

# newsletter

## of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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APRIL, 1965

### NAEB Supports Arts & Humanities Bill

In testimony before special Senate subcommittees on March 4, NAEB-ETS-NER spokesmen endorsed the aims of the bill which would establish a National Humanities Foundation. NAEB-President William G. Harley spoke about the contributions of educational radio and TV to the purposes and objectives of the proposal.

Jerrold Sandler, executive director of NER, spoke about the "seed money" necessary if educational radio broadcasters are to continue to produce programs of the stature of the ever-popular *Ways of Mankind*. He urged that funds for distribution and payments to artists and performers not be rigidly subject to the "matching" provision, saying that in radio's case it is likely that those costs would considerably exceed actual production costs. He also pointed out that about 20% of the educational radio stations now on the air began broadcasting within the last three years, and that 70% of the output of the NER network during 1964 was in the arts and humanities area.

Chalmers H. Marquis, ETS executive director, stated that many ETV programs have been lost forever after broadcast because the money was not available to record them—and added that he hoped funds from a National Humanities Foundation would help. Pointing out that approximately 60% of America's population is within reach of the 100 ETV stations now on the air, he talked about their role in presenting cultural programs throughout the country. He also mentioned that it was desirable that persons being considered for the National Humanities Foundation Board or its committees have some ETV knowledge.

### IMD Raises Placement Fees

The NAEB Individual Member Division Board of Directors has announced an increase in fees for NAEBers registered with the Placement Service. Effective May 1, 1965, the fees will be: \$10 for initial registration, \$5 for updating credentials, and \$40 payable when the individual is placed. Those currently registered will not have to pay additional registration fees, but will be required to pay the \$5 and \$40 updating and placement fees when applicable.

### Denver Named Convention Site

The 1967 NAEB national convention will be in Denver, Colorado. Dates will be announced later.

The 1965 convention will be October 31-November 3 at the Sheraton-Park Hotel, Washington, D.C. In 1966 Kansas City will host the convention. Bids are currently being accepted from Midwesterners for the 1968 site.

### Bids Accepted Now for 1968 Convention

NAEBers in the Midwest who want to submit bids for the 1968 national NAEB convention should have formal bids in the Washington office by June 1. Details on information to be included are listed on page 1 of the March *Newsletter*.

### Copyright Hearings Begin April 28

Congressional hearings on the proposed revised copyright law are slated to begin April 28, probably continuing for at least a week. Members of the ad hoc committee representing education will be invited to testify.

### Samoa ETV Proceeds as Planned

As the NAEB ETV project in American Samoa enters its second phase, new faculty and staff are scheduled to arrive and begin work the first week in July, with three new high-power transmitters slated to be on the air September 15. The new personnel and equipment will extend direct TV instruction through the twelfth grade, in addition to the present elementary school schedule.

The NAEB is supervising the additional planning and engineering, and members of the NAEB staff will coordinate the recruitment and training of the new TV teachers and technical staff, and supervise the development of instructional material.

American Samoa's Governor H. Rex Lee has said that he feels that the experience and knowledge gained in the development of this first all-out ETV program will establish guidelines for extending educational opportunities in many other underdeveloped areas of the world. He also says that the measure of success achieved by his ETV staff during the initial phase of the program in the elementary grades fully justifies the confidence of the administration and the Congress in the plan.

### NAEB Testifies On Higher Education Bill

A number of NAEBers submitted statements to the House Subcommittee on Higher Education, in support of the purposes of the Higher Education Act of 1965. Jack Summerfield, vice chairman of the NAEB Board of Directors, requested that educational radio and television be specifically included in the proposed legislation, as they have been in the elementary and secondary education bill.

Others who testified for the NAEB were: Robert F. Schenkkan, chairman of the ETS Board; E. G. Burrows, Frank W. Norwood, and Mrs. Marjorie Newman, all members of the NER Board; and Frank M. Woolsey, Jr., M.D., chairman of the postgraduate medicine department of Albany Medical College, pioneer in the use of two-way radio communication for continuing medical education.

## NAB Counts Broadcasting Students

According to a survey by the NAB, 4,480 students at 127 U. S. colleges and universities are seeking degrees in radio and TV broadcasting. Of these, 3,527 seek bachelor's degrees, 773 master's, and 180 doctorates. Comparable figures for last year were 2,994; 593; and 132—for a total of 3,719.

