

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## MEET YOU IN ST LOUIS!

Time is drawing near for the NAEB's 33rd Annual Convention to be held October 29 through November 1 at the Statler Hotel in St. Louis.

The bustling activities and tireless efforts of those entrusted with program arrangements are presently paying off in the emergence of a fun and excitement-packed program schedule that is sure to please even the most discriminating conventioner.

However, if you haven't had an opportunity to take a look at the program, and if you are still undecided whether you should attend, here is a description of what St. Louis holds in store for you. Judge for yourself whether you can afford to miss it.

### First Day — VISITS TO GRANT'S FARM AND ST. LOUIS EDUCATIONAL STATIONS

Following registration, beginning, Tuesday morning and special meetings of NAEB committees and Board, buses will leave for Grant's Farm, estate of Mrs. August A. Busch Sr., for a three-hour visit.

The 275-acre tract, which embraces land formerly farmed by the famous Ulysses S. Grant, contains a number of noteworthy attractions including a cabin built by Grant, a Bauernhof (farm yard) modeled after the central building of European estates and a miniature zoo with a honest-to-goodness elephant.

Visitors will be transported to each of these points by miniature sight-seeing trains with a seating capacity of 58 each.

While on the farm, registered visitors will be served a luncheon through the courtesy of Anheuser-Busch, Inc., which maintains and operates the farm as a public service.

The buses will leave Grant's Farm at 2:30 p. m. to take visitors on a tour of the St. Louis educational stations KETC and KSLH. By 4:30 visitors will return to the Statler where the remaining hours until the 8 p. m. General Session will be taken up by committee meetings.

### NAEB Newsletter

Vol. XXII, No. 10

October, 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.

The General Session of the day, presided over by President Burton Paulu, will feature welcoming remarks by Mayor Raymond R. Tucker of St. Louis; Dr. Philip J. Hickey, president of the American Assn. of School Administrators; and Raymond Wittcoff, chairman of the St. Louis Educational Television Commission.

The session will include an address by Dr. Harold C. Hand, University of Illinois professor of education, who will speak on the subject "The Process of Change in Public Education."

An informal get-together at 9:30, for which a number of St. Louis commercial stations will furnish refreshments, will bring the first Convention day to a close.

### Second Day — NAEB LUNCHEON AND NBC BANQUET

An NAEB noon luncheon in the Statler's impressive Missouri Room and a banquet at which the NBC will be host to the NAEB, will highlight the second Convention day.

During the luncheon the focus will be on speaker George R. Town, director of the Television Allocations Study Organization. Program arrangements for the NBC banquet are still in progress at the time of this writing, but tentative plans point toward grand entertainment replete with music and speaker.

Preceding the two events are a morning session for members only, which will be devoted exclusively to Association business, and a period during which a number of study groups will hold individual sessions until noon.



Dr. Philip J. Hickey

adult education, Denver Public Schools; Virgil Rogers, dean of the School of Education, Syracuse University; and Robert S. Gilchrist, superintendent of schools, University City, Mo., and past president of the ASCD. Dr. Kenneth Bartlett, vice president of Syracuse University and director of radio and television there will moderate the discussion that follows.

Third Day — NAEB ANNUAL BANQUET: UN GUEST SPEAKER—ONE HOUR FLOOR SHOW

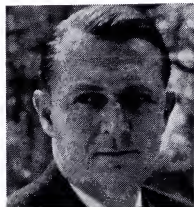
The Convention will reach its climax with the NAEB banquet at 6:30 p. m. on Thursday with two attractions competing for first place.

The first attraction is an address by a distinguished foreign visitor, Tor Gjesdal, director of UNESCO's Department of Mass Communication in Paris. A glance at Mr. Gjesdal's outstanding career seems ample assurance for a thoroughly enjoyable and enlightening speech.

Born at Dyvaag, Norway, in 1909, he studied law at the University of Oslo, and journalism in Sweden and the United Kingdom. From 1922 to 1940 he was a reporter, and a foreign and war correspondent in Western and Eastern Europe, North Africa, the Middle and Far East and Indonesia for Norwegian newspapers. In 1940 he held the post of press officer of the Norwegian Army High Command, and from 1940 to 1941 he served as press attaché with the Norwegian Legation in Washington. He then became director of the Norwegian Information Service in London, a post he held until 1945. Until his UNESCO appointment in 1955, he was principal director and later deputy under-secretary of the UN Department of Public Information in New York.

