

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## RADIO GRANTS OFFERED

This year the NAEB and ETRC will start a 3-year program of grants for educational radio production.

The Center will provide funds annually to accredited educational institutions for development of radio programs intended for national distribution.

"Under the 3-year plan all programs will fit the general theme 'The American in the Twentieth Century,'" said ETRC President H. K. Newburn. "The project is an effort to employ radio broadcasting to aid a better understanding of and a more effective response to the challenges and opportunities of 20th century life."

Formal grant announcements, if not already in your hands, will be mailed with complete application details to the NAEB institutional mailing list within a few days.

## TIME FOR PRIZ ITALIA

Competition is open again for the annual Prix Italia. NAEB may submit two literary or dramatic works, with or without music, and a TV documentary, a new classification this year.

Since NAEB will be represented on the Music Jury, our stations and production centers are barred from competition in this category.

According to the new statutes, the TV documentary is to be "produced especially for TV, inspired by facts and illustrating events of an artistic, literary, scientific or social character, or by a news item. It may be submitted as a film or telerecording of a live transmission. Documentaries produced partially by both these methods will also be accepted."

Entries must have a minimum length of 13 minutes and not exceed 60 minutes. The film must have a double international sound track.

This year's competition will be held from September 30 to October 14, 1957. All entries must reach Rome prior to August 15. Closing dates for entries in New York is June 1st, to provide enough time for translations, shipping, etc.

Entries in any category should be sent to Seymour

## NAEB Newsletter

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April, 1957

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., \$5 a year, edited by Mrs. Judith Stevens. Application for 2nd class mail privileges pending at Urbana, Illinois.

Siegel, WNYC, 2500 Municipal Building, New York, at the earliest practicable date.

## TWO GRANTS-IN-AID AWARDED

NAEB awarded two workshop grants-in-aid last month to the University of New Mexico and the University of Miami.

The University of New Mexico is using their grant for a workshop in in-class utilization of ETV programs. Summer TV and production workshops will be made possible by the NAEB grant to the University of Miami.

Both grants are made available through funds from the Ford Foundation.

## THREE SCHOLARSHIPS GIVEN

Messrs. F. Craig Johnson and William S. Baxter, both of Ohio University, and Ronald Kostka of the University of Illinois, were awarded NAEB scholarships to help carry on their work.

Johnson, instructor in Radio-TV at Ohio University, will use his grant for study at the 1957 summer session at the University of Wisconsin. Baxter, assistant professor of Journalism at Ohio University, is planning to attend the 1957 summer school at the State University of Iowa.

Kostka receives his scholarship for being NAEB Fact Sheet Editor, and he will use it to further his studies.

## SKORNIA APPOINTED TO UNESCO COMMISSION

Harry J. Skornia, NAEB Executive Director, was one of five prominent American specialists appointed by Secretary of State John Foster Dulles to the U. S.

National Commission for UNESCO.

The 100-member National Commission serves to advise the State Department on UNESCO affairs in relation to American policies. Members are selected to represent national voluntary organizations and federal, state and local governments. Terms are for three years and members may be re-appointed.

Appointed to the National Commission with Dr. Skornia were Howard Hanson, Director of the Eastman School of Music at the University of Rochester; Herman Finkelstein, General Attorney for the American Society of Composers, Authors and Publishers; Joseph Dainow, Professor of Law at Louisiana University, and The Very Reverend Monsignor Francis J. Lally, editor of the *Pilot*, a weekly newspaper published in the Roman Catholic Archdiocese in Boston.

## FAE GRANTS ANNOUNCED

The Fund for Adult Education has announced names of the 53 newspapermen, radio-TV broadcasters, educators and other persons chosen for their fellowship grants. Nearly a quarter of a million dollars has been granted for study and training during 1957-58.

Interesting to note among the grant recipients were names familiar to NAEB members. Graydon Ausmus, director of broadcasting at the University of Alabama, will work on his doctoral dissertation on educational broadcasting in the U. S., at New York University.

Clarence Flick, director of radio-TV at the University of Nebraska, will study writing and production at UCLA with internship at commercial network production centers. Nazaret Cherkezian, assistant to the director, Office of Radio TV, New York University, will study public service TV programming in Boston, Philadelphia, Washington, and other cities.