## Seminar to Look at Research

Temple University and the USOE will cooperate in a three-day seminar on the findings of recent research on communication and their implications on school-community relations. Some 35 to 40 outstanding individuals will meet at the university April 26 to 28 to present and review research papers and then to focus attention on needed research studies in mass communications media. Participants will represent four groups—school superintendents, directors of school-community relations programs, professors of school administration, and research specialists in the fields of psychology, sociology, political science, journalism, and audiovisual media.

## Plan 1965 NAEB Convention

Members of the planning committee for the 1965 NAEB convention (Washington, October 31-November 3) met in Washington early in February to assign responsibilities as follows:

Publicity and press—*Thomas Aylward*, associate professor, University of Maryland.

Equipment—*Anna Hyer*, executive secretary, DAVI; *Harold Wägren*, ETV consultant to NEA; *Oscar Reed*, Jansky & Bailey; *Don Williams*, director of broadcasting, WAMU, American University.

Personnel—*William McCarter*, general manager, WETA-TV; *Williams*; *Louise Walker*, supervisor, Educational Services Center, Montgomery County Public Schools; *Lillian Brown*, radio-TV department, George Washington University; *Aylward*.

Ladies activities—*Walker* and *Brown*.

Military meeting—*Col. Robert Wood*, chief, Audio Visuals Systems Group, the Pentagon.

Engineering sessions—*Reed*.

Side trips—*Wood* and *Walter Whitaker*, director, TV and Radio Branch, NASA.

Post-convention trips—*Walker* and *Brown*.

Decorations—*Walker*.

Government sessions—*Gertrude Broderick*, radio-TV specialist, USOE, chairman; *Robert Hilliard*, chief, Educational Broadcasting Branch, FCC; *Thomas Clemens*, chief, Educational Media Branch, USOE; *John Hurley*, deputy assistant to the Under Secretary of ETV, HEW.

## News Notes

### PERSONNEL

▶ *Lawrence E. Dennis* has resigned from the American Council on Education effective June 30. He will be working with a Ford Foundation education program in Venezuela, Mexico, and Central America, headquartered in Caracas.

▶ *Bill Arhos* has been promoted from producer-director to production manager of KLRN-TV, in charge of production in the Austin studios.

▶ *Lewis Freedman* is the new director of programming at WNDT, New York City. He was one of the original producers of "Camera Three," for which he produced 125 consecutive programs; most recently he produced 13 programs for "Dupont Show of the Week."

▶ *Mrs. Rose Blyth* has rejoined the public relations staff of the California Institute of Technology as director of TV, radio, and film activities. After working there for seven years, she left in 1962 to take part in the formation of the Los An-

geles ETV station, KCET. In her new position she will concentrate on developing material for TV and radio programs and on expanding the film library. She will be in charge of distributing these materials to ETV stations and other organizations.

▶ *Bert Briller* has joined the Television Information Office as executive editor. He was with ABC for nine years, but comes to TIO from a New York advertising agency, for which he was promotion director.

▶ *John H. Tyo* has been named supervisor of motion picture production at Syracuse University. He was formerly head of the motion picture unit of the RAND Corporation, an independent, nonprofit corporation which does long-range planning for the Defense Department.

▶ *Robert C. Dudley* is producer/director for cultural affairs for Pennsylvania State University's new station, WFSX-TV. He was formerly producer/director at KUON-TV, University of Nebraska.

▶ The Georgia ETV Network has several new staffers. *John R. Haney* is the program development administrator, *David O'Keefe* executive producer, *J. Hunter Todd* film director, and *John Vance* chief engineer for the network station at Augusta, WVAN-TV. *Haney* was formerly program director, WUFT, University of Florida; production manager for WYES, New Orleans; and a producer for WUNC, University of North Carolina. *O'Keefe* was a producer-director and production manager for KLRN, San Antonio-Austin; *Todd* was a producer with Willard Film Productions; and *Vance* was assistant chief engineer at WTOG, Savannah.

### STATE AND REGIONAL

▶ Ohio's ETV Network will come of age April 9 when its eight stations air at the same time a three-hour documentary on the state's contributions to the Civil War. The newest of the stations is Cleveland's WVIZ, which began operation in February. Plans call for two more stations.

▶ A "live" ETV connection between Boston and WNEDE-TV, Buffalo, may be less than 18 months away, according to *Donald Quayle*, executive director of the EEN, which acts as a program exchange center for 17 ETV stations in the northeast. Only 7 of the stations are now interconnected, but EEN's hope is for all 17 to be, with eventual connection with the Ohio network. The Buffalo connection hinges on the establishment of the proposed New York ETV network.

