



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.

JUNE 1952

FOUNDATION GRANTS AND SPECIAL PROJECTS

FUND FOR ADULT EDUCATION MAKES GRANT TO NAEB FOR LOCAL PROGRAMMING

The Fund for Adult Education has set aside \$80,000 for grants-in-aid to be distributed by NAEB to educational institutions to assist them in planning and producing educational radio and television programs.

Purpose of the Grant Outlined

A letter to NAEB Executive Director James Miles from the President of the Fund for Adult Education, C. Scott Fletcher, describes the grant. After stating that the \$300,000 Lowell grant was expected to "set standards for educational broadcasting everywhere," Fletcher said it was the Fund's "view that high quality programming at low, out-of-pocket cost is the pattern that holds most promise in educational television."

Accordingly he asked that the NAEB Executive Director and his "associates in the NAEB ...evaluate the resources and technical skills of the several institutions which may be interested in having some financial assistance in programming." Fletcher specifically declared: "It would be assumed that institutions which are not members of NAEB would be considered equally eligible for such grants."

Top Limit: \$7,000 Radio; \$9,000 Television

The FAE President also said:

"We have earmarked for use this year \$35,000 for radio and \$45,000 for television. It is our general view that a grant-in-aid to an educational institution for planning and producing a series of content-oriented radio programs should not run higher than \$7,000. In television, where an educational institution and a commercial television station each make important contributions to a series of content-oriented programs, our view is that the grant-in-aid should not be larger than \$9,000.

"You will recognize, I am sure, our hope that these grants will make the difference between routine broadcasts and carefully planned, adequately researched, well written quality programs in specific subject areas. It would be our expectation, too, that radio series thus produced would be made available to many educational stations through the tape network, and that through this device the program services of educational stations would be measurably enriched."

WATCH FOR NEWS OF THE NAEB 1952 CONVENTION--NOVEMBER 6-7-8

Committee Set Up to Administer the Grant

At its Columbus meeting the NAEB Board of Directors accepted the grant and appointed the following committee to work with the Executive Director in administering it: John Dunn (Director WNAD, University of Oklahoma), chairman; Waldo Abbot (Director WUOM, University of Michigan); Edward Wegener (Production Director, WOI-TV, Iowa State College).

The Board instructed the committee to invite proposals from any and all interested educational institutions. It also said: "Although a single institution might receive two grants--one for radio and one for television production--if there were enough promising applicants the committee should make only one grant to an institution."

NAEB ADULT EDUCATION PROJECT REPORT

The following program report is made by William Harley, Coordinator, Adult Education Project.

Jefferson Series: Scripts five, six, and seven ("The Democrat and the Communist," "Light and Liberty" and "Jefferson and Responsibility of Public Office") have been completed by Writer Milton Geiger. He is now working to complete two more by the time Claude Rains returns from London at the end of the month when it is hoped four programs can be taped immediately.

USSR Series: "The Music and the Dream" (Communism's pitch to the Asians) and "Terror As a System of Power" (the police state) have been produced. Scripts for the other three full hour documentary dramas have received final approval and are to be produced as quickly as possible.

All consultants have pronounced themselves well pleased with the scripts of their programs. C. Dale Fuller, project director, completed his services on May 15, taking a position with Radio Free Europe.

Ways of Mankind: The first three programs were produced in the studios of the CBC in Toronto May 7 - 9: scripts by Lister Sinclair, production by Andrew Allan, commentary by Goldschmidt. Some who have read the Language script feel it is one of the best educational radio scripts they've ever seen: the production in no way lets it down. The next production session was scheduled for the middle of June.

Discussion Shows

International Series: A meeting was held in New York recently with representatives of the CBC and BBC regarding international broadcast cooperation. Outcome: agreement to do a series of three 45-minute discussions on foreign policy with each country responsible for one program.

Feed Back Project: Ralph Tangney of the Lowell Shop has been hired to direct this experiment. He is now preparing a prospectus to submit to Prof. Robert Merton (Columbia), our consultant.

Communications Series: Mrs. Walter Johnson of the Chicago Round Table has been engaged part time to supervise this project, which will attempt to produce 40 - 50 quarter-hour talks by the best people in industry and education on "Television and Radio for a Free Society." Harold Lasswell (Yale) has agreed to serve as consultant.

Voices from Europe: Milton Mayer, director, is already hard at work lining up interviewees and making contacts. UNESCO is giving him all possible assistance and, indeed, has even loaned him an excellent portable recording machine.

BOARD OF DIRECTORS MEETING AT BATTLE CREEK

The NAEB Board of Directors met May 23-24 in the Board Room of the W. K. Kellogg Foundation in Battle Creek, Michigan. This was fitting in that the main business of the meeting was a review of the first year of operation under the Kellogg Grant.

The meeting at Battle Creek also offered the Board an opportunity to learn at some length of the operation of the W. K. Kellogg Foundation. Under the direction of Mr. Robert VanDuyn, Associate Director, Division of Education, W. K. Kellogg Foundation, the following members of the Foundation staff told the history and philosophy of the Foundation:

Dr. Benjamin Horning, Director of the International Division, explained the operation of his division, with special emphasis on aid to Latin American countries.

Dr. Matthew Kinde, Director of the Division of Medicine and Public Health, explained the four general principles of the Foundation: (a) Kellogg is not a research foundation; (b) limits itself to the application of knowledge; (c) its interests are more rural than urban; and (d) since Mr. Kellogg was deeply interested in children, the Foundation also reflects this interest.

Miss Amy Viglione, Associate Director of the Division of Nursing, explained the Foundation's two interests in the fields of (a) nursing service administration, and (b) practical nurse training.

Dr. Andrew Pattullo, Director of the Division of Hospitals, described the growth of the training program for hospital administrators from one course at the University of Chicago in 1934 to fifteen academic programs at present, six of which were assisted by the Kellogg Foundation.

The operations of NAEB under the Kellogg Foundation during the present year were thoroughly and frankly discussed by the Board with members of the Kellogg staff and with Dean Wilbur Schramm of the University of Illinois. Plans were made for a report to the Foundation on the first year's operations, to be made to the Foundation before July.

The Board decided that the Foundation Adult Education programs on Jefferson and Russia be released September 15, 1952, and that the series on "Ways of Mankind" be released November 15, 1952.

The consensus of the Board was that the FAE programs be distributed by tape to the NAEB network, and that the stations could keep the programs and pay for them, or replace the tape. It was also approved that the FAE programs be distributed to commercial stations on tape at a fixed fee to be determined by headquarters.

The Executive Director, James Miles, reported on the plan for headquarters for 1952-53. It is hoped that packages seven and eight will be the last ones to be distributed by the present "bicycle" method, as the mass duplication is to be in operation sometime in July. He also reported on the School Broadcasting Seminar to be held at Allerton House June 15 through June 25, which will include some twenty-one school broadcasters under the guidance of H. B. McCarty, I. Keith Tyler, and James Macandrew.

Dick Hull, Director of Region IV, told of the television workshop to be held in August at Iowa State College.

The Junto Schools, Philadelphia, Pa., were accepted as associate members and the University of Houston, Texas, operators of station KUHF, were accepted as active members.

JCET ANNOUNCES \$145,000 GRANT FOR EDUCATIONAL TELEVISION

The Fund for Adult Education, established by the Ford Foundation, has granted \$145,000 to the Joint Committee on Educational Television, now in its second year of operation. The announcement was made by Arthur S. Adams, President of the American Council on Education, one of the seven constituent organizations of the Committee, and trustee of its funds.

