



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 31, NO. 11

WASHINGTON, D.C.

NOVEMBER, 1966

Convention Draws Record 1700 Delegates To Kansas City

Both criticism of and encouragement for educational broadcasting came from leaders in government, education and broadcasting in their addresses at the NAEB 42nd annual convention in Kansas City, October 24th through October 26th. The attendance-breaking meeting was geared to change . . . change in technology, change in methods and techniques of research, change in instructional TV, change in the educator's use of the broadcast media and change in the role government is and will be playing in the future of educational broadcasting.

Some fifty speeches and presentations, a dozen panel and discussion groups, numerous business meetings and demonstrations in fields related to educational broadcasting jammed the busy optimism-dominated three-day schedule.

In addition, 52 manufacturers with more than two and a half million dollars worth of equipment had displays at the convention.

At the semi-annual business meeting of the NAEB Board of Directors E. G. Burrows, manager, WUOM/WVGR, University of Michigan, Ann Arbor, was elected chairman of the NAEB board. The newly elected vice chairman is Robert Schenkkan, director, South West Texas ETV Council, University of Texas, Austin.

In over-all convention actions, the NAEB adopted resolutions praising the Ford Foundation's proposal for a communications satellite system and the soon-to-be-released report of the Carnegie Commission on educational broadcasting. A special task force was set up to study the complete reorganization of the NAEB's internal structure and a committee will report to the NAEB's Board of Directors in the spring. President of the NAEB, William G. Harley, in his annual report, stressed the rapid growth of educational broadcasting noting that NAEB has its largest membership to date . . . 2,272. He also cited the NAEB's \$800,000 annual budget and plans for an expanded public relations program, new research department, a new monthly publication, "Educational Broadcasting Review," replacing the "NAEB Journal," and a special task force to strengthen regional meetings.

The development of an ETS five-year

projection "model" for second system educational TV broadcasting was revealed to delegates for the first time by C. Scott Fletcher, executive consultant to the ETS Division of the NAEB. He predicted that within five or six years at least 350 operating ETV broadcast stations will be on the air. There are 122 stations in operation now. Mr. Fletcher stated the belief that the stations will be fully interconnected on a nationwide basis as well as suitably interconnected on an interstate and regional level.

A four-point political action program to assure federal financial aid to educational radio similar to that now available to educational TV through the ETV Facilities Act was announced at the convention by Jerrold Sandler, executive director of NAEB's NER Division. He told delegates that discussions are currently underway with the FCC to develop a nationwide allocations table to cover the reserved FM frequencies. The basic approach to the plan will be to identify statewide and regional needs through state networks, thus assuring the most productive and efficient use of the available FM spectrum.

Fred Friendly, TV consultant to the Ford Foundation, New York City, told a packed convention Keynote session that the Ford proposal for a domestic satellite system will make 1967 the year when educational broadcasting will be on its way to national live quality programming. He urged delegates to bring the excitement and challenge of our world into the classroom through radio and television. He further urged broadcasters to review their methods of duplicating and distributing NET programs and termed the present method obsolete.

Mr. Friendly saw the satellite system as a means of providing "an electronic turnpike with exits and entrances for every station and every schoolhouse in the country." When the "turnpike" becomes a reality, he said, non-commercial television would be able to provide a second service found nowhere else since the three commercial television networks' broadcasts are so similar that nationally they constitute a single service.

Dr. Donald Emery, superintendent of schools, Scarsdale, N. Y., called on broadcasters to use more creativity in the development of the individual and said that

American education looks to technology to make more time available for teachers to do things other than those which machines can do as well. If the public is to insist on a top public education system, it can be achieved only by embracing technology to the advantage of learning, Dr. Emery said. "The teacher, the chalk board, and a few books and a little laboratory equipment cannot meet the demand for excellence. Teachers cannot keep in mind enough information . . . They cannot be sufficiently even-tempered and patient. Machines, devices and mechanical aids in many respects can do and be this way," he said.

