Representing non-commercial, educational AM, FM, and TV broadcasting stations, workshops, and production centers, owned and operated by colleges, universities, school systems, and public service agencies.

APRIL 1952

NEWS OF NAEB

REGION V MEETING AT NORMAN SUCCESSFUL

LIBRARY OF BROADCASTING

NAEB's first Kellogg project supported regional meeting, held at Norman (Oklahoma) March 28 through 30, was pronounced a great success by the Region V members as well as by the NAEB officers and headquarters personnel present.

A total of 43 persons attended the meeting. All of Region V's eleven active members were present, as were 4 of the district's seven associate members. Region V states were represented as follows: Oklahoma--24; Kansas--4; Texas--4; Missouri--3; New Mexico--1; Louisiana--1; Colorado--1. Also present were the NAEB Executive Committee (president, vice-president, secretary and treasurer) and the organizations's executive director.

Regional Director John Dunn Makes Arrangements

Under the leadership of John Dunn, head of the University of Oklahoma's WNAD and NAEB Region V director, a varied and stimulating program was presented. The combination of local guest speakers and NAEB personnel provided a core around which were built discussions of the radio and television problems of the Region V members present.

The meetings were held in the luxurious Oklahoma Memorial Union Building on the University campus. Those in attendance were taken on tours of the WNAD studios (all 9 of them, with shining new equipment!), convened in meeting rooms in the Union, and ate their principal meals there. Delegates were housed in the Extension Study Center on the town's outskirts.

COST OF "NEWS-LETTER" SUBSCRIPTIONS REDUCED

At its February meeting in Urbana the NAEB Executive Committee voted a change in News-Letter subscription rates as follows:

All members and associate members will continue to receive the <u>News-Letter</u> as a part of their service from NAEB, and subscription rates to non-members will remain at \$5.00. However, both active and associate members now may have additional subscriptions at the reduced price of \$2.50 per year (instead of \$5.00 as heretofore).

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The N-A-E-B NEWS-LETTER, published monthly, is distributed from the national headquarters office at the University of Illinois. N-A-E-B members and associate members receive the NEWS-LETTER as part of membership service. Non-members may obtain the publication at a subscription rate of \$5.00 per year. All inquiries regarding subscriptions and distribution should be addressed to: NAEB, 119 Gregory Hall, University of Illinois, Urbana, Illinois. Editorial copy and inquiries concerning editorial matters should be sent to the Editor, Burton Paulu, Station KUOM, University of Minnesota, Minneapolis 14, Minnesota.

KSLH CELEBRATES SECOND BIRTHDAY

KSLH, the St. Louis Board of Education Radio Station, celebrated the anniversary of its second year of broadcasting on April 8th, 9th and 10th. From a modest beginning in the spring of 1950, the station has grown until it now carries twenty-six class-room programs. Eighteen of these are original programs planned, written and produced in the KSLH studios. The remaining eight programs, produced elsewhere, are relayed by transcription and tape recordings released by the NAEB tape network.

In order to broadcast these programs the station extended its broadcasting hours this semester so it is now on the air from 9:10 a.m. to 3:30 p.m. daily.

KSLH programs have already received national recognition. "Your United Nations," a series written and presented over KSLH during 1950 and 1951 by Lucille Sutherland, Principal of the Ashland School, was broadcast to school children in Flint, Michigan, this year, and scripts for the series will soon be made available to all educational institutions by the United States Office of Education.

"Let's Find Out," KSLH Primary science series, written and narrated by Gertrude B. Hoffsten, KSLH staff member, received an honorable mention at the Institute for Education by Radio and Television last spring and was recently accepted by the NAEB Tape Network. The series is now being sent to some fifty-four stations in the United States.

In recognition of its second anniversary, Station KSLH planned several special events for the week of April 7th. On Tuesday, April 8th, administrators met with radio coordinators of the St. Louis Public Schools and members of radio planning committees. Invited out-of-town guest included James Miles, NAEB Executive Director, and Richard Rider, NAEB Tape Network Manager.

Other events scheduled for this anniversary week included utilization demonstrations of KSLH radio programs to be held on Wednesday, April 9th, and an open house on Thursday, April 10th.

PAYNE SCRIPT CONTEST OPEN

Opening of the Payne competition for writers of educational radio programs has been announced by Robert B. Hudson, Director of University of Illinois Broadcasting.

The competition offers three \$500 prizes for scripts on the subjects of health, international relations, and community action. Both professional and amateur writers are invited to submit scripts for 15 minute programs in one of the fields plus outlines for three additional programs in the field. The winner in each contest will be expected to complete his outlines for a series of four broadcasts.

The four scripts by each winner will be broadcast by the University of Illinois radio stations, WILL and WIUC, and transcriptions will be made available through the National Association of Educational Broadcasters Tape Network for broadcasting by other non-commercial educational stations.

Judges of the comptetion will be Robert J. Landry, editor, <u>Time and Space</u>; Richard Rider, manager, NAEB network; and Parker Wheatley, director, <u>Lowell Institute Cooperative Broadcasting Council</u>.

Entries must be submitted in triplicate with an official entry form by September 15, 1952. Information and entry blanks may be obtained from the Director of University Broadcasting, University of Illinois, Urbana.

HULL - TAYLOR - HUDSON TO PARIS FOR UNESCO

Three American television experts attended the first international meeting on television to be organized by UNESCO -- the United Nations Educational, Scientific and Cultural Organization. They were Robert B. Hudson of Urbana, Illinois, TV consultant to the Ford Foundation's Fund for Adult Education; Richard B. Hull, director of WOI-TV, Ames, Iowa; and Davidson Taylor, general production executive for the NBC Television network, New York City. As members of the UNESCO Advisory Committee on Television, they will meet in Paris from April 7 to 12 with men and women from nine other countries where television has become an important means of communication.

Luther H. Evans, Librarian of Congress and chairman of the U. S. National Commission for UNESCO, in making the announcement said that UNESCO had chosen three American representatives on its advisory committee of thirteen in recognition of the advanced development of television in this country. The three U. S. experts were chosen by UNESCO as representatives of a major television network, a college which has experimented in educational television and a member of a research institution which has carried out studies on the influence of television in society.

