

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 29, NO. 8

AUGUST, 1964

## NER Music Personnel to Meet

The University of Minnesota and KUOM (AM) will host the third annual NAEB music personnel conference September 30 and October 1. In making the announcement, Conference Chairman Harry Welliver pointed out that this is a switch from the original plan announced in December.

This year's conference will include all NAEB-NER members, rather than being limited to those in one region.

Burton Paulu (director of radio-TV broadcasting) and Russell Walsh (KUOM) are planning the program, assisted by other committee members: Kay Fraser (WFU, Indiana University), Ann Burns (WBAA, Purdue), and Welliver. Meetings will be in Coffman Memorial Union and the Center for Continuation Study.

Program content will be presented in the September *Newsletter*.

## Convention Info

Later this month, NAEBers will receive more information on the October convention, including advance registration cards and hotel reservation cards. Delegates are urged to make reservations early, particularly for air transportation, as noted elsewhere in this issue.

In a mailing last month, key convention speakers were announced to NAEBers. Carl T. Rowan, director of the U. S. Information Agency, will speak at the banquet, and Lester F. Beck, psychology professor from Oregon, will keynote the convention.

Tuesday, October 27, will be devoted to NAEB Divisions, with each Division planning its own program, business meeting, and luncheon. There will be no regional luncheons this year. Tuesday night all will converge for a Texas barbecue.

## Free Radio Programs Available

● *NASA* offers a new series, *The Peaceful Uses of Space*, ten half-hour programs on a recent Boston conference on the subject. Among the participants are Hugh Dryden, NASA deputy administrator; Wernher von Braun; James R. Kilian Jr.; and Astronaut L. Gordon Cooper.

Also available for free loan to educational broadcasters are radio production aids, including a tape of satellite and telemetry sounds and tapes of historical moments in the space program. The latter includes excerpts from each Project Mercury flight, the voices of Presidents Eisenhower, Kennedy, and Johnson, and NASA officials. Stations may dub these onto their own tapes.

Request from NASA, Educational TV and Radio Program, Code AFEE-4, Washington, D.C., 20546.

● Radio Nederland's series featuring musical excerpts from the 1963 Holland Festival of Arts is free to broadcasters. Order the Holland Festival, 1963, album containing four half-hour programs from: Willard C. Wichers, Director Midwestern Division, Netherlands Information Service, Netherlands Museum, Holland, Michigan, 49423.

## NAEBers: Reserve Space Now

Airlines authorities have advised NAEBers to reserve plane space now for the NAEB convention, October 25-28, in Austin, Texas. Since daylight savings time ends on the 25th, that is the day when all airlines will make a major schedule change. Carriers review their reservations records at the time of a schedule change and protect passengers on alternate flights, we have been told.

There is no jet service into Austin, just to Dallas or San Antonio. Braniff and Trans Texas operate flights from Dallas to Austin. From San Antonio, the best method seems to be to rent a car and drive the 65 miles on four-lane highway to Austin.

## NAEB Sets ITV Conference

Charles McIntyre, chairman of the NAEB Instructional Board, has announced plans for the third annual NAEB ITV conference. The meeting will be May 8-11, 1965, at the Deauville Hotel, Miami Beach.

Tentative plans call for registration to begin at noon on Saturday, May 8, and for the conference to end with a luncheon on May 11. The hotel will provide special rates for participants and their families and these rates will apply for two days before and after the meeting, if rooms are available.

## NAEB Produces "Fifth Freedom"

The NAEB is currently producing, through the facilities of WRVR, New York, a series of book programs of a new and different kind. They are not book reviews, author interviews, or discussions centering around one book. Rather, each program will deal with a topic, and guests will refer to various books in discussing the topic.

Provocative subjects are being discussed, and participants are bringing at least four or five books into the discussion. Each program will have two guests and, as host-moderator, Ralph Backlund, Virgilia Peterson, Leo Rosten, or Gore Vidal.

The National Educational Radio Network will distribute the twenty-six 30-minute radio programs to its members, and to commercial stations for use in public service time. Made possible through a grant to the NAEB, the series is jointly sponsored by NAEB and the American Library Association.

On the ad hoc advisory committee for the series are Richard Bye, R. R. Bowker Co.; Eleanor Smith, Brooklyn Public Library; Jack Summerfield, general manager of WRVR-FM; William Harley, NAEB president; and Virginia H. Mathews, National Book Committee.

