



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Plan National Communications Center

Thirty of the nation's leading communications specialists from industry, education, science and government met in Denver in December to draft the final structure, function, and operational timetable for the proposed National Center of Communication Arts and Sciences. Plans call for a \$10 million computerized center which will gather, analyze, and disseminate communications knowledge for industry, education, and government. The center will be established in Colorado and will house a permanent staff, libraries and research laboratories. John Witherspoon, director of NAEB's ECS project, was one of the thirty persons invited to attend.

Enclosure Tells of 4th ITV Conference

Enclosed with this *Newsletter* is a brochure describing the NAEB's 4th annual ITV conference, to be April 3-5, 1966, at the University of California at Santa Barbara. Gary N. Hess, coordinator, ITV department, at the university, will coordinate the conference and has geared the program to the question: Why is television not in the mainstream of education?

Fellowships & Awards

- SEATO is offering a limited number of fellowships for 1966-67 for research, teaching, or training in subjects concerned with various problems, including educational, in Southeast Asia or the Southwest Pacific. These are for established scholars, preferably at the doctorate level. February 15 is the deadline for applications. Info and forms from: Committee on International Exchange of Persons, Conference Board of Associated Research Councils, 2101 Constitution Ave., N.W., Washington, D.C. 20418.
- March 1 is the deadline for entries in the 12th annual American Baptist Radio-TV Awards. Info from 1966 TV-Radio Awards Committee, American Baptist Convention, 6515 Sunset Blvd., Suite 403, Hollywood, California, 90028.
- The SREB and six southern universities are offering seminars and fellowships for southern journalists for the spring of

1966. News and editorial personnel may attend seminars or receive grants for study at one of the universities. Applications should be submitted immediately. Obtain from: Reed Sarratt, Director, Journalism Project, SREB, 130 Sixth St., N.W., Atlanta, Georgia 30313.

- February 15 is the deadline for completed applications for the University of Southern California NDEA Graduate Fellowships in instructional technology (including ETV). Info from Greg Trzebia-towski, Dept. of Instructional Technology, School of Education, U. of Southern California, Los Angeles, California 90007.

- Applicants for the University of Utah summer NDEA institute for advanced study in the educational media have until March 21 to apply. Dates are June 20 to August 12. Info from W. D. Brumbaugh, 210 Bennion Hall, University of Utah, Salt Lake City 84112.

- March 15 is the deadline for entries in the 18th annual Alfred P. Sloan Radio-TV highway safety awards. Blanks and info from the Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington, D.C. 20036.

FCC Denies MPATI Request

On December 13, the FCC released its denial of MPATI's petition requesting reconsideration of the Report and Order of July 2, 1965. That Order had denied MPATI's request for regular airborne operation to provide educational programming on Channels 72, 74, 76, 78, 80, and 82, but permitted experimental airborne operations to continue on Channels 72 and 76 for five years. The NAEB had opposed the petition for reconsideration, saying that other means could be better employed to achieve the common goal of a viable nationwide system of ETV.

"Right to Tape" Forms Wanted

Michael F. Harkins, coordinator of ITV, Board of Public Instruction, Jacksonville, Florida, is looking for information and samples of "right to tape" agreements for ITV teachers. Readers wishing to share their experiences on this may write him at the above address.

McBride & Robertson Join TV Board

Newly elected to the NAEB Board of Directors by members of the Television Division are Jack McBride, general manager, KUON-TV, University of Nebraska, and manager, Nebraska ETV Association, and James Robertson, general manager, KCET, Los Angeles. Other new Board members were announced in the January *Newsletter*.

ITI Project Offers Consultant Service

Schools and colleges which use or plan to use either radio or TV as part of their regular instruction program may seek help from the new field consultant service of the NAEB's project for the Improvement of Televised Instruction. Teams of one to five persons, tailored to fit specific needs, will visit requesting institutions for three to five days.

The core group of 80 experienced professionals from which the first teams will be selected represents these areas: instruction, curriculum development, resource utilization, institutional administration, instructional television teaching, and production. The chief administrative officer of a requesting institution, or anyone seeking information, should contact the ITI Project, NAEB, Washington.