Also, applications for the 1958-59 Leadership Training Awards Program opened the first of this month. Recipients of the grants are expected to participate in a one-week institute in July, 1958. Apart from this, candidates are free to propose any program of study they deem appropriate.

Application blanks are available from: Leadership Training Awards (Mass Media), The Fund for Adult Education, 320 Westchester Avenue, White Plains, New York.

## GREETINGS FROM THE PRESIDENT

—BURTON PAULY

What does the president of NAEB do?

The constitution says he is "responsible for the management of the affairs of the Association and . . . (for) carrying out the policies . . . (set by) the Board of Directors." That's a pretty broad statement!

For me, the NAEB presidency has meant, among other things, a lot of reading (you ought to see my mail!), much writing (at times it takes two secretaries to keep up with my output), and a good deal of traveling (despite a firm resolution to hold trips to an absolute minimum).

Impressed with the magnitude of my task, I set out in December, while still president-elect, to orient myself for the new office. First I went to NAEB headquarters in Urbana, where I talked at length, and with great profit, to retiring president Frank Schooley, as well as to Executive Director Harry Skornia and his excellent staff.

I wish every NAEB member could visit Urbana, so that "14 Gregory Hall" would become an experience rather than just an address. Never have I seen a harder working, more conscientious group of people, than our Headquarters staff. They are short of space, short of help and short of funds—but long on work and marked by devotion to the cause. December also took me to Washington, New York, East Lansing and Ann Arbor.

In the middle of January, as February's *News-letter* has already reported, the Executive Committee came to Minneapolis to lay its plans for 1957. Later that month I spent a day in Columbus with Keith Tyler and the committee planning the IERT meeting. (It seemed strange to be in Columbus with snow on the ground!)

I was impressed with the attention Keith and the other committee members (including NAEB Vice President Dick Hull, and honorary member Judith Waller) gave to the criticisms sent in after last year's Institute. This year's IERT should be a good one. Watch the increase in commercial station participation, and note especially the NAEB utilization program on May 8, and luncheon on May 9.

From Columbus I went directly to Purdue for the Region III meeting. The program was good; but what pleased me most was the large number of new faces. This is very important, since it indicates the extension of our membership far beyond the so-called "old guard." (By the way, just who *are* the "old guard"? I hear the term used implying both praise and criticism, but don't know exactly to whom it refers, nor whether I am old—or new—guard.)

In February I went to a meeting in Ann Arbor. There Dick Vogl (chairman of the Program Acceptance Committee), Ned Rosenheim (chairman of the Grants-in-Aid Committee), Harry Skornia and I met with representatives of the ETRC to discuss their exciting new proposal to spend up to \$100,000 a year for 3 years to support radio programs. (Who says educational radio is dead?) By now announcements of the first year's plans have been distributed.



Thence to Boston, for the Westinghouse Broadcasting Company's conference on Public Service Programming. Here were representatives of all the Westinghouse stations, plus people from a hundred more stations, together with such NAEB'ers as Judith Waller, Sy Siegel, Parker Wheatley, Dick Hull, Keith Tyler, Jim MacAndrew and Gertrude Broderick.

It was interesting to hear commercial program directors discuss the problems we educators have so often talked about. The Westinghouse meeting was unquestionably one of the best conferences I have ever attended - and twenty years in the business has taken me to a good many. I hope we have some good commercial participation in our St. Louis convention next fall; we could learn a lot from some of these people!

Mid-March took me to Chicago for a stimulating one-day meeting with the Ad Hoc Committee which set up the Fourth Allerton House Seminar on Radio Programming. Lee Dreyfus and Harold Hill joined the group which had previously met in Ann Arbor to discuss grants-in-aid. The high level of discussion at this and the other NAEB sessions I've recently attended impressed me very much; we have learned to give, take, and compromise in order to set up workable procedures.

St. Patrick's day found me flying to Washington for a session of the JCET, one of the several organizations advancing the cause of educational broadcasting to which NAEB has contributed so much, both in its formative and operational stages, (thanks to such able representatives as Sy Siegel, Graydon Ausmus, and Frank Schooley).