Other members of the Committee were Mrs. Mary Adams of BBC-TV and Maurice Corhan, formerly director of BBC-TV, Great Britain; Mr. Porche, Director-General of French radio and television; Mr. Zaffrani, Secretary-General of radio in Italy; Professor Kors, President of the Netherlands association for TV; Mr. Besencon, Director-General of Swiss radio; and Mr. Seguin, Director of Television for the Canadian Broadcasting Corporation.

The primary object of UNESCO in organizing the conference was to discover any possible ways in which it can itself assist the development of television on the international plane, and promote its use for the purposes of education, science and culture.

EDUCATIONAL FM GRANT TO KNOXVILLE, TENNESSEE, SCHOOL

On January 8 the FCC granted the application of Fulton High School of Knoxville, Tennessee, for a non-commercial educational FM broadcasting station.

PROFESSOR GORDON RIDES THE CIRCUIT

University of Wisconsin Professor E. B. Gordon, known to thousands of Wisconsin boys and girls as their invisible singing teacher, has begun his yearly "circuit ride" to Wisconsin towns to conduct his regional music festivals. These festivals climax the year's "Journeys in Music Land" broadcasts presented by Professor Gordon over State Radio Stations WHA, WLBL, and the State FM network each week during the school year. Approximately 90,000 children are now enrolled in the course.

This year Mr. Gordon has arranged 13 regional festivals in addition to the one at Madison on May 10, which is expected to bring together more than 3,000 Badger children.

This year at the regional festivals the children will not only see Mr. Gordon and sing with him; they'll also be able to meet the man who tells them how to have fun in art by radio--James Schwalbach of "Let's Draw." Schwalbach is extension specialist in art and design who broadcasts every Tuesday at 1:30 p.m., using stories and songs based on Wisconsin's rich heritage to teach students the fundamentals of art.

Schwalbach's part of the program will include a demonstration of the aims of the course and a showing of some of the work accomplished by his radio pupils.

PUSH BUTTON RADIO RELAY IN MICHIGAN

Flint, Michigan, will have one of the first twelve push-button radio stations in the nation when WAJL (FM) returns to the air this month under the auspices of the University of Michigan. The station was given to the University on February 19 by an anonymous donor.

The University Broadcasting Service has applied to the Federal Communications Commission for permission to operate WAJL entirely by remote control from Ann Arbor. The commission is studying the request and a favorable answer is believed forthcoming in the very near future. Under the plans submitted by University engineers, the entire control of WAJL would be by micro-wave signals from the main studios in Ann Arbor.

The University now operates WUOM, a 44,000 watt (ERP) FM station broadcasting on 91.7 megacycles. A special FM receiver installed at the WAJL transmitter will be tuned to WUOM's frequency. Leading off from this will be a sensitive chain of relay switches which can be tripped only by a supersonic tone signal coming over WUOM.

When a WUOM engineer wants to put WAJL on the air, he will press a button, which will transmit the supersonic tone for a fraction of a second. In Flint, a relay will trip, power will flow into the WAJL transmitter, and the station will be on the air. At the close of the broadcasting day, the station can be turned off the same way. According to F.C.C. secretary, T. J. Slowie, only eleven authorizations for remote control FM stations have been issued throughout the country. Some of these are not yet on the air.

When the system is approved, station WAJL will carry the current schedule of University of Michigan educational, sports and musical programs. The normal broadcasting day will begin at 12 noon and continue until 10:30 p.m. Monday through Friday. A segment of each day's schedule will be devoted to programs for daily classroom listening in Michigan's rural schools. Several hundred rural schools already are using these shows and station WAJL will become a vital link in transmitting the series to new areas. Sport schedules and special events will be aired over the weekends.

KUOM RECORDS FOR VOICE OF AMERICA

KUOM staff members and station facilities were put to work for the Voice of America April 4 to help produce and record a musical salute from the Minneapolis Symphony Orchestra to Florence, Italy.

The program was a regular Minneapolis Symphony concert given at Northrop auditorium on the University of Minnesota campus. Chief Engineer Berton Holmberg and engineer Larry Larson tape-recorded the program while Northop Dawson, Jr., program-production director, assisted Walter Ducloux, VOA music chief, in production.

The concert included an intermission program with short talks by Minneapolis' Mayor Eric Hoyer, Antal Dorati, orchestra conductor, Baron Carlo De Ferrariis Salzano, the Italian consul general from Chicago and several Italian-Americans.

According to Ducloux, the aim of this music good will gesture is to demonstrate that America has a high quality of cultural as well as industrial production. "It's a kind of people-to-people diplomacy," he said.

The tape will be sent to Florence for broadcasting and will be heard throughout Italy over Italian national radio facilities.

The program is one in a series being worked out by the U.S. Department of State in which major orchestras of the country are saluting a number of important European centers.

UNIVERSITY OF MIAMI TV NEWSREEL ON WTVJ

University of Miami (Fla.) Radio and Television Department's weekly television news-reel is receiving praises from University officials and station executives as a co-operative project.

Possibly the first TV newsreel regularly produced by a university, this five-minute video summary of the week's events on the campus has high public relations value for the institution while offering unique training opportunities for television students. After carrying the program in choice newstime since last October, WTVJ executives requested it be continued as a regular cooperative contribution to the station's public service programming. "Campus Newsreel" is carried at 5:45 p.m. Saturdays, between a sports show and the station's local news program.

The four minutes of footage averages four subjects a week. Besides praise for the selection of events, Lee Ruwitch, WTVJ vice president and manager, emphasized that excellent use of theme and background music gave the reel professional finish and exceptional viewer appeal.

Student Project Under Faculty Direction

The reel runs approximately 150 feet on the air. Careful planning cuts down total shooting to about 300 feet a week. The project is under the direction of Prof. 0.P. Kidder, Jr., (formerly of WRGB, Schenectady), chairman of the Radio and Television Department. Students of the department's motion picture workshop course are organized into three teams of three men each for shooting assignments. John Murphy, senior radio-TV major, of Evanston, Illinois, is student supervisor. Team chiefs take assignments from him and class edits film under his direction.

