



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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U. of Denver Considers Info Center

Geoffrey Z. Kucera, assistant professor, radio-television-film, University of Denver, writes that his department is considering establishment of an International Mass Media Information Center. He would like comments on facilities and services which such a center might offer—and opinions of NAEbers as to whether it would be useful to them and to others in the mass media area.

The basic function of the proposed center would be to collect and disseminate information concerning film, press, radio, and TV in every part of the world. As proposed, the center would provide, without charge, the following services:

- Monthly bulletins in the areas of film, press, and radio-TV, containing up-to-date information on important developments in these media.
- International directories in various areas of the media (key broadcasting personnel, press training facilities, educational film producers).
- Occasional papers.
- An international yearbook and atlas—a compendium of the most significant and useful information with regard to the mass media in every country of the world.

Also, the center would answer specific inquiries and convene conferences of American media personnel and students interested in the international aspects of the media. It would offer its services to scholars in various parts of the world interested in research into the mass media, providing guidance and acting as intermediary between such scholars and foundations which might underwrite the research.

More Summer Workshops

University of Missouri, Kansas City. Six graduate and undergraduate courses, the first beginning June 8, in radio speech, audiovisual and TV materials, ETV production, ETV production-classroom projects, utilization of ETV programming, and a workshop seminar in television education.

New York University. From June 30 to August 7, two courses in teaching by television carrying graduate credit, Workshop in Instructional Television, eight points, and Television and Education, six points. Contact Professor Charles A. Siepmann, NYU School of Education, Washington Square, New York, N.Y., 10003.

1967 NAEB Convention Bids Wanted

NAEBers in the West who want to submit bids for the 1967 convention should have formal bids in the Washington office by July 31, 1964. Members of the Permanent Convention Committee will examine the bids prior to the fall convention in Austin, and the site for 1967 will be chosen at that time.

Information to be included in the bids is listed on page 1 of the January *Newsletter*.

Journal to Inaugurate Program Reviews

With the September-October issue, the *NAEB Journal* will begin a column of radio and TV program reviews. Art Weld, Michigan State University, will serve as program review editor. He is now accepting suggestions for regular reviewers.

Region II Meets

The South Carolina ETV Center at Columbia hosted the NAEB Region II April 9-11. Participants were able to attend special-interest conferences—for ITV producers and directors, studio and classroom teachers, engineers, and radio personnel. They could also view (via closed-circuit) instructional or general-audience TV programs and discuss them.

FCC Commissioner Kenneth A. Cox spoke at the luncheon, and Fr. Hugh Michael Beahan, Grand Rapids, Michigan, was the banquet speaker. R. Lynn Kalmbach was conference host, and Arch Lugenbeel was coordinator.

Six NAEbers who came to the field from different backgrounds discussed their recipes for professionalism. Other topics considered were broadcast station administration and finance, the Federal ETV Facilities program, the allocations picture, and the ECS project.

Region III Meets

About 100 NAEbers registered for the Region III meeting at Indiana University's new radio-TV building March 22-24. Among the I. U. staffers participating were George C. Johnson, director of radio and TV education, chairman; Douglas G. Ellson, department of psychology, keynoter; Philip Peak, associate dean of the school of education, banquet speaker; and Elmer G. Sulzer, director of radio-TV communications, who served as chief director of tours of the facilities of the new three-story building.

Topics under discussion were FM and ETV programming, news and public affairs programming, the ITV teacher, the large-city educational radio station, "Educational Media: Gadgets or Teaching Aids?" and the future of the radio school of the air. NAEB personnel presented reports on the new Instructional Division, the ECS project, and network educational radio.

News Notes

STATE AND REGIONAL

▶ Texas Governor Connally's Committee on Education Beyond the High School has endorsed the use of educational television as a means of enriching and improving college and university instruction. A sub-committee has been appointed to make recommendations on implementing a state-operated ETV system. One consideration to be dealt with by the subcommittee is whether a state ETV system for higher education should be operated as a state-wide network or whether colleges in such areas as far west Texas and the Panhandle should be served by taped rather than live television.

PERSONNEL

- ▶ Bernarr Cooper will be consultant on two workshops this year, at Hofstra University and at New York State University College at Brockport, and on a symposium on problems in educational television at the University of North Carolina at Chapel Hill. Cooper is chief of the Bureau of Mass Communications, University of the State of New York.
- ▶ Karl Haas, director of fine arts for commercial WJR, Detroit, has been awarded the Officers' Cross of the Order of Merit of the Federal Republic of Germany for his contributions in deepening cultural relations between the U. S. and Germany, where Haas has been serving the Ford Foundation as Consultant for the Arts.
- ▶ William G. Harley, NAEB president, addressed a special 80th anniversary "problems in education" convocation at New York's Wagner College on May 2, along with Senator Kenneth Keating.
- ▶ The American Jewish Committee recently presented a special award to Henry H. Mamet, executive director of the Broadcasting Commission of the Chicago Board of Rabbis, for his work in broadcasting. Mamet has been similarly cited by such organizations as the National Conference of Christians and Jews and the Academy of Television Arts and Sciences.