Dr. Paul A. Miller, assistant secretary for education, Department of Health, Education and Welfare, assured delegates at the annual banquet that HEW is, like the broadcasters themselves, waiting for the study of the Carnegie Commission, the review of the Ford Foundation proposal and the results of hearings which will be held by Sen. Warren G. Magnuson. He said it was the role of non-commercial media to assist substantially in improving the condition of man. He noted that facilities alone cannot do the job and stressed the need for more well trained management personnel. "Television in the university setting cannot be fully effective unless it becomes an integral part of management considerations," he said.

Prior to Dr. Miller's address, E. William Henry, former chairman of the FCC, received a distinguished service award from NAEB. It was also announced that Mr. Henry would join the association's public Board of Directors. Other members of the public Board are Mr. Fletcher, Fred Harvey Harrington, president of the University of Wisconsin, and Irving Harris, Chicago business executive and a director of the Chicago Educational Television Association.

During Mr. Henry's tenure as FCC chairman, the Educational Broadcasting Branch of the FCC was expanded, a close liaison between the FCC and HEW in the administration of the ETV Facilities Act was developed, and all-channel receiver legislation was passed by Congress.

A citation, accepted by Kansas City Mayor Ius W. Davis, was also presented to Former President Harry S. Truman. President Harley, in making the award, stressed President Truman's contributions

to educational broadcasting. The award noted that during his term he gave stimulation and guidance to the concept that broadcasting frequency space was a natural resource and "that its conservation in the national interest required reservation for public purposes. . . . He saw frequencies for the exclusive use of education . . . as a priceless opportunity for the full employment of radio and television to meet the imperatives of a democratic society."

Second ETV Channel for D. C.

The Federal Communications Commission granted petition from the Greater Washington Educational Television Association to move Channel 32 from Lock Haven, Pennsylvania, thus freeing Washington's Channel 26 for wider use of cultural and general-interest information and entertainment programs. Dr. Max M. Kampelman, GWETA board chairman, said that a second educational channel is vital for in-school courses and for "special audience programs," aimed at physicians and dentists.

Before the FCC

RM-898: NAEB supports assignment and reservation of at least one ETV facility for the Shenandoah Valley area, namely Channel 51 at Staunton, requested by the Advisory Council on Educational Television of the Commonwealth of Virginia and the Shenandoah Valley Educational Television Corporation. Channel 51 will not jeopardize significant public interests at stake in the work of the area's radio astronomy observatories.

RM-998: The Nebraska Educational Television Commission petition to reserve Channel 16 at Norfolk, Nebraska, to provide better coverage for the northeastern part of the state, supported by NAEB. Quick action was urged to insure ETV for the 1967-68 school term.

Governor Terry Dedicates ETV Center

In his dedication address honoring the opening of the Educational Television Resources Center at Dover, Delaware Governor Charles L. Terry, Jr., said that in less than two years, Delaware has revolutionized the educational opportunities of its young people.

Other participants in the opening ceremonies included Dr. Richard P. Gousha, State superintendent of public instruction and executive officer of the educational television board; Dr. John A. Perkins, president, University of Delaware; Dr. Luna I. Mishoe, president, Delaware State College; Robert L. D. Allen, chairman, educational television board.

A special two-day program drew thousands of visitors, included guided tours of the 20,000 square-foot facilities—two studios, control rooms, areas for graphic arts,

film editing, photography, film and tape storage, master control booth. The Center is adjacent to Delaware State College, will serve as headquarters for a three-channel network telecasting programs to 170 schools. Forty-one instructional series will be programmed for 1966-67 season. Among the series to be produced—a 16-program course on the history of the State for elementary grade, in-service programs for teachers, classes on teen responsibilities.

Network staff: Dr. William J. Hanford, director; Robert W. Fox, curriculum director; William C. Lewis, technical services director; Robert J. Van Abel, operations director.

CBS Affiliates Carry WCBS Course

Sunrise Semester, produced by Channel 2, New York, and New York University, is programmed on CBS stations outside of New York, with some colleges in these areas offering the courses for credit. Professor Walker Gibson, NYU, Washington Square College, is the instructor of "Studies in Style," a comparison of modern American prose with language modes of the past. Professor Kai E. Nielsen, NYU, Washington Square College, is teacher-host for "Philosophical Analysis," lectures focusing on basic philosophical problems.