As this goes to press, I shall be in Urbana, where the Foundations Committee (Frank Schooley, chairman; Dick Hull; and Jim Miles) is scheduled to meet to review and assemble suggestions from members and staff on foundation requests for the coming year. The next day Marguerite Fleming will join us to talk over plans for this year's convention.

Can I stay home now to help clean house, work in the garden, or repair children's bicycles? No - not for a while. The Radio Programming Seminar will meet at Allerton House on April 22-24; and that's a project close to my heart, after having managed an educational radio station for 20 years. In May, of course, I'll be at the IERT, where I hope to see many of you. Finally, of course, there's our own convention, October 30 to 31, and November 1, in St. Louis.

These meetings are important, and often exciting. Our organization couldn't carry on its manifold activities without frequent conferences among its of-

## DIRECTORY CHANGES

- p. 1 122 Active Members  
86 Associate Members  
78 Affiliate Members  
289 Total Membership  
FM-Radio only 83  
(1) .... these 122 members .... construction permits for 155 stations.
- p. 5 KRMA-TV Add: Howard Johnson  
Delete: James Case  
WTUM (FM)\* University of Tampa  
Add: W. Ernest Vincent, Director Radio-TV  
WFSU-FM Florida State University  
Add: University Broadcasting Service
- p. 11 WMCR (FM)\* Western Michigan University
- p. 12 Under Missouri  
Add:  
KCUR (FM) University of Kansas City  
(Kansas City) C. J. Stevens, Director  
Radio-TV  
5100 Rockhill Road  
Delmar 7878
- p. 29 Under Missouri  
Delete: University of Kansas City  
C. J. Stevens, Director  
etc.
- p. 32 Ohio Department of Highway Safety  
Delete: U.C. Felty  
Add: Gordon Jeffery, Director
- p. 37 Under Raymond D. Chedleir  
Add: University Broadcasting Service
- p. 40 Under Minnesota  
Add: The Evangelical Lutheran Church  
Office of Public Relations  
James V. Anderson  
Radio Television  
422 South Fifth Street  
Minneapolis 15, Minnesota
- p. 42 Delete:  
Columbia University Erik Barnouw  
(New York) Editor, Center for Mass  
Communications,  
1125 Amsterdam Avenue  
University 5-2000
- p. 45 Under Virginia  
Delete: Dr. Jean Erwin  
Superintendent, Speech Education
- Add: Miss Evelyn Thornton, Librarian
- p. 47 Add: Teaching Aids Centre  
349 George Street  
Toronto 2, Ontario  
Canada
- p. 48 Add: KCUR (FM) University of Kansas City  
Kansas City, Missouri
- p. 51 WMCR (FM)\* Western Michigan University

ficers, committee members and staff. But, like all recent NAEB presidents, I find these demands on my time and strength terrific. In addition, directing radio and television at the University of Minnesota takes a little time, too—as do Frances, Sarah, Nancy and Tommy Paulu at 5908 Queen Avenue South in Minneapolis!

But it's fun as well as work, because I believe in our objectives and enjoy working with our members.

—N A E B—

NEA's Department of Audio-Visual Instruction went on record last month as being against any switch or change in ETV channel allocations and for an experiment to see how subscription ETV would work.

## MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIA

Major efforts during the month were devoted to program planning for radio. In late February a meeting was held at the Center in Ann Arbor to plan the best use of available funds for radio programs for the NAEB Radio Network. By the time this reaches you, the new announcement of Grants-in-Aid available should be in your hands. Funds available should greatly strengthen network offerings for the next three years in the radio area.

Coordinated with this is the Radio Programming Seminar to be held at Allerton House, April 22-24, for radio program planners and directors. With these combined resources and efforts, it is hoped that considerable improvement will be noted in network availabilities. Some problems which still plague the network are left to Bob Underwood, Network Manager, to discuss.

Considerable effort is also being made by a Subcommittee of the Professional Advancement Committee—composed of Leo Martin (Chairman), Vernon Bronson and Carl Menzer—to move forward with steps aimed at establishing increased professionalization and standards for educational broadcasters. If you have suggestions, I'm sure any member of the Sub-Committee would welcome them.