Last month CBS donated TV equipment valued at \$180,000 to the EEN.

▶ Relocation of its transmitter and a boost to full power allows KUON-TV, University of Nebraska, to reach over half the state's population. This is the first step toward a 7-station state network. Two more channels are slated to become operable this year, in Lexington and Omaha.

▶ If the New York legislature goes along with requested funds, phase one of the state's UHF network will be to link Albany and Buffalo ETV outlets by two-way microwave. Plans are for the \$11.8 million network to be in operation by 1975. Ultimately all 58 units of the State University would be connected by one-way microwave.

▶ *Jansky & Bailey* has proposed an ETV system for Illinois of 12 new UHF stations linked by a 1250-mile microwave network. Budget estimates indicate an initial cost of \$7.75 million.

▶ The South Carolina ETV Commission has asked for appropriations of \$250,000 toward construction of a broadcast station in Columbia. This would bring ETV to 21 counties. The state now has two ETV stations—in Greenville and Charleston—in addition to a state-wide CCTV system for its schools, hospitals, and industries.

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## GENERAL

- ▶ KFME, Fargo (N.D.), has in production the first locally produced college credit course. The series is being used by students on the Moorhead campus and the North Dakota State campus as well. Because KFME has no studio facilities, arrangements have been worked out with a local commercial station, WDAY, to record the course in their studios.
- ▶ More than 50 of the country's top TV and advertising executives will explore the medium's potential during the next decade at a three-day seminar sponsored by Stanford University under a grant from *TV Guide* magazine. The April 25-27 meetings will include lectures by outstanding speakers, plus group discussions.
- ▶ Under a USOE grant, researchers at the University of Texas are exploring TV viewing as a means of continuing education for Spanish-speaking families.
- ▶ Plans are nearing completion for the extension of ETV to all the elementary schools in Monterrey, Mexico, using morning time donated by a commercial station. ETV in the city has grown under a Ford Foundation grant and with the technological help from the University of Texas. (The project was reported in the July-August 1964 *NAEB Journal*.)
- ▶ Station Manager Colby Lewis, of Michigan State University's WMSB, in a recent program bulletin appealed to readers to let the station know what types of programs they would like.
- ▶ *Media* is the name of the new monthly 24-page program guide listing offerings of Oregon's KOAC-AM-TV and KOAP-FM-TV. The booklet is an enlargement of the former guide published for the radio stations.
- ▶ WJCT, Jacksonville, has acquired a new location to serve as combination station and fund-raising center. The new building provides space for a studio sixties feet square, as well as a smaller studio and ample office space.
- ▶ Pennsylvania State University's new station, WPSX-TV, began broadcasting last month with on-air hours of 10-3:30, Monday through Friday. Later this year an evening schedule will be added. Construction of a studio is scheduled to begin this year, but local production of programs will precede its completion, as a mobile recording unit will be delivered earlier.
- ▶ As of July 1, Boston University's WBUR-FM will be transformed into the "Boston University Magazine of the Air," featuring variety, depth, and responsiveness to the interests of an intellectually demanding audience.
- ▶ Ron Polcari, station manager of WERS, Boston, reports an interesting phone conversation. A man called the station to find out where to locate WERS on the dial. Upon being told that it was an FM station, he said, "You mean you're not on the regular radio?" After an explanation that AM uses some airwaves and FM others, Polcari says that the man seemed satisfied, but left him feeling that he was managing some kind of weird operation not on regular radio.
- ▶ KWSC-TV, Washington State University, is studying requests from school districts and universities in the eastern part of the state, asking KWSC to relay its programs to those areas via microwave. If adopted, the new service would bring the signal into some ten large and small cities not now served by ETV.
- ▶ William McCarter, of WETA-TV, Washington, assembled and hosted a presentation last month of 16 ETV program segments for viewing by 150 persons, mostly FCC personnel—for a better understanding of ETV.