"The amount of the grant is somewhat larger than that of last year (\$90,000) in keeping with the expanded program planned by the JCET for 1952-53," Adams explained.

The Chairman of the Joint Committee on Educational Television, Edgar Fuller, welcomed the new grant as an expression of confidence in the work of the Committee. The major emphasis of the JCET during the past year has been to finalize the reserved television channels for educational use, according to Fuller, who went on to say:

"On April 14, 1952, the Committee publicly hailed the new television plan of the FCC, with 242 of the 2053 channel assignments reserved for education, as a magnificent victory for education. Much of the credit for that victory goes to the 838 colleges, universities, public school systems, state departments of education, and public service agencies, which, with the assistance of the JCET, presented written evidence supporting the reservation principle. These university and school administrators must now make specific plans to use their reserved channels, and they look to the JCET to provide them with information and assistance."

Field Consultation Service Planned

To meet this urgent need for help, the Joint Committee on Educational Television has completed plans for a field consultation service to educators. Consultants with experience and know-how in the legal, engineering and programming areas of broadcasting will be available to advise educators at local and regional meetings.

Fuller cited four points of emphasis in the new program:

1. Establishment of organizational patterns appropriate for varied educational interests planning to participate in the use of a television channel.
2. Explanation of legal procedures required by the FCC for the application of a construction permit.
3. Discussion of technical facilities needed.
4. Encouragement of program exchange on a regional and national basis.

The Committee expects to continue its legal activities in Washington, acting as liaison between various educational institutions and the Federal Communications Commission.

Ralph Steetle, Executive Director, summarized the over-all objectives of the Committee's program:

"The Joint Committee on Educational Television seeks to represent the special needs of education in the newest and most powerful of the mass media. It will provide the necessary information to university and school administrators to help them to make informed decisions in regard to television. It will continue to encourage the expression of public and educational support for educational television through all possible channels."

MINNEAPOLIS IS THE PLACE FOR THE NAEB CONVENTION THIS YEAR

NAEB RADIO DEVELOPMENTS

UAW-CIO GIVES FM RADIO STATION TO WAYNE UNIVERSITY

An FM Radio Station (WDET) has been given to Wayne University by the UAW-CIO. An application for transfer of license is now before the Federal Communications Commission. The gift, valued in excess of \$125,000, includes land, radio tower, transmitter, studio building, and studio equipment. In making the offer to the University, Walter P. Reuther, President of the International Union, UAW-CIO, stated:

"The UAW-CIO is proud and pleased to be able to make this contribution to Wayne University...After carefully reviewing WDET's operation it is the sincere belief of the UAW-CIO that the purposes for which we sought the FM franchise can be more effectively carried out by an institution of higher education. The UAW-CIO makes this gift as a contribution toward advancing the broad objectives for which Wayne University was established in our community."

David D. Henry, President of the University, listed four important results the University's operation of the station will have for the University and for the community. First, it will increase the training opportunities of students in radio education; second, it will make possible the presentation of many educational and cultural programs to the community; third, it will enhance the public interpretation of the University's work; and finally, it will be an important asset in developing plans for educational television for the Detroit area.

WISCONSIN STATE RADIO COUNCIL MAKES FM SURVEY

Forty-two percent of the homes in the Madison metropolitan area are now equipped with FM receivers, according to a report on a recent study made by the Wisconsin State Radio Council. The findings are based on a telephone survey in which 500 Madison-area families were interviewed.

The survey shows a substantial increase in the number of FM homes over the 36% found in a similar survey one year ago. In 1950 the figure was 24.8% and the year before that it stood at 18.4%. Early in 1946, after FM was assigned to its present place in the spectrum, there were virtually no receivers for that band in the Madison area.

On the basis of census figures on the total number of living units, it is estimated that there are now approximately 11,000 FM-equipped homes in greater-Madison.

A sidelight of the survey revealed a wide interest in FM reception and service among those who do not now have such receivers. Approximately four out of five said that when they bought new receivers, they would insist on having FM.

WASHINGTON STATE MAKES STUDY OF CARRIER CURRENT PROGRAM PLANNING

Under the direction of Donald G. Hileman, assistant professor of Business Administration, a research study has recently been completed on the listening habits of the students of the State College of Washington. The study was made to determine the programming of a new carrier current, student operated and programmed radio station, KMPS. Copies of the survey are available to interested parties by writing to Professor Hileman at Washington State.

CAN EDUCATIONAL RADIO SURVIVE IN A TELEVISION-DOMINATED WORLD?
THAT'S ONE OF THE TOPICS FOR THIS YEAR'S NAEB CONVENTION

COLUMBIA UNIVERSITY RELEASES NEW MENTAL HEALTH SERIES

The Communications Materials Center of Columbia University, under the direction of Erik Barnouw, recently made available a new series of 6 quarter-hour programs on the subject of emotional health. The series is entitled, "Why Did He Do It?" and is narrated by radio reporter George Hicks. Consultants were Dr. Dallas Pratt and Dr. David Abrahamsen.

Series Revised

A review of the sample audition disc, which contains two of the six case histories in the series, has been made by Northrop Dawson, Jr. program director of KUOM, at the University of Minnesota. Mr. Dawson writes:

"This is a series dealing with problems of emotional health, combining reportorial and actuality recording techniques, and featuring George Hicks, well-known network reporter.

"The sample audition disc features the true case histories of...a convicted arsonist and...a convicted burglar, concentrating primarily on the symptoms of emotional maladjustment which impelled the criminal, in each case, to seek an outlet in anti-social activity. The story is told partly in straight reporting by Hicks, partly by cut-ins of tape-recorded interviews between Hicks and the subject-interviewee and recorded statements by the latter and the psychiatric specialist who handled his case.

"The result is an educational program of unusual impact. The approach is straightforward and honest, with no attempt to over-dramatize the story with devices or 'gimmicks.' The inherent drama of the real-life situation is sufficient to hold the listener's interest.

"Each program demonstrates how the subject-interviewee has been helped via psychiatric treatment, and concludes with an appeal for early recognition and treatment of emotional maladjustment, thereby stressing the importance of initial 'prevention' rather than eventual cure."

The cost of airing the discs varies, depending upon the population of the city in which a radio station broadcasts. Full details about radio rights and costs, as well as a brochure on the Communication Materials Center, may be had by writing to Erik Barnouw, Communications Materials Center, Columbia University, 413 West 117th Street, New York 27, New York.

KEITH TYLER'S OSU CLASSES VISIT WBOE

The staff at WBOE and the administration of the Cleveland Public Schools recently were visited by I. Keith Tyler and members of his class in radio education at Ohio State U. In the group of 20 brought by Tyler were representatives from Turkey, India, Pakistan, Japan and the Philippines.

One morning was used for observing radio lessons in the elementary schools. On a second morning lessons in two of the high schools were watched. During one afternoon staff members explained the operation and management of WBOE. On the second afternoon William B. Levenson, assistant superintendent, explained the philosophy behind the use of radio lessons in the Cleveland schools. Immediately after that, under the direction of Tyler, the class members discussed their observations and made a critical analysis of what they had seen and heard.

EVER HEARD A BIG SYMPHONY ORCHESTRA REHEARSE? YOU CAN--IN NOVEMBER

A series of five documentary programs, under the general title "The Endless Frontier," dramatizing major achievements in the fight against disease, began weekly over WNYC, the Municipal Broadcasting System of New York City on Wednesday, June 4.