Deadline for delivering footage for processing is 2 p.m., Friday, except for late special events. WTVJ processes the film in its laboratories. Students edit the reel Friday evening and Saturday morning in the campus cutting room. Commentary for live student announcer is written Saturday and special music is pulled from department's sizable library.

Music is dubbed via Presto recorder on two alternating discs at 78 r.p.m., each sequence being spaced separately on disc, so that audio operator seques manually on que from Student Murphy who sits with him in control room.

Reel is photographed on Eastman blue-base negative with Bell and Howell 70-H 16mm. camera, using three-lense turret and extra lense. Lenses 0.7", 1", 2", and 2". Profession Junior tripod is used.

For frequent interiors a bank of four #-2 reflector photofloods is attached to camera or tripod. Special situations are lighted by #4 photofloods in large reflectors on stands.

Kidder Says: "Ideal" for Training Students

From the student-training point of view, Prof. Kidder states: "The weekly newsreel produced for actual on-the-air programming is ideal for training motion picture and televison students. Meeting the deadline weekly gives the roject zest for the students. A campus provides a wide variety of newsreel subjects, ranging from symphony concerts and art gallery openings to swift-action sports and student fun. Besides acquiring technical skill and judgement, the student camera teams, editors, writers, announcers, and music personnel learn effective cooperation."

WOI-TV SERIES REPORT

As of March 27, the Fund for Adult Education and WOI-TV have produced 11 programs in the current weekly series, "The Whole Town's Talking," which features Iowa Community problems.

Citizens from each community appear before the WOI-TV cameras to air their views on the specific community problem as they see it. And their discussions have been lively ones.

Schools reorganization was the first problem to be tackled by the FAE production staff. First the small community of Cambridge, Ia., served as the basis for a school discussion. Viewing groups were set up in the town to watch the program and to hold further discussions afterward. This same procedure has been enlarged and repeated in each community represented since that time.

Five programs were centered around the school problem theme, ending with a slam-bang affair at the Statehouse in Des Moines.

Following two interim programs of evaluation by the Iowa Advisory Committee for the FAE and by viewers who had expressed opinions of the program through letters to the station, Cedar Rapids exporters met with representatives of the sugar beet industry on February 21 and the dairy industry on February 28, to discuss problems of economic interdependence.

A broadcast from Slater on Iowa's school bond issue, basically a problem of athletics as compared with academic work, was the next program in the series, followed by problems of teenage recreation in Toledo, a courthouse building issue in Guthrie Center, and a county hospital plan in Humboldt.

A number of interesting developments have been noted following the programs. School district reorganization plans have been drawn up and completed by Hardin County since the program two months ago. Teenage recreation councils have been set up in three towns following the program on Toledo's problem one month ago, and the Slater bond issue was voted upon and defeated, although the latter may or may not have been a result of the program.

STASHEFF AND WILLIS TO MICHIGAN

Edward Stasheff, TV supervisor of WNYE, New York, and Edgar E. Willis, professor of speech at San Jose State College, have been appointed to the University of Michigan speech department faculty effective next fall.

Stasheff is producer of "Living Blackboard," a public school television series. He has been writer-director for WNYE and education director at TV station WPIX, both in New York City. Willis is in charge of radio and television at San Jose. In 1940-43 he was in the radio department of Detroit Public Schools and director of forensics at Wayne University after the War.

"With these two additions to the staff we plan to increase our radio and television course offerings," said Garnet R. Garrison, director of television and professor of speech at the University of Michigan.

Michigan now has a weekly series of one hour Telecourses on Sunday over WWJ-TV, Detroit; WJIM-TV, Lansing; and WKZO-TV, Kalamazoo. A Saturday half-hour series is carried by WOOD-TV, Grand Rapids. Fifteen student radio shows are produced each week by the Speech Department.

TWENTIETH CENTURY FUND TV SERIES DEVELOPED TAT SYRACUSE

Experimentation in developing formats for television programs dealing with economics will begin shortly at the Radio Television Center, Syracuse University, under sponsership of the Twentieth Century Fund.

The research project was approved by the Twentieth Century Fund on March 21st as a result of a presentation made by the University last December. The purpose of the project is to determine the most effective methods of presenting economic information via television to the lay public.

All research and experimentation will be conducted in the city of Syracuse with Edward C. Jones in charge of coordinating the project, Don Lyon in charge of scripts and production, and Lawrence Myers in charge of research. Arthur Weld will direct the series. All are staff members of the Radio Television Center. Coordinator of the project at Twentieth Century Fund is Thomas Carskadon, Chief of the Education Department.

Briefly the research and experimentation will consist of the presentation of programs broadcast from the University's television studios on campus over WSYR-TV. Three programs in all, each using an experimental format, and based on economic research information supplied by the Fund, will be broadcast on succeeding weeks in April. Each program will employ a format different from the other two in the manner of presentation. Audience reaction tests and interviews with listeners will be conducted to determine the relative impact of each particular format. The experimental programs have been scheduled over WSYR-TV for 6:30 - 7:00 April 5th, 12th, and 26th.

In early correspondence regarding the proposed experimentation, Mr. Carskadon said: "Our aim in this whole project is to explore television as a medium for carrying to the public the results of the Twentieth Century Fund research surveys.

"More specifically we are interested to see if the educational television stations offer a fruitful line of cooperation for us in their ability to handle our type of material and bring it before an interested and sympathetic audience."

Jones emphasized that the University is extremely anxious to take part in such "explorations into television's unknown." "Certainly," he said, "efforts like these are essential in determining more about television's vast potential and in assuring that it will become a mature and responsible medium."

WBKY PREPARES "TRANSPORTATION KENTUCKY"

The University of Kentucky's WBKY is now producing a series of nine on-the-spot 30 minute programs to be entitled "Transportation Kentucky." These programs deal respectively with a trunk line railroad, a short line railroad, a terminal railroad, a national air line, a feeder air line, a highway truck line, a highway bus line, a river carrier and a captive barge line.

Elmer G. Sulzer, Head of the Department of Radio Arts at the University of Kentucky, comments in regard to the series: "You can well imagine that some of us are doing a lot of traveling this spring."