Diplomas Via WHYY-TV

Channel 12, Philadelphia, helped launch broader Pennsylvania education aims by offering two special two-semester courses, designed for adults working towards high school diplomas through the Standard Evening Adult High School. The courses, "Biology" and "Literature and English Usage," were planned for presentation in cooperation with Philadelphia's divisions of school extension and radio and television. Edward H. Goldman, former head of the science department, South Philadelphia High School, conducts the biology program; Dr. Richard Mitchell, professor of English, Glassboro, New Jersey State College, is teaching the literature series.

Gov. Sanders Opens WCES

Governor Carl E. Sanders officiated at ceremonies marking the fourth station to be constructed, owned, and operated by the Georgia State Department of Education. The Georgia network interconnects five stations, but WGTW, Athens, is a facility of the University of Georgia.

WCES, located near Wrens, will transmit on Channel 20. The majority of programs will originate in the Atlanta Production Center, with some evening programs contributed by the University of Georgia.

Innovation in St. Louis

For the first time, the annual in-service program for teachers and principals in St. Louis was conducted over radio, ETV, and commercial television—a venture which came about because the teaching body outnumbered the seating capacity of the civic auditorium.

The St. Louis Board of Education reported that among the benefits derived from the use of the mass communications was the orderliness of traffic during the meeting. The influx of people always throughs the downtown area into chaos with hundreds of extra cars and busses competing with regular commuters for on-time arrival. This time, teachers were comfortably accommodated in schools, and the public got a first hand account of proceedings.

KMOX, KSD, KTVI, and KSLH Radio broadcast the program. KMOX handled all television production.

Edison Station Awards

For the twelfth consecutive year, the Edison Foundation will cite radio and television stations "Best Serving Youth." The awards include a \$1,000 prize to an outstanding high school senior living in the area served by the winning station. Station nominations are made by 69 civic organizations affiliated with the Edison Foundation. To name only a few, The American Legion, Boys' Clubs of America, U. S. Junior Chamber of Commerce. Nominations are closed after December 14, 1966. For further information about 1966 National Stations Awards for Serving Youth, write the Thomas Alva Edison Foundation, 8 West 40th Street, New York, New York 10018.

Filings Before HEW

The following organizations have applied for grants awarded under the Educational Facilities Act:

Nebraska Educational Television Commission, Lincoln, for establishing a new station on Channel 7, Bassett—\$510,752.
Metropolitan Indianapolis Television Association, Inc., for a new station on Channel 20, Indianapolis—\$288,785.
Hampton Roads Educational Television Association, Norfolk, Virginia, to improve WHRO, Channel 15, Staunton, Virginia—\$785,000.

PERSONNEL

Mrs. David Edwards named assistant director of development, Western Reserve University—formerly with the institution's documentation center.

W. A. Mavrides, since 1960 University of

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, \$5.00 a year.

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

Akron ITV director, appointed director of instructional media.

University of Iowa film professor Dr. Raymond Fielding was elected president of the University Film Producers Association.

Guy Rauer, director of engineering, Radio WEJL, Scranton, is now national public relations director for the Society of Broadcast Engineers.

Jay M. Brill, audio-visual communications specialist, joined Allstate Communications as director of marketing.

Mrs. Mitzi Miller Rhea, former radio and television supervisor for the Dade County Board of public instruction in Miami, appointed Chicago Area School Television consultant.

Recent additions to the speech and dramatic art faculty at Syracuse University: as associate professor of drama, Daniel Krempel, author of soon-to-be-published *The Theatrical Image: Its Meaning, Creation and Criticism*; as an instructor in radio and television, Bruce F. Elving, who received a B. A. cum laude with distinction from the University of Minnesota; as lecturer in radio and television, Richard B. Barnhill, former executive vice president of Tech-Tel Corporation, New York, a closed circuit television production service.

