

# NAEB



# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## RADIO GRANTS ANNOUNCED

The 1957-58 Radio Grants-in-Aid were made recently by the ETRC upon recommendation of the NAEB Grant-in-Aid Committee. Ten institutions were awarded funds to aid in producing radio series following the general theme of "The American in the Twentieth Century."

Institutions which received grants together with tentative series' titles are as follows: University of Illinois, *The Composer in the World of Today*; St. Louis Board of Education, *Following the Sun* (an in-school series); University of Wisconsin, *They Led the Way* (an in-school series); University of Texas, *When Disaster Strikes*; Union Theological Seminary, *People or Puppets*; Indiana University, *Your Congress Today*; Lowell Institute Cooperative Broadcasting Council, *The Century of Science*; The Pacifica Foundation, *Poetry and the American*; Iowa State College, *America's African Heritage* (an in-school series); and Michigan State University, *As the Twig Is Bent*.

In addition to these 10 series, the committee suggested that several of the other 22 applications be held over for consideration next year since lack of funds prohibited their selection this year.

Members of the Grant-in-Aid Committee which met in Chicago are: Edward Rosenheim, Jr., Uni-

NAEB Newsletter  
Vol. XXII, No. 8  
August, 1957

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., \$5 a year, edited by Hans J. Massaquoi.

versity of Chicago, chairman; R. Edwin Browne, University of Kansas, Miss Elizabeth Marshall, Chicago Board of Education; and Larry Frymire, Michigan State University. Another Committee member, Harry Lamb of the Toledo (Ohio) Public Schools, voted by mail. Also present at the meeting were Kenneth Wright of the Center and Harold E. Hill from the NAEB Headquarters staff.

## NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR

The beautiful country estate of Allerton Park near Monticello, Ill. will be the site of the 1957 NAEB Educational Television Management Seminar to be held August 20 through 25. Thirty-one educational TV station managers and directors from all corners of the United States are expected to attend.

(Reproduced by courtesy of the New York Herald Tribune, Inc.)



The Ford Foundation-financed Seminar will be preceded by an informal "get acquainted" session immediately following an evening dinner on August 19.

All participants will enjoy the extensive housing and boarding facilities of Allerton House. To assure maximum comfort of all guests, informal sports wear, including shorts, will be the "uniform of the day."

There will be two "normal" sessions each day from 9 to 11:45 a.m. and from 1:30 to 5 p.m. except Sunday, Aug. 25 when only one session will be held. Evenings will be reserved for informal discussions.

The Seminar program will be as follows:

*Tuesday, August 20*

Morning Session—Opening Session—Welcome and remarks by Dr. Harry J. Skornia, NAEB Executive Director; Remarks by Earl Wynn, chairman, NAEB Professional Advancement Committee; "Housekeeping Details," Harold E. Hill, NAEB Associate Director; General discussion of purposes, and plan of Seminar.

Afternoon Session—Program Problems—George Arms, Operations Manager, KETC, and panel.

*Wednesday, August 21*

Morning Session—Do We Need an ETV Code?—Armand Hunter, Director, WKAR-TV.

Afternoon Session—Financial Problems - Dr. John Taylor, Executive Director, Chicago, ETV Association.

*Thursday, August 22*

Morning Session—Relations with National Organizations - Dr. Skornia, George Hall, Director of Development, ETRC, David Stewart, Assistant Director, JCET, and FCC Commissioner (invited).

Afternoon Session—Public Relations and Promotion Problems. Eldon Campbell, Station-WBM, Indianapolis.

*Friday, August 23*

Morning Session—Legal Problems - Leonard Marks (Cohn & Marks, attorneys)

Afternoon Session—Audience Problems - Dr. Richard Evans, associate professor of psychology, University of Houston.

*Saturday, August 24*

Morning Session—New Engineering Developments - Cecil S. Bidlack, NAEB TV engineer; NBC - ETV Project—Brice Howard, Executive Producer, Educational Television Project, NBC. This session will also devote time to miscellaneous problems raised during the Seminar.