INSTRUCTION

- ▶ J. G. Paltridge, coordinator of ETV for the University of California, reports that most colleges use ITV. Out of 22 institutions he queried, 20 were so engaged; 16 of the 17 colleges with over 20,000 enrollment and three out of five with enrollment between 10,000 and 20,000 use ITV.
- ▶ In response to a state education department survey, the Alabama ETV Network has scheduled elementary telecourses for 1964-65 to begin at a quarter past and a quarter to the hour, rather than on the half hour as in the previous schedule. The network distributed 7,000 handbooks describing next year's telecourses at the state teachers' convention.
- ▶ WEDU-TV, Tampa, is distributing two teacher-training 10-minute videotapes. "Through the TV Tube" acquaints the prospective studio teacher with TV's limitations, advantages, and basic techniques. Its sequel, "Teaching by TV," alerts the classroom teacher as to how ETV can effectively be used as an aid.
- ▶ National School Telecasts of the Canadian Broadcasting System has begun a series of four 20-minute French programs designed to help students develop aural comprehension by showing French as a language spoken in everyday life.
- ▶ Radiovision, a unique method of teaching art to primary school children developed in the U. S. by the Wisconsin School of the Air, will be depicted in a documentary film on innovations in education to be presented on TV in Great Britain and Canada next fall. The documentary, produced and directed by Theodore Conant, prize-winning filmmaker, will demonstrate how radiovision combines radio broadcasts and film clips for classroom use.
- ▶ Elementary school pupils who study Spanish by television excel in other subjects, according to a study made in the St. Paul public schools by Dr. Walter B. Leino, supervisor of tests and measurements. Copies of a summary of this study can be obtained from KTCA-TV, 1640 Como Avenue, St. Paul, Minnesota, 55108.
- ▶ An average of almost 90 per cent of the 2500 central Texas elementary school teachers responding to a KLRN questionnaire have voted approval of course content and teaching methods for the in-school programing they receive in science, art, music, and Spanish. KLRN transmits to 43 school systems with an average daily attendance of 200,000 children.

GENERAL

- ▶ Forty-five Indiana college student broadcasters met recently at Indiana University for a conference on college station programing, sponsored by the Indiana Collegiate Broadcasters.

- ▶ Rabbis from a seven-state area recently attended a regional workshop on effective use of television presented by the Chicago Board of Rabbis with the cooperation of the American Jewish Committee at the NBC studios in Chicago's Merchandise Mart. Purpose of the workshop was "to develop and promote a better knowledge of television as a force in society, and to prepare the rabbinate for using the medium, as well as influencing its use for the betterment of mankind."
- ▶ A grant of \$10,000 to Midwest Educational Television, Inc., has been made by the Johnson Foundation of Racine, Wisconsin, to permit exchange of television programs on a regional basis. Part of the grant will be used to purchase additional videotapes to be used in the program exchange, the remaining share will be used to produce new programs. Member stations of MET are KTCA-TV, Minnesota; KDPS-TV, Des Moines; KUON-TV, Lincoln, Nebraska; WHA-TV, Madison, Wisconsin; KUSD-TV, Vermillion, South Dakota; KFME-TV, Fargo, North Dakota; and WMVS-TV, Milwaukee.
- ▶ The Oscar won by WGBH's documentary feature film, "Robert Frost: A Lover's Quarrel with the World," is believed to be the first ever captured by an educational television station. The film was shot during the last eighteen months of Frost's life and is described as a "kind of summing up by the poet himself." It was written by Robert Hughes and Charlotte Zwernin. Hughes also produced it. The film was suggested by Secretary of the Interior Stewart Udall before Frost's death in January 1963. WGBH, Boston, was recommended as the producer by Pare Lorentz, a documentary filmmaker, because the poet had appeared on WGBH often, discussing various subjects.
- ▶ One way Alabama is working on its illiteracy (250,000 adult nonreaders in 1960) is through the joint action of its ETV network, women's clubs, Alabama Literacy Council, the U. S. Office of Education, and a trained group of lay teachers. The six-year-old project, coordinated by the ALC, hopes to teach over 300 adults to read this summer.
- ▶ A \$200,000 grant from the Harris Foundation of St. Paul will provide the necessary funds to begin construction of a new home for Chicago's WTTW and its new sister UHF ETV station. The total project will require \$1.2 million.
- ▶ KOAC-AM and KOAP-FM, Corvallis, Oregon, last month sent out a questionnaire to Oregon newspapers asking how the stations could improve their information services to the papers.
- ▶ After ten years of service, the University of Wichita's entire educational television department will be disbanded when the U. of W. becomes a state university on July 1.
- ▶ Last month WNED-TV, Buffalo, presented its first International Television Festival. Outstanding TV programs from countries around the globe were broadcast. About two-thirds of the 34 countries asked to participate did so, some of them producing programs especially for the festival. Among the presentations were a performance of Beethoven's Ninth Symphony in St. Peter's Basilica; a pair of programs in dance and music from Thailand; the training of a ballet dancer in Poland; a documentary on falconry from Japan; a consideration of ballet and modern art from Denmark; the history of the tango from Argentina. Programs varied in length from 8 to 75 minutes.