WQED, Channel 13-WQEX, Channel 16, Pittsburgh announce staff expansion: In the newly created position of assistant to the president, Robert K. Avery; producer-director of "Misterogers' Neighborhood" is David Fu-Ying Chen; producer-director for WQED's management training courses is David Harlan; Richard H. Barnes will direct development of the station's school services program. Mrs. Patricia V. Hughes is 13's 3rd "QED Kindergarten" teacher; John Richard Callow will host an experimental program dealing with science; Maxine Jones will anchor "News '66," a 20-minute current events report for youngsters.

The newly organized division of instructional resources at State University College, Brockport, New York, incorporates television, audio-visual, multi-media instructional services of the college. Named to the staff: Melvin P. Smagorinsky, director; Jack B. Frank, associate director; Bernard Lynch, chief engineer; Paul Mullen, engineering supervisor; Frank Filardo and Ken A. Laferty, producer-directors; Donald Talarico, graphic artist.

From the Georgia Educational Television Network: Recently named to the Network staff—David O'Keefe, as production manager; O. Max Wilson, as utilization administrator; Olan Cosper, as utilization specialist; Clyde Reaves, control engineer; Travis Hardin, broadcast technician; Beverly Ferguson and Jean Masters, secretaries. Guy Cochran named WABW's chief engineer; Preston Jordan and Floyd Robertson named engineers for WABW.

At WDCO, Wallace Lynch appointed chief engineer and Johnny Green, associate producer director; Vance Carter assigned

to WVAN engineering. Don Thomas appointed WJSP chief engineer.

At WCES, Guy Freeman and Jack Grizzle, engineers; Guy Newsome as a junior engineer, and David Wright transferred to the station. At WACS, Jerry Alnoch named chief engineer; Winfred Chson and James Speer, engineers. At the Atlanta production center, James Brooke appointed broadcast technician, Hiram Bulluck joined the art department. Russell Aiken assigned as field engineer for South Georgia.

KRME, Channel 13, Fargo-Moorehead, North Dakota, named *Duologue* series host Lou Marget director of developments.

U. of Texas Report

Radio-Television-Film Department Curriculum Revision: Department chairman Dr. Stanley T. Donner announced that there are 13 new or reorganized courses, with a total of 17 offered for credit. Four courses were not changed. Enrollment for the fall semester doubled, has led to faculty expansion—there are now three times the original number of full-time teachers.

Radio Tutorial Programs in Chemical Engineering: Professor and department chairman Dr. Howard Rase announced that the experimental radio study supplement introduced last spring proved so successful that fall semester air time has been lengthened ten to twenty minutes per broadcast to cover quizzes and reviews. Radio sessions are prepared as follows: From about 2:30-4:00 o'clock students phone in questions and problem analyses to a three graduate student-team, who produce the shows based on the phone exchanges of information. KUT-FM station manager Joe Gwathmey is coaching the three mc's on broadcast techniques.

NER Publishes Quarterly

The first issue of the *NER Reporter*, the new official publication of National Educational Radio, was presented at the recent Wingspread Conference on Educational Radio as a National Resource, held at Racine, Wisconsin. Pieces include "Radio's Second Chance," by Charles A. Steppmann, professor of education and chairman, department of communication in education, New York University; "The Electronics Revolution," by Raymond Swing; assessments of Albert Schweitzer's contributions by *Saturday Review* editor Norman Cousins and Waldemar Nielsen, of the African-American Institute. For single copies and information about subscription write Jerrold Sandler, NER executive director, 1346 Connecticut Avenue, N. W., Washington, D. C. 20036.

A Wingspread Interim Conference Report, compiling plenary session recommendations is scheduled for publication shortly.

News Notes

The State Department has opened records up to thirty years ago in the National Archives. The new rule also means that the date will be advanced a year on each January 1. Researchers seeking to use these resources should write the National Archives and Records Service, Washington, D. C. 20408. On certain subjects, qualified researchers may consult state records for the period 1936-1943. For further information write the Historical Office of the State Department, Washington, D. C. 20520.

KLRN, Channel 9, San Antonio-Austin, is now reporting weather forecasts and correct time at station breaks; has also programmed silent movie classics for Sunday night viewing.