During the month, following notification of my appointment to the U. S. National Commission for UNESCO to represent NAEB (which is therefore now a member), I also agreed to serve on the Advisory Committee to the Sixth UNESCO National Conference to be held in San Francisco in November, and met with that Planning Committee in New York, March 21 and 22. At that time I also looked in on META, the first time I'd seen the New York studios of our most active TV member.

Considerable progress was made last month in clearing and integrating membership files as a result of the recent merger with the AERT. If any of you during this interim period have received more than one copy of the *Newsletter* and *Journal*, please be patient. If you've been missed, please let us know. As soon as all records are fully reorganized (by Frank Schooley who is working on it every spare moment he has) there should be no more such problems.

As this is written, meetings have been held by the Special Planning Committee for the Radio Program Seminar (Ned Roseheim, Richard Vogl, Lee Dreyfus, plus Paulu, Hill and Skornia), Foundation Reports and Relations are moving forward, a meeting is planned with Marguerite Fleming to start the wheels turning on the 1957 Convention in St. Louis (October 30-November 2), two NAEB sessions are being planned for the Annual Institute in Columbus, and plans

are moving forward for Regional Conferences in Pittsburgh and (probably) Atlanta.

It is our hope to see many of you at one or more of the many meetings which will bring NAEB members together in the coming months. These meetings provide a fine opportunity to discuss Association problems, as well as common (interests) of other sorts together.

Meanwhile, please let us hear from you with news or pictures you think would be interesting to other NAEB members. Such intercommunication is one of the most important functions we, as an Association, can perform.

## REPORT FROM PARIS

—KEITH ENGAR

The French Broadcasting System is soon to release a series on music from the French Ballet. In addition to the music, a major feature will be the critical notes of Henri Barraud, eminent French musician and critic, who places each selection in its historical perspective, providing background which increases our appreciation of the music. Madame Paz and her associates have designed this excellent series especially for NAEB stations.

This will probably be the last report from Paris, since we hope to be travelling during the next few weeks. We have surely learned the true meaning of "French courtesy" during our stay. Mr. Robida and his staff, and, of course, the incomparable Madame Paz, have all extended favors and assistance which have made the year a great one.

Our two countries have a great deal yet to learn about one another in spite of our close ties for nearly two centuries. The excellent programs the French Broadcasting System prepares for NAEB release are important, not only because of their intrinsic cultural worth, but because of the otherwise unavailable information they give us about France.

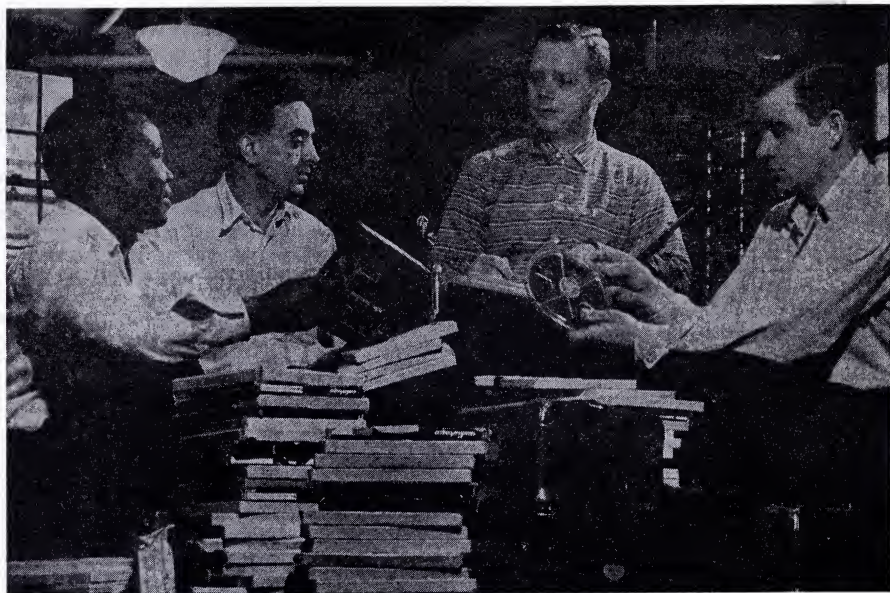
One of the unlooked for benefits of this year's experience representing NAEB in Paris has been increased pride in U. S. educational broadcasting as a profession. I have learned how much NAEB has done to create respect in Europe for U. S. radio and TV.