## Petersen Joins NAEB Board

Institutional Affiliates of the NAEB have elected as their representative on the NAEB Board James K. Petersen, director of television and radio at Florida Atlantic University. The election to fill this slot was postponed at the time of the other Board elections in December.

## Committee Invites Archives Proposals

The NAEB History and Archives Committee is seeking specific proposals from institutions interested in becoming the repository for the NAEB archives. Several agencies have indicated an interest, but the committee needs more specific information on how the institution proposes to collect, evaluate, and preserve the historical materials. Send proposals or inquiries to the committee chairman, Harold Engel, WHA, University of Wisconsin, Madison.

## Individuals May Obtain Certificates

At the suggestion of an Individual Member, the NAEB is now offering certificates of membership to its Individual Members, at a cost of \$5 each. Members should order from Mrs. Doty Templeton, 119 Gregory Hall, Urbana, Illinois, 61803—enclosing check and exact spelling of name for the certificate.

## New NAEB Institutional Members

### RADIO DIVISION & NETWORK

Augustana College, WVIK (FM), Rock Island, Illinois.

### INSTRUCTIONAL DIVISION

Community Television of Southern California, KCET-TV, Los Angeles; Kentucky Authority for Educational Television, Lexington.

### INSTITUTIONAL AFFILIATE

Northeastern University, Boston.  
Winthrop College, Rock Hill, South Carolina, has joined NERN as an Associate Member Affiliate.

### INDIVIDUAL

In the last two months, there have been 98 new Individual Members.

## Project 2500 Described

An audio tape-filmstrip presentation describing developments in 2500mc TV broadcasting can be purchased for \$10 from: Division of Educational Communications, Bureau of Mass Communications, State Education Department, Albany, New York, 12224. Make checks payable to Regents' Fund.

## Conference Announced

Those interested in electronic information handling will meet in Pittsburgh October 7-9 to discuss the problem and plan for the future. The program will cover shortcomings of present systems, large-scale systems under development, operational experiences, and the end uses of information. Organizers of the conference are the University of Pittsburgh, Goodyear Aerospace Corporation, and Western Michigan University. Further information is obtainable from: Knowledge Availability Systems Center, University of Pittsburgh, Room 270, Hotel Webster Hall, Pittsburgh, Pennsylvania, 15213.

## Publications

- *Broadcasting in Japan 1963-4* has been published by the Japan Broadcasting Federation, 10, 8-Chome, Ginza-nishi, Chuo-ku, Tokyo. The 82-page magazine-type handbook has been issued to give readers throughout the world an idea of Japan's broadcasting, telecommunications and electronics industries.
- *Screen Education: Teaching a Critical Approach to Cinema and Television* is a new 100-page UNESCO publication. It's a study by A. W. Hodgkinson derived from an international meeting in Norway in 1962 on film and TV teaching.
- The Florida ETV Commission has issued an annual report for 1962-63. The 27-page booklet contains a financial report and highlights and activities for the year.
- McGraw-Hill has announced publication of a book by Marshall McLuhan called *Understanding Media*. McLuhan conducted an NAEB-USOE project on the same subject several years ago.

## News Notes

### PERSONNEL

▶ H. B. McCarty, director of the division of radio-TV education at the University of Wisconsin, has announced a number of promotions and administrative changes: Lee S. Dreyfus becomes associate director of TV, after having served as WHA-TV general manager for two years. He will have special ITV responsibilities, and will continue to teach communications courses in the speech department. Steven Markstrom, WHA-TV assistant manager since October, has been promoted to station manager. George Schneidewind has been named program supervisor, and will carry on many functions of Ted Nielsen, program director, who will be on leave to do graduate study. Gary Gumpert, senior producer-director, will have increased responsibilities in developing closed-circuit ITV. Lee O'Brien has joined the directing staff.

▶ On the WHA radio staff, the following were announced: Cliff Eblen, former radio program director, has become WHA station manager. Karl Schmidt, WHA production manager and WHA-TV special projects director, assumes new responsibilities for developing special projects in radio as well as TV. He will continue teaching in the speech department also. Kenneth Ohst is now WHA production supervisor.

▶ Robert M. Reed has resigned from WHA-TV to accept a permanent appointment at the University of Hawaii, where he has been on leave of absence serving as associate director of the Communication Center and associate professor.

▶ Ronald Bornstein, program and production manager at the University of Michigan, will take a leave of absence beginning in September to accept an appointment as production supervisor of TV and assistant professor at the University of Hawaii.

