



# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 29, NO. 5

MAY, 1964

## NAEBers Attend International Conference

William G. Harley, Richard Hull, and Vernon Bronson officially represented the NAEB at the recent international educational broadcasting conference in Tokyo. They were invited to participate by the hosting Japan Broadcasting Corporation. Harley talked on ITV in the U. S. at the plenary session; Hull served as president of the commission on correspondence courses through broadcasting; and Bronson reported on the NAEB Samoan project at the session on technological aid to developing countries.

Other NAEBers who were conference observers were Tedson Meyers, Jack McBride, Paul Rickard, Harold Wiggen, and R. C. Williams. No NAEB funds were used by either participants or observers.

NAEB President Harley, along with Basil Thornton and Jack White, met two days more at the request of the U. S. Department of State concerning a U. S.-Japanese information exchange center on ETV materials.

## Divisions Will Have "Day" at Convention

Members of various NAEB Divisions will meet in sessions divided along Division lines on one day of the coming convention in Austin. Members should notify their Board members of topics they would like covered.

## Radio Seminar Booklet for Sale

*National Educational Radio: A Blueprint for the Future*, the report of the NAEB seminar in Chicago January 29-31, 1964, may be obtained for \$1.50 a copy from the NAEB publications office in Urbana.

## ACBB Announces May 26 Program

Again this year the American Council for Better Broadcasts will meet in conjunction with the IERT. Among those on the program will be Edward Stanley, director of public affairs for NBC, who will speak on problems of programming. Those who will discuss his speech are Garnet Garrison, director of broadcasting, University of Michigan; Warren R. Ebinger, from Kansas City, Missouri; Mrs. Louise Walker, supervisor of schools, Montgomery County, Maryland; and Frederic Heimberger, vice president of Ohio State University.

Burton Paul, director of radio and TV broadcasting, University of Minnesota, will speak at the luncheon—a first-hand observation of how European newscasters regard American newscasters. Other topics slated for the day concern local programming (WAGA-TV, Atlanta), the broadcaster's influence on the use of words, and team teaching.

The ACBB will convene at 8 a.m. May 26; the IERT begins that evening and continues for two days. Registration for ACBB is free (except for the luncheon, which is \$3) for IERT participants, \$1 for others. Meetings will be at the Columbus Plaza, 50 North 3rd Street, Columbus, Ohio.

## ETV Division Names Appy VP

Gerard L. Appy has been appointed vice president of the ETV Stations Division of NAEB, effective May 1. Appy comes to the NAEB from the University of Georgia, where he was associate director of the Center for Continuing Education.

### GUNN JOINS TV BOARD

Hartford N. Gunn, Jr., has been appointed to the NAEB TV Board replacing Appy. Gunn is general manager of the WGBH Educational Foundation, Cambridge, Massachusetts.

## New NAEB Institutional Members

### RADIO DIVISION

Marshall University, WMUL (FM), Huntington, West Virginia; Western Illinois University, WWKS-FM, Macomb, Illinois.

### SUSTAINING

The Crowell-Collier Publishing Company, New York

### INTERNATIONAL ASSOCIATE

The Instructional Television Trust, Tel Aviv, Israel. This is the first member in this category.

### INDIVIDUALS

In the last two months, there have been 88 new Individual Members.

## Region VI Forms Networking Committee

A regional committee is studying radio networking affairs for NAEB Region VI. Core members of the group were appointed by John Witherspoon, the region's Radio Board representative, when Region VI met in conjunction with the 1964 Western Radio & TV Conference in late February.

There were two sessions at the regional meet—one for all members, primarily to discuss the NAEB reorganization, and another for the Radio Division.

## Films and Tapes Available

- Stations may obtain free films for sign-on or sign-off—featuring the Salt Lake City Mormon Tabernacle Choir at Mt. Rushmore singing "America the Beautiful" (2 minutes) and the National Anthem (1 minute). Write: Publicity Division, South Dakota Department of Highways, Pierre, South Dakota.

- Radio stations can obtain a series of programs in Spanish about Spain for a \$2 handling charge per program. The 20-minute programs, entitled *España es Así*, are being produced by professional talent and feature the history, art, amusements, food, and music of each of the 52 Spanish provinces. Write G. L. Vazquez, Jr., Educational Programs, Musica de Fondo Motivacional y Para Delictar, Belmusic, Jose Antonio, 57, Madrid 13, Spain.