This is a tribute to the brilliant work done by Seymour Siegel (everybody in Europe, but everybody, knows him as "Sy") and the committee he heads, to the effectiveness of the day to day operations of the NAEB Headquarters staff under the dynamic leadership of Harry Skornia, and to the strength of the elected officers.

—N A E B—

Monsieur Maxence Bernheim de Villers of Radio diffusion and Mademoiselle Micheline Chamant were married February 27, 1957, in Paris.





The Network staff usually checks in tape returns seated on boxes, with tapes piled in the middle of the floor. Seated l. to r. are Adeleke Ojo, Zoltan Ujhelyi, Network Manager Bob Underwood, and Engineer Jess Trumpp.

## NETWORK NEWS

—BOB UNDERWOOD

In the last *Newsletter* we mentioned the tape returns had been running a bit slow, and evidently many of you decided to help out, because the returns have increased considerably. Many, many thanks to all who rounded up the old series and returned them to us. We appreciate your cooperation, and the steady stream of tapes you keep coming in helps us improve our service.

If we have the proper number of tapes our production people can dub, pack and ship a complete issue in three or four days. This means you will get your tapes sooner and have plenty of time to set up your continuity.

The second quarter offering began April 7, so you should have the cue sheets for this quarter together with the times for the first few issues. Also, additional information on some of the series has been sent, including the package of promotional material for "Your Rights Are On Trial." Please let us know your

reactions to the type of promotional package made up for this series; your ideas may influence other producers of grant-in-aid series.

As of this writing, 20 stations have not ordered for the second quarter offering. If you are one, we urge you to do so as soon as possible. Since we have begun distribution on this offering, we will have to charge \$2 a reel for back programs. Of course, if you order late and wish to begin with the programs currently being distributed, there is no charge.

Don Dean, one of our hourly student employees, became a father again on March 10; a boy this time - Donald Kent Dean - a seven pound, nine ounce bundle of joy. Congratulations to Don and his wife, La-vonne!

— N A E B —

John A. Perkins, president of the University of Delaware, has been named Under Secretary of the Department of Health, Education and Welfare. He succeeds Herold C. Hunt, who resigned February 4 to return to a teaching post at Harvard University.

## QUARTERLY BIBLIOGRAPHY

—ELEANOR BLUM, *University of Illinois*  
*Journalism Librarian*

*Basic Facts and Figures.* Paris, UNESCO, 1956.  
(Secure through Columbia University Press, New York)

Concerns international statistics relating to education, culture and communications.

Bogart, Leo. *The Age of Television: A study of Viewing Habits and the Impact of Television on American Life.* New York, Frederick Ungar Publishing Co., 1956

Facts, figures and surmises combining the information from surveys and research with the author's knowledge (he is director of account research at McCann-Erickson and president of Radio and TV Research Council).

Elliott, William Y. *Television's Impact on American Culture.* Lansing, Michigan State, 1956.

Discusses the relationship of TV to public policy, education, politics and psychiatry.

Head, Sydney W. *Broadcasting in America.* Houghton Mifflin Co., Boston, 1956.

The author, first president of the newly organized Association for Professional Broadcasting Education, has written a text on broadcasting as communications in which he discusses its various aspects from its beginning to date, taking the view that the system which has emerged in the U. S. is well suited for our economic, social and political needs.

*Investigation of So-Called "Blacklisting" of Entertainment Industry - Report of the Fund for the Republic, Inc.* Washington, Government Printing Office, 1956. U. S. House. Committee on Un-American Activities.

Hearings on John Cogley's *Report on Blacklisting* in motion pictures, radio and TV which he made for the Fund for the Republic.

Kumata, Hideya. *An Inventory of Instructional Television Research.* Ann Arbor, Michigan, ETRC, 1956.

Contains an overview of instructional television research, abstracts of pertinent articles, and an annotated bibliography of additional readings.