▶ Robert C. Boston has left the KETC staff, St. Louis, to become assistant manager of WILL-TV and supervisor of TV service at the University of Illinois.

▶ Sheldon P. Siegel has resigned as station manager and program director of KAET, Phoenix, effective September 1, to become station manager for the Lehigh Valley ETV Corporation, which will activate a new ETV channel in early 1965 in Allentown, Pennsylvania.

▶ Lawrence Frymire has resigned as chief of the FCC's ETV branch to move to Sacramento, where he is the California television coordinator.

▶ M. Russell Jolly has succeeded the Rev. Robert Sanders as eastern area director for the United Presbyterian TV-radio division. Jolly was a commercial broadcaster before he joined the staff of the Wichita Council of Churches in 1959. He was named executive director in 1960, a post he held until his resignation in July.

▶ Robert E. Summers will join the radio-TV faculty at Ohio University in September as professor and department chairman. He is currently on leave from the University of Texas, making a world tour to study foreign systems of broadcasting—with focus on ETV in Nigeria.

▶ James G. Saunders, former graduate student at Ohio University, will become an instructor in radio-TV there in September. He will also serve as administrative assistant to C. E.

---

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Editorial assistant: Skip Robinson. Phone 333-0580. Area Code 217.

### Reporters:

- Region I—Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.
- Region II—Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region IV—Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

Kantner, director of the School of Dramatic Art & Speech.

▶ Robert L. Davy, former sales promotion planner for the Boeing Company, is now an assistant professor of communications at Washington State University. He replaces John Brower, who resigned earlier to work at WETA-TV, Washington, D.C. Davy is also a writer-producer for KWSC-TV and KWSC.

▶ Charles McIntyre has been appointed director of the new office of instructional resources at the University of Illinois. The office is a consolidation of the former office of instructional research and the office of ITV.

▶ A Baptist minister, James R. Swendenburg, has been elected president of the Alabama ETV Commission. He is the fourth president of AETC since its creation in 1953.

▶ Robert B. Schweikart, former assistant manager and program director of WOSU Radio, Ohio State University, has been named director of communications of the university's Center for Continuing Medical Education. He will coordinate the Ohio Medical Education Network, now encompassing 36 hospitals served by eight FM stations (seven commercial and one noncommercial).

▶ Bill Oxley is serving as TV program director for University of Texas radio-TV and KLRN-TV. He moves to Austin from San Antonio, where he had worked three years as production supervisor of the KLRN office there. Replacing Oxley in the latter post is Bill Moll, promoted from the position of news editor on the KLRN Austin staff.

▶ Lyn Jarvis has joined the University of Alabama broadcasting services staff as a producer-director. He was formerly employed by commercial WSFA-TV, Montgomery.

▶ John De Prospro, executive officer of WNYC, New York City, recently received a citation from a Norwegian-America committee which is conducting a year-long celebration of the 150th anniversary of Norway's constitution. The citation was for fostering better understanding between the men and women of both countries. De Prospro has been with the Municipal Broadcasting System since 1934.

▶ B. Eugene Koskey has left Northern Illinois University to be coordinator of technical studies, Sabah Radio, for the Peace Corps. This summer eight radio technicians are being trained in operation and maintenance of transmission equipment and tower construction. In the fall they will go to Sabah (formerly North Borneo, and now a state in the Federation of Malaysia) to work for Sabah Radio.

▶ Joe Johnson has accepted a position at the University of Utah, and is leaving his post as associate sports editor, WKAR, Michigan State University.

▶ Gordon Gainer has been promoted at WKAR from news editor to program director. Two new staffers at WKAR are Richard Arnold, farm editor, and Lowell Newton, news editor.

▶ David Robertson, former studio supervisor for WMHT, Schenectady, has been named production manager for the station. Brita Peterson is a new WMHT staffer, serving as production assistant.

▶ Rudy Bretz, vice president of National Education Sciences, recently returned from three months in southeast Asia. Sent by the Department of State as a TV specialist, he spent three weeks with Televisi Republik Indonesia in Djakarta, a month with Televisi Malaysia in Kuala Lumpur, and two weeks in Singapore. He gave an advanced course in production techniques to staff personnel, with daily lectures, studio demonstrations, and critiques of the local entertainment programs on the air. Enroute, he visited the staff at the NAEB Samoan ETV project.