## News Notes

### PROGRAMS

- ▶ WMSB, Michigan State University, has presented a four-program series called "Film Experimental," which examines new techniques in filmmaking. Talented filmmakers presented samples of their work and then joined host Arthur Weld, associate professor of TV and radio, in discussing the reasons and symbolic meanings of their films.
- ▶ Abilene (Texas) Christian College has produced several award-winning radio programs recently. A special program prepared for the Mutual Broadcasting System during the Christmas season won a first-place award in the honors competition of the Southwest District of the American College Relations Association. Another program, "The Story of Our Flag," produced and announced by Lowell G. Perry (director of radio and TV at the college) over a local commercial station, was awarded a George Washington Honor Medal by the Freedoms Foundation in Valley Forge. Norman Jefferson, a student at the college, prepared a program for the American Foundation for the Blind, and in competition his program was awarded a \$100 cash prize and designated first-place in the documentary division.
- ▶ Auburn University's TV studio is producing a once-a-month, hour-long, original drama, using faculty members and wives.
- ▶ The University of Connecticut received an American Foundation for the Blind citation and award for a half-hour radio documentary, "Twenty over Two Hundred." Donald E. Nelson, director of the university radio-TV center, produced the program, which analyzed the problem of legal blindness.
- ▶ *TV Theatre*, Wayne State University's live TV drama series, recently presented "A Merry Death," a farquharquade written originally for the Russian stage by Nicholas Evreinov. Student husband-and-wife team Werner and Karen Hartenberger produced and directed.
- ▶ As an aid for listeners who want to plan week-end reading, movie attendance, and theater-going, Philadelphia's WUHY-FM is providing a weekly program of criticism each Thursday evening. Called "Critic at Large," the program will feature Bruce J. Bloom as the reviewer.

### GENERAL

- ▶ Boston University has changed the name of its PR and communications school to the School of Public Communication.
- ▶ KQED, San Francisco, has started a group travel plan for its members. So far nineteen flights are scheduled during 1964-65. On April 5 KQED celebrated its 10th anniversary.
- ▶ NAB Industrial Associate Adler has announced that the FCC has granted Adler official acceptance for its 2500mc TV transmitter, making it the first and, so far, only, such transmitter acceptable for authorized use in the 2500mc educational field.
- ▶ Stanford University has developed a film on its flexible scheduling system for high schools. The system breaks away from the traditional 55-minute, 6- or 7-period school day, and class times range from 20 minutes to 2 hours or more, depending on the subject. A computer is used to organize each school week. Some 6,000 students in five high schools have been studying under flexible scheduling since September.
- ▶ On May 28, WNAS will celebrate its 15th anniversary. On that date, 1949, WNAS, the first 10-watt FM station in the schools of America, broadcast the commencement exercises of New Albany High School, Indiana's oldest public high school. After seven years of successful low-power operation the station increased its power to 850 watts. Vernon McKown, director of A-V education for the New Albany-Floyd County Schools, says he is proud of the fact that in 1948 they decided to start with a student staff and that "we have letters in our files showing that our method of operation was studied and successfully used from Long Island to Hawaii and from New Orleans to Huntington, Indiana." He

also wants to say "thank you" to the more than 275 former WNAS staff members, one of whom is now a highly regarded CBC Network producer and award winner.

- ▶ Ampex Corporation reports that it has delivered more than a million dollars' worth of VR-1500 portable videotape TV recorders in the first three months of production and has a growing backlog of orders presently in excess of two and a half million dollars.
- ▶ WCET, Cincinnati, is telecasting on Sunday afternoons for the first time in its nine years of operation. Good drama, opera, symphony concerts, jazz, feature documentary films, and ballet provide the program content.
- ▶ The ETV Association of Metropolitan Cleveland will soon file for a CP for Channel 25 and for a grant under the ETV Facilities program. The group hopes to have the station on the air this fall.
- ▶ RCA has announced a new portable AM-FM classroom radio for high-fidelity reception.
- ▶ Indiana State College, Terre Haute, will soon receive a used FM transmitter from the Wabash Valley Broadcasting Corporation, parent company of commercial WTHI-AM-FM-TV. WTHI will have a new transmitter. Indiana State, which currently has a CP for WVIS (FM), will also have its antenna side mounted on WTHI's 549-foot Channel 10 tower in downtown Terre Haute.
- ▶ Melvin A. Goldberg, vice president for research of NAB, was the principal speaker for Indiana University's annual radio-TV banquet April 30.
- ▶ The Milwaukee Radio TV Council has launched its first fund drive, in its 20th year. This year the council has organized 10 teleclubs in which young people meet regularly with adult discussion leaders to exercise judgment of TV programs.
- ▶ WNYC, New York, will carry regular broadcasts from the World's Fair.
- ▶ Commercial WJR, Detroit, has donated a campus radio station to Northwood Institute, Midland, Michigan. The news release from Northwood says that the campus station "will provide facilities for the further development of the advertising curriculum in the broadcast area."
- ▶ WFSU-TV, Florida State University, has installed a new EMI all-transistorized vertical interval switcher.
- ▶ The *New York Times* for Sunday, March 8, carried a feature about WRVR (Riverside Church FM station) called "Station with a Civic Conscience." The article states that the documentary "Birmingham: A Testament of Non-Violence," produced by WRVR staffers, served to catapult the station from a relatively obscure position to one of national prominence. Critics have called the documentary, which has been distributed by the NABE Radio Network, a significant milestone in radio journalism.
- ▶ The governor of Pennsylvania proclaimed April 1 as WQED Day in honor of the Pittsburgh station's 10th birthday.
- ▶ WMUK (FM), Western Michigan University, has a new phone number: 383-1921 (area code 616).
- ▶ WHYI-TV and WUHY-TV-FM have moved from Chestnut Street to 4548 Market Street, Philadelphia.