The banquet will reach its finale with a one-hour floor show crowded with light-hearted entertainment. Through satires, spoofs and take-offs, the show will

"From Where We Sit" is the theme for the 2 p.m. General Session at which a group of distinguished educators will present their views on educational broadcasting. The group will include AASAD President Hickey; Paul C. Reinert, S. J., president of St. Louis University; Howard Johnson, director of



Mr. Tor Gjesdal

depict educational broadcasting's history with particular stress on its comical aspects. Presently, station managers are being alerted by William G. Harley of WHA-TV, who is producing the show, to submit further suggestions on possible talent, material and ideas to be used in the show.

During the banquet, deserving members and organizations will be honored with NAEB awards and citations.

"Broadcasting for World Understanding" will be the subject of discussion during the Thursday morning session. The discussion, chaired by Seymour Siegel, director of WNYC, will be enlivened by reports from Dr. Keith Engar, 1956 Fulbright Fellow; Raymond Hurlbert, Alabama Educational Television Commission; Miss Gertrude McCance, supervisor of school broadcasts, Department of Education, Winnipeg, Canada; Chloe Fox, executive director, Broadcasting Foundation of America; and Edwin Randall, American Friends Service Committee, Philadelphia.

At the 2 p. m. General Session Harold McCarty, director of radio-TV education, University of Wisconsin, will take up the "Coordinate Uses of Radio and Television."

#### Fourth Day — ELECTION OF NAEB OFFICERS



Dr. Harold C. Hand

The convention's closing day, Friday November 1, will open with a morning General Session at which Dr. Harry K. Newburn, president of the ETRC; Ralph Steetle, executive director of the Joint Council on Educational Television; and Miss Wanda B. Mitchell, teacher of the Evanston (Ill.) Township High School, will discuss pertinent educational problems in connection with broadcasting. The remaining hours until adjournment at noon will be allotted to Association business and the election of NAEB officers.

\* \* \* \* \*

The foregoing outline of convention plans should be sufficient to convince any skeptics that no pains are being spared to make this Convention one of the most memorable and fruitful meetings of educational broadcasters in NAEB history. So don't hesitate! Make your Convention reservations now!



Miss Gertrude McCance

## MESSAGE FROM THE PRESIDENT

—BURTON PAULU

Vacations are over, and it's time to go back to work. I hope you had as enjoyable a vacation as I did; if so, then you too are returning to the office with increased enthusiasm and zeal.

For three weeks in August, the Paulus (children, Sarah (10), Nancy (7) and Tommy (5); mother, Frances; and father, Burton), took a 4200 mile drive from Minneapolis to Oregon and back. We saw the South Dakota Badlands, the Black Hills, the Bighorn Mountains, Yellowstone Park, and the Grand Tetons. Then, after an enjoyable six days at an Oregon ranch, we returned via Glacier Park.

This was my third visit to these places, and my wife's second. Yet we enjoyed them more than ever before. Maybe this was because we've seen enough other things to realize how significant and impressive these really are. Certainly one factor, though, was the enthusiasm of the children, to whom it was all new. For them, the 80 bears counted in Yellowstone Park were a great experience; for Frances and me, watching them count the bears was the big thing. Surely we shall long remember the return trip, on which we cooked out and lived in a tent during six of our seven nights on the road (it was too cold and rainy the seventh night to attempt it). This does not make for fast traveling; but if the weather is good, it is an enjoyable way to go on vacation with a family.

Ten days after returning to the office, I attended a seminar on instructional television, held in Washington, D. C., September 9 through 13, under the auspices of the Division of Audio-Visual Instruction of the National Education Association. Funds were supplied by the Fund for the Advancement of Education. There were twenty-five participants from all parts of the country, representing school administrators, curriculum specialists, teachers and audio-visual experts, as well as a few people active in NAEB, including Elizabeth Golterman, Clair Tetteimer, I. Keith Tyler and Armand Hunter.

This was a very good meeting. We of NAEB are doing our best to draw in more and more people from related fields. It was interesting, therefore, to take part in discussions oriented around the interests of these other groups.

September 15 was dedication day for the Twin Cities Area Educational Television Corporation's new station, KTCA-TV (needless to say, an NAEB member). As NAEB president, I contributed a two minute greeting (John Schwarzwald, KTCA-TV director, was very insistent that only Dr. Clarence

Faust talk more than that!) The Minneapolis public schools, the St. Paul public schools and the University of Minnesota are the major contributors. Since the University programs the periods from 9:00 to 10:00 p. m., Monday through Friday, the week of September 16-20, therefore, was another busy one.