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.

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- 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 IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

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NAB Convention Oct. 25-28, Austin, Texas

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▶ Florida State University's speech department will play host to about 60 students attending the Southeastern Summer High School Speech Institute June 22 to July 17. WFSU-TV will cooperate in the orientation program, and Duane Franceschi, program director for WFSU, will teach one of the daily classes. In his "Introduction to Radio and Television," he will include a brief history, the social aspects of broadcasting, and practical demonstrations. The class will also actually produce a TV program.

▶ The Alabama ETV Commission has announced a target date of this summer for its fifth station, WEIQ-TV. Of necessity, WEIQ will temporarily operate independently of the state network. The four network stations have a potential audience, according to a recent report, of over 3 million residents, and 812,500 homes with 663,100 TV receivers.

PROGRAMS

▶ Flatworms performed on the Steve Allen Show a few weeks ago in a science show directed by University of Michigan psychologist James V. McConnell. The theme: How the lowly flatworms can learn, remember, and "transfer" memory from one to another—and what this could mean to man. One startling finding: Learning and memory are transferable from one flatworm to another via cannibalistic ingestion.

▶ WGN-TV, a Chicago commercial station, has won the George Foster Peabody Award for Children's Programs for its program series, "Treetop House."

▶ WGN-TV's documentary series "All America Wants to Know" last month presented "Must It Be Bail Or Jail?" The show, which described the problems of the poor trying to raise bail and the aid given them by the Vera Foundation, took the audience inside the detention cells of New York City's Department of Correction and followed a young man arrested on suspicion of felonious assault.

▶ WBUR (FM), Boston University, has just completed its first season of broadcasting live concerts by the Boston Symphony Orchestra direct from Symphony Hall, Boston. It is believed to be the only University station in the nation to broadcast live concerts by one of the country's top five symphony orchestras on a regular basis.

▶ Westinghouse Broadcasting Company has announced that Frank Baxter, professor emeritus of English at the University of Southern California, will be host of a radio and television series on William Shakespeare. The series is being produced at KPX, San Francisco, with the help of USC and the Shakespeare Birthplace Trust in England.

▶ KAET, Tempe, Arizona, has added a new twist to sports broadcasting. In answer to an athletic conference ruling prohibiting live telecasting of baseball games, KAET is "visually re-creating" them. Fans watching the station hear the live audio portion of the games, while the picture is mechanically recreated in the studio by use of a facsimile field; ball, strike, and out indicator; and running compilation of runs, hits, and errors. Action is instantaneously recorded and programmed onto the game board.

▶ For more than a year the Hampton Roads ETV Association, Virginia, has been producing a special wide-ranging program in economics five days a week, directed at twelfth graders who elect to take the course for credit. In response to popular demand, it is now being shown at 9 p.m. each evening.

▶ Alabama's ETV network is airing an 8-week series, "Alabama's Underground," in cooperation with the National Speleology Association and local Grotto members. Co-hosted by a former Grotto president, Mike Cram, who is an avid cave photographer, the series utilizes 2,000 pictures to describe explorations into the state's many caves.

▶ Benjamin C. Willis, superintendent of Chicago's schools, is discussing "Chicago's Schools in a Changing World" on a

10-week series on two commercial TV stations, WGN and WBKB.

INTERNATIONAL NOTES

▶ Television's contribution to education was pointed up in the U. S. Exhibition at this spring's 20th Casablanca International Trade Fair. Theme of the U. S. exhibition was "Education—Tool of Modernization." The show demonstrated advanced design instructional techniques and showed the application of education and training to communications, industry, agriculture, and discovery.