Afternoon Session—ETV Looks Ahead - Raymond Wittcoff, St. Louis ETV Foundation and NCCET (tentative); Richard Hull, Director,

Telecommunications Services, Ohio State University; panel discussion.

The following persons are scheduled to attend:

Raymond Hurlbert, General Manager, Alabama ETV Commission; Loren Stone, Manager, KCTS, Seattle; Roy Barthold, Acting Manager, KUHT, University of Houston; Haskell Boyter, Director, Radio and TV Education, Atlanta Board of Education; Hartford Gunn, General Manager, WGBH-TV, Boston; William Harley, Program Director, WHA-TV, University of Wisconsin; Gordon Canterbury, KSLE-TV, Monroe, La.; Jack McBride, Director, KUON-TV, University of Nebraska; John Dunn, Director, Oklahoma ETV Authority; James Day, General Manager, KQED, San Francisco; Vernon Bronson, Director, WTHS-TV Miami; Armand Hunter, Director WKAR-TV Michigan State University; Gerald Apply, Director of Communications, Georgia Center for Continuing Education, WGTV, University of Georgia; Howard Johnson, Executive Officer, KRMA-TV, Denver; C. Richard Evans, Manager, KUED, University of Utah; James Robertson, Program Director, WTTW, Chicago; Harry Lamb, Executive Director, Toledo ETV Foundation; William Cumming, Director, WJCT, Jacksonville, Fla.; John Schwarzwald, Director, KTCA, Minneapolis-St. Paul; Duff Browne, General Manager, WYES, New Orleans; Richard Rider, Assistant Manager, WILL-TV, University of Illinois; Henry Chadeayne, Executive Director, KETC, St. Louis; Paul K. Taft, WMVS, Milwaukee; Earl Wynn, Director of TV, University of North Carolina, WUNC-TV; George Arms, Operations Manager, KETC, St. Louis; H. M. Martin, Managing Director, WKNO-TV, Memphis; Uberto Neely, General Manager, WCET, Cincinnati; Art Hungerford, Director of Operations, META, New York; William Ewing, Supervisor of Programming, WOSU-TV, Ohio State University; Frank Schooley, Director of Broadcasting, Manager of WILL-TV University of Illinois.

## MESSAGE FROM THE PRESIDENT

—BY BURTON PAULU

Have you read the new NAEB Annual Report? I have—and I was much impressed with it. Harry Skornia and his staff are to be commended for a good piece of work.

I have been very close to NAEB affairs since 1949; and the past six months have provided me with almost daily contacts with our members and staff. Yet I was surprised at the extent and variety of our work.

Read this report if you possibly can. It will remind you of the number of our members; the variety



of groups with which we work; the extent of our seminar and training programs; the merit of our publications; and the extent of our international activities. You also will be impressed with the amount of money we have collected and disbursed during the past few years. Our total resources are still small in terms of our assignments; but the grand total nevertheless is impressive.

If you want to feel proud of NAEB read the new Annual Report!

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For a few days in the middle of July I took part in a conference arranged by the Department of Speech at the University of Michigan. At this annual session the University invites specialists in various speech research areas to talk to its graduate students. Speech therapy, theatre, interpretation, debate, public address and television were among the subjects examined. My contribution was a review of the factors which brought Britain's new Independent Television Authority into being.

All in all, this was an interesting experience. The University proved an excellent host (Garnet Garrison, Ed Stasheff, and Edgar Willis were among those to whom I was assigned); and the obviously superior students provided some lively question periods.

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Here are a few reading suggestions, based on books I've gone through during the last six months, at home, in the office, and on airplanes in flight. Not all of these are what might be considered "summer reading," although if you're as hard pressed for time as I am, you may have to do your heavy reading while on vacation.

I was much impressed with *Four Theories of the Press*, by Fred Siebert, Theodore Peterson and Wilbur Schramm. (Many of the authors in this list, you'll notice, have had long NAEB connections.) Not only do these three authors deal in an interesting way with past and present press theories (including broadcasting), but they also provide excellent reviews of the basic governmental concepts of the related countries. Schramm's essay on the Soviet Communist system is particularly illuminating. (What is more, this book spurred me to re-read Milton's *Areopagitica*, and John Stuart Mill's *On Liberty*, two of the basic treatments of the subject.)