Before we gather in St. Louis, I shall go to Columbus for a meeting of the advisory committee to the Institute for Education by Radio-Television; to Washington for a session of the executive committee of the Joint Council on Educational Television; and to State College Pennsylvania for a meeting on television courses for credit, to be held under the auspices of the American Council for Education.

As I have written before, the president of NAEB leads a busy life! Yet it is a rewarding one, because of the work he does and the people he works with. But the really high point of any NAEB president's year is the annual convention. So, I hope to see you in St. Louis on October 29, 30 and 31 and November 1.

### NAEB NOMINATING COMMITTEE APPOINTED

*President Burton Paulu has announced the appointment of eight members to the committee which will make nominations for the four national NAEB offices (president, vice president, secretary and treasurer) during the convention in St. Louis. They are Richard B. Hull, chairman; Miss Martha Gable; Howard L. Johnson; Harry Lamb; H. B. McCarty; James S. Miles; James Robertson; and Edward Wegener.*

## MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIA

Since this is Convention month, and we shall be reporting to the membership in person at that time, our report this month will be very brief. As a result I'm devoting most of this column to the discussion of two matters which, we trust, will be of interest to many of you - Fulbright Scholarships and the UNESCO National Commission 6th Annual Conference. But first . . .

My participation in the All Alaska Workers Conference (Board of National Missions, Presbyterian Church) was, I believe, useful to NAEB and general educational broadcasting objectives. Copies of my addresses are being distributed by the Board to those



interested. Enthusiasm was high for the NAEB tapes I played for them, and for the ETV kinescopes we showed and discussed. Our "Ways of Mankind" and other series have been a great success in Alaska, and I believe increased use of our materials will result from this recent Conference.

We urge all who can to attend the Convention. That's where and when decisions are made which determine the directions of the NAEB. It is a responsibility as well as a privilege to attend and participate. I hope we may see all at St. Louis October 29 to November 1. Further details on the Convention are discussed in the lead article of this issue.

#### FULBRIGHT SCHOLARSHIPS AVAILABLE

Individuals interested in study, lectureships or research under the Fulbright program are urged to apply for the 1958-59 academic year.

The NAEB and Educational Broadcasting especially need representation in Italy (first priority), France and England, to keep open channels already established, and to capitalize on the fine groundwork laid by Fulbright predecessors of the NAEB in those countries in past years. Persons interested in comparable broadcast assignments in Germany as well should not hesitate to apply. In many cases the presence of applications, and the quality of the projects proposed and the individuals applying may help create or influence the creation of openings not listed in advance.

Even though not all such applications can be filled, there is much to be gained and little to be lost by trying — if you are, or have on your staffs, qualified individuals with projects which such study might bring to fruition. In some cases such projects may have educational or journalistic ramifications other than merely broadcasting-centered interests. Those who qualify in broadcast-related areas of value to the NAEB are designated NAEB representatives. These credentials have been of considerable value to previous scholars in their contacts with European broadcasting organizations.

Before applying, it would be well to secure information from the Institute of International Education (1 East 67th St., New York 21, N. Y.) or the Conference Board of Associated Research Councils (2101 Constitution Ave., N. W., Washington 25, D. C.) so your broadcast project may be related to currently emphasized areas (workers' education, research, social work, social sciences, the arts, the humanities etc.)

#### UNESCO NATIONAL COMMISSION 6TH ANNUAL CONFERENCE

The U. S. National Commission for UNESCO is holding its sixth National Conference in San Francisco November 6 to 9, 1957. The program theme will be "Asia and the U. S.: What the American Citizen Can Do to Promote Mutual Understanding and Cooperation."

Two NAEB individuals active in UNESCO National Commission affairs in recent years are Richard B. Hull and yours truly. The latter is a member of the Planning Committee of this year's conference.

Two West Coast NAEBers will also be participating in the Conference on behalf of the NAEB: Dr. Kenneth Harwood, Director of Telecommunications at USC, and Mr. James Day, Director of San Francisco's widely recognized ETV Station, KQED.

The importance of Asia in the current development of world affairs has become widely recognized, and the need for greater understanding, if friendly relations are to prevail, is becoming increasingly obvious.

Speakers at the Sixth Conference will include Under-Secretary of State Christian A. Herter, UNESCO Director General Luther Evans, and outstanding national leaders from many of the Asian Nations.