Morris, John. *From the Third Programme.* London, Nonesuch Press, 1956.

On anthology, celebrating the completion of ten years of broadcasting by the BBC Third Programme.

Paulu, Burton. *British Broadcasting.* Minneapolis, University of Minnesota Press, 1956.

The development of the British Broadcasting

Corporation, with major emphasis on program descriptions, but also discussions of audience reactions, finances, staff and technical facilities.

*Radio Program and Music Preferences of Farm and Smalltown Listeners in Central Ohio; An Ohio State University Radio-TV Audience Study.* Columbus, Ohio State University, October, 1956.

Summary of the major findings of a study conducted by Frank W. Norwood, and one in a continuing series of studies of the habits and preferences of listeners to broadcast programs made by graduate students at Ohio University.

Spring, Samuel. *Risks and Rights in Publishing: Television, Radio, Motion Pictures, Advertising and the Theatre.* New York, Norton, 1956.

New edition of a standard work, cited in court decisions. Includes the new international copyright law.

*Television is Yours.* Los Angeles, National Association for Better Radio and Television, 882 Victoria Avenue, 1956.

A 54-page pamphlet written to brief the layman in simple language on what he should know about television - how to evaluate programs and make his voice heard, fact about codes, censorship and criticism, and a section on children and TV.

*The Blue Conventions.* New York, Columbia Broadcasting System, 1956.

A summary of the most recent demonstration of network TV's ability to "interrupt its regularly scheduled programs" to bring an event of national interest to the American people.

## MAGAZINE ARTICLE BIBLIOGRAPHY

—compiled from the *Journalism Quarterly*

"Israeli-Egyptian Conflict Points up Services of UN." *Broadcasting.* 51:19, p. 82, November 5.

Independent station newsmen monitor UN shortwave broadcasts, record phone interviews with Israeli and Egyptian officials.

"Listening to Liberty." *Newsweek.* 48:20, p. 118, November 12.

Radio plays vital role in recent Hungarian uprising.

"The Ascending Statistics of Radio-TV Station Growth." *Broadcasting.* 51:16, p. 130, October 15.

Articles and chart trace growth of broadcasting from 1922 to 1956.



"The Fight for TV Dominance." *Broadcasting*. 51:25, p. 27, December 17.

TV networks and Hollywood movies compete for station programming time.

"TV Laid An Egg." *Sponsor*. 10:25, p. 25, November 17.

New fall network programs imitative, lack creativity and suffer low audience ratings.

"TV Program Time Tops 100 Hours Per Week." *Broadcasting*. 51:25, p. 28, December 17.

Stations increase hours in the air per week; devote more time to network programs and film features, less time to local live programming.

"Old Movies Click on TV." *Tide*. 30:23, p. 49, December 14.

Feature films are achieving high audience ratings.

"TV Revenue Is Up, But Shows Are Creaky." *Ad Age*. 27:50 p. 53, December 10.

Network income is up but sponsors can't find new, exciting, high-rating programs for sponsors.

Langman, Anne W. "Television." *Nation*. 183:25, p. 546, December 22.

"Ding Dong School" and Walter Winchell leaving air in 1957 are victims of TV's single measure of program success, the rating system.

White, David Manning. "What's Happening to Mass Culture?" *Saturday Review*. 39:44, p. 11, November 3.

Prediction that TV and other mass media may bring to "average" man a cultural richness no previous age could give him.

## TEACHING BY TV

► "Workshop for Writers" is a 16-weeks' tele-course for credit put on by the University of Cincinnati Evening College over WCET. Two hours of college credit will be granted upon successful completion of the required written assignments and the final exam to be held on campus. Close to 100 persons signed up for the course.

► New York State's first televised educational program offering college credit, "Inductory Geography," has been launched. The Mohawk Hudson Council of ETV reported 800 inquiries about the course had been received, but enrollment figures are not available as yet.

► KETC, St. Louis, has the results of a survey made by their School Programs Department. They found they have a weekly classroom audience in excess of 150,000, that 696 schools take their programs, and 2065 teachers regularly use their series. A fine record of growing audio-visual education!