National Educational Television is boosting better general knowledge of mental illness via "Search for the Lost Self," the second of two hour-long documentaries aired on *NET Journal*. The show was filmed at the Brooklyn League for Seriously Disturbed Children, traces methods aimed at reducing disability.

WTW, Channel 11, Chicago, premiered *Soapbox* last month—weekly forum for dissenters, featuring specialists on topics under fire; upcoming issues to be examined include draft, reform of the narcotics laws, and wiretapping.

WQED, Channel 13, Pittsburgh, produced a five-program music appreciation series for grades 4-9, called *Concerts for Young People*. Christine Skoda, Pittsburgh Public School music supervisor is the television classroom teacher. Producer—Larry Walcott; WQED school services assistant director; Jack Rominger, director. The series was funded by a grant from the city of Pittsburgh.

What WNYC-AM & WNYC-FM audiences are hearing on *Cooper Union Forum*, discussions and courses which began last month: twenty-one lecture series entitled *Happenings and Environments*—"American world policy" looked into first by Saul K. Padover, chairman, department of political social science, New School of Social Science Research. Author of *Behind Closed Doors*. Edward N. Costykan also guides listeners in scrutiny of politics. Other programs cover "Psychological Backgrounds of Love and Hate," "Linguistic Appetizers," "Unity of Life in Shakespearean Early Plays."

WIAN-FM, Indianapolis: live broadcasts last month included high school football games, coverage of the general sessions of the Indiana State Teachers Association convention from Cadle Tabernacle.

WETA, Channel 26, Washington, D. C., now telecasting on Saturdays.

NAB study shows that the public favors radio-television coverage of Senate and House happenings; less than half of those

polled favor on-the-spot broadcasts of court trials.

Medical complexes in California, Georgia, and Michigan recently applied to the FCC for construction permits to establish closed-circuit ITV networks.

AVAILABLE

PUBLICATIONS

Sigma Delta Chi's professional journalism monthly, *The Quill*, devotes the November issue to "New Careers in Journalism." Subjects covered include salaries and job outlook, continuing education, what the business press offers, opportunities in broadcast journalism. A single copy is 40¢; 10 copies or more, 25¢ each. Also, these two pamphlets are available free to high school students and advisers: *Newspaper Journalism, the Idealists' Profession and Mike and Camera: A Broadcasting Career for You?* Write Sigma Delta Chi, 35 E. Wacker Drive, Chicago, Illinois 60601.

From the University of Washington Press, Seattle, Washington 98105: *Folk Theater of India*, \$8.95 • *Anton Von Webern*, \$6.95 • *Strindberg and the Historical Drama*, \$6.95 • *Children's Theater*, \$6.00 • *Open Letters to the Intimate Theater*, \$6.95 PAPERBACKS *Of Men and Galaxies*, \$1.45 • *Theories of Scientific Method*, \$2.95 • *Mao's China*, \$2.95 • *On the Poet and His Craft*, \$1.95 • *Golden Age of Zoology*, \$2.45 • *Writers of the Modern South*, \$2.45.

FILMS

"Make a Mighty Reach," color, 45 minutes. Covers a variety of educational innovations, introduction by HEW Secretary Gardner. Produced by the Institute for the Development of Educational Activities, a division of the Kettering Foundation. Free. Write IDEA, P. O. Box 446, Melbourne, Florida.

GRANTS

Awarded by HEW under the Educational Television Facilities Act:

\$836,598, to the Board of Governors of West Virginia University, Morgantown, West Virginia, to establish a new station on Channel 24, Morgantown.

\$229,806, to Milwaukee Board of Vocational and Adult Education, Milwaukee, to improve WMVS, Channel 10, Milwaukee.

From the Public Health Service, \$53,765, appropriated to the Southwest Texas Educational Television Council (KLRN, Channel 9, Austin-San Antonio) and the San Antonio District Dental Society to produce a series dealing with dental health.

\$5,000 from the Advertising Fund of the City Commission to KFME, Channel 13, Fargo-Moorhead, North Dakota, to promote the area through its services to ETV throughout the U. S.

NAEB Personnel Service

POSITIONS AVAILABLE - NOVEMBER 1966

(For information, write Miss Carol A. Whitcomb, Personnel 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 Personnel Service. Non-members can save time by sending the \$15 annual dues and \$15 placement registration fee at the time of inquiry.)