These transcribed programs are narrated by Raymond Massey and cover such subjects as the discovery of cortisone, the science of nutrition, scientific progress in the control of cancer and heart disease, and the practical applications of scientific discoveries at home by the medical corps in Korea.

Music for the series is provided through the cooperation of Local 802 of the American Federation of Musicians, by a grant from the music performance trust fund of the recording industry. "The Endless Frontier" series is presented by WNYC in cooperation with the Health Information Foundation, a non-profit organization which gathers and disseminates news of health needs, progress, and services.

Five N. Y. Times Reporters on C. C. N. Y. Symposium

Five reporters of the New York Times took part in a symposium on "Reporting the Foreign Scene" broadcast transcribed by WNYC, on Friday, June 13. The discussion was part of the John H. Finley Lecture Series held recently at City College of New York.

The participants were all alumni of C. C. N. Y. They are Morton Yarmon, Foreign News Desk Copy Editor of the Times; A. M. Rosenthal, United Nations Correspondent; Harold Faber, former Times Korean War Correspondent; Milton Bracker, former Chief South American Correspondent; and the moderator, Irving Lorge, Professor of Education at Columbia University and a member of the Times General News Staff.

The Finley Lecture Series is named in honor of the late John H. Finley, third president of C. C. N. Y. and, himself, an editor of the New York Times.

Nine Complete Operas Broadcast on Opera Festival

Nine complete operas by six composers were broadcast by WNYC during the week of Sunday, June 1 through Saturday, June 7, when the City Station inaugurated its Opera Festival. The recorded performances featured well-known stars of the opera world.

Verdi was represented by "Rigoletto," "Aida" and "La Traviata," and Mozart by "The Marriage of Figaro" and "The Magic Flute." The remainder of the Festival schedule consisted of "Tannhauser" by Wagner; "Daughter of the Regiment" by Donizetti; "Carmen" by Bizet; and "Faust" by Gounod.

There were six evening performances, two matinees, and one Sunday morning broadcast. The WNYC Opera Festival was a notable addition to the other WNYC Festivals presented throughout the year -- the American Music Festival in February; the Shakespeare Festival in May; and the American Art Festival in October.

HOW CAN EDUCATIONAL RADIO HOLD ITS AUDIENCE IN COMPETITION WITH TV?

-- FOR THE ANSWER COME TO THE NAEB CONVENTION IN NOVEMBER

MINNEAPOLIS IS ONLY FIVE HOURS FROM NEW YORK OR WASHINGTON

WOSU SCHEDULE FOR JULY FEATURES TALKS

Ohio State University's WOSU program, "University Talks" has scheduled for July such speakers as Leo Lowenthal, Chief, Program Evaluation Office, Voice of America; Burr Tillstrom, of Kukla, Fran and Ollie fame; and Charles H. Smith, Ohio industrialist, as well as a number of programs from United Nations Radio. These latter programs include: "Year of Decision," a look at atomic energy, starring John Garfield and a special interview with Dr. Albert Einstein; "Could Be," a Norman Corwin production showing what could happen if nations worked together on common problems with the same determination and resources which they often use in attacking each other; "Document A/777," a documentary on UN's Universal Declaration of Human Rights, and "Eleven Memory Street," the role of the International Tracing Service in returning children stolen by Nazis to their parents.

James Reston, Diplomatic Correspondent for the New York Times and former publicity director for the Cincinnati Reds, recently presented the 12th annual Shepard Foundation Lecture at Ohio State. His talk, "Has the American Press Done Its Job?" will also be broadcast on "University Symposium."

Other Symposium speakers are: Dr. Edwin Wright, Department of Defense, and Dr. Emmanuel Varandyan, Ohio State University English professor, "The Middle East in the Global Pattern"; Dr. Leslie Hohman, author of The Twig Is Bent, popular book on child training; and Miss Jayne Shover, Associate Director of National Society for Crippled Children and Adults, "American Children Today"; and Roger Bosworth, Ohio State University Philosophy department faculty member, in a weekly news feature.

U. OF ALABAMA SCRIPT EDITOR ON VISIT TO BBC

LeRoy Bannerman sailed May 1 on the Ryndam for a few months visit in England where he plans to observe the production of documentary programs at the BBC. He is on a three-months leave of absence from the University of Alabama where he is Script Editor of the Radio Broadcasting Services.

WAER RURAL RADIO NETWORK HOOKUP

Following negotiations between radio station WAER, Syracuse University's FM broadcasting outlet, and the Rural Radio Network, it was announced by WAER Station Manager Edward C. Jones that the University Station will add two and one half hours of programs originated by New York Classical music station WQXR, and relayed on FM throughout New York State by the Network, to the WAER program schedule. These programs on a regular schedule commenced Monday, May 12th.

Jones announced that the WQXR broadcasts would be heard on WAER Monday through Friday. He further stated that the programs would be in complete accord with the specialized, noncommercial educational program policy of WAER. The University station will carry the program "Symphonic Matinee," a classical music disc jockey show; studio performances by distinctive WQXR piano and chamber ensemble artists; and, finally, "Music Magazine," a show devoted to intimate facts and commentary about the entire field of classical music.

Jones stated that the WQXR programs were added for the principal reason of a more balanced and distinctive program schedule. Under this new system the WAER staff will be provided with additional time for the development of experimental radio production and techniques.

ARE YOU TRYING TO RUN A 10 WATT STATION ON A SHOE-STRING BUDGET?

-- THE NAEB CONVENTION WILL HAVE SESSIONS ESPECIALLY FOR YOU

U. OF UTAH PRODUCING 9 SHOWS FOR STATEWIDE AIRING

The University of Utah is now presenting nine cultural and educational programs -- some already well-known, some new -- to the radio listeners and television viewers of the state. Broadcast through the facilities of cooperative radio and television stations throughout Utah, these programs produced by University faculty members and students are making the knowledge and facilities of the University more widely available to the public.

The purposes in the development of University of Utah radio and television activities are: (1) to promote a type of public service programs which would not ordinarily originate in local commercial stations and which the University is uniquely qualified to produce; (2) to present educational programs useful in the home, school and community; and (3) to bring the University and the community into closer relationship.

Several programs, such as the television class which offers viewers college credit, change in subject matter from time to time. Many of the presentations, though of general interest, provide school teachers with valuable supplementary material for student assignments.

EDUCATIONAL TELEVISION DEVELOPMENTS

WALKER URGES "PROMPT ACTION" FOR EDUCATIONAL TV APPLICATIONS

Speaking before a two day conference on educational television held recently at the University of North Carolina, FCC Chairman Paul A. Walker warned educational institutions that channel reservations will not be reserved indefinitely. He pointed out that after June 2nd, 1953, the FCC can reassign educational channels to commercial interests.

"By the first of July," said Walker, "when the Commission starts processing applications, we expect to have 1000 applications on hand. This demand for assignments has, in fact, been so intense that the Commission deemed it proper to attach a most important limitation to its reservation of educational channels. That limitation is that if the circumstances warrant it, the Commission may, at the end of one year, or thereafter, change a non-commercial educational assignment to a commercial assignment. You educators must understand that these precious television assignments cannot be reserved for you indefinitely."