The UNESCO National Commission, of which Hull and I are members, is composed of 100 members, appointed by the Secretary of State.

Its functions are 1) to serve in an advisory capacity to the U. S. Government in matter relating to UNESCO and 2) to serve as a liaison agent between the American people (and particularly educational and other organizations from which the members are selected) and UNESCO. Sixty of the one hundred members are selected from national voluntary organizations like the NAEB. The other forty are named as individuals: 10 from the federal government; 15 from state and local governmental organizations and institutions; and 15 at large.

If the "feedback" which the National Commission exists to serve is to be effective, it is essential that the constituencies be kept informed by their representatives of UNESCO developments. It is also essential that ideas and suggestions regarding UNESCO be passed on by members through their representatives. I therefore shall be glad to receive from any of you problems or reactions that should be passed on to the National Commission.

— N A E B —

## NETWORK NEWS

—BOB UNDERWOOD

I am looking forward to the Convention this month with great anticipation since it will provide an opportunity for me to meet with many of you to discuss common problems plus presenting the opportunity for a pleasant social visit in good old St. Louis.

As I understand it, there will be two days by which we may meet to conduct such discussions. During the first business meeting of the Convention, the annual network report will be presented. If at that time anyone has either a question or a comment or a constructive criticism regarding the network service, that is the time for him to stand up and speak out. Frankly, I hope some people do stand up and offer some comments regarding the service we have been trying to provide over the years. We can't give you what you want unless we know what it is. I'll do my best to answer your questions, and if I don't know the answer, I'll try very hard to find it.

The other way by which we meet is informally. Please feel free to approach me at any time, even if it's just to say hello. The Convention isn't all business.

The 4th quarter, 1957, programs are now being distributed, and we wish to take this opportunity to thank all stations for getting their orders in before the deadline date. This type of cooperation really helps us to work efficiently in your behalf.

Now in preparation is the offering for the 1st quarter of 1958. This offering will appear earlier than usual due to the fact that my vacation and the rush of pre-convention activities make it imperative that the offering be done now; otherwise it would appear after the Convention, and that would be much too late. This is an offering containing many new series including grant series on the American theater today, mental health and aspects of current penal systems. We believe you'll find these and all of the other series in the offering of interest.

We are prepared to receive all of the 1958 in-school orders, so those of you who have not done so please send in your order before the appointed deadline date, November 4.

See you all in St. Louis!

### BOX SCORE

Total FM stations	- 3113	(includes 138 non-commercial)
Total AM stations	- 668	(includes 37 non-commercial)
Total TV stations	- 555	(includes 27 non-commercial)

## PLACEMENT SUPPLEMENT

October 1 - Young psychologist, Ph. D., with skill in writing, as well as interest in problems involved in promoting better standards in mass communication field, desires position in which he may contribute talent while learning practical aspects of production and programming. Prefers East or West Coast. Salary open.

## NEW EDUCATIONAL BROADCASTING DEVELOPMENTS

Two stations, KTCA-TV, St. Paul-Minneapolis, and WHYY-TV, Philadelphia, which opened their regular broadcasting schedules Sept. 16, have brought the number of ETV stations now operating in the country to 27.

KTCA-TV, intended for use by the Twin Cities' public school systems, local civic groups, the state's 14 private colleges and the University of Minnesota, will operate about 40 hours weekly.

WHYY-TV, which is owned by a corporation consisting of local educational and cultural institutions, had been delayed one year by financial difficulties before it could go on the air.

► Activation of two new ETV stations at Florida State University, Tallahassee, and the University of Florida, Gainesville, has been approved by respective state and school authorities.

Approval of the two stations paves the way to a proposed microwave network that will link universities, junior colleges and eventually high schools of the state.

Florida State University's FM radio station WFSU will increase the power of its transmitter from 10 to 1,000 watts, Raymond D. Cheydleur, manager of the station, announced. The power boost, estimated to cost about \$10,000, is expected to extend the station's signal radius to 40 miles from the campus.

► FCC Examiner Millard F. French has recommended that Texas Technological College at Lubbock be authorized to operate an ETV station on Channel 5. TTC plans to build its station with public donations, which will include about \$30,000 from each of the two Lubbock commercial stations KCBT-TV and KDUB-TV.

► The Kewanee (Ill.) Board of Education has applied for an FCC permit for operation of a noncommercial educational FM radio station.

—N A E B—



Delegates who attended the ETV Management Seminar