UNIVERSITY OF MICHIGAN OFFERS TV SERIES

WWJ-TV is televising a 15-week telecourse on political parties on its University of Michigan Television Hour. The series began Sunday, February 17.

The University will also offer two 7-week courses on understanding numbers and the solar system during the new semester. Registrations for the course are handled by the University's extension division office.

HOPKINS SCIENCE REVIEW TO BE PRODUCED IN BBC STUDIOS

The British Broadcasting Corporation has invited Lynn Poole, creator and producer of "The Johns Hopkins Science Review" to consult and work with its production staff at Alexandra Palace in London, and to produce three programs in the BBC studios.

Mr. Poole will leave for London by plane on Tuesday, April 22, returning to the United States late in May. While there he will consult with British TV personnel, give several lectures and present three "Science Review" programs. For these programs British scientists will be the guests and demonstrate current developments in British science. These programs will be kinescoped and flown back to the United States and shown to the American audience at the regularly scheduled time, Mondays at 8:30 P.M. (E.S.T.)

It is believed that this will be the first time a network television series has been invited to appear and originate its programs in a foreign country, and will be the first American television series to be presented in England from the BBC's studios.

One of the programs presented will be about British television itself; how it was developed, how programs are presented in England. The first television set to be developed in England by John Logie Baird will be shown, as well as photographs and film taken from this set.

Another of the programs will be broadcast remote from one of the British scientific institutions. The third program will cover the development of jet planes and will show the British passenger jet-propelled plane.

This is the second international project of "The Johns Hopkins Science Review." Last year the French television directors requested kinescopes of the program through UNESCO. Two kinescopes were sent, shown on French television and have since been shown to many groups by UNESCO.

SURVEY OF BRITISH WEEKLIES TO BECOME WEEKLY FEATURE OF WNYC

In line with its policy of keeping the American public informed about what people in other countries are thinking and doing, WNYC started a new series of weekly programs, "Survey of British Weeklies," on February 24 at 1:30 p.m.

These transcribed broadcasts consist of summaries of the contents of British weekly periodicals. They will be heard exclusively in the New York area by special arrangement with the British Broadcasting Corporation.

Since Christmas of last year, WNYC has been keeping its listeners up-to-date on current Italian thinking through the weekly series of transcribed broadcasts from Rome, "Letter from Italy," heard every Monday at 5:45 to 5:55 p.m.

UNIVERSITY OF TENNESSEE ISSUES BROCHURE ON ITS USE OF RADIO

The University of Tennessee recently issued a brochure entitled Radio at the University of Tennessee which states the basic philosophy and reviews the experiences of the University in its use of radio.

The booklet surveys the History of Radio at the University, reports on its Broadcasts On Commercial Stations, and goes into detail on The Who, What, How and Why of WUOT (the University's own station--an NAEB member). Copie are available from F. C. LOWRY, Dean of University Extension, Knoxville, Tennessee.

KUOM OFFERS LENTEN MUSIC SERIES

KUOM, the University of Minnesota radio station, this year expanded its Lenten music programming into a two-week "Lenten Music Festival" which ran from April 1 12. Music Director Ray Christensen, who produced the festival, selected music "to convey the spirit of Easter." The programs were aired from 6 - 7 p.m. daily and 2 - 5 p.m. on Saturdays.

Highlight of the series was the Good Friday broadcast of Wagner's Parsifal. KUOM has broadcast portions of Parsifal during past Easter seasons, but this year listeners heard the complete opera $--\frac{1}{4}$ hours long -- aired for the first time in this area.

Christensen added an interdenominational flavor to the Lenten Music Festival by inviting Twin City ministers to appear on the programs with comments about each featured work and its relation to the Easter season. Before the series began a KUOM production team visited the churches of participating ministers to record their remarks.

Some of the outstanding music aired during KUOM's festival included the Easter Cantata, St. John's Passion and St. Matthew's Passion by Bach; The Resurrection Story and Seven Words from the Cross by Schuetz; The Ascension by Massaien; a special all choral concert, and about 40 other works.

Churches, music stores and newspapers cooperated to give the series publicity. Minneapolis and St. Paul music critics used the festival as a news peg and then went on to laud KUOM's serious music programming which is unique in its area. The newspapers also carried other stories about the programs as did church newspapers and bulletins. Music stores mailed and passed out brochures and arranged window displays.

WUOM OFFERS UNUSUAL "TALK BACK" BROCHURE

The University of Michigan's WUOM has prepared an interesting little brochure based upon comments from letters entitled "On Talking Back to a Radio Station." The brochure begins with the following statement:

"Ten hours a day for more than five days a week WUOM speaks to its audience throughout Michigan. It speaks in English, in the universal language of music, and once in a while in French, German, Hindustani, and Japanese.

"It speaks on matters of interest to children of kindergarten age...and to adults who have started their years of retirement. It speaks to businessmen, housewives, professional people, students, merchants, and teachers. It speaks to the city's shop girls and factory workers, and to the country's miners, growers, and dairymen.

"What WUOM speaks about is as diversified as the audience it reaches: literature, sporting events, folk and classical music, science and research, and current news in the world today.

"But this is not a soliloquy. The audience frequently talks back.

"For your information we've selected and grouped a few typical comments from the WUOM mailbag..."

There follow four pages of comments from listeners' letters, each section being introduced by a description of the programs on which the letters comment. Copies of the brochure may be had upon request to Waldo Abbot, NAEB Region III Director, who is Director of WUOM.

KUSD HAS 2000 WEEKLY RURAL SCHOOL LISTENERS

In-school radio programs, which have been featured by the University of South Dakota radio station for the past five months, are being listened to by more than 2000 rural school children weekly, according to a recent survey made by KUSD. These programs, broadcast each afternoon for the schoolroom, cover a variety of subjects including science, geography, social science, history, music, literature and speech. Teachers are supplied with manuals concerning the programs.

A survey of the school of the air showed that of the rural schools in the KUSD area, all that had radios listened to at least one of the ten programs each week. The survey showed that of the schools in the KUSD area, 119 schools listened to from one to ten programs each week. Of the 353 schools answering the questionnaire, 159 were without radios. Poor reception was listed by 18 schools as a reason for not listening to these programs, and 13 schools reported not listening because they could not locate the station, or because they were teaching in a specialized field not covered by the school of the air.