20 Groups Ready Application Plans

Walker also reported on the progress made by educational groups. He said that some 20 schools or groups have already made plans to file applications. These include: Ohio State University, University of Illinois, University of Michigan, Michigan State College, University of Wisconsin, University of Iowa, University of Kansas, Kansas State College, University of Connecticut, Rutgers, University of Houston, and educational groups in Los Angeles, Detroit, Chicago, St. Louis, Pittsburgh, Milwaukee, San Francisco, and Wichita.

Walker also stated: "In these days of rising costs in education, television can come to your rescue as the most economical teaching tool ever devised...measuring your expenditures in terms of educational results, you cannot find a more economical investment than television."

A state-wide network of educational channels for North Carolina (where 8 educational channels have been reserved by the FCC) with kinescope links between this network and other state networks, was envisioned by Walker in his address.

WISCONSIN MAKES STRIDES TOWARD STATE TV NET

The Board of Regents of the University of Wisconsin voted recently to ask the 1953 legislature for \$100,000 to construct a closed circuit educational TV laboratory on the Madison campus.

Governor Walter Kohler designated the State Radio Council as the agency to handle all state TV interests.

A newly formed Wisconsin Citizens Committee for Educational Television recently voted to request the FCC to reconsider its allocations plan and assign VHF instead of UHF channels to Madison, LaCrosse, Eau Claire, Wausau and Green Bay.

/Ed. note: Commercial TV interests (WISC) in Madison also favor VHF for the educational station in Madison, thus leaving UHF in Madison completely commercial./

The television laboratory requested by the Board of Regents would permit the University to experiment with TV techniques, record programs via kinescope and telecast them over commercial TV stations.

McCarty Cites Costs

Prof. Harold B. McCarty, director of the State Radio Council, presented cost data to the regents at their meeting. He said that it would cost approximately \$200,000 to set up a station in Madison; a state-wide educational TV net with 12 stations would cost about \$3,000,000. The stations would be connected by micro-wave relays. Because of the one year limit on reservations, McCarty suggested that stations at Madison and Milwaukee be constructed to show the FCC that the state means to go ahead with future plans for the state-wide network. The network, according to Professor McCarty, should operate from four to six hours daily. While he admitted that costs are high in TV, he pointed out that TV is still "one of the most economical teaching tools" available.

Citizens Committee

In its unanimous vote to request the FCC to reconsider its allocation of UHF channels for non-commercial educational use in 5 cities, the Wisconsin State Citizens Committee for Educational Television was backed up by the State Radio Council. The latter pointed out that VHF would give greater coverage, for one thing, and that the use of VHF for the state-wide network would result in a reduction in the number of transmitters needed to cover the state.

More than twenty-five well established and well-known organizations, including farm groups, cooperatives, business and labor organizations, and better government and educational groups are represented in the Citizens Committee.

WESTERN RESERVE SURVEYS TELECOURSES

A report recently made by Dr. Eleroy L. Stromberg, Chairman of the Department of Psychology at Western Reserve University, compares the educational results of credit courses given by television to those of the regular campus courses. Basing his study upon the results of a course in introductory psychology which he offered last fall over Station WEMS in Cleveland, Dr. Stromberg found that students enrolled for home study by television who completed the course work were superior as a group to the campus students. He discovered too that a high percentage of the telecourse students completed the course. The same final examination was given to telecourse students and to campus students. The median score for 1200 students who had previously taken the examination after completing campus classes was 54; the median for the telecourse students was 67.

CHICAGO TELEVISION SERIES PROVIDES NEW SCHOOL-COMMUNITY LINK

Inaugurated on May 4, the new public school television program, "This Week in Our Public Schools," puts Chicago area televiewers in touch with student and faculty activities throughout the system.

The program was carried by Station WBKB Sunday afternoons from 2:15 to 2:30. It was produced by the Division of Radio and Television in the Department of Instruction and Guidance of the Chicago Public Schools.

Wide School Coverage

Recent programs covered the Annual Bird House Building Competition, sponsored by the Division of Industrial Arts; the dedication of the Burbank School for Crippled Children; the awarding of scholarships at the Civic Assembly during Youth Week; the Science Fair, staged by the Chicago Public High School Physics Teachers' Association at the Chicago Museum of Science and Industry; and many other events such as activities in the divisions of art, music, physical education and ROTC.

In addition to keeping the public informed about current school events and developments, the program also served a useful function in releasing publicity related to school needs, such as the drive for teacher recruitment, and to special study opportunities, such as the practical nurse training program and the Jones Commercial High School business training courses.

Many Steps in Production

Using a newsreel technique, motion pictures of school events were shot, if possible, on Mondays, Tuesdays and Wednesdays. The film was processed on Thursdays. The first screening of the cut and edited film took place Friday mornings.

At the first screening a rough commentary was written, students' and teachers' names attached to the correct sequence, and essential facts made into a story. On Friday afternoon the film was again projected on screen, and the continuity or commentary spoken along with it for timing.

On Sunday, the program was part "live" and part film. The narrator watched the film on a monitor, and spoke the prepared continuity before a microphone. This made for a flexible type of program. Music and sound effects could also be added during the telecasting of the film.

The audience saw and heard the telecast as a unified whole, scarcely realizing that film and speech or sound were being synchronized as the film unrolled.

Chicago Vocational School Radio

Chicago Vocational School students constructed their own amateur short-wave radio station W9LBB from discarded FM equipment from the Board of Education radio station WBEZ. The station is operated by the radio club and by students in radio shop.

W9LBB is a link in the Medical Unit of Communication Network of the Civil Defense Program, and its voice has even been heard by the Occupation Forces in Tokyo. It is on the air from seven to nine-thirty, Monday and Wednesday evenings, and various times during the day.

"The station broadens student interest in national and world affairs, provides excellent technical training (eleven students have become licensed short-wave station operators), and has brought a general improvement in student habits of speech," reports James W. Crowe, Director.

Grade School Pupils Prepare Show

Pupils of 8A, Scanlon School, Chicago, recently completed a tour to the State Capitol and the Lincoln memorial at Springfield, Illinois.

Later Helen O. Sorensen, eighth-grade teacher, helped the pupils to prepare a radio broadcast describing preparations for the trip. Mrs. E. V. Cherest, of the Scanlon PTA, also participated in this program. The broadcast was included in the "Educational Progress" series over the Board of Education Radio Station WBEZ, and was also carried by the commercial station WIND.

SOUTH DAKOTA UNIVERSITY OFFERS TV COURSE

With television coming into the limelight, the University of South Dakota department of radio and dramatic art will offer a course next year in television production.

Included in this course will be instruction in the techniques of television production with emphasis on announcing, acting, and practical training in various types of television programs. Some work will be done with camera and lighting techniques, and set design and construction. The final productions will be either filmed or taken to television studios for production, according to Keith Nighbert, radio director and Warren M. Lee, professor of dramatic art at the U. of S. D.

The Federal Communications Commission has allocated a channel to Vermillion, S. D., for a non-commercial educational television station. University officials are investigating to determine if utilization of the channel can be made.

Radio Education Class Offered This Summer

Because of the increasing use of radio and recorded programs in schools throughout the state, the University of South Dakota is offering a class in radio education during the summer school session.

The purpose of the class, according to Allis Rice, director of the School of the Air who will teach the course, is to give teachers, principals, and superintendents a background in radio education. They will be shown how to use radio programs and taped programs effectively in the classroom.