Western Radio-TV Group to Meet

The Western Radio and Television Association will meet in San Francisco February 2-4 for its 19th annual conference. Among the speakers will be FCC Commissioner Robert E. Lee, NAEB President William Harley, Tedson Meyers of the Peace Corps, and Edwin G. Cohen, executive director of the National Center for School and College Television. Sessions will cover national and regional educational and instructional TV, foreign broadcasting, government support of ETV, new technical developments, space communications, and UHF broadcasting.

WETA-TV Shares Member Promotion Ideas

Hoping to "spark a continuing exchange of information," WETA-TV, Washington, recently prepared and sent copies of a membership promotion manual to every TV station in the country. The manual describes WETA's successful use of direct mail advertising to sell \$10 annual memberships, and includes samples of the materials used. First reactions from other ETV stations have been enthusiastic.

Ithaca Study Tour

Ithaca College's radio-TV department is organizing a second annual comparative mass media study tour abroad. Students will be able to study systems in several European countries, with visits scheduled for Madrid, Munich, Vienna, Moscow, East and West Berlin, and London. Departure is set for June 1 for the six-week course, which will be led by Royal D. Colle, department chairman.

Ohio Medical Network Helps Doctors Keep Up to Date

—by Robert B. Schweikart

During the present academic year, over a hundred 60-minute programs will be broadcast over the Ohio Medical Education Network, which includes 14 FM radio stations and 54 hospitals in Ohio and West Virginia. Five times each week at noon, programs are broadcast which are live two-way discussions between home community physicians and medical school teachers on subjects vital to continuing medical education.

Teaching physicians from medical schools in Ohio, New York, and North Carolina are heard talking with community physicians on topics such as Contact Sports, Emphysema, Diabetes, Pericarditis, Hemiplegia, Rheumatic Fever, Dermatology, Ulcers, Newborn Problems, Jaundice, and Cancer. The immediacy of these programs and the fact that they can be heard by the general public help overcome the communications lag. Moreover, the program materials—slides, outlines, reprints and magnetic tapes—all reinforce and extend the utilization of the programs into medical libraries and hospital teaching clinics. Following broadcast the programs and slides are also made available on tapes in the Ohio State University Autodidactic Library in the College of Medicine for use of medical students and practicing physicians.

The Center for Continuing Medical Education at Ohio State University created the Ohio Medical Education Network (OMEN)

Publications

● In the September *Newsletter* we announced the availability of copies of the proceedings of the Tokyo School Broadcasting Conference from the Japan Broadcasting Corporation. It has since come to our attention that those ordering the books must pay the cost of the postage. One reader has informed us that this amounts to \$6.20.

● A few copies remain at the NAEB Publications Office, Urbana, of William Parke's simple manual for first-timers on TV. While the supply lasts, copies of the 15-page mimeographed "Your Appearance on TV" are obtainable for 50c each (25c each for orders of six or more mailed to one address at one time). Payment must accompany order.

● Reports of the UNESCO regional seminar on the Role of Schools and Universities in Adult Education, held in Sydney, Australia, in January, 1964, may be obtained from 256 Flinders Street, Melbourne, Victoria, Australia. \$1 each post free, 50c each for ten or more.

to help meet the problem of getting the findings and applications of medical research from the teaching centers to the practicing physician and his patient. Conceived in late 1961, OMEN came into existence in October 1962 with two FM radio stations broadcasting the two-way programs and involving twelve hospitals in central Ohio. In its first three years OMEN programs produced nearly 25,000 registered attendances in hospitals and an additional 15,000 are expected in the current academic year. Uncounted are the many physicians and the general public who listen in offices, homes, or automobiles.

WOSU-FM is the key station in the network, originating all programs. Much of the credit for the net must go to A. J. Boggioli, chief engineer of WOSU radio, who designed and executed the technical function, and to William Steis, general manager, and Richard B. Hull, director of telecommunications, for their leadership and judgment.