## AWARDS AND WORKSHOPS

► Michigan State University's 7th annual Summer TV Workshop, August 5-23, will offer a foundation in TV production to school and community leaders, educators and members of the TV industry. The workshop, available on a credit and noncredit basis, is divided into two general areas - directing and broadcasting fundamentals.

For further information, write: William H. Tomlinson, Co-director, TV Summer Workshop, Department of Speech, Michigan State University, East Lansing, Michigan.

► A one-week workshop-conference on instructional TV sponsored jointly by the California State Department of Education and San Jose State College will be held in San Jose, July 15-19, 1957. In addition to the one-week program, a full six-week Instructional TV Course for credit will be offered from June 24 to August 2 for all who wish to develop skills in instructional TV. For information, write Richard B. Lewis, coordinator of Audio-Visual Services, San Jose State College, San Jose 14, California.

## FCC ACTIONS

► The FCC ruled against a proposal to shift the educational reservation in Bozeman, Montana, from VHF Channel 9 to UHF Channel 22. Montana State College and JCET opposed the proposal, for the college plans to use the channel in 2 years. Spokesmen said the switch to UHF would seriously affect the college's ability to serve the entire state. Also, preparations for technical facilities had already been made.

► Two members of the FCC testified that assigned TV channels for education should be kept for education as long as there is any indication they will be so used. Chairman George C. McConnaughey and Commissioner T. A. Craven testified at a hearing before the House Interstate Commerce Committee.

Craven said he believes no legislation is necessary to "nail down" the assignment of such channels for education. He said the channels should be reserved even in a case where educational use might be 10 years off.

McConnaughey said the Commission has demonstrated a most lenient attitude and he thought they would continue to do so.

—N A E B—

The high price of TV sets is still a major deterrent to mass TV ownership in Japan. A 14-inch set costs around \$200 - about 6-months' take-home pay for a Japanese factory worker.

► What is design? A TV series presented by the Illinois Institute of Technology, Chicago is attempting to answer this question by showing its influence in areas ranging from contemporary shelters to portable boats. The seven-week series is being presented over WBBM-TV's new Orbit show every Saturday through April 13.



"Authors and American Thought," a program series showing the influence of American literature on the thought of our nation, is being presented over WILL, University of Illinois radio station. Selecting books for the 13-week series are (l. to r.) Kevin Wheeler, WILL Production Supervisor; Dr. Robert W. Rogers, Professor of English and Acting Head of the Department; and Dr. Edward H. Davidson, Professor of English.

► The Social Security Administration has released a new documentary radio series titled "The Unforeseen." The 14 transcribed programs present Raymond Massey in interviews with some of the almost 10 million people who are receiving old-age and survivors benefits under the social security law.

These people tell in their own voices their own stories, including the times when social security provided a weapon against "the unforeseen." Each program includes a closing word of advice on social security by the Commissioner of Social Security.

► Julie Harris, Ed Begley and James Daly performed exclusively for ETV audiences March 11 as dramatic readers on "Literature: The American Scene," one of the five series of ETV programs presented live from New York by NBC and the ETRC.

House Speaker Sam Rayburn, Justice Harold H. Burton and Senator J. William Fulbright also appeared on the series called "American Government: Pursuit of Happiness." This series began March 14.

## TV TECHNICAL TIPS NO. 31

—CECIL S. BIDLACK, NAEB TV Engineer

This column is being written on the road in order to meet the deadline. It seems each month the deadline dates move closer together. Perhaps it is because it takes a while to get the *Newsletter* into print, and by the time it's out, copy for the next one is due.

\* \* \* \*

I have been honored by membership on Panel 4 (Propagation Data) of the TV Allocations Study Organization. TASO's function is limited to technical study, fact finding and investigation, and interpretation of technical data. This information will be made available to the FCC so the Commission may be able to determine the soundest approach to TV channel allocations. Panel 4 held its first meeting in Washington on March 13, with 20 of the 26 members present.

The standardization of field strength measurements is one of the first objectives under study by the panel. The Association of Maximum Service Telecasters now has two mobile field strength measuring units in operation. Two other units, a CBS unit and a Westinghouse unit, will soon be in the field. UHF transmission is also of primary concern; however, VHF measurements are also needed over different types of terrain. Please contact me if you have field strength data available.