## ANNIVERSARIES

- 15th—March 1, Boston University's WBUR (FM).
- 10th—January, WUNC, Chapel Hill, N. C., and WAIQ, University, Ala.; April, WBIQ, Birmingham; August, WTHS, Miami.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

## RADIO STATIONS EXPAND BROADCAST HOURS

- ▶ KUT-FM, University of Texas, has extended its broadcast hours until midnight, seven days a week. Program Director Bill Giorda has scheduled a two-hour "Jazz Nocturne" each night from 10 p.m. to midnight.
- ▶ The Wisconsin State Radio Council hopes for a return to Saturday broadcasting. The hopes were sparked at a recent finance committee hearing on the 1965-67 Council budget.
- ▶ WGUC, University of Cincinnati, has extended its time on the air three hours every week day to provide more classical music. The station is now on the air from 10 a.m. to 11 p.m. week days and 12:30 to 7:30 p.m. Sundays. The operating staff volunteered to take on the extra 18 hours without extra pay.
- ▶ Michigan State University began separate FM radio programming March 1. Instead of duplicating WKAR-AM fare, the new WKAR-FM programming features a wide variety of cultural offerings—serious music, drama, contemporary jazz, folk music, news, opera, Broadway and avant-garde music.

## PROGRAM NOTES

- ▶ John Henry Faulk, author of *Fear on Trial*, appeared as a guest on the WTTW (Chicago) *Book Beat* series.
- ▶ KUEI, Salt Lake City, was one of six stations to give a regional report on the anti-poverty program. KUED dealt with the depressed economic conditions among the Indians, showing three types of poverty conditions: Indians on isolated small reservations, those on larger reservations (such as the Ute-Oraury), and those in satellite living circumstances near cities or towns.
- ▶ *Museum of the Plains* is a six-program series produced at a unique South Dakota museum by KUSD, Vermillion, for distribution on the Midwest ETV Network.
- ▶ WJCT, Jacksonville, won a citation from the local Chamber of Commerce for a 12-program series, *Management TV Journal*. The format featured films provided by the American Management Association telecast at 4:15 p.m. for viewing and subsequent discussion by supervised "in-industry" study groups. At 10 p.m. the film was repeated for the study groups and the general public. Following this showing, a panel of three local business leaders answered and discussed questions that had been telephoned to the station by the study groups and the public.
- ▶ Alabama's ETV series *Americanism vs. Communism* has been selected to receive a 1965 Freedom Award by the Freedoms Foundation at Valley Forge.
- ▶ In the first major production effort in the new Radio-TV Center studios, Indiana University TV personnel have produced a two-hour full-scale videotape recording of the Puccini opera *Madame Butterfly*.
- ▶ An hour-long self-portrait of Durand, Michigan, was heard on WUOM Ann Arbor and WVGR Grand Rapids recently. Ralph Johnson produced the radio program about the town which was a key division point on the Grand Trunk Western Railroad at the turn of the century. He hopes to produce other such programs about other towns and cities.
- ▶ WBAA, Purdue University, and a local newspaper and symphony society are sponsoring *Music Memory Contest*. Members of the symphony society choose the selections, for which program notes are printed in the paper, and which are broadcast on WBAA. Students who pass preliminary tests at their schools will go to the Purdue campus for a final test on May 2.
- ▶ *The Eternal Quest* is the name of a new TV series about Jewish history scheduled to debut April 4 on Chicago's NBC outlet, WMAQ-TV. Studs Terkel will host the series, which is presented by the broadcasting commission of the Chicago Board of Rabbis. Almost a year in the making, the series is said to represent one of the most ambitious programs of televised education ever undertaken by a religious organization.
- ▶ KWSC, Washington State University, is preparing broadcast reports on the progress of two young teachers in their new school assignment in Zambia. The teachers, formerly of Washington State, are employed by the American Friends

Service Committee. That organization has asked KWSC to release its tapes and films for national distribution on other stations and networks.

▶ In its radio broadcasts of away-from-home basketball games this year, KWSC has tried something different. Instead of taking a feed from another station, a play-by-play report came to KWSC via leased Western Union service. As the telegraphed report came in, a production crew went to work to "recreate" the image of the game being played elsewhere. Listener reaction has been favorable.

▶ WEDU, Tampa, has produced three 90-minute specials on Ybor City, Tampa's historic Latin Quarter. The first half of each program is a drama on videotape, with a mid-program switch to a live studio interview.

▶ *The Art Forms of the Organ* is a 21-program radio series prepared at WILL, University of Illinois, which traces the historical development of the principal forms of organ composition.

▶ In a series on *Mythology*, telecast over KLRN-TV, the relevance of Greek myths to modern life is examined—relating an Atlas missile to the myth of Atlas, for instance.

▶ Exclusive hi-fi tapes from Moscow are being heard for the first time in this country over WNYC-FM. The tapes were obtained through the East-West Cultural Exchange Agreement. Through a special arrangement with the Institute of International Education and the Moscow Art Theater, WNYC-AM obtained exclusive rights to record and broadcast Moscow Art Theater seminars, resulting in a series called *Seminars in Drama*, broadcast during the last three months.