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NABE 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 —Shirley Ford, WUOT, University of Tennessee, Knoxville.
- Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region III —McCabe Day, WVSH, School City of Huntington, Ind.
- Region IV —Richard Vogl, KTCATV, 1640 Como Ave., St. Paul, Minn.

## PERSONNEL

▶ Bill Utter will return to WMUB-TV, Oxford, Ohio, in July as program director following a year of graduate study at Ohio State University.

▶ Robert Falkner will become a producer-director at WOUB-TV, Ohio University, this summer. He is an Air Force veteran of 22 years.

▶ Richard Reinauer has been named executive director of the Academy of TV Arts and Sciences Foundation.

▶ Paul Reed, editor of *Educational Screen and Audiovisual Guide*, has been elected chairman of the board of trustees of the Empire State FM School of the Air. Reed, also supervising director of instruction for the Rochester Public Schools, founded the one-station Rochester School of the Air which in 1947 became the statewide school of the air.

▶ Armand L. Hunter has been named director of continuing education at Michigan State University, succeeding Howard R. Neville, who has been named provost of the university. Hunter will continue as professor and director of broadcasting services; for the past year he had also been associate director of continuing education.

▶ M. McCabe Day, director of WVSH, Huntington, Indiana, announces his retirement effective June 12. He completes 43 years in the Huntington schools, where he was a teacher in the high school for 25 years before becoming full-time audiovisual director in 1946. Since 1950, the year WVSH went on the air, Day has attended 13 of the 14 NAEB conventions. He served for nine years on the in-school selection committee of the NAEB Radio Network, and was a participant in the school managers seminar at Allerton House in 1952. Following retirement, he will become lay minister for the First Methodist Church in Huntington, where his father served as minister.

▶ George Gerbner, associate professor at the University of Illinois communications research institute, will become dean of the Annenberg School of Communications, University of Pennsylvania, July 1.

▶ Former ABC vice-president Sterling Quinlan has joined the executive staff of Field Enterprises, Inc., where he will survey the electronic communications medium for its possibilities in education, communication, and entertainment. Field Enterprises publishes the Chicago *Sun-Times* and *Daily News* and the *World Book Encyclopedia*.

▶ Kenneth L. Clark has been appointed general station manager for KFJC, Foothill College, Los Altos Hills, California. He will also serve as broadcasting instructor. Most recently he was writer-producer for the ABC TV network in Hollywood.

▶ Murray R. Yaeger, who has been a visiting professor at the State University of Iowa this year, will return to Boston University in the fall. He will serve as acting chairman of the communication arts division of the School of Public Communication for the first semester, while D. Hugh Gillis is on leave of absence.

▶ Jeffrey Field, student station manager of WERS-FM, Emerson College, recently received the Tom Phillips Award, presented each year by the UPI Broadcasting Association of Massachusetts, to honor the best news stories, editorials, and features broadcast by Massachusetts stations. The award, the first time that a college radio station has received such an honor, was made for the program "Pornography and Youth." This was also the first time that a full-time student has received the award.

▶ Bob Shackleton has resigned from his post as assistant manager of WKAR, Michigan State University, to become coordinator of an athletic scholarship fund at the university. He has been associated with WKAR nearly 19 years, where he was a student announcer and, after graduation, the sports editor, a position he occupied until recently when he was promoted to assistant manager.