For the schools not having radios, tape recordings of the various programs are sent them free of charge. This tape exchange is a free service of the University station. Twenty-seven South Dakota schools have used 323 tape recorded 15 minute school of the air programs in their classrooms.

NEW RADIO-TV INSTRUCTOR AT MIAMI UNIVERSITY

Edgar D. Talbert of Rock Hill, S. C., has been appointed radio and television instructor in the University of Miami (Fla.) Radio and Television Department. In addition to teaching, he will supervise news and music programs produced by the department for broadcast over Greater Miami commercial stations.

Talbert, a graduate of the University in 1949, was program director at Station WTYC, Rock Hill. He also did graduate work at U. of M. in 1949 and at Winthrop College, Rock Hill, in 1951. Talbert has also been active in civic radio and theatre productions as an actor and director. He served as a corporal in the 10th Armored Division, 3rd Army, 19 months in the European theater of operations.

He takes over the vacancy at the University caused by ill health of T. J. Wertenbaker, Jr., now on leave of absence.

SECOND EDITION NAEB BIBLIOGRAPHY BEING PREPARED

All NAEB members are invited to make suggestions in regard to the second edition of the radio-television bibliography being prepared by the secretary for summer release. All the standard periodical and book publication guides have been used to compile a detailed list of all articles on the non-engineering aspects of radio and television published from January 1949 to date. These will be grouped into categories similar to those used in the original edition of the guide issued in the summer of 1950.

When completed the bibliography is expected to cover approximately one hundred standard single-spaced typewritten pages.

Suggestions as to the format of the new edition or on its contents should be sent immediately to the NAEB secretary, Burton Paulu, Station KUOM, University of Minnesota, Minneapolis ll_i , Minnesota.

REPORT ON NAEB ADULT EDUCATION PROJECT

The NAEB Adult Education Project has now moved into the active production phase in all four fields in which programs are to be developed, it is reported by Wm. Harley, project coordinator.

Four of the programs in the "Jeffersonian Heritage" series are now finished and another four will be produced the last two weeks in May when Claude Rains, starred as Jefferson, returns from London. The completed programs deal with Jefferson's ideas about the Declaration of Independence, freedom of religion, freedom of the mind, and equal and exact justice. All were written by Morton Wishengrad; Milton Geiger has been brought out from the West coast to do the remaining programs and is now working with the consultant, Dumas Malone. The Jefferson series will be released to NAEB stations the first week in June.

Five full-hour documentary programs on the U.S.S.R. are being produced in the series "People Under Communism." These programs dealwith: Soviet diplomacy; controls in the arts; secret police system; the Soviet factory workers; and communism in Asia. It is planned to produce the complete series by April 30.

Production on the "Ways of Mankind" programs begins the week of April 20th in Toronto. Andrew Allan, chief of production for CBC, will direct.

The Washington project originally planned as the feature of the public affairs area has been dropped, and has been replaced with four pilot projects:

- International discussion series in cooperation with BBC and CBC. The director of the Third Program is being brought over for the planning conference. (He will also discuss possibilities for sharing further Third Program materials with the tape network.)
- Recorded interviews and discussions from Europe under supervision of Milton Mayer.
- Talk-back discussion programs using recorded comments from people about the country in response to experts! views.
- 4. A series of 26 quarter-hour talks on communications using leading figures in government, education, and industry.

POSITIONS AND HELP W.NTED

Position Wanted: Doctoral candidate New York University (B.S. and M.A. from NYU) wishes position in communications. Background in science education and human relations work, teaching experience high school and university I vels. Special interest in educational radio and television writing. Frank Wolf, 300 West 109 Street, New York 25, New York.

Help Wanted: Program Director for 1000 watt University educational station. Idea man with creative abilities and experience in script writing and production. Mature, married man preferred, midwestern background, college degree, who enjoys working with college students. Some teaching duties required. Send disc, script, and complete information to KUSD, Vermillion, South Dakota.

Help Wanted: Production Director for 1000 watt University educational station. Position requires experience in production and script writing, announcing and supervision of student staff. College degree with midwestern background. Knowledge of all types of music desirable. Send disc, scripts, and complete information to KUSD, Vermillion, South Dakota.

RADIO AND TELEVISION OVERSEAS

EDUCATIONAL TV IN BRITAIN

The BBC intends to carry into television the techniques which it has developed during 25 years of successful broadcasting to schools on sound radio. At the present time 14,000 schools listen daily to programs ranging through advanced courses in Modern Languages, Literature and History for the intermediate grades, and Music and Rhythm for the tots. Programs of the 'Our Town' type are also done on a regional basis for local schools. All of these programs are run in consultation with the School Broadcasting Council, a body whose members are nominated by the Government, the BBC, and the various organizations connected with British Education.

Long-Term Program

From this national Council there has now been drawn a small professional group to advise on the problems of teaching by television. This committee, which has been working on the question for some time, has come to the conclusion that two years of experimental television broadcasts will be required before a full program can be evolved. Since it is expected that it will take a further year before the schools in Britain can be equipped with receivers, it will not be until the autumn of 1954 that that country can expect to see educational television on a national basis.

At the moment Britain is served by a single television network and the only alternative programs are those provided by regional stations operating out of the national network, but the priorities of both educational and broadcasting authorities are such that school broadcasts form the first basis of a national alternative program to be developed.

In the initial stages of the experiment, which begins on May 5th, there will be four weeks of daily afternoon programs. There will be five short series of subjects -- Science, Current Affairs, Travel, Aesthetics and the Industrial Scene. The main purpose of the project is to try out a variety of program techniques with special emphasis on their effectiveness in presenting educational material to children viewing in classroom conditions.

Six schools have been selected as partners in the experiment, all of them near the BBC's transmitter at Alexandra Palace in North London, and all of them Secondary Schools, or High Schools as they would be called in the United States. They will receive the pictures on a special frequency and for technical reasons the sound will be fed to them by direct land line.

