via a translator network, the first of its kind in the U. S. With this system, 100% of the schools and 99% of the population will receive an ETV signal.

▶ WFU, Indiana University, expects to have installed by the end of the summer its new RCA 10kw FM transmitter. The unit will be equipped for possible future stereo broadcasting.

▶ Concordia Lutheran College has announced that it will join the Texas Educational Microwave Project beginning in the fall.

▶ Former FCC Chairman Newton Minow has been elected to the Chicago ETV Association board of trustees.

▶ For the first time, WHYY-TV, Philadelphia, this year will continue broadcasting throughout the summer.

▶ A University of Michigan study reports a rise in the number of radio-TV editorials, with 54 of the state's 132 stations reporting the use of editorials. In 1949 only 1 station presented editorials, 3 in 1956, and 17 in 1960.

Publications

- The NAEB has received a copy of the general report of the Second International Conference of Broadcasting Organizations on Sound and Television School Broadcasting in Tokyo in April. Anyone may obtain a photocopy of the 13-page report on request by sending \$1 for copying and handling costs to the NAEB Urbana office.
- A four-page brochure listing zoom lenses "from Angenieux to Zoomar" has been issued by S.O.S. Photo-Cine-Optics, Inc., 387 Park Avenue South, New York City.
- A sample of favorable and unfavorable correspondence received by Arizona State University station, KAET, Phoenix, is presented in its *Three Years on the Air*.
- *Team Teaching—Bold New Venture*, edited by David W. Beggs, III, 192 pages with annotated bibliography, index, and appendices, is available in a cloth-bound library edition for \$4.95 from the Unified College Press, 3600 Washington Boulevard, Indianapolis, Indiana.

- NBC is offering on request "Teacher's Guides" to NBC television shows suitable for school use. Write NBC Teacher's Guide, Room 787, 30 Rockefeller Plaza, New York, N. Y., 10020.
- The Ohio University USAID teacher-training team in Nigeria is publishing a newsletter, *Nigerian Outlook*, to American associates, the Nigerian education ministry, and project alumni informed about the project.
- A new book published by McGraw-Hill explains the basic principles and ideas involved in masers and lasers. *Masers and Lasers: How They Work, What They Do*, by M. Brotherton, \$8.50.
- The New Book Society of India has published the first edition of *New Educational Directory of the World*, containing over 10,000 entries of universities, colleges, and institutions in all countries of the world. \$12 to U. S. buyers, from the Society, at 6A/53, W.E.A. Pusa Road, New Delhi 5.

PLACEMENT

PERSONNEL AVAILABLE

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

- July 1 Writer-producer, 30, married, B.S. English, desires position in writing, production or public relations and promotion. Minimum salary \$6500. Experience with largest closed-circuit ETV network in U. S.
- July 2 Married man, 25, receiving M.A. in radio, television and motion pictures, with emphasis on TV production, wishes to work in busy and creative station. Would like to be able to use background in drama and design to full advantage in the development and direction of new programs. Location open; minimum salary \$6000.
- July 3 Desires position in Midwestern college town with starting salary of \$5000 to \$5200 per year with possibilities for advancement to administrative level. Three years experience as newscaster and general announcer. B.A. degree from University of Wisconsin; wishes to continue education. Would also like to get into TV on the announcing, production and direction levels.
- July 4 Married male, 30, with Ph.D. in communication-drama, M.A. in theatre-TV design/production, teaching experience on university level and general secondary teaching credentials seeks position combining research into values and problems of governmental involvement in theatrical TV with development of programming of interest to educational and cultural institutions. Minimum salary dependent upon professional opportunities and local cost of living.

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.]

- July 1 Midwestern university has opening for Ph.D. fellow in TV production as half-time producer-director. Experience required in either broadcast TV or ITV. \$2300 for 9 months plus full tuition waiver. \$500 in addition for summer if available. Tuition also waived for summer. Job contingent upon admission to graduate school.
- July 2 Closed-circuit TV producer for university in Great Plains area. Requirements: Master's degree; ITV production and direction experience; basic knowledge of ETV closed circuitry; knowledge of academic life at the university level; ability to confer with departmental chairmen and faculties re use of TV for resident instruction; classroom teaching experience. Responsibilities include: production and quality control of CCTV lessons; assistance to academic departments in proper use of TV for resident instruction; development of new ITV uses at university; development of the campus system; coordination of CCTV program with university operations. 12-month academic/administrative appointment which in-

cludes one-month vacation. Salary \$7000 to \$9500, depending upon background, experience and academic training.

- July 3 Opening at a southwestern university for young man, preferably with Ph.D. or one near completion, for joint appointment in radio-TV and journalism. Individual primarily responsible for continued development of curriculum in broadcast journalism and film production, with additional opportunities in development of educational programming in radio and/or TV. \$6000-\$8000 depending on experience, for 9-month appointment, with additional compensation for summers.
- July 4 A northwestern university has opening in the fall for a radio-TV instructor to teach basic undergraduate radio and TV courses and laboratory work. He will also teach one or two sections of fundamentals of speech. Applicant should have Ph.D. or close to it. Person with technical radio-TV certification preferred although not necessary. Rank: instructor or assistant professor depending on qualifications. Salary also depending on rank and qualifications.
- July 5 Wanted immediately: producer-director. Minimum bachelor degree for major large northeastern ETV station. Instructionally oriented, experienced, imaginative. Must have professional competency and ability to utilize highly trained professional staff.
- July 6 Southwestern university desires film room technician and audio man with general knowledge of television. Open immediately. Salary approximately \$5200.
- July 7 Assistant director, ETV, for a university educational communications center. Male, minimum a master's degree, preferably a doctorate. Heavy practical experience in ETV production and knowledge of audiovisual, film, programmed learning, etc. Supervise all closed-circuit/open-circuit instructional and public affairs programs and plan a "system" approach to media utilization in university instruction. Instruct educational media courses. Assistant or associate professor rank. \$10,000 for 11 months. Open September 1.
- July 8 Southern university medical center seeks experienced person to help with administration, producing and scripting educational films and video tapes; extensive TV and A-V facility in department of psychiatry. Salary dependent upon degree and qualifications. Position open fall, 1964.
- July 9 Senior producer-director for New England ETV station. Must have practical training in development and production of all forms of programs, especially in the areas of classical music, remote broadcasts, adult features, plus in-school work. Prefer also experience in commercial field and film production. Salary \$7000 up. Job begins September, 1964.
- July 10 Producer-writer for public affairs at West Coast VHF ETV station. Must have experience in film and/or TV production. Available late summer. Salary \$6900.
- July 11 Producer-director for West Coast VHF ETV station. Must have directing experience. Prefer knowledge of film shooting and editing and knowledge of music and/or public affairs. Available late summer. Salary \$6900.

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