▶ The "International Institute for Advanced Studies in Cinema," a unique study of the cinema to be held in Venice, Alpes-Maritimes, France, this summer, will join two Boston University faculty members, Gerald F. Noxon and Robert Steele, and "about twelve students of film from around the world." The six-week summer program in Venice, where many of the "greats" of the French film industry live, hopes to foster a "deeper understanding of the cinema and to make films."

▶ Deadline for application for Fulbright-Hays lecturing and research fellowships is August 1. For application forms and additional information write to the Committee on International Exchange of Persons, Conference Board of Associated Research Councils, 2101 Constitution Avenue, Washington, D.C., 20418.

▶ Martin Ronan, a 24-year-old Syracuse University graduate student at the university's Television-Radio Center, is busy becoming the first American to observe in depth the operation of television in an East European country. Sponsored by the State Department and the Polish Committee on Television in cooperation with the university, Ronan is studying Polish television principles and practices during a six-week Warsaw stay, which began in late May.

Publications

● Martin Mayer's *Where, When, and Why* is an analysis of the teaching of social studies in American schools, based on a report submitted to the American Council of Learned Societies and the Carnegie Corporation. Harper and Row, 206 pages.

● The *Miseducation of American Teachers* by James O. Koerner is based on a two-year study of teacher training institutions, supported by the Remfold Foundation, Ann Arbor, Michigan. Houghton-Mifflin, 360 pages.

● In print and photos, "The American Interest in UNESCO," new from the U. S. National Commission for UNESCO, describes UNESCO's activities in education, mass communications, science, and culture. The brochure is on sale for 30c through the Superintendent of Documents, Washington, D.C., 20402 (Catalog Number S5.48:AM3/2).

● "The Double Standard: Are We Failing Our Schools in an Age of Technology?" an article by Lewis Rhodes, director of television at Central Michigan University, appears in the March *Michigan School Board Journal*.

● UNESCO itself offers a number of reports and papers on mass communications. The latest is Number 41, *Space Communication and the Mass Media*. This and such other studies as *Mass Media in the Developing Countries* (50c) and *World Film Directory* (\$1) are available from the UNESCO Publications Center, 317 East 34th Street, New York 16.

● The March issue of the *E.B.U. Review* contained these articles: "Role of Broadcasters in Space Communications" by Leonard H. Marks, and two articles on children's programming, John Regnell's "Stretching the Imagination" and Paul Taff's "Television is for Children." The Regnell article was about "Stories 'n Stuff," long-running NAEB Radio Network children's program produced at WILL, University of Illinois.

● *The School Library* is the title of a 144-page illustrated book issued by Educational Facilities Laboratories, Inc., 477 Madison Avenue, New York 22.

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

PLACEMENT

PERSONNEL AVAILABLE

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

- June 1** Producer-director, experienced in instructional television at major Midwestern university, desires position as writer, producer, and/or director on East or West Coast or in Great Lakes region. Holds secondary school teaching certificate. Graduate of Ohio State University (cum laude) in speech with radio-TV specialization. Salary open.
- June 2** Male, 32, married, with one child. M.S. in radio-TV. Interested in CCTV on college campus or ETV station. Public school teaching and college teaching experience. Salary \$10,000.
- June 3** Married male, 21, interested in working in ETV production—both program preparation and directing. College training in preparing and airing TV programs, particularly news and public affairs. Spent one summer with KDKA-TV in Pittsburgh; has also worked for Penn State's CCTV system. Prefer starting salary of about \$100/wk., but more interested in earning potential. B.A. with major in broadcasting.
- June 4** ETV producer-director; single male, 24. B.S. in broadcasting. Presently candidate for M.A. in TV Production, June 1964. On-air TV operations experience in all positions at ETV station while part-time employee as undergraduate. Produced TV kinescoped programs to be used as army training films at Army Pictorial Center in New York. Primarily seeks position in producing and directing instructional and community television programs. Has experience in radio production and will consider positions in radio also. No location preference; more interested in the type of work. Salary \$6000. Ready to start work May 25, 1964.
- June 5** Man desiring freedom to help create quality ETV programming seeks position as producer-director or production supervisor. Ten years experience in all phases of radio and TV with emphasis in educational radio-TV. B.S. in business and engineering, M.S. in radio-TV and cinematography. Will also consider position with teaching staff in broadcasting department of college or university. Minimum \$7000. Prefer far West or Northeast. Available August 1964.
- June 6** Male British immigrant, 33, married, M.Sc. in radio-TV (U.S.A.), Diploma in speech and drama, Royal Scottish Academy of Music, College of Dramatic Art, with extensive TV experience in Britain and Africa, seeks post as TV producer-director, salary \$7500-\$8000.
- June 7** Director of major university international educational broadcasting training program desires new position offering greater opportunity for involvement in broadcasting management, programming, and research. Experienced in most facets of broadcasting. Especially strong in writing, directing (radio-TV-motion pictures), and research. Contributor to forthcoming reader in mass communications, as well as other publications. Doctoral degree in August. Married, 29, prefer East Coast or overseas, \$9000 minimum.
- June 8** Single male, 38, with M.S. in radio-TV, commercial broadcasting experience as announcer and newscaster, high school teacher of math and English, wants college teaching position as news or sports broadcaster or producer of educational programs.
- June 9** Harvard graduate with one year wireservice experience in Chicago seeks chance to learn fundamentals of TV production with ultimate aim of filming documentaries. Strong writing background, some photography, wide interest range, travel in Africa, U.S.A., and Europe, great enthusiasm, B.A. (Magna cum laude) in sociology and psychology, married, 22, will accept any living wage.
- June 10** ETV assistant program manager would like position offering greater scope of responsibility and opportunity for professional advancement. Single male, 37, M.A. in speech (broadcasting). Ten years experience in all phases of commercial and non-commercial radio and television. Salary and location open.
- June 11** Imaginative, single male, 26, seeks job as producer-writer and director with progressive ETV-ITV station. BFA