A workshop will be held in which actual work will be carried out in developing programs for students to produce over local radio stations. Particular attention will be paid to both the pre-broadcast period and the post-broadcast period.

OHIO STATE UNIVERSITY GETS TV GO-AHEAD SIGN FROM REGENTS

The Board of Regents of Ohio State University has authorized the university to proceed with the necessary steps for the establishment of a television station for educational purposes. The recommendation of OSU President Howard L. Bevis that the university should "seek the best available channel" was approved by the regents.

Dr. Bevis mentioned the high costs of television installation and operation and noted that these costs vary widely. But he added: "All I can say at this time is that we feel the costs will be within the resources of the University."

OSU is now telecasting on local commercial stations and is also exploring TV production techniques in anticipation of programming its own station.

WIVES ARE WELCOME TOO AT THIS YEAR'S CONVENTION--MINNEAPOLIS--NOVEMBER

SURVEY REVEALS TV IMPACT ON YOUNGSTERS

Television programming is contributing materially to the nervousness or "restlessness" of children in Los Angeles, according to a study of 2,000 six-year-olds conducted by Professor Hal Evry for Woodbury College. The survey, released in April, indicates that television is also a direct influence on the eating, sleeping, and playing habits of the youngsters.

More than half of child viewers reported that they dreamed about the programs they watched. Twenty-five per cent of these said their dreams were "bad." Seven out of ten youngsters in TV homes said they watched television while eating. Two out of three said they would rather watch TV than play outside.

The purpose of Professor Evry's study, which was based on personal interviews of children by teachers in Los Angeles County public and parochial schools, was to determine the effects of radio and television on six-year-olds.

Survey Percentage Breakdown

The results showed that in TV homes: (1) 82.4% watch TV every day; (2) 30.0% watch at least six programs daily; (3) 62% would rather watch TV than play outside; (4) 67.3% ask their mothers to buy things advertised on TV; (5) 47.2% sing advertising songs they hear on television; (6) 41% never read any books except school books; (7) 62% talk to their playmates about TV programs; (8) 75.4% are in bed by eight o'clock; (9) 33.3% are considered restless by their teachers.

The study showed that television has a much greater impact than radio on child audiences. For example, while 33.3% of the children in TV homes were considered to be restless by their teachers, only 17.2% of radio-home children had this characteristic. Only 28% of the radio-home children ask their parents to buy advertised products. (67.3% for TV).

TV Affects Play

Playing habits showed the most difference between the influence of the two media: 88% of all radio-home children would rather play outside than listen to radio; only one of three TV home children would rather play outside than watch TV programs. Ninety per cent of radio home children are in bed by eight p. m. (75% for TV).

The study reveals that 59.3% of the TV-home children are sometimes scared by the programs they watch; only one in four of the radio-home children are frightened by radio programs. The children listed murders, shootings, mysteries and ghosts as the causes of their fright.

The survey is the latest in the series of studies of TV's influence on the public which Professor Evry has directed for Woodbury College.

UNIVERSITY OF OMAHA BEGINS TV COURSE SERIES

The University of Omaha has inaugurated a series of six-week televised courses over Station KMTV. Quarter-hour classes are offered Monday through Friday in which two hours credit may be earned through the School of Adult Education. First course offered will be "Six Views of Life," covering the peak eras in Western Civilization, by Dr. Wilfred Payne, Chairman of the Humanities Department. Owen Saddler, Station Manager said the station has reserved a minimum of 52 weeks for the series.

LIKE SMORGASBORDS? THERE'LL BE ONE AT THE NAEB CONVENTION IN MINNESOTA

SAN DIEGO TEACHERS WORK ON 'UNIVERSITY' PROGRAM

San Diego's only television station, KFMB-TV, is televising a new daily half-hour educational series titled "Channel 8 University." The program presents popularized presentations of such topics as local history, music, old age, child guidance and visual arts.

Teachers from San Diego's schools and colleges appear each afternoon, with Jack Briggs of the station staff acting as emcee for the programs. Humor and informality are injected into the programs to aid in maintaining entertainment as well as educational values.

A typical week's schedule featured Ben Dixon, curator of the Junipero Serra Museum (stories of early California history); Alexander Zimmerman (discussion of musical instruments and compositions); Oscar Kaplan (discussion of ways to help people live longer); Richmond Barbour, syndicated child guidance columnist (answers to questions on child problems); and Everett Jackson, head of the art department at San Diego State College (illustrated discussion of modern art).

Howard L. Chernoff, general manager of KFMB-TV, cancelled five commercial half-hours to schedule "Channel 8 University." He said that audience response has "certainly made this move worth while."

UNESCO COMMITTEE PROPOSES TV STUDY BY UN

Under the chairmanship of Robert Hudson, Director of Radio and Television, University of Illinois, a 6 day meeting of international television experts, called by UNESCO's Executive Board, was held in Paris in April.

As a result of the meeting the committee proposed that "UNESCO should undertake a study, based on reports from individual countries, of the present structure and facilities of television and of its social impact." Among the other recommendations made were the following:

UNESCO should make recommendations to Member States, urging that adequate attention be paid to the interests of education, science and culture in all television programming. UNESCO should undertake the following specific activities in the field of formal and informal education by television: (1) serve as a clearing house on educational activities and transmit information to Member States; (2) experiment in fundamental education; (3) conduct pilot projects on school television in collaboration with Member States; (4) advise on the setting up of television services in countries where they might be useful for education, and on the relation of television to other means of audio-visual education; (5) encourage co-operation between television and educational film producers; and (6) encourage the cataloging of visual materials useful in programming.

Committee Members

American members of the international committee of television experts were: Robert Hudson, Director of Radio and Television, University of Illinois, Urbana; J. Davidson Taylor, NBC, New York; and Richard B. Hull, Director of Station WOI-TV, Iowa State College, Ames.

THE 1952 CONVENTION WILL BE HELD IN MINNEAPOLIS--NOVEMBER 6-7-8

IT TAKES ONLY ABOUT SIX HOURS TO REACH MINNEAPOLIS FROM HOUSTON

UNIVERSITY OF MIAMI TO OFFER TV HOME COURSE

The Evening Division of the University of Miami will offer a course in "Home Mechanics" this summer via television for home viewers. J. Richard McElheny, chairman of the Industrial Education Department, will give the course from the studios of WTVJ weekly beginning June 5.

The series will be produced by the University's Radio and Television Department under the direction of O. P. Kidder, Jr.

The "telecourse" will show the average householder how and when to make minor repairs and insure proper maintenance. Emphasis will be placed on how to foresee the need for household repairs, when the amateur should attempt the job, and when to call in expert repair service. Mr. McElheny will also demonstrate how to analyze household merchandise for good design, construction, and materials.

Correspondence to Supplement Demonstrations

The eight half-hour "teleclasses" will be supplemented by printed materials which can be obtained by mail from the Evening Division for \$1.00. These will include a text, "Mister Fixum's Handy Hints," covering major points of the course, and an outline of the course content. The fee also entitles the "telestudent" to attend two question-and-answer clinics to be held on the University campus, where Mr. McElheny will meet his "telestudents" for solutions of special, individual problems.

"Telelessons" will cover painting and decorating, furniture finishing and refinishing plumbing hints, removal of dirt and stains from various materials, home handicrafts, electricity and electrical appliances, miscellaneous common repair and maintenance jobs, and "When the Auto Won't Start - Why?" Much of the course will be directed to the needs of the housewife who is frequently faced by breakdowns in household equipment.