Erik Barnouw's *Mass Communication: Television, Radio, Film, Press* is a simplified summary of these media, which relates them to each other. Sydney Head's *Broadcasting in America* impressed me as an excellent overview of the basic theories and practices of our system. Those of you who share my interest in Britain might like to look into a book by my University of Minnesota colleague, J. Edward Gerald,

*The British Press under Government Economic Controls*. If you want a "reader in the methodology of social research," you might go through *The Language of Social Research*, by Paul Lazarsfeld and Morris Rosenberg.

Finally, I want to recommend highly *The Age of Television*, by Leo Bogart. Here is a careful summary of much of the recent research on the effects of television on radio listening, reading, motion pictures, spectator sports, and advertising. Bogart's volume provides documented answers to a lot of the questions we are asked about the effects of television on its large viewing audience.

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By the time you read this I shall be enjoying a long, pleasant and cool holiday with my family on an Oregon ranch. May you too have a good vacation. We can compare notes when we meet at the NAEB convention in St. Louis on October 30, 31, and November 1.

So long till then.

Because our Executive Director Dr. Harry J. Skornia, is still on vacation while this *Newsletter* goes to print, his monthly column had to be omitted. It will be resumed in the September issue.

## NETWORK NEWS

—BOB UNDERWOOD

By this time most of you have received the offering for the fourth quarter. (If you haven't, please let me know immediately.) This offering contains four new grant-in-aid series covering the areas of civil rights, atomic power, contemporary American life and the Indian problem. In addition, there are series on Russia (interviews made inside Russia), J. S. Bach, cerebral palsy, and the United Nations; also, this quarter marks the beginning of *Roman Forum*, a series made by WNYC's Bernie Buck during his stay in Rome as a Fulbright scholar. I think you will find much of use in this offering, including the full-length college level course in beginning German.

May I again urge all members to place their orders for this offering as soon as such a decision can be reached. Our ability to get ahead in our production schedule has increased, and late orders serve to tie up our operations. Remember, for each reel you order late, one of our machines is tied up for fifteen minutes; and please consider that we have 800 to 1000 tapes to distribute each week for the regular offering plus in-school tapes (another 200-400 tapes) plus special orders from members and non-members. It may interest you to know that at this time our production staff has more than 400 special order tapes to dub. This should indicate the need for prompt ordering.

At this time I wish to welcome two new member stations to the network: WFUV, Fordham University, New York City, and WPSR, School City of Evansville, Ind. The contact persons at these stations are the Rev. John A. St. George, S. J., and Dr. Claude B. Smith, respectively.

During the summer "slack" season the network production staff has had an opportunity to examine and patch up (or discard when necessary) quite a few of our old tapes. The tape returns this summer have been plentiful, and we wish to thank all concerned. Frankly, it appears that the strict tape return policy is paying off in better tapes for use over your stations. However, some poor tapes are still in circulation, but with your assistance I think we can catch and retire them. NAEB "UNUSABLE" stickers are available. If your engineer finds a poor NAEB tape, have him mark it accordingly before returning it to us. The tape in question will be inspected carefully when it arrives here. Thanks for your help.

## MOVE TO ELIMINATE EXCISE TAX ON UHF SETS

Senator Warren G. Magnuson (D-Wash) of the Committee on Interstate and Foreign Commerce, has come out in support of a proposal to eliminate the Federal excise tax from ultra-high frequency receivers.

While addressing his colleagues on July 17, he stated that the findings of his Committee indicate that one of the chief causes of UHF's problem is the fact that only 7 million of the 40 million TV sets in use are capable of UHF reception. To overcome this disparity, Magnuson said, the Committee has strongly recommended the elimination of the Federal excise tax in anticipation that this would lead to the general production of such sets.

The Senator also referred to an article by Jack Gould in the *New York Times*' July 14 issue which, he said, forcibly demonstrates the importance of developing UHF-TV channels and the facilitating effect the removal of the tax will have on this development.