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The Institute of Radio Engineers held its annual Convention in New York March 18-21. Fifty-five technical sessions were held during this period, ranging in topics from airborne radar to ultrasonics. The radio engineering show filled four floors of the New York Coliseum with 840 exhibitors taking part.

From an organization of radio engineers having its beginning in 1912, the IRE now has grown to 55,494 members. Due to this growth, 24 professional groups have been formed which cover specialized fields of interest. For instance, most radio and TV engineers will be found in the Professional Group on Broadcast Transmission Systems.

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I can't close this column without mention of a visit to Boston. While there, I watched the programming of WGBH-TV for two evenings. Many times when visiting ETV stations, I am unable to watch a station's programming for various reasons; and I was impressed by the smoothness of WGBH-TV operations, and the contrast of its programming with that of commercial stations. Sometimes this contrast is not too evident with educational programming. Perhaps we may pattern too much after commercial TV production.





Pictured is the specially-designed chalk board used for a credit course at WUNC-TV, Chapel Hill, North Carolina. The chalk board is 4' x 8' and is built on a framework that extends it 15" from the wall. Due to the framework and a 5" chalk tray, the person using the board stands at least 2' from the wall, facilitating back and key lighting and improving camera angles.

There is no "hard sell" in the announcement or station breaks, which are quiet and relaxed. One innovation is the variety of station identification slides used. I can't recall having seen the same one twice. Themes and background music are also appropriate.

Obviously the background of 8 years operating an educational FM station is evident in their ETV programming. Like Jack Gould of the *New York Times*, I was very much impressed. Other ETV stations might learn a great deal by observing WGBH-TV programming.

\* \* \* \*

Others may be interested in the photo on this page which shows how WUNC-TV mounts a blackboard for use on TV. Actually, the board isn't black; it's green. The framework was built by their staging facilities people and holds the board away from the backdrop. This feature makes possible the use of back light and also keeps the performer away from the wall so back light is effective. The supporting frame is not covered, as it adds a very pleasing pattern to the set.

Note to those stations or production centers considering the purchase of a kinescope recorder. WTTW, the Chicago Educational TV Association, has two RCA 16mm kinescope recorders for sale. These were formerly used by ABC and are complete and in operating condition except for one WP-33 power supply. If you are interested in buying a kinescope recorder at a bargain price, contact Duane Weise, WTTW, 1761 East Museum Drive, Chicago, Illinois. Telephone: Museum 4-3800.

## PLACEMENT SUPPLEMENT

- April 1 - Young college professor of Radio-TV in East would like summer work in ETV, any phase. Production experience. Prefers West, Midwest, or Canada, but all locations considered. Male, 26 married, M. S. Salary open.
- April 2 - Male, 26, single, M.A., will be in Europe until late in the fall. Has been commercial TV director and wants switch to ETV. Location open. \$4500.
- April 3 - Associated producer in commercial TV wants change to ETV as producer or director. Has experience in business, performing and directing children and adults. Male, 38, married, M.A. Location, salary open.
- April 4 - Radio-TV program director at large university seeks similar position elsewhere in same field due to lack of funds and facilities where presently employed. Former college instructor with over 10 years experience. Experienced producer-director and has first-hand knowledge of studio operations. Male, 42, married, Ed.D. Location open. \$7500.
- April 5 - Male, 24, single, B.S., assistant engineer for commercial network TV studio, works on camera blocking, cueing, applause; desires position in educational broadcasting. Location open. \$70/wk.
- April 6 - Assistant program director for commercial TV station wants switch to ETV as instructor or performer-supervisor. Has experience as director. Male, married, 37, B.F.A. Prefers locate along eastern seaboard. \$4500.
- April 7 - Male, 43, married, B.A., former protestant minister wishes start in educational broadcasting. Does not have to be religious programming. Has written two books. Would like to locate where he can work on his M.A. \$4800.
- April 8 - Assistant professor of Speech desires start in educational broadcasting. Has directed a city radio workshop. Many years experience teaching. Male, single, 43, Ph.D. Location open. \$6500.

Car radio ownership has increased 366% in the last 10 years to 35 million.

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



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