WOI-TV HOSTS 10-STATE RELIGIOUS TV CONFERENCE

Representatives from 10 midwestern states took part in the religious television workshop at WOI-TV April 20-25. Richard B. Hull, radio-TV director of Iowa State College, made the station's facilities and engineering personnel available for aid to the 50 delegates.

The week-long workshop was sponsored by the television and radio committee of the Iowa Inter-Church council, of which the Rev. C. Orville Strohl is chairman. Rudy Bretz, TV consultant for CBS in New York, and Charles Schmitz, educational director of the Commission on Films, Radio, and Television of the National Council of Churches, directed arrangements for the discussion sessions.

The schedule included sessions on program monitoring, script writing, and production techniques. A half-hour program on WOI-TV was produced by the group. Participants included state and city church councils, pastors, directors of Christian education, laymen and councils of church women.

SCOTS USE NAEB-SMYTHE STUDY ON LOS ANGELES TV PROGRAMMING

According to a recent item in Variety, the NAEB - sponsored Dallas Smythe - Angus Campbell report on television programming in the Los Angeles area has been under study by the Free Church of Scotland.

The religious group, which usually subjects motion pictures to its criticism, is now turning its attention to television. It cited that section of the NAEB report which pointed out that 692 crimes were committed on television programs aired by seven Los Angeles stations, and mentioned that "programs specially built for children presented 82% of the violence."

WSB-TV AND WABE COOPERATE TO TELEVIEW ATLANTA CLASSROOMS OF WABE

"Candid Classroom," a ten-program series of telecasts, was completed in May over WSB-TV in Atlanta with the cooperation of WABE, the Atlanta Board of Education radio station. Haskell Boyter and Alvin M. Gaines, director and program director respectively of WABE, acted as consultants for the Atlanta Board of Education.

The programs were televised from different schools each week and they attempted to show citizens in the community exactly what happens in the classrooms from kindergarten through the seventh grade. Only three of the programs showed assembly or culminating activities; the other seven were concerned with actual classroom work. Art, science, reading, human relations, utilization of a radio program and literature were the focal points of the latter. The contribution of the Negro to American life was the subject of a program from a Negro elementary school.

The programs were successful enough to warrant consideration of a second series next fall.

ILLINOIS TO FILE APPLICATION

The Board of Trustees of the University of Illinois recently authorized its corporate officers to file an application with the FCC for station operation on Channel 12. Channel 12 is assigned to the Urbana-Champaign area for educational use.

IN-SCHOOL CONFERENCE AT WOI-TV

Recognizing that educational television can be further utilized as a supplement to regular academic work, school superintendents from throughout the State of Iowa met June 9 at the WOI-TV studios in Ames to consider methods of further coordinating television and school activities.

The conference was sponsored jointly by the Iowa State Department of Public Instruction and WOI-TV, the Iowa State College television station.

Speakers at the meeting, at which 100 superintendents were registered, included Franklin Dunham, Chief of Radio-Television for the U. S. Office of Education; Martha Gable, Assistant School Relations Director for the Philadelphia Public Schools; and Richard B. Hull, Radio-TV Director at Iowa State College.

The superintendents and representatives from the three Iowa schools of higher education -- Iowa State Teachers College, the University of Iowa; and Iowa State College -- formed panels for the afternoon discussion. During the meeting they pledged their support for an in-school viewing program plan, and agreed to appoint a working committee to investigate program possibilities immediately.

Questionnaires were distributed by the Department of Public Instruction which will enable that department to tabulate the anticipated needs of educators in educational fields. Results are being recorded in the Department's office, and will be made available in the near future.

Hull, in outlining WOI-TV's part in serving the schools of the state, offered the educators the complete cooperation of the station, the facilities and the special time needed to organize a well-rounded, in-school viewing television operation.

ANY QUESTIONS ABOUT GETTING INTO TV?

ASK THE EXPERTS AT THE CONVENTION

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

A number of months ago there was made available to you a pamphlet, "Building Audiences for Educational Radio Programs," by Professor Charles H. Sandage, University of Illinois. Quite possibly in the rush of subsequent events this report may have slipped into your "hold" basket. My purpose this month is to review this report and refresh your memory about it.

Professor Sandage's report deals with an experiment. The purpose of the experiment was (1) to determine whether listenership to educational radio programs can be increased by means of promotion, and (2) to measure the relative effectiveness of different kinds of promotion.

The procedure was to use a fixed panel of persons in Champaign County, Illinois, and the facilities of station WILL. The sample was selected on a modified random basis, with separate strata for urban, village, and farm listeners. Area sampling was used in selection of respondents. On the initial interview respondents who agreed to cooperate were supplied with diary forms for each member of the family, and a personal data sheet was filled in concerning each member of the family. The diary form called for recording the times (by 15 minute intervals) when the individual respondent listened to radio programs, with the call letters of the stations being written down against the time period. Respondents were instructed that the survey was being conducted by the Institute of Communications Research, University of Illinois, that the sponsors of the study were not interested in any particular station, and that faithful reporting of non-listening would be equally as useful as reports on listening.

One week's diaries were collected before promotion of WILL programs began. After these diaries had been returned, selected WILL programs were promoted in the county. Additional promotion took place between the second and third diary-keeping periods so that a measure was obtained of sustained effects from the earlier promotion. The sample used in the tabulations included 359 families all members of which filled in all four diaries, out of a total of 678 families which kept the first diary. Sandage states that while "this sample is not sufficiently large to be highly sensitive to general mass promotional efforts where such promotion does not penetrate the great majority of homes," it is however "adequate to measure the influence of promotion known to have penetrated the home."

The programs selected for promotional effort were regarded as "strictly educational or 'highbrow'". They were:

"FOR YOU AT HOME" -- a homemaker's program, 9:00 to 9:30 a. m., five days a week, containing news, information of direct interest to homemakers and occasional music.

"POPS CONCERT" - Semi-classical and light operatic music by Romberg, Herbert, and Gershwin, etc., from 10:30 to 11:00 a. m. seven days a week.

"THE CHAMBER MUSIC HOUR" - "Heavy music" by Haydn, Bach, Brahms, Beethoven, Mozart, and Debussy, from 11:00 to 11:45 a. m. four days a week, Monday, Wednesday, Friday and Saturday.

"COMPARATIVE LITERATURE" - A classroom lecture and discussion in comparative literature from 11:00 to 11:45 a. m. Tuesday and Thursday.

The kinds of promotional material used in the experiment were as follows. Short spot announcements were used on WILL. Talks were made before women's clubs by associates of the radio station in which these special programs were given attention. Printed and mimeographed material accounted for the bulk of the promotion used. Between the first and second diary the only printed material distributed was a mimeographed piece consisting of one $8\frac{1}{2}$ x 11 inch page, the copy on which described in some detail the four programs. This sheet was distributed through city and village school principals and music teachers and also rural teachers. A letter from the radio station manager asked these principals and teachers to distribute the sheet to their pupils and to urge them to take the material home to their parents. Between the second and third diaries promotion was intensified. Spot announcements were increased. An eight-page printed booklet and another mimeographed piece were distributed through the schools. The booklet was illustrated and printed in two colors and was designed as a "sales promotion piece. It assumed that merely urging people to listen was not enough. Instead, detailed information about the programs -- their content, the personalities involved, specific mention of musical selections to be played, and the satisfactions and benefits these would bring -- was included in the booklet." The booklet described only three programs. The fourth was the subject of the mimeographed sheet, distributed with the booklet. One very interesting feature of the research design was the fact that for half of the diary panel of respondents reliance was placed on the general distribution of the promotional literature. For the other half direct mail distribution of the booklet and mimeographed sheet, covered by a letter personally signed by the station manager was used.