—N A E B—

An experimental 13-week music appreciation course for credit is presently offered by the University of South Carolina's Extension Division over WIS-TV, Columbia, S. C. The course is conducted by Edwin F. Jones, USC music professor and former concert master of the Indianapolis Symphony Orchestra.

—N A E B—

To meet the increasing demand for higher education in TV, two West Coast schools, the University of California in Los Angeles, and the University of Southern California, will add TV major programs to their curricula starting next fall.

## TV TECHNICAL TIPS

—CECIL S. BIDLACK

A timely letter from Glen Southworth, staff engineer, at KWSC, Pullman, Washington, arrived to give us a lead item for this column. He writes of three recent TV developments for KWSC. These have proved useful in practice, and he is preparing articles describing them to be submitted to technical publications. He has given advance information with permission to use it in the *Newsletter*.

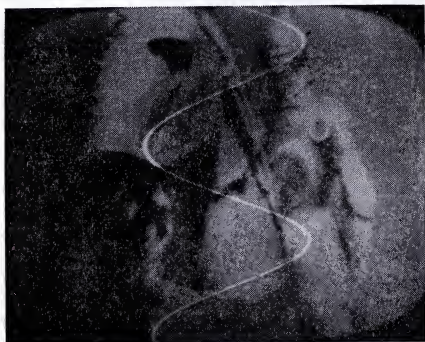
Perhaps the most interesting of these devices is an electronic pointer or framing device which can be used to locate significant material in slides, film clips or pick-ups. The pointer circuitry generates the white outline of a rectangle of any size and dimensional relationships, which may be located at any place on the raster. In addition, any or all the sides of the rectangle may be removed. If desired, the vertical sides may be "flexed" to attract attention; or a solid rectangle may be derived from the equipment which can be used to key a montage amplifier or for other special effects. (See photo).



A second device has been derived from the electronic pointer circuitry. This two-tube circuit permits reproduction of oscilloscope traces over the TV system without need for any auxiliary equipment other than the signal source. The technique used is essentially limited to a 60 cps sweep rate, and reverses the X and Y scope axes on the TV screen. Mr. Southworth thinks it should prove a very useful device in some applications. For instance, it is possible to convert a normal TV set into an oscilloscope through the use of this technique. By the use of another tube in the circuit, it is possible to display two traces simultaneously. In fact, he believes it is possible to display N traces by adding one tube per trace. It is a very simple matter to super these traces



over other program material. (See photo.)



A third device, accomplished by simple circuitry, is a means of reducing normal picture information to outline form for animated supers. This process certainly has some interesting possibilities since it provides a means of reducing normal picture information to a pencil drawing or to a white outline which may be supered over other picture information.

Mr. Southworth will be happy to correspond with anyone in NAEB who is interested in these or other special effects devices of a similar or related nature. If you are interested in more detail, write to him in care of KWSC, State College of Washington, Pullman, Wash.

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We have available a very practical eight-page paper on "Kinescope Recording," written by Mr. Southworth, which we are mailing to chief engineers of ETV stations and production centers. This paper was written from his experience at the Army Signal Corps' television center at Ft. Gordon, Georgia, where his kinescope work covered a year's time and some fifty TV shows. We have extra copies, which we will be glad to send to others upon request.

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In the mailing mentioned above, we are also sending a very fine booklet on "Television Signal Analysis," prepared by the American Telephone and Telegraph Co. To quote from its introduction, "this booklet was written especially for telephone employees concerned with the analysis of television signals transmitted over AT&T facilities. Its principal objective is to promote a common understanding of both signal forms and their nomenclature."

"It first discusses satisfactory monochrome and color television signals as they appear in standard oscilloscope and picture monitor representations. Various types of test signals are also discussed. The

major types of video signal impairments are then listed and each type is considered separately. Significant features, as they appear to monitoring observers in both oscilloscope and picture monitor presentations, are illustrated and discussed. Finally, a glossary of video terms is presented."

We will have available only enough copies for chief engineers. Others who wish copies of this highly informative booklet may address their requests to: Mr. F. R. Mac Farland, Division Commercial Manager, American Telephone and Telegraph Co., 250 Park Ave., New York 17, N. Y.