Film Will Play Big Part

Techniques to be used in the presentation of the programs will include laboratory demonstrations from the studio, the use of animated diagrams, and photo-micography. It is intended that considerable use will be made of film material. In some cases travel films will be presented by the people who made them, commentators will make use of film in reporting on Current Affairs, and film will also be integrated into remote broadcasts as well as studio interviews.

The subjects selected for the beginning of this project are those in which the video aspect can most usefully supplement the already flourishing system in schools sound broadcasting. The children attending the schools selected for the initial experiments are said to be looking forward excitedly to May 5th. School, they say, will be "as good as the movies."

COMPTON SAYS SOVIET AFRAID OF AMERICAN BROADCASTS

A State Department official says the Soviet Union is taking drastic measures to keep their people from listening to the Voice of America.

Wilson Compton, Chief of the Department's International Information Administration, says the Soviet Government has ordered electric current cut off in Soviet and satellite rural areas during the peak broadcasting hours of The Voice. Compton also said severe penalties are imposed on people in the Soviet Union and the satellite areas who are caught repeating anything heard on the Voice broadcasts.

He says 75 per cent of the broadcasts get through to some areas of the Soviet Union despite the fact that Russia has nearly one thousand radio stations trying to "jam" the programs. In Moscow and Leningrad--where jamming is particularly heavy--he says penetration drops to about 25 per cent.

RED-WHITE-RED NETWORK FIGHTS COMMUNISM IN AUSTRIA

The battle of the radio networks in the tiny but important Republic of Austria is a not spot in the cold war against Communism.

The American-sponsored Red-White-Red Radio Network runs far ahead of the Russian controlled RAVAG in popularity. According to a recent survey, 76% of the Austrian public prefer RWR, which is good news for the U.S. Department of State, since Austria under 4-power occupation, straddles the Iron Curtain. The RWR headquarters in the capital city of Vienna are more than one hundred miles within the Russian zone. Lower Austria itself is Russian occupied and surrounded by Hungary and Czechoslovakia, two Red satellites.

A typical example of the American drive for goodwill is a recent program sponsored by RWR with all proceeds donated to the reconstruction fund for St. Stephans Church, one of Austria's most celebrated landmarks. The immense Vienna Concert House, famed as the Austrian headquarters for music, echoed to sounds ranging from a symphony orchestra, to the Deutsch-Master Band which was the pride of Old Vienna, and a quiz show with audience participation for cash prizes.

The SRO house responded to the spirit of the program. Mrs. Paula Konrad, an elderly Viennese who has known better days, insisted that her first prize of 2000 schillings (an average family's monthly earnings: 1600 schillings) from the quiz show join the kitty. Other contestants followed suit. Altogether, RWR raised 25,000 schillings for St. Stephans, money which was subsequently presented to Cardinal Theodor Innetzer in the name of the Austrian people.

Catholic Austria liked the idea of the Americans taking such an interest in the church project. Since German is a second tongue to the Czechoslovaks and the Hungarians, and they too are predominantly Catholic, the broadcast captured new friends across the borders where the Reds discourage church activities. A number of letters from foreign listeners found their way through censorship to the RWR offices in Vienna.

CBC SETS UP TRAINING SCHEDULE

A training course for 60 new television employees has been started in Toronto and Montreal by the Canadian Broadcasting operation. Included in the training group are personnel who will handle technical and creative elements of TV programs when CBC telecasts begin next August or September. By that time CBC expects to have almost 200 trained TV workers in the two cities.

FOURTH RADIO FREE EUROPE TRANSMITTER GOES ON AIR IN PORTUGAL

A 50 kilowatt short wave transmitter near Lisbon, Portugal, has started relaying Radio Free Europe programs through the Iron Curtain, it has been announced by General Lucius D. Clay, national chairman of the Crusade for Freedom.

General Clay revealed that with the inauguration of this transmitter, Radio Free Europe now operates four 50 kilowatt short wave transmitters in Portugal, made possible by the contributions of the American people to the 1951 Crusade for Freedom.

Radio Free Europe now broadcasts daily to six Iron Curtain countries for a total of 300 hours per week over a network of nine freedom stations. In addition to the four transmitters in the Munich and Frankfort areas of Western Germany.

Portugal Selected Due to Short Wave Relay Position

The four Portugal transmitters, located in Gloria, a village 40 miles northeast of Lisbon, are operated by a joint Portuguese-Radio Free Europe corporation named Sociedade Anonima de Radio Retransmissao (RARET). Under the terms of an agreement with the Portuguese government, RARET facilities are used exclusively by Radio Free Europe to relay programs originating in its Munich studios to Albania, Bulgaria, Czechoslovakia, Hungary, Poland, and Rumania.

Portugal was selected as the site for Radio Free Europe's new transmitters because of its excellent short wave relay position to Eastern Europe, General Clay said. He praised the government and the people of Portugal for their cooperation in making the Radio Free Europe installations possible and completing their construction in the record-breaking time of less than six months. Ground for the transmitter building in Gloria was broken last September and the four transmitters were on the air by the end of February.

The first of the four 50 kilowatt transmitters in Gloria went on the air Christmas day, beaming Radio Free Europe programs to the Communist satellite states. The second transmitter started broadcasting operations in January, the third early in February and the fourth on February 27.

RARET's installation at Gloria includes a half-mile long antenna system designed to magnify the power of the transmitters and provide pin-point accuracy for Radio Free Europe broadcasts to Eastern Europe.

Multiple Transmissions Possible

In order to relay programs to Portugal from Radio Free Europe's broadcasting head-quarters in Munich, two 10 kilowatt transmitters have been installed by Radio Free Europe. These programs are received at RARET's modern receiving station ten miles from Gloria and then fed to the powerful 50 kilowatt transmitters in Gloria for rebroadcast through the Iron Curtain.

In this way, Radio Free Europe's programs can be broadcast simultaneously, on different wave lengths, to Eastern Europe by transmitters in Munich, Frankfort and Portugal. The transmission of programs over several frequencies enables Radio Free Europe to reach a maximum potential audience in the Soviet captive states and counteract the efforts of the Communists to jam the programs.