The results of the diary study show (on a five days a week basis) that the number of families in which WILL was listened to at least once a week fell by 4 per cent between the first and second diary week, rose in the third week to 219 per cent of the first week's level, and fell off to 166 per cent of the first week's level in the fourth week. During the same weeks, the comparable listening for the two other principal stations listened to by the panel members declined from the level of the first week and in each of the following study weeks fluctuated between 82 and 92 per cent of the first week's level.

In view of the fact that the programs selected for special promotion were all morning programs when women might be expected to predominate in the potential audience, it is interesting to note the results of promotion for women listeners. The amount of listening to WILL by women in the second diary week fell off to 84 per cent of the first week's level, but bounced back in the third week (after promotion) to 265 per cent of the first week's level. In the fourth week it stood at 215 percent of the first week. And again, listening to the other stations fell below and stayed below the level of the first week.

When the analysis is approached in terms of location of respondents it appears that the increase in listening was greatest among farm women, where the third and fourth weeks were 640 and 697 per cent, respectively, of the volume of listening in the first week. Village women's listening increased in the third week to 334 per cent, and in the fourth week was 153 per cent of the first week's level. In the urban families, women's listening rose to 195 per cent in the third week and 160 per cent in the fourth week.

Similarly, the amount of listening to WILL by women was substantially raised by the direct mail treatment, as compared with the response of women exposed only to the general distribution.

Most interesting is the fact that while the amount of listening by women was increased most where the promoted programs were concerned (to 332 per cent in the third week), even the non-promoted programs of WILL had heavy increased in the amount of listening (246 per cent in the third week).

It would be impossible to reproduce here all the significant findings in this report. These, however, will illustrate the magnitude of the observed results of promotion. Professor Sandage concludes that careful and systematic promotion of educational programs can substantially increase both the number of listeners and the amount of listening. Moreover, he finds that detailed and specific promotion is more effective than general promotion; direct mail was more effective than distribution through other channels.

We recommend that you read the report carefully and consider whether you would achieve similar results from similar promotional efforts in your station. The quantitative evidence which Professor Sandage presents is most impressive. I would want, however, to have much more evidence of different kinds than here presented before accepting all of his first three conclusions. (see p. 38).

THE NABE TAPE NETWORK
Prepared by Richard Rider
NABE Tape Network Manager
University of Illinois, Urbana

BY WAY OF GOOD BYE

As this is being read your network manager for the past eighteen months will be moving on to a new job. Effective July 1, I will be leaving the network to help in the development of television at the University of Illinois.

May I say that this has been a most interesting and stimulating experience. The cooperation I have received from all of you has been wonderful. I know that you will continue your fine help in working with my successor, John Holt, and the rest of the network staff.

While the past months have been hectic and filled with crises, they constitute a period of real achievement. Let me quote from the last page of the report just submitted to the Kellogg Foundation.

"The NABE Tape Network has achieved a position of eminence in the field of educational broadcasting. It is now enjoying a national, and even an international reputation. It is supplying a significant program service to the vast majority of non-commercial educational stations in the United States. It is providing the residents of the major population centers with a truly alternative radio service. Program resources are maturing and developing at a most encouraging rate. National organizations, governmental agencies, foreign governments, international organizations, and private public service groups are now exercising the initiative in providing programs for the network. In the fall of 1952 the network will begin the distribution of programs produced under a grant from the Fund for Adult Education. Plans are developing for extensive cooperative program production by member stations. In view of all of this, it is impossible to look upon the future of the tape network with anything but enthusiastic optimism."

It is genuinely satisfying to be able to make such a statement with sincerity. The future of the network is indeed bright. I look forward to the day when I can be a part of a similar service for educational television stations.

Best wishes, and I will be seeing you!

YOUR NABE FRIENDS WILL ALL BE AT THE CONVENTION IN NOVEMBER.

LIVE SHOW TV PERSONNEL REQUIREMENTS

A Report Prepared by
Edward Wegener
WOI-TV, Ames, Iowa

Editor Paulu never uses a whip, but he is a mighty persistent fellow. In the next few paragraphs I am going to try to fulfill an assignment he gave me many months ago. Gave to me - - and kept on remembering when it wasn't forthcoming.

Just how many cooks does it take to make a stew? That was the burden of his request. The stew in question is a WOI-TV studio show. Any show. Let's generalize a little bit.

First, we have found out that the minimum number of people that a show requires cannot go below 15. Let's take as an example a three-a-week children's program called The Magic Window, which WOI-TV presents at four o'clock MWF. Each time this show goes on the following people are involved.

Two performers	Two cameramen
One director	One audio engineer
One assistant director	One technical director
One floor director	One film projectionist
One production assistant	One shader
One transmitter engineer	One man to put up the set
One mike boom operator	One man to light the set
	One man to push the camera boom

Now that you have added them and find 17 rather than the 15 I mentioned above, don't worry about the inconsistency. Fifteen is the minimum staff for a show here. The Magic Window has an extra performer above the bare necessity for a show, and the director uses one extra assistant.

Additional Personnel

But while we are still concerned with numbers, let me mention a few that didn't figure in the list above, but who are most certainly involved in all local shows:

- The man who designed the set.
- The man who built it.
- The man who keeps it equipped with props.
- The man who does art work for the show.

So you see, the usual staffing that is given to a college station production of a radio program doesn't go far in changing it from sound to pictures.

Now, to anticipate a natural question or three - how many of these people are professionally trained? How many are students? Who are they and where did they come from?

The only college students involved are these: Floor director, Camera boom man, Production assistant, Lighting director, Assistant director.

Professionally trained but not college graduates are these: Cameraman, Mike man, Audio engineer, Shader, Stage manager, Film projectionist.

The following are professional people: Performers, Transmitter engineer, Director, Technical director.

All of which proves not much of anything. Except this one thing....that a lot of people are involved in getting a television program on the air. Many of the folks listed in the second category above could be college students with experience and some special training.

TV Shows Take Time

The second point I wish to make in this short report is that when the final result is seen on the television screen one wonders how and why the whole thing took so much time. A case in point. At WOI-TV we are doing thirteen programs about the state institutions under the Board of Control. These are penal, corrective, children's and mental. The preliminary conversations with the chairman of that board took place last fall. The show got on the road the first week in May. In between fall and spring these things took place:

- a. A script writer was hired by the Board.
- b. A producer was assigned by the station.
- c. The purpose and philosophy of the series was settled (not a light matter, one that took much talk).
- d. The producer spent three months, almost full time, filming sequences inside the institutions.

The staffing we gave the show was a bare minimum: a writer and producer. When the programs were ready for the air a director was assigned, sets were made, and all the usual details of production were taken care of. The point here, however, is that it was a long way from idea to image on the screen.

One final remark about the Magic Window. Last fall I made a careful survey of the man hours spent in getting that show on the air. Taking into account planning, rehearsal and performance, I found this simple, three-a-week children's program ate up a total of 133 man hours each week. If you wish to divide this figure by the standard college work week of 44 hours you find three full time people giving their whole week to one show. But let's get back to the really significant number....15 people needed to put a local show on the air. There is nothing magic in the number, but neither can you get a TV program on the air by magic.