▶ Spindler & Sauppe, Inc., Los Angeles, has announced the retirement of George A. Sauppe, one of the firm's co-founders. During the 40 years since the establishment of the firm, he has participated in many improvements—introduction of the first 750w and 1200w 35mm slide projector, wide angle rear projection techniques, the random access slide projector with instant image retrieval, etc. He has attended many audiovisual meetings through the years.

▶ William J. Moreland, general manager of NAEB Industrial Association Conrac Division, has been elected vice president of Giannini Controls Corporation, parent company of Conrac.

▶ Hugh V. Cordier, head of the department of radio-TV at the University of Illinois and chairman of the NAEB Publications Committee, has assumed the duties of president of the Association for Professional Broadcasting Education.

▶ WDCN-TV, Nashville, announces that Clyde Reaves has been appointed operating engineer; Steve Wolf, former student part-time staffer, has joined the station as a full-time employee.

## Publications

● Comeback, Inc., has issued a report on its pilot demonstration on the potential of UHF for recreation-rehabilitation of the chronically ill and handicapped in metropolitan areas. Digests of the report are available free, and the complete report for \$1.25, from Comeback, Inc., 16 West 46th Street, New York 36.

● Articles: "ETV: The Uncertain Trumpet," by Doris Wilens, February 1964 *Television* magazine. "Administrative Goals of ETV," January 1964 *American School & University*.

● A booklet describing the first decade of the Alabama ETV network is available free from the ETV Commission, 2151 Highland Avenue, Birmingham, 35205. The 16-page 46-picture brochure is called "Ten Years of Service."

● The EMC is offering a directory of 1964 summer courses on the educational media to anyone sending a stamped, self-addressed standard #10 business envelope to the Educational Media Council, 250 West 57th Street, New York 10019.

## Summer ETV Workshops & Courses

*Boston University.* Beginning July 15, 6-week workshop in creation and utilization of ITV programs. Six graduate credit hours in education or TV. Write Murray R. Yaeger, School of Public Communication.

*University of Colorado.* Television in Education, three-hour graduate or upper-division. Designed to provide experience for teachers in preparing and presenting materials via TV. Richard H. Bell, June 29-July 17. Radio-TV Production, three-hour undergraduate course in production techniques and their application to basic broadcasting formats. James A. Dryden, June 15-July 17.

*Fordham University.* August 17-21, 5-day ETV conference. Also three ETV courses July 6-August 14: Television in the Service of Education, credit; ETV Production, credit; ETV Studio Operation, no credit. The three courses designed to offer complete introduction to theory and practice of ETV, including special working sessions arranged in cooperation with communications exhibits at the World's Fair.

*Hofstra University.* Summer TV Workshop for Teachers and Administrators, June 29-July 17. Six-hour graduate. Limited enrollment. Write Frank Iezzi, Director, Summer TV Workshop.

*Stanford University.* A specialized ETV program involving mass communications study, noncommercial station operation, TV teaching and production. June 22-August 15. Part of the 22nd Radio-Television-Film Institute.

*Syracuse University.* Workshop in ETV, three credits. Covers role of TV in curriculum, TV as medium of adult learning, and preparation of materials for studio use. August 10-22.

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington, D. C., 20036. Phone 667-6000. Area Code 202.

## Discount Marks 400 Years of Shakespeare

Oregon's Shakespearean Festival offers a 50 per cent discount for student groups as part of its 1964 activities celebrating the 400th anniversary of the Bard's birth. The reduction will be available July 12-31 to high school, junior high, and college undergraduate students. For details, write: Director of Student Tours, Shakespeare, Ashland, Oregon.