"The expansion of Radio Free Europe, which started broadcasting on July 4, 1950, with a single low-powered transmitter, is a tremendous achievement," General Clay said.
"Much of the credit for this hard-hitting campaign against Communism goes to the American people who have given so generously to the <u>Crusade for Freedom.</u>

THE NAEB TAPE NETWORK

Prepared by Richard Rider

NAEB Tape Network Manager

University of Illinois, Urbana

A CALL FOR PROGRAMS

It was reaffirmed at the recent Purdue meeting of the program committees that one of the important functions of the tape network is the interchange of programs produced by member stations. This function presupposes that the member stations will submit programs for use by the network. Our present purpose is to stimulate this latter process.

In addition to regular programs the network needs in-school programs. While other sources are being investigated we are, at this time, completely dependent upon our member stations for in-school programs.

It is only by sorting through many possible series that we can keep a high level of quality and achieve the diversified and balanced schedule which we all desire. We at headquarters and the members of the program committee can only listen to the programs which you send in.

BRIEFLY: PLEASE SEND IN SOME PROGRAMS. We are starting to plan the fall offerings now. We plan to have the in-school committee select the next school programs at the IERT in Columbus. We hope to afford you the opportunity at Columbus to hear some of these programs. None of this is possible, of course, unless we receive some programs. The following points should be kept in mind:

- 1. Send to Network Headquarters:
 - a. Prospectus of series showing number and titles of programs, time, talent, format, etc.
 - b. Several representative programs for auditioning.
 - c. Teacher's manuals for school programs.
- Be prepared to furnish us with original recordings of all programs accepted for use.
- Headquarters returns or replaces all tapes submitted either for audition or distribution.
- 4. It is desirable to have scripts, promotion materials and any other available information that would be helpful to stations using the programs.

NEW WORD ON THE DUPLICATOR

No sooner do we say something about the mass duplicator than the little wheels spin and all is different. HOWEVER, (and I say the following advisedly) this time it looks like the real thing:

L. S. Toogood, our original inspiration for mass duplication of tapes, has completed arrangements with Rawdon Smith Associates, of Washington, D.C., for the distribution of duplicators. The mechanical part is supplied by Toogood. Smith adds all the electronic circuits, installs the machine, and checks it out to insure that it is performing according to the desired standards.

If present negotiations are completed on schedule we will have a duplicator by summer. By fall we can say goodby to the "bicycle network." We will, at long last, be in business.

MORE ON EQUIPMENT

The tape network is now the proud owner of two Ampex 300, rack-mounted, recorders. These are part of the results of the engineering conference reported in the February-March News-Letter.

The main function of these machines is to provide the playback copy that goes on the mass duplicator. The long range plans call for more and more programs to be supplied to the network on 15 i.p.s. original tapes. These will be reduced to $7\frac{1}{2}$ i.p.s. on the Ampex's. Programs received on disc will also be recorded on tape on these machines.

This installation, together with some related equipment, will enable us to put the finest obtainable tape on the playback circuit of the duplicator.

In addition to the Ampex's we are now equipped with a splendid speaker and amplifier system for monitoring programs. Poor recording becomes instantly obvious. On order we have the necessary test equipment to insure that all of our equipment is operating according to rigid standards.

This all means better tapes for the network!

RESEARCH REPORT
Prepared by Dallas Smythe
NAEB Director of Studies
University of Illinois, Urbana

THE PSYCHOLOGY OF BROADCASTS ON TOLERANCE

"Brotherhood Neek" was recently observed and it is assumed that educational broadcasters did some programming along this line. The question naturally rises whether the appeals in programs designed to build racial tolerance are effective. Usually such programs stress heavily appeals to reason, to moral values (including Christian compassion), and to patriotic values. As a practicing social scientist the educational broadcaster is presumably interested in knowing what effects such programs have. Since the target for them is the prejudiced person, the question revolves around the reactions of the prejudiced to such appeals. The un-prejudiced, by and large, don't need to be needled. Is it possible that far from making the bigot less prejudiced, such programs might even have the opposite effect?

Here is a very practical problem. Practical and pertinent information on it is provided by a study of the personality, done by psychologists, to which we call your attention. The book in question is The Authoritarian Personality published by Harper & Bros. (New York, 1950, \$7.50) and written by T.W. Adorno, Else Frenkel-Brunswik, Daniel J. Levinson, and R. Nevitt Sanford.

The problem set for the authors was the question, What is there in the psychology of the individual that renders him "prejudiced" or "unprejudiced"? What does the term "authoritarian personality" mean? In character terms, the authors describe its as follows:

"In contrast to the bigot of the older sytle he seems to combine the ideas and skills which are typical of a highly industrialized society with irrational or anti-rational beliefs. He is at the same time enlightened and superstitious, proud to be an individualist and in constant fear of not being like all the others, jealous of his independence and inclined to submit blindly to power and authority."

The investigation was not directed towards avowed fascists but rather to the general population. Its purpose was to discover the traits in the "potentially fascistic individual" which render him particularly susceptible to anti-democratic propaganda For this reason the study was concerned not with overt behaviour but first of all with the attitudes, opinions, and values. Psychologically, opinions, attitudes, and values are "on the surface"; yet the emotional charge in questions concerning minority groups is so great that "the degree of openness with which a person speaks will depend upon the situation in which he finds himself." One might therefore distinguish between the open, and the partly submerged attitudes. Both of these can be measured by the use of the appropriate techniques without too much difficulty. Still a third level, however, consists of the deeper layer which is even more out of sight. "The individual may have 'secret' thoughts which he will under no circumstances reveal to anyone else if he can help it; he may have thoughts which he cannot admit to himself, and he may have thoughts which he does not express because they are so vague and ill-formed that he cannot put them into words." It is at this level that the authors concentrate their search for the factors making for the potentially fascist personality. As they put it,

"What people say, and to a lesser degree, what they really think depends very largely upon the climate of opinion in which they are living; but when that climate changes, some individuals adapt themselves much more quickly than others. If there should be a marked increase in antidemocratic propaganda, we should expect some people to accept and repeat it at once, others when it seemed that 'everybody believed it,' and still others not at all."

They were also concerned with the relation between this "ideology-in-readiness and the person's capacity for expressing it in words and action.