▶ Elmer G. Sulzer has resigned the posts of chairman of the radio-TV department and director of radio and TV commu-

nications at Indiana University. He will devote more time to teaching as a regular faculty member. Pending the selection of a successor, George C. Johnson will be acting chairman.

▶ Marion Corwell, associate director of school relations for the Dearborn schools, has been elected chairman of the Detroit chapter of the Michigan School PR Association.

▶ Two members of the Chicago staff of the United Presbyterian radio-TV division have been named to the unit's New York headquarters staff. Donald Roper is new associate chairman of the division for operations, and Robert Norris is director of field services.

▶ Jay J. Heitin is new executive editor of the NAB's TIO. For the years 1952-1963 he was sales director for WNBC-TV, and he spent the last year teaching in the English department, City College, Santa Barbara, California.

#### REGIONAL AND STATE

▶ Services of the new ETV station in Richmond (scheduled to go on the air in September) will include schools in the Williamsburg area. Colonial Williamsburg recently contributed \$10,000 to the Central Virginia ETV Corporation, operators of the station.

▶ In Hawaii, a governor's advisory committee on ETV has recommended immediate establishment of a state-wide ETV system of three VHF and six UHF stations. The network would be licensed to the University of Hawaii and operated jointly by the state education department and the university. Legislation may be introduced in the 1965 session to finance the ETV system.

#### PROGRAMS

▶ KUED, University of Utah, is producing a program for NET on current Utah school crises. Called "A House Divided," the half-hour program is the first of seven special programs on local issues. It will be released on NET stations the week of August 31.

Titles of the other six programs selected from among ideas submitted are: "Poverty: The Survival of a Region," WOED, Pittsburgh; "The Far Right in Southern California," KCET, Los Angeles; "The Chemical Story: Return of U. S. Property to Mexico," KUHT, Houston; "Cattle Crisis," KUON, Lincoln, Nebraska; "School Desegregation," WNDT, New York; and "The Wilderness Controversy," KNME, Albuquerque.

▶ *Modern Math for Parents* is a five-week series being presented by the Mohawk-Hudson Council on ETV this summer on WRGB, Schenectady. Programs are being videotaped for the New York state education department.

▶ WNED-TV, Buffalo, received a first prize award for 1963 from the American Association for State and Local History and Broadcast Music, Inc., for the TV program "The McKinley Assassination."

▶ The University of Michigan TV Center won the American Bar Association's Gavel Award for the 20-part series, *A Quest for Certainty*, which probes the nature and values of the American legal system. This is the second time in four years that the center has received the award.

▶ The University of Illinois Medical Center, Chicago, reports that a new weekly 15-minute series on WTTW has been well received. After fourteen shows during the summer, they hope to continue the series in the fall.

#### GENERAL

▶ Chicago's two ETV stations, WTTW and the new WXXW, are requesting permission from the FCC to relocate their transmitters and antennae atop a 55-story apartment building now under construction. Developers of the building have offered the ETV stations a rent-free lease, valued in excess of a million dollars over the next 10 years.

▶ WMUB-TV, Miami University (Ohio), plans to use its grant under the ETV Facilities Act to obtain new transmission equipment to extend its coverage. A second videotape recorder will also be purchased.

▶ The Los Angeles Home Show committee gave the new

ETV station, KCET, a booth at the show, from which clips of fall programs were shown. Also, proceeds from ticket sales to the Home Show on its opening night were given to KCET.

▶ WJCT-TV, Jacksonville, filmed highlights of the 1964 Florida Polio Conference, and the films will be available to any TV station in a community which is promoting oral polio vaccination clinics.

▶ Memphis State University has expanded its speech and drama department to include a radio-TV curriculum. Classes will be conducted in association with WKNO-TV, with the station's general manager, Howard Holst, becoming a part-time faculty member.

▶ After an audience survey, Nashville's WDCN-TV reports a 650,000 potential, with 48.4% of the homes occasionally viewing ETV.

▶ The Atlanta Journal recently devoted a full page to a spread on WETV-TV's weekly teenage current events discussion telecast, *Our World Today*.

## INTERNATIONAL

▶ Tess Thomas writes that the government of Jamaica is setting up ETV for elementary schools, with an on-air target date of September. Mrs. Thomas and Mrs. Joyce Lalor have been in training at New York University to undertake work with the new station as producer-directors.

▶ The first school TV program in the Netherlands was aired last October 22. It featured the city of Basel, Switzerland. Succeeding programs through the fall, as reported in *Televisie Nieuws*, were also geographical in nature.