### PLACEMENT

#### PERSONNEL AVAILABLE

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

- May 1** Married man, 39, expects to receive M.A. in speech (radio-TV) this summer; wishes to teach in college radio-TV department or work in educational radio or TV; would consider teaching a beginning general speech course. Experience: 10 years in commercial and collegiate radio and TV; 2 years as graduate assistant to instructor of radio and TV courses; has supervised a collegiate carrier-current station. Location and salary open.
- May 2** Man with 11 years commercial experience, including all phases medium-market TV as producer-director, production manager, program director. Now teaching broadcasting at Big Ten university. Present job includes audio-visual work, instructional programing, production, supervision, teaching machines. M.A. in speech (radio-TV) with strong education minor in June, 1964. Thorough administrative-production background, including designing and getting TV stations on the air. Desires similar and/or teaching position with college or community station. Will work 9 months if Ph.D. opportunity is near. Married, 33; salary open, location not as important as challenge and potential.
- May 3** Single female, 22, master's degree candidate at New York University, seeks summer position in ETV. Background includes lead singing in musical productions, a year of teaching experience, writing of school revues. Anxious to learn and will work in both production and programing.
- May 4** Single 21-year-old male with B.S. in English and speech desires summer or permanent employment with educational radio or TV in Midwest. Salary open; will consider commercial operation for summer.
- May 5** In ETV for 6 years, all phases of production, both sides of camera. Wants challenging production manager or P-D position in broadcast ETV. Looking for exciting station that emphasizes quality and quantity and broad, balanced programing philosophy. Primary interest in good well-conceived programs and an active, interested staff, or the potential for these. Married, 31; B.A. in liberal arts; M.A. in radio-TV, Sept., 1964, from Michigan State. Extensive background in photography and film. Prefers West or Southwest. Salary \$6000 minimum.
- May 6** ETV producer and program development specialist with 8 years experience public service TV production and 2 years commercial radio. In doctoral program in communication. Prefers East Coast university as producer and teacher or ETV station staff. Will consider closed-circuit responsibility or communication research.
- May 7** Producer-director for television. Experience gained at large metropolitan commercial TV station. B.S. in teaching of social studies and speech, with an excellent background in radio and TV courses, from Temple University. Single male, 21. Available after June 20.
- May 8** Professional instructional and non-commercial TV producer and administrator. Married with family, age 29. M.A. in communications and 7 years experience in all phases of noncommercial broadcasting. Capable of stepping into an administrative production or management position. Location open, but the East is preferred. Minimum salary \$9000.
- May 9** Graduating in June with B.A. in radio-television; experience in many phases of TV operations. Desires position on production staff as copywriter or production

assistant. Will do on-camera work. Single female, 22. Salary and location open.

- May 10** Available September 1, ambitious young man with M.S. in speech (R-TV) and English minor. Experienced in both commercial (3 years) and educational (1 1/2 years) radio and TV production. Desires position producing and/or directing ETV. Would also like to teach broadcasting. Highest references, single, 23, location open, salary \$4000-\$7000.
- May 11** Single male, 29, with B.S. degree in journalism, majoring in R-TV, and seven units towards master's in R-TV, would like a position offering a variety of opportunities in ETV, including on-camera work, production and direction, and teaching R-TV courses. Has been news director for university radio station and worked at university TV station in the production department. Has done promotional work in addition to appearing on two state ETV panels. Location and salary open.

Young man presently associated with ETV in Salisbury, Southern Rhodesia, anxious to spend three to five years in U. S. to study and qualify in the uses of TV and other A-V aids in education. Particularly interested in studying possible uses of TV for education in under-developed countries. University graduate and a trained specialist teacher. As producer at the ETV station, was responsible for work in organization of subcommittees to establish the need for educational programs, research into approach and content material of approved programs, supervision of contracted script writers, supervision of filming of insert material for programs, pre-editing all material for programs, directing production of the program in the final stages for 'Kine-recording,' writing and editing program publications for use by schools and other institutions.

If your institution could provide an opportunity for this young man, please contact Julie Hunt.

#### POSITIONS AVAILABLE

- (In order to be considered through these channels, the reader must be an individual member of the NABE, with credentials on file with the NABE Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.)
- MAY-1** Producer-writer. Job open starting June 8 for one month of summer work, resuming September 8. Candidates should be male, 25-35 years old, with degree in education and/or professional communication areas. Northwest location.
- MAY-2** East Coast university seeks young man (25-35) as instructor in undergraduate school and producer-director of instructional tapes. Must have master's degree; Ph.D. preferable. Salary, \$6000-8000; position open in September.
- MAY-3** Production manager for new VHF community ETV station in Great Lakes region to begin operations as semi-satellite of large ETV station in same area. Salary \$7000 to \$9000.
- MAY-4** University in Great Lakes region has opening for radio announcer July 1. Applicants must have a B.A. degree and a Third Class Operator's Permit at time of employment. Must have a knowledge of classical music and training in at least one foreign language. Annual salary \$5500.
- MAY-5** Chief announcer at university radio station in Great Plains region. Will also do some teaching in radio and television. Master's degree required. Starting pay about \$5000 for 12 months, with one month vacation. Position open June 1.
- MAY-6** TV technician for large university in California. Assists in design and construction of closed-circuit TV facilities. Operate and maintain studio and mobile cameras and VTR. Good long-range opportunities in growing department. Minimum requirements: 1 year TV experience and graduation from technical school or 2 years of college. Additional experience preferred. Salary open.
- MAY-7** Middle Atlantic university seeking instructor in radio-TV-speech. Master's degree required. Salary approximately \$6200. Position for September.

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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