Viewing the personality as "a more or less enduring organization of forces within the individual," they perceive these forces as "readinesses for response." They see these forces as "primarily needs (drives, wishes, emotional impulses) which vary from one individual to another in their quality, their intensity, their mode of gratification, and the objects of their attachment, and which interact with other needs in harmonious or conflicting patterns." This basically Freudian theory is however placed in a social context. While the authors view the personality forces as determining ideological preferences, they recognize that the personality forces are themselves the product of environment. Denying the existence of "innate" or "racial" personality forces, they see the individual's personality as conditioned by his social, religious, and economic environment, and give great weight to the nature of the child training in the family life setting.

The Authoritarian Personality is a monumental work, conducted by a team of competent psychologists over a period of years, and as a joint project of the Berkeley Public Opinion Study and the Institute for Social Research, at the University of California. It reports over a span of almost 1,000 pages on the use of every pertinent tool of analysis in the investigation of the problem. Chapters are devoted to the development of questionnaires for measuring the kind and amount of anti-semitism, political-economic ideology, ethno-centrism (hostility to outgroups). An extremely interesting chapter (VII) explains why and how a test was constructed to measure "implicit anti-democratic trends" -- called the F (for Fascist) test. What makes this test particularly useful is the fact that its items are all neutral; that is, not directly related to prejudice. Persons taking it therefore reveal their underlying attitudes without realizing the fact. Scores on it correlate .75 with the test for ethnocentrism and .57 with the test on political-economic ideology. Your reviewer is currently using the F scale test experimently with subjects at the University of Illinois. You too might consider playing around with it in your work.

The results of the broad program of research can only be sampled here. One interesting passage summarizes the types of "syndromes" found among persons high on measures of authoritarian potential. We offer a condensed version of two of the 6 syndromes so that you may sample the findings:

- 1. Surface resentment. This is really a sociological type which includes the "more rational, either conscious or preconscious, manifestations of prejudice." Such persons have a "generality of prejudiced outlook;" they "accept stereotypes of prejudice from outside, as ready made formulae, as it were, in order to rationalize and psychologically or actually, overcome overt difficulties of their own existence." They are able to give sensible reasons for their prejudice and are accessible to rational argument. "Here belongs the discontented, grumbling family father who is happy if somebody else can be blamed for his own economic failures, and even happier if he can derive material advantages from anti-minority discrimination..."
- 2. The manipulative. Regarded by the authors as "potentially the most dangerous one," this syndrome is defined by extreme stereotype. Organizational categories fill the outlook of this type of person, along with concern for the technical aspects of life, social and other. They treat everyone and everything as objects to be manipulated. They are sober and intelligent. "They do not even hate the Jews; they cope with them by administrative measures without any personal contacts with victims. Anti-Semitism is reified, an export article...Their cynicism is almost complete: 'The Jewish question will be solved strictly legally', is the way they talk about the cold pogrom...The ingroup-outgroup relationship becomes the principle according to which the whole world is abstractly organized." In Germany, Himmler personified this type.

Space does not permit a similar summary of the types found at the other end of the scale. However, it is concluded that greater differences are found among the types of people who are low on the authoritarian scale than at the other extreme.

The authors fortunately stated the policy implications of their research. One might think of radio programs on tolerance as he reads:

"It follows directly from our major findings that counter-measures should take into account the whole structure of the prejudiced outlook. The major emphasis should be placed, it seems, not upon discrimination against particular minority groups, but upon such phenomena as storeotypy, emotional coldness, identification with power, and general destructiveness. When one takes this view of the matter it is not difficult to see why measures to oppose social discrimination have not been more effective. Rational arguments cannot be expected to have deep or lasting effects upon a phenomenon that is irrational in its essential nature; appeals to sympathy may do as much harm as good when directed to people one of whose deepest fears is that they might be identified with weakness or suffering; closer association with members of minority groups can hardly be expected to influence people who are largely characterized by the inability to have experience, and liking for particular groups or individuals is very difficult to establish in people whose structure is such that they cannot really like anybody; and if we should succeed in diverting hostility from one minority group we should be prevented from taking satisfaction by the knowledge that the hostility will now very probably be directed against some other group." (p. 973 emphasis supplied.)

They liken most programs against prejudice to treatment of symptoms rather than of the disease itself. And they express the hope that

"...Knowledge of what the potential fascist is like...will make symptomatic treatment more effective. Thus, for example, although appeals to his reason or to his sympathy are likely to be lost on him, appeals to his conventionality or to his submissiveness toward authority might be effective...Similarly, it is consistent with what we know of the potentially fascist personality to suppose that he would be impressed by legal restraints against discrimination, and that his self-restraint would increase as minority groups became stronger through being protected." (p. 973-4)

Discounting the possibility of "curing" the prejudiced by means of psychotherapy (the huge size of the task and the small number of therapists), the authors point to the greater desirability of changing the child-rearing pattern of our nation to the end that "children be genuinely loved and treated as individual humans" in order to grow into adults capable of seeing themselves and being themselves, rather than adults tortured with ethnocentrism. Yet they recognize that to change the child-rearing pattern will require changes in the economic and political organization of society and they charge all social scientists with responsibility for developing the program for these changes.

Significantly for us who work with the mass media, their last conclusion is that no lasting increase in people's capacity to see and be themselves, can be expected from the devices of manipulation. They lay responsibility on the mass media with the conclusion, "That people too often cannot see the workings of society or their own role within it is due not only to a social control that does not tell the truth but to a 'blindness' that is rooted in their own psychology." Finding that the "potentially fascist pattern" is to "a large extent imposed upon people" the authors hold hope that the resources of the population will resist it. Finally, they conclude that "we need not suppose that appeal to emotion belongs to those who strive in the direction of fascism, while democratic propaganda must limit itself to reason and restraint. If fear and destructiveness are the major emotional sources of fascism, eros belongs mainly to democracy."

At most, all this kind of summary can do is tease you into reading this pioneering piece of research. Its practical usefulness for the educator can hardly be overstated. But before you plunge into the reading of it, let me give you a warning. Here is no slick package of formulae; while the writing is straight-forward, the authors have been concerned more with scientific accuracy than with dressing their findings in popular prose. Be prepared to pay for your new-won knowledge with some mental effort.

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