▶ Ham radio operators in Japan will soon be allowed to set up amateur TV stations. They will use the 430-440mc band. *Radio Japan News* reports that there are 52,000 amateur radio operators in Japan, second only to the U. S.

▶ Seventeen thousand Japanese educationists and citizens attended their 14th National Convention on Education Broadcasts this year, which was held at twenty sites. Major topics were broadcast education in the home, the role of broadcasting in developing imagination, ethics, and intellect in children, the relation of school broadcasts to classroom education, and expansion and control of broadcast facilities. Over 72 per cent of Japanese families own a TV set.

▶ Mexico, which spends far more on education than for defense, is turning to television as a weapon against illiteracy. With mechanics handled by the communications industry and programs supervised by the Education Ministry, the special telecasts will be beamed from Mexico City at first, to Mexico's central area. Later they will be extended to every corner of the country.

▶ Japan has displaced the United Kingdom as the second TV country following the U. S., reports *TV Digest*. At the end of 1963, Japan had 14 million sets and 80 stations. Of the countries just beginning to have television last year, half were African.

## PLACEMENT

### PERSONNEL AVAILABLE

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

**August 1** Management, organization, planning, development, programming. Just completed 10 years overseas developing TV in Middle East and Africa; 8 years as producer/program director including network and small station experience. Emphasis on personnel, utilization, training.

**August 2** Married male with long experience in broadcast production and engineering now seeking responsible leadership position where over-all knowledge of TV is a must. B.A. in radio and TV, license. Salary \$10,000.

**August 3** ETV producer-director, 23, married, 1-year-old child. Master's in radio-TV, Temple U. B.S. in communications, Southern Illinois U. Experience as director with CCTV, correlator with WHY-TV, WSU-TV. Currently employed by NBC-TV. Wife holds M.S. in elementary education, so we understand problems of educational and instructional telecasting at all grade levels. Salary: over \$6500. Location open.

**August 4** I'm young, creative, ambitious, and experienced. If these are qualities you seek in TV directors, then I'm your man. Requirements for M.A. almost completed, but can go to work now.

**August 5** Married man, 28, expects to receive M.A. in radio-TV in August. Three years commercial experience in major Midwest market with news, sports, and public affairs directing experience. Extensive background in documentary film production and writing. Desires position teaching radio-TV, or responsible and challenging writing-production position.

**August 6** Single man, 29, B.A. (cum laude) in public relations. One year experience radio news writing, two years PR and publicity/promotion writing with national trade association. Desires public relations or script/news writing position. \$7800 per year. Prefers Washington, D. C. or Philadelphia area.

**August 7** Single man, 33, at present employed by one of the major North-American production centers. Six years of professional experience in all possible phases of effective ETV production, and in planning and supervision of film production (16mm), editing, etc. Excellent refer-

ences. Would like to work with an ETV station with the emphasis on complex and creative programming. Producer-director starting salary at \$7200.

Single broadcaster, 26, with 5 years of radio experience, associated with R/TV Omudman, Sudan, with a good background in radio and TV courses from US/AID training program. Anxious to spend three to five years in U. S., to study and qualify in telecommunications. Desires position on production and programming with an R/TV educational institution or organization, programming grants, job or scholarship. Has been an announcer for 5 years at S.B.S. News reader in both radio and TV, Sudan; supervisor of several radio programs.

### 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.)

**AUG-1** Immediate ETV openings at major eastern university:

**AUG-2** 1. TV transmitter supervisor. 2. TV studio technical

**AUG-3** supervisor. 3. Broadcast electronic technician. Positions require recent experience in commercial or ETV production. Maintenance and operation of transmitter, videotape recorders, IO cameras, mobile recording unit part of responsibilities. Many benefits including one month paid vacation, paid holidays, educational privileges for you and your family. An Equal Opportunity Employer.

**AUG-4** Upper Midwest university seeks experienced educational broadcaster to plan a new ETV station, work with community ETV station, and supervise student radio station. Temporary 1/4-time teaching of TV production and utilization courses. Excellent long-range opportunities; 12-month position; salary open. Master's required, Ph.D. preferred.

**AUG-5** Midwestern station seeks experienced ETV producer-director. 10/2-month contract; \$4500-5500. August opening.

**AUG-6** Southeastern university seeks combination TV and film producer, \$7500 for 10 months. Rank of assistant professor. Ph.D. preferred. Will teach TV production and film humanities also. September 1.

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."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.