▶ The South Carolina ETV Network recently broadcast an hour-long program on moonshining in the state.

▶ WOUB-TV, Ohio University, recently broadcast an original half-hour TV play for children, *The Princess and the Tailor*.

## Publications & Films

● NBC has provided the NAEB with some copies of the 24-page election manual which NBC used during the 1961 campaign. NAEBers may obtain copies as long as the supply lasts by writing to the NAEB Urbana office. They are probably most useful to institutions which have schools or departments in communications.

● *Helps for Radio Station News Correspondents* is a leaflet by Wilbur Peterson, head of media management at the University of Iowa journalism school. Write to the school for copies; price: \$1 for 10 copies.

● KDTH, Dubuque, Iowa, has released a comprehensive study of radio information broadcasting in portions of Illinois, Iowa, and Wisconsin. If interested, write to Bob Woodward, Jr., station manager, at KDTH.

● Eight filmed episodes from the TV series *Profiles in Courage* will be available for classroom viewing next year. They will be available in two 25-minute reels for each subject at \$300 per subject, purchasable under NDEA Title III. For information about the films or NDEA procedures, write to *Profiles in Courage*, Robert Sandek Associates, Inc., 630 Fifth Avenue, New York, New York 10020.

● Available for \$175 each from the University of Pittsburgh Book Center is *The Professional Education of Media Service Personnel*, giving recommendations for training of media service personnel for work in schools and colleges.

## Here and There

Former FCC Chairman Newton Minow, speaking at Stanford University January 28, said that both political parties should receive free TV time during the last month of national election campaigns. He proposed that the national committees of the Democrats and Republicans each receive one free hour per week, with third parties receiving smaller amounts.

● Newscaster David Brinkley, in an interview broadcast over WAER (FM), Syracuse University, advised those who want to be TV newscasters to have a broad education. He said they should "stop wasting their time with speech courses because it doesn't matter that much," and suggested they take courses in American history, political science, economics.

● Zenith has asked the FCC to authorize subscription TV on a nationwide basis.

● At a series of weekend seminars beginning in April, Sigma Delta Chi members will focus on such current professional problems as the conflict between bar associations and the press over pre-trial publicity.

● The University of Illinois extension division will offer an institute in programed instruction and language learning July 5-August 14, 1965. April 15 is the deadline for application. Forms may be obtained from: Director, Summer Institute, Training Research Laboratory, University of Illinois, 8 Lincoln Hall, Urbana, Illinois 61803.

● Minnesota Mining & Mfg. Co. has offered to give \$2,000 worth of transparency-projection equipment and other teaching aids to teacher-training institutions. Colleges graduating a dozen or more teachers a year are eligible for the grant. May 31 is the deadline for requests, to be sent to: Bertrand Y. Auger, manager of the visual products department, 3M, 2501 Hudson Road, St. Paul, Minnesota.

## PLACEMENT

### POSITIONS AVAILABLE

(For information, write the Placement Service, at the NAEB office 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.)

- A-1 Midwestern university seeks instructor or assistant professor for broadcasting courses within speech. Salary and rank determined by experience in broadcast production and college teaching. Ph.D. preferred. Supervision of aspects of FM station operation and CCTV. Academic year appointment, September 1, 1965.
- A-2 Producer-director and visual materials designer needed by new CCTV at upper Midwest university. Experience in ETV or ITV installation preferred.
- A-3 Experienced cinematographer-editor, preferably but not necessarily with producer-director capabilities and ambitions, thoroughly competent in all techniques of 16mm film production and editing, sought by east-central ETV station. Position open immediately. Salary based on experience and skills.
- A-4 Producer-director for large eastern university with rapidly expanding ITV division. Duties will include direction of CCTV programming in new studio and possibly some open-circuit direction of telecourses. M.A. and two years of experience required. Position to begin July 1, 1965. Salary: \$6,000 to \$7,000.
- A-5 TV engineer, experienced in all phases of station operation, needed to teach college accredited communications course plus limited assignment in major ETV station operation. Midwest; salary open.
- A-6 Northwest public school system seeks producer-writer for ETV department; salary open. Candidates should be male, 25-35 years old and hold a degree in education and/or professional communication areas. Position open September, 1965.
- A-7 Staff production positions (not assistantships) in radio-TV for qualified students working on M.A. degree in journalism. B.A. and academic acceptance to graduate school necessary. Ten-month contract for half-time or quarter-time position, renewable for second year if desired.

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