Authorized for continuation study credit by the American Academy of General Practice, the network is supported in part by grants from the Merck Sharp and Dohme Postgraduate Program and the American Cancer Society. Across the country, the two-way technique is now being used by five other medical institutions and serves participating physicians in fifteen states.

News Notes

PERSONNEL

▶ George L. Arms has joined the staff of KTCA-TV, St. Paul, in a new post, coordinator of government contracts for ETV productions. For the last five years Arms has been advisor to the governments of Nigeria and Malawi in the use of radio and TV for educational purposes, under the auspices of AID.

▶ William Perrin, WMVS, Milwaukee, has been promoted to instructional television coordinator, to serve as liaison between the station and schools doing instructional broadcasting. Marvin D. Olansky has assumed Perrin's former position of continuity writer. He has been a free-lance writer.

▶ Thomas O. Olson, Wayne State University, has been promoted to director of television from television production supervisor. He will be responsible for closed-circuit instruction and broadcast activities.

▶ Lee Wilborn, assistant commissioner for instruction in the Texas Education Agency, has been elected the first chairman of the advisory board of the National Center for School and College Television at Indiana University. Lloyd S. Michael, superintendent of the Evanston Township High School (Illinois) has been elected vice chairman of the advisory board.

▶ Jules Rossman will join the Western Michigan University speech department in the fall as an assistant professor in the area of radio-TV. He is presently at Michigan State University completing his doctorate in the area of TV criticism and has had six years of commercial broadcasting.

▶ Duane Straub, former operations manager of WOUB-TV, Athens, Ohio, has been named assistant director, ETV Stations Program Service, Indiana University.

▶ Perry Schwartz, award-winning producer-director from KTCA-TV, has joined the staff of KFME, Fargo, North Dakota.

▶ Loren Stone, manager of KCTS-TV, Seattle, has been named as a special consultant by AID to help the Viet Nam government plan a national television system. He is in Saigon for six months to assist in determining basic policies for developing the system which will include planning the telecasting facilities, training personnel to operate and program the station, developing TV receiver assembly and manufacturing operations, and training TV service personnel.

▶ David L. Phillips, formerly production manager of commercial WMBD-TV, Peoria, has joined the staff of WPSX-TV, at Penn State as a producer-director.

▶ Donald E. Brown, professor of mass communications at Arizona State University, has been appointed chairman of the department of mass communications.

▶ Jay Rayvid, program manager, WQED, Pittsburgh, has been promoted to executive director of broadcasting operations. He replaces Gregory Heimer who has left for graduate work at UCLA.

▶ Sam Silberman has replaced Rayvid, and his duties as production manager have been assumed by David A. Silvian, formerly with the producing-directing team.

▶ Raymond Fielding, film professor and author at UCLA, has joined the staff of the University of Iowa where he will teach courses in film history, production and technology, and will supervise the film research program.

▶ Walter Goldschmidt, professor of anthropology at UCLA, who prepared the NAEB's well-known radio series *Ways of Mankind*, has accepted authorship of an American Library Association reading guide on cultural anthropology.

▶ Ted Nielsen has returned from the University of Michigan to the University of Wisconsin, where he has become director of ITV production. Gary Gumpert has been named director of ITV utilization.

▶ Mary W. Avery, archivist at the Washington State University Library who writes a weekly program for KWSC, has written a history of the state, *Washington: A History of the Evergreen State*.

PROGRAMS

▶ "Ofoteti" is the second play of the WQED original play contest last year to be chosen for production. Written by poet and Bucknell professor John Wheatcroft, it is about a youth spellbound by imaginative myths and confused by the adult world around him.

▶ KRMA-TV, Denver, has inaugurated a new locally produced children's series, *Tomfoolery*. Aiming to encourage the viewer to use his imagination as he goes through the daily routine, the program will invite boys and girls to the studio to investigate objects, people, and "things." Sometimes the youngsters may be in an empty studio with nothing to occupy their time except a bunch of feathers, a cash register, a policeman, or a ballet dancer. Cal Rains will produce and direct the program.