There it is, brothers in the faith. Keep your lenses uncapped but don't get a raster burn. We shall all die young...but think what beautiful corpses we will make.

IN THIS ISSUE

Foundation Grants and Special Projects.....	1 - 4
NAEB Radio Developments.....	5 - 9
Educational Television Developments.....	9 - 16
Research Report -- Dallas Smythe.....	17 - 19
NAEB Tape Network -- Richard Rider.....	19
Live Show TV Personnel Requirements -- Edward Wegener.....	20 - 21

National Association of Educational Broadcasters

1952 Directory of Officers, Consultants, and Committees

OFFICERS

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal
Broadcasting System
New York, New York

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

TREASURER

FRANK E. SCHOOLEY
WILL, University of Illinois
Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, University of Minnesota
Minneapolis, Minnesota

BOARD OF DIRECTORS

Region I

PARKER WHEATLEY
WGBH, Lowell Institute
Boston, Massachusetts
Maine, New York, Connecticut,
New Hampshire, Massachusetts,
Vermont, Rhode Island, Pennsyl-
vania, New Jersey, Delaware,
and Maryland

Region II

ALVIN GAINES
WABE, Board of Education
Atlanta, Georgia
Virginia, West Virginia, Alabama,
Kentucky, Tennessee, North and
South Carolina, Georgia, Florida,
and Mississippi

Region III

WALDO ABBOT
WUOM, University of Michigan
Ann Arbor, Michigan
Ohio, Michigan, Indiana, Illinois,
and Wisconsin

Region IV

RICHARD B. HULL
WOJ, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South
Dakota, Nebraska, and Wyoming

Region V

JOHN DUNN
WNAD, University of Oklahoma
Norman, Oklahoma
Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas,
Texas, and Louisiana

Region VI

ALLEN MILLER
KWSC, State College of
Washington
Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah, and Territory of Hawaii

NATIONAL OFFICE

EXECUTIVE DIRECTOR

JAMES MILES
University of Illinois
119 Gregory Hall
Urbana, Illinois

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
University of Illinois
Institute of Communications
Research
Urbana, Illinois

TAPE NETWORK MANAGER

RICHARD L. RIDER
University of Illinois
119 Gregory Hall
Urbana, Illinois

GENERAL COUNSEL

MARCUS COHN
Cohn and Marks
Corlitz Building
Washington, D.C.

STANDING COMMITTEES *Chairman

Executive Committee

GRAYDON AUSMUS, WUOA
University of Alabama
University, Alabama
BURTON PAULU, KUOM
University of Minnesota
Minneapolis, Minnesota
FRANK E. SCHOOLEY, WILL
University of Illinois
Urbana, Illinois
*SEYMOUR N. SIEGEL, WNYC
Municipal Broadcasting System
New York, New York

Network Acceptance Committee

*BURTON PAULU, KUOM
University of Minnesota
Minneapolis, Minnesota
NORTHUP DAWSON, JR., KUOM
University of Minnesota
Minneapolis, Minnesota
BERNARD BUCK, WNYC
Municipal Broadcasting System
New York, New York
RAY STANLEY, WHA
University of Wisconsin
Madison, Wisconsin
H. E. SALLEY, WFPL
Louisville Free Public Library
Louisville, Kentucky

Foundation Committee

*GEORGE PROBST
University of Chicago
Chicago, Illinois
PARKER WHEATLEY, WGBH
Lowell Institute
Boston, Massachusetts
RICHARD B. HULL, WOJ
Iowa State College
Ames, Iowa
H. B. MC CARTY, WHA
University of Wisconsin
Madison, Wisconsin
SEYMOUR N. SIEGEL, WNYC
Municipal Broadcasting System
New York, New York

In-School Programs Committee

*ALVIN GAINES, WABE
Board of Education
Atlanta, Georgia
MARGUERITE FLEMING, KSLH
Board of Education
St. Louis, Missouri
JAMES MACANDREW, WYNE
Board of Education
Brooklyn, New York
WILLIAM E. LEVENSON, WBOE
Board of Education
Cleveland, Ohio
JOHN HENDERSON, WBAE
Purdue University
Lafayette, Indiana
M. MCCABE DAY, WVSH
School-City of Huntington
Huntington, Indiana

Research Committee

*ALLEN MILLER, KWSC
Washington State College
Pullman, Washington
ROBERT COLEMAN, WKAR
Michigan State College
East Lansing, Michigan
KEITH NIGHBERT, KUSD
University of South Dakota
Vermillion, South Dakota
LEO MARTIN, WBUR
Boston University
Boston, Massachusetts

Relay Network Committee

*GRAYDON AUSMUS, WUOA
University of Alabama
University, Alabama
PATRICIA GREEN, KBPS
Portland Public Schools
Portland, Oregon
DON LYONS, WAER
Syracuse University
Syracuse, New York
and engineering representatives
from WHA, WUSV, WOSU, and
WGBH

Membership Committee

*JOHN DUNN, WNAD
University of Oklahoma
Norman, Oklahoma
EDWIN H. ADAMS, KUOW
University of Washington
Seattle, Washington
LUCILE RUBY, WLSU
Louisiana State University
Baton Rouge, Louisiana
VERNON MC KOWN, WNAS
New Albany City School
New Albany, Indiana

Adult Education Committee

*GEORGE PROBST
University of Chicago
Chicago, Illinois
PARKER WHEATLEY, WGBH
Lowell Institute
Boston, Massachusetts
RICHARD B. HULL, WOJ
Iowa State College
Ames, Iowa
H. B. MC CARTY, WHA
University of Wisconsin
Madison, Wisconsin
SEYMOUR N. SIEGEL, WNYC
Municipal Broadcasting System
New York, New York

Constitution Committee

*PARKER WHEATLEY, WGBH
Lowell Institute
Boston, Massachusetts
HAROLD ENGEL, WHA
University of Wisconsin
Madison, Wisconsin
WALLACE GARNER, WKAR
Western Michigan College
Kalamazoo, Michigan
E. G. BURROWS, WUOM
University of Michigan
Ann Arbor, Michigan
WILLIAM PFEIFFER, WBOG
Board of Education
Newark, New Jersey

Auditing Committee

*WALDO ABBOT, WUOM
University of Michigan
Ann Arbor, Michigan
FATHER MC LOUGHLIN, WFUV
Fordham University
Bronx, New York
JOHN DEPROSPO, WNYC
Municipal Broadcasting System
New York, New York

Television Committee

*RICHARD B. HULL, WOJ
Iowa State College
Ames, Iowa
EDWARD STASHEFF, WYNE
Board of Education
Brooklyn, New York
ARWAND HUNTER, WKAR
Michigan State College
East Lansing, Michigan
PARKER WHEATLEY, WGBH
Lowell Institute
Boston, Massachusetts
SEYMOUR N. SIEGEL, WNYC
Municipal Broadcasting System
New York, New York

Convention Committee

*BURTON PAULU, KUOM
University of Minnesota
Minneapolis, Minnesota
CAMILLE HENDERSON, WBKY
University of Kentucky
Lexington, Kentucky
ROBERT COLEMAN, WKAR
Michigan State College
East Lansing, Michigan
WALDO ABBOT, WUOM
University of Michigan
Ann Arbor, Michigan
ALLEN MILLER, KWSC
Washington State College
Pullman, Washington

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



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.