in TV production-direction; M.S. in education; secondary teaching certificate in radio-TV, speech, language arts. Experience: 2 years commercial TV camera, lighting, settings; 1½ years high school teaching of speech, English, developmental reading. Will consider teaching. Particularly interested in theatre. Prefer West or Midwest. Salary open.

- June 12** TV production and/or supervisory position, domestic or foreign, sought by 43-year old married man with 18 years professional experience as producer, director, actor in TV, films, radio, and theatre and Bachelor of Theatre Arts degree. Credits include: "Continental Classroom," production manager, NBC-TV; "Sunrise Semester," "Camera III," studio manager, CBS-TV; "Play of the Week," "Open End," director of operations, WNTA-TV, NY-NJ. \$10,500 minimum.

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.)

- JUNE 1** Engineer for staff of Midwestern university TV station. In general will be responsible for operating and overseeing both studio and transmitting equipment that normally goes with a television operation, including an Ampex videotape recorder. Will be expected to be flexible in schedule and will be required to work some nights. First Class license required. Position open July 1964.
- JUNE 2** Tidewater Virginia ETV station desires college graduate experienced ETV director. Available June 30, 1964. Must be creative. Salary range \$5500-\$6500.
- JUNE 3** Operations director for Northwest university radio station. Considerable educational radio experience required, also some experience and background in ETV. Candidate should have masters degree in the area of broadcasting-speech; good background in most areas of music. Salary \$6000 to \$7500 depending on background and experience.
- JUNE 4** Producer-director for southeastern university ETV production center. Masters degree and television production experience desired. Annual salary from \$6000 to \$6500. Open summer 1964.
- JUNE 5** Southeastern university ETV production center has opening for senior producer effective summer 1964. Must have extensive TV experience; masters degree preferred. Salary up to \$7500, depending upon qualifications.
- JUNE 6** Instructor, speech and telecommunicative arts, \$6000, nine months. Appointee will serve as director of radio workshop, which is both student activity and one- to three-credit course. The appointee will teach three sections of basic public speaking. Possibility of appointment at rank of assistant professor at salary of around \$8000 if appointee can teach speech and voice improvement.
- JUNE 7** Television director for CCTV system at large Midwestern university. Should have some ITV experience and be capable of working with faculty members of the university helping develop TV courses. Should be versatile in ideas and able to prepare and produce course material for presentation. Position open September 1. Salary approximately \$6,000.
- JUNE 8** Television center of East Coast university seeks young man thoroughly experienced in areas of staging and lighting. Salary \$5-7000; position open September 1.
- JUNE 9** Experienced producer-director for New England state ETV network. Masters required, or course work leading to the degree. Position open July 1; salary approximately \$6000 to start; university benefits.
- JUNE 10** Chief engineer for Midwestern college radio station. Applicant must be first-class chief engineer, willing to work with students at an educational station, capable of operating and maintaining FM transmitter. Position open July 1.
- JUNE 11** Community ETV station in Great Lakes region seeks young man as producer-director. Masters degree preferred. Salary approximately \$5-6000 depending upon degree and experience. Position open July 1.

Scanned from the National Association of Educational Broadcasters Records
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