▶ *Facet* is a new weekly series on WTTW, Chicago, featuring unusual programs on the area's fine and popular arts. Members of the station's producer-director staff will produce the series on a round-robin basis, with each staffer given a free hand in choosing the subject matter and technical treatment of his programs.

▶ The University of Connecticut announces that a TV series on refinishing furniture stimulated over 400 viewers to write. The program was broadcast over a New Haven commercial station Sunday mornings at 11.

▶ Secretary of the Interior Stewart Udall and U. S. Senator Gaylord Nelson were among the group which recently viewed the pilot program of a proposed TV series, *Vanishing America*. The pilot was produced by WHA staffers along the Wolf River in Wisconsin, with Karl Schmidt as producer,



Ohio University Television Presents Merlin the Magician and Friends

Merlin the Magician proves thrice weekly on WOUB-TV, Athens, Ohio, that ETV need not be dull and uninspired. The popular children's program is the brainchild of Presley Holmes, director of TV, and Jack Boone directs as Bob Falkner portrays the ancient wizard. During its first year the program presented over 250 tricks—each one augmenting a planned learning situa-

tion. That the program is popular is proved monthly by Merlin's bulging sack of fan mail—from children aged 5 to 75.

Helping Merlin in the cast are Sir Echo, who lives in a vase and is "invisible," a 210-pound English Mastiff, who appears in the castle to inform children of proper pet care, and Chauncey the clown.



TOP: Bob Falkner, as Merlin, introduces Bobby Gall to Donna, the Magic Dove. Previously Donna had materialized from a silk and then vanished in mid-air for her young guest.

RIGHT: King Arthur's royal conjurer causes a young motorist to blast off into orbit. After a quick subatrospheric flight, the youngster will return to terra firma and drive away in her toy automobile. This is Falkner's modern version of the traditional princess floating in the air.

Walter Meives as cameraman, and George Vukelich as writer. Senator Nelson indicated the approval of the group after the showing by leading a standing ovation for those responsible for the program.

► KQED, San Francisco, opened the gate of communications between the opposing viewpoints of the Negro and the law enforcer recently in a program, "The Police, the Negro, and Justice." Negro Comedian Dick Gregory and San Mateo Undersheriff Wesley Pomeroy talked, and some specific suggestions for change in Negro-police relations emerged.

► WNDT, New York, recently produced a series of programs to guide unemployed young people through the basic steps essential to finding and getting a job. When broadcast by WMHT, Schenectady, "You Can Get a Job" was accompanied by a local "job window" informing viewers about local job availabilities and counseling services.

► KUHf, Houston, is presenting *Students Everywhere*, which allows international students to express their views on world affairs, the United States, and their own countries. Students also play music from their own countries. Co-producers are Clement Diei from Nigeria and Luis DeLlano from Mexico. The University of Houston has a foreign student population of over 700.

GENERAL

► A television workshop February 4 and 5 at the Medical College of Georgia has been set up to assist medical agencies incorporating CCTV into their training service. George Griffin, senior producer for Georgia's ETV network, will be a guest speaker.

► During its fifth anniversary celebration in January, WRVR, New York, broadcast a message from Governor Rockefeller and greetings from other leaders in government, education, the arts, and business. Rockefeller said, "... You may be proud of your achievements and of the high cultural and intellectual standards of your programs. I trust your plans for the years to come will be successful. ..."

► WMSB-TV, Michigan State University, defines its audience on the back of its program schedule: "Some people . . . would be ashamed to take from mankind without giving in return, or to hinder the progress of mankind through their ignorance, inadequacy or irresponsibility. . . . These are the intended audience of WMSB."

► Wayne State University has received a color film camera chain, a TV film projector, and related equipment from the WWJ stations. The \$25,000 gift will be used in CCTV, particularly in science and medical courses.

► KRMA-TV, Denver, celebrated its tenth year of telecasting on January 30.

► WEIQ-TV, Mobile, became an interconnected station with the Alabama ETV network in December. The 125 miles of microwave connections brings the network total to 508 microwave circuit miles.