- Nov 1 Position for ETV Coordinator with Communications Office for Research & Training of a leading west coast university's medical center. Ph.D. desired, but M.A. given consideration. A background in educational broadcasting administration essential. Salary \$10,000-\$12,000.
- Nov 2 Television Writers (2) for training school of military installation in the south. Large TV operation serving other military schools across the country. Seek creative, non-technical writers with broad experience in film documentaries, radio, and/or TV. Experience more important than educational background. Salary \$9,000+ to start.
- Nov 3 Assistant Director to serve on production staff of same TV installation as above. Seek resourceful, imaginative candidates to handle detail work, language translations, voicing, etc. Excellent opportunity for advancement. Salary \$7,500+ to start.
(The following three positions with large university in southern region. Salary for all positions commensurate with educational and professional backgrounds.)
- Nov 4 Academic appointment for a Ph.D. in education, communications, or related field. Will plan and direct media workshops for public school teachers in use of ETV in addition to regular ETV teaching duties in School of Communications.
- Nov 5 Manager for Communications Services Division/School of Communications. Division is responsible for operation of present radio station, film unit and will direct planned television facilities. Seek skilled administrator with extensive background in broadcasting for rapidly expanding operation.
- Nov 6 Academic appointment as Chairman of Radio-TV-Films Dept. Seek candidates with appropriate academic qualifications having the interest and energy to build a department. Position provides opportunity to assist in planning departmental objectives and program.
- Nov 7 Announcer/Producer for university-affiliated radio station in the northwest. Seek candidates having sincere belief in and respect for radio with basic interests in all areas of programming. Opportunity to specialize in a particular program area. Position grants academic appointment and accompanying privileges. Salary \$7,000+ to start.
- Nov 8 Chief Engineer for planned UHF facility in the northeast. Seek candidates with good supervisory capabilities. Broad responsibilities for both construction and operation of station. Salary \$10,000 to start.
- Nov 9 Radio-TV Editor for a southern university's Department of University Relations. Dept. provides regular feature items of current and special interest to both radio and TV. Seek candidates experienced in camera work, radio announcing. Position opens Dec. 1. Salary to \$9,000+ for well-qualified person.
- Nov 10 Academic appointment (11-month basis) for artist with fast-growing midwestern university. Opportunity for qualified person with broad educational interests to assume teaching assignment in General Studies in addition to art duties with the Broadcasting Dept. Seek M.A. experienced in publication design work and TV medium. Salary \$7,000 to start.
- Nov 11 Chief Engineer ETV with midwestern university. Rapidly expanding ETV Department with closed circuit and production facilities is seeking licensed engineer to take charge of technical operations. Starting salary commensurate with experience and background.
- Nov 12 Producer-Director for state ETV network in Northeast. Experienced candidates preferred, but will consider recent graduates with degree in field. Seek outstanding, creative person for ITV and network productions. Starting salary \$6,000-\$7,000.
- Nov 13 TV Producer-Director for state university Radio-TV Center in western region. Seek young, aspiring person with background relating to production in the areas of performing arts. BA or BS plus some directing experience required. Opportunity to advance toward M.A. Approximate salary \$6,500 to start.
- Nov 14 Director of Audio-Visual Services for a university television center in Scotland. Will have responsibility for operation of expanding A-V Services and for research developments. A two year appointment. Travel expenses paid.
- Nov 15 A sales position with distributors of A-V and CCTV systems for education, conference, and training facilities. Seek candidates familiar with systems, having ability to work effectively with specialists in field. Eastern metropolitan location. Liberal commission.
- Nov 16 Assistant Director of Public Relations & Development with ETV station in northeast metropolitan area. Bachelor's degree plus some background in educational broadcasting desired. Salary \$6,000 to start.
- Nov 17 School Coordinator for ETV station in northeast metropolitan area. Candidates with teaching certification and MA desired, but qualified persons with Bachelor's given consideration. A background in both teaching and educational broadcasting essential. Approximate salary \$10,000.

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."



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



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