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The April 1957 *Journal* of the Society of Motion Picture and Television Engineers contains three papers on Video Tape Recorder Design. They constitute the first published technical discussions of the Ampex video tape recording system. Various problems encountered in the development are discussed and the steps taken toward solutions are described in detail. Titles of the papers are "Comprehensive Description of the Ampex Video Tape Recorder," by Charles P. Grusberg; "The Modulation System of the Ampex Video Tape Recorder," by Charles E. Anderson; "Rotary Head Switching System in the Ampex Video Tape Recorder," by Ray M. Dolby.

In the same issue of the *SMPTE Journal*, there is an excellent discussion of "Techniques of Television Lighting," by David Thayer of the Television Center, State University of Iowa, Iowa City, Iowa.

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An interesting paper in the July 1957 *SMPTE Journal* describes a system of "Wide Screen Television," by Seymour Rosin and Madison Cawein. In this system, known as "Scanoscope," the conventional 4 x 3 television aspect ratio is changed to an 8 x 3 presentation. A "Scanoscope" lens is used on the camera to squeeze the image on the image orthicon from which it is transmitted over a 9 mc bandwidth system. At the television monitor, the image is unsqueezed electronically.

The July *SMPTE Journal* also contains a listing of U. S. colleges and universities offering courses in motion picture introduction. This report by Desmond P. Wedberg, editor of *Film and A-V World* magazine also gives a detailed listing of M-P courses. A future article will cover television instruction.

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Robert F. Lewis of WFBE at Flint, Mich., sends along a tip on installing coaxial connectors on RG59/U cable. He states that he has found it unnecessary to solder the shield of the cable when using PL259 plugs and UG176/U reducing adapters. Here is his method:

"After stripping the outer polyethylene jacket

from the cable, comb out the shielding, then cut it off so that it extends about  $\frac{3}{8}$ " from the inside of the outer jacket. After folding the combed shielding back over the outer jacket, force the cable into the reducing adapter. Next strip the inner polyethylene jacket from the inner conductor, insert inner conductor in the center pin of PL259 plug, and screw adapter into plug. Solder inner conductor."

Mr. Lewis states that he has used this method for years and has never experienced a mechanical or electrical failure. It facilitates the re-use of coax connectors since it is a simple matter to unsolder and clean the solder only from the center pin of the plug.

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The New Castle, Henry Township School Corporation of New Castle, Indiana, has a 10 watt General Electric FM transmitter for sale. If you are interested in its purchase, contact Mr. Bernard T. Hanley, A-V Director.

## NEWS OF MEMBERS

### GENERAL

Western Michigan University's radio station, WMCR, reports the extension of its services to include the formerly "silent period" of August and the first two weeks of September.

▶ The St. Louis Board of Education Station, KSLH, can be picked up within a 90-mile radius, a recent field check revealed.

Two radio specialists, Ernest H. Vogel, station engineer, and Hilliard Mueller, Jr., from the Board's Electronic Shops, set up test equipment in various Missouri and Illinois towns. They found the KSLH beam strong in every direction from the city, but advised that beyond 40 miles an outdoor antenna might be needed to obtain a satisfactory signal.

The NAEB recently chose four KSLH program series from among the nation's best educational productions for national distribution next year.

▶ To keep from operation "in the red," WCAL radio station of St. Olaf College, Northfield, Minn., has appealed to its listeners for financial support. WCAL has been on the air as a noncommercial station for 38 years.

### PERSONNEL

▶ Two faculty members of the University of Southern California's Department of Telecommunications received promotions. Kenneth Harwood, chairman of the department, advanced to the rank of professor, while Robert Summers, editor of the *Journal of Broadcasting*, became an associate professor.

▶ Former Deputy Asst. Secy. of Defense Philip K. Allen of Massachusetts, has been named assistant

general manager for finance of Boston's noncommercial educational stations WGBH-TV and WGBH-FM, according to an announcement by Ralph Lowell, president of the WGBH Educational Foundation and Trustee of the Lowell Institute.

Prior to his resignation from the Defense Department on July 1, Allen served as chief clerk for the Armed Services Committee of the U. S. House of Representatives.

▶ Phil Melone, former transmitter supervisor of the commercial station WHTN-TV, has been added to the staff of the Alabama Educational Television Network as studio chief engineer. He is a native of Des Moines, Iowa.

▶ Lawrence Creshkoff, former assistant director of programs at Boston's educational stations WGBH-TV and WGBH-FM, has been appointed as director of the Chelsea Closed Circuit Television Project, New York City's pioneer experiment in school-community TV education.

Starting in the fall, the project will bring ETV to 608 families into the Lovejoy Elliot Houses, West 26th St., and to Public School 33.

▶ Prof. James E. Lynch, program supervisor of the Indiana University Radio and Television Service, will be given a one-year leave of absence starting in September to replace Prof. Edward Stasheff of the University of Michigan Speech Department.

Prof. Stasheff recently accepted an appointment as program associate with the Educational Radio and Television Center.

▶ Dr. Keith M. Engar, who represented the NAEB in France during 1956-57 while a Fulbright research scholar, has been appointed as program director for ETV Station KUED, University of Utah.

Dr. Engar began his broadcasting career at Radio Station KSL in 1939. Eventually he rose to production manager of KDYL-TV. He also directed and produced ETV programs for several years on Salt Lake City commercial stations. Presently Dr. Engar is an associate professor of speech and theater arts at the University of Utah.

▶ Dr. Marvin Alisky, who recently accepted a position at Arizona State College, will be replaced as news director of the Indiana University Radio and Television Services by Richard D. Yoakam.

Yoakam's additional duties at the IU will be those of an assistant professor of journalism in the area of broadcasting.

### PROGRAMS

▶ A series of 13 recorded radio programs on industrial research in Indiana, recently prepared by a mobile unit from the Indiana University Radio and Television Service, will be available to any state radio station for use as a public service, according to Prof.



E. G. Sulzer, head of the department.

The recordings, which were made at 13 major industrial plants throughout the Hoosier state, include research in piston rings, refining, automotive engineering, farm feeds, kitchen equipment, meat processing, laboratory synthesis, nitro-paraffin and petrochemicals, musical instruments, stone utilization, railroads, diesel engines and pharmaceuticals.

► The municipally-owned WNYC-FM station in New York has embarked on a marathon 24-hour broadcasting schedule, believed to be the first NAEB-member station's around-the-clock operation.

Under the new arrangement, nocturnal listeners will receive hi-fi music. The extended schedule will be useful also for "off-hour" emergency broadcasts, according to Seymour N. Siegel, director of radio communications for the city.

## TV LITERATURE

A NAEB-financed study of the extent to which parents supervise their children's TV viewing was recently completed by John R. Thayer, a graduate student in radio and TV at the Ohio State University.

Data in the study derived from 1,452 questionnaires which were distributed among parents of 5 to 13-year-old children. The Thayer report is one of a continuing series of radio and TV audience studies conducted by graduate students under the supervision of Harrison B. Summers of the OSU Department of Speech.

► Thousands of copies of a newly-published booklet, entitled *Television for Children*, are currently made available by the NARTB and the U. S. Office of Education to networks, educational organizations, children program sponsors, governmental agencies and special libraries throughout the country.

The 60-page illustrated booklet gives insight into the child's world. It can be used by producers and parents as a guide for preparing and selecting suitable child programs.

Television for Children was prepared by the Foundation for Character Education, Boston, in cooperation with Boston University's school of education. It contains the pooled knowledge of 10 authorities in the fields of broadcasting, education and psychology. The project was headed by Dr. Ralph J. Garry, associate professor of education at Boston University.

## CHINA CORRESPONDENT BAN

To aid the U. S. Department of State in determining how many reporters want to go to China should the ban be lifted, the NARTB has sent memoranda to radio and TV stations throughout the nation asking

for reports from those stations which presently have news representation in foreign countries.

The NARTB's action followed Secretary of State Foster Dulles' recent proposal of allowing a limited number of correspondents to enter China for a 6-month trial period. Five representatives of U. S. news media opposed the proposal, maintaining that the ban should be completely removed.

There also were differing opinions on how many newsmen would take advantage of a lifted ban. The State Department said it would investigate the matter before making its final decision.

## PLACEMENT SUPPLEMENT

August 1 - Male, 35, single, M.A. with wide teaching and commercial TV background; seeks ETV position with opportunity for creative work; can write dramatic or instructional scripts. South, Southwest or West. \$3,800-5,000.

August 2 - Male, 27, married, B.A. education psychology and practical radio experience; wants position in programming with radio or TV; interested in development of closed circuit programs and evaluation of same. Prefers Midwest or West. \$5,000 up.

August 3 - Male, 26, single, B.A., varied background including administration, accounting, clerical functions, speech, performing (radio-TV-theater); is interested in ETV position which will utilize his administrative and creative abilities. Denver, North Carolina, Canada or Maine preferred. \$5,000.

August 4 - Woman, 27, single, M.A., speech major with concentration on TV; has supervised entire operation of TV station as production manager; wants position in ETV or radio, preferably in West or Midwest. \$350 - 450/month.

August 5 - Woman, single, 30, B.A., radio-TV-speech major; experience in adapting stories for radio and TV; has worked as script writer for college radio station; also acted in dramatic production in college; some experience in radio production; is interested in TV and/or radio writing position. West or Southwest (not California) preferred. \$3,000.

## ZENITH WANTS SUBSCRIPTION TV

In an effort to forestall the replacement of broadcasting TV by closed circuit TV systems, the Zenith Radio Corporation, Chicago, has filed reply comments with the FCC asking for an immediate opportunity to demonstrate "what subscription TV can do."

Any further delay in authorizing subscription TV for broadcast, the comments state, will permit closed-circuit operators to pre-empt the field. TV wire service, Zenith holds, is less efficient and more costly than broadcast TV, resulting in a "needless burden on the public." Its establishment, Zenith warns, could well "destroy television as we now know it."

We have omitted our usual notice of DIRECTORY CHANGES, as we are preparing a printed Directory to replace earlier mimeographed ones.

The new Directory will be mailed to all institutional members shortly after September 1.

## CLASSROOM TV NO THREAT TO TEACHERS

Fears that TV in schools might reduce classroom teachers to "baby sitters" and "monitors" are unfounded, according to Miss Jean Moser, a veteran history teacher in the Hagerstown Schools, Md. Miss Moser arrived at her conclusion after nearly a year of sharing the "spotlight" with TV teachers in her school's county-wide closed circuit TV project.

In a detailed report to the Educational Television and Radio Center in Ann Arbor, Mich., Miss Moser describes the effectiveness of TV as a supplementary instruction device.

She attributes the success of the Hagerstown project mainly to the careful planning which preceded the program and to the creation of TV teacher-classroom teacher teams. Under this arrangement, TV teachers are responsible for work that TV can do best, while classroom teachers attend to those areas of instruction which require direct contact with the pupils.

Thus, classroom teachers handle discussions, clear up misunderstandings, direct and supervise activities

growing out of TV lessons and help pupils develop desirable habits. TV is primarily used to stimulate interest and to demonstrate.

The fact that the TV teacher appears to be looking directly into each student's eyes serves, according to Miss Moser, to increase students' attention. She believes that the average student's interest can be held by TV instruction approximately 30 minutes. Instructions beyond that limit, she holds, might be lost.

Miss Moser is convinced that the classroom teacher part of the team must be a better qualified and more forceful teacher than traditional teaching methods require. She also stresses the importance of a thorough background in child psychology and teaching techniques.

"Thanks to television and the way we are using it," Miss Moser concludes, "we are providing better instruction in the subject matter fields than we provided by traditional methods."

The Hagerstown project is aimed at bringing closed-circuit TV instruction to 18,000 pupils in 25 schools by 1958.



First graders at Hagerstown, Md., respond readily to TV lessons, now an accepted part of classroom instruction. Mrs. Bonita Cookly's pupils have some quick answers to her discussion questions. (Photo supplied by the Educational Television and Radio Center, Ann Arbor, Mich.)



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



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



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