► The Georgia ETV network has begun using a remote videotape preview unit to demonstrate what the network offers to groups meeting around the state.

► Montana State University's film and TV center has received a \$220,000 grant from HEW to establish a videotape network connecting the center and Montana hospitals where student nurses are in training. During the five-year project, courses in many subjects will be recorded at the center with tapes distributed among the hospitals. Individual VTR units will be placed in each participating hospital.

► The school TV service of WNDT, New York, has been reorganized to serve the suburban school districts. In recent elec-

tions, Theophilo Vincent was chosen chairman of the curriculum committee and Myron H. Turner chairman of the utilization committee. Vincent is assistant superintendent of the Plainedge schools and Turner is principal of Eatontown schools.

► Three stations have expanded Sunday programming services. KVIE, Sacramento, and WFSU, Florida State University, have initiated Sunday programming, and WTTW, Chicago, has added four hours, during which it will repeat the best of current and past cultural programs. KVIE will offer NET specials and repeats of the week's best programs, beginning at 4 p.m. WFSU will broadcast from 1 to 8 p.m. WFSU is also beginning a daily children's pre-school program at 5 p.m. Monday through Friday.

PLACEMENT

POSITIONS AVAILABLE

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

- Feb 1 Creative graphic artist for growing Midwestern state university. Applicant should have designer-illustrator background with competent skills in paste-up, layout, handlettering, and good academic background with degree from accredited university or recognized art school. Variety of assignments will include hot press operation.
 - Feb 2 ETV producer-director for new, large 2500mc ETV operation with private school system in large northeastern city. Filming experience preferred. Presents genuine challenge and opportunity to grow. Available now. Salary \$8000-\$10,000, depending on experience and qualifications.
 - Feb 3 Producer-director at outstanding new ETV station. Calls for candidate of some experience or particularly strong producing-directing talents. Salary commensurate with ability and experience.
 - Feb 4 Large northeastern ETV station seeks creative experienced producer-director. Excellent opportunity for right man; must be capable of handling major project work. Only experienced applicants will be considered. An equal opportunity employer. Salary open.
- Positions 5 through 7 are with a growing Midwestern university radio-TV division. Salary dependent upon experience.
- Feb 5 Two TV producer-directors experienced with broadcast and instructional production. Summer openings.
 - Feb 6 Four TV production assistants—half-time—able to function in any TV crew position including assistant director, both in studio and on remote location. Interested in masters candidates. \$50 per week; open in fall.
 - Feb 7 One film (TV) director to produce and develop TV film and slides. Open summer.
- Feb 8 Graphic artist familiar with all types of TV graphic techniques to work with media director and TV producer-director in planning and setting up complete graphic arts studio for northeastern state university. Previous TV graphic experience desirable but not necessary. Salary \$6,930-\$9,270, depending on experience and qualifications. Open April.
- Feb 9 Assistant professor of communications. Dual responsibilities include teaching and managing news and public affairs for TV station in northeastern state university. Ph.D. in some phase of mass media desirable but not mandatory. Salary \$9,000 (11 months), negotiable on experience. Open September 1.
 - Feb 10 Producer of in-school programs for elementary school. Preparation and production of 15-minute radio programs, newscasting, special program production and announcing. Must be able to initiate ideas for program series and pursue their development. Requires script writing and script editing. Liaison work with teachers. Applicant should be able to type for rough copy work. Requires B.A. or M.A. in radio, speech, theater, or education. Previous full-time radio experience desirable. Salary \$5700-\$6000. University benefits.
 - Feb 11 Personnel for in-school classroom-oriented production. Producer-directors, film personnel and operating engineers (1st class license preferred, minimum 2nd class). Oriented toward heavy classroom TV experience; experience with videotape equipment and operation helpful. Midwest TV station. Salary open.
 - Feb 12 Radio-TV engineer with 1st class license for major western university. Five years experience in radio-TV studio operation and maintenance. Starting salary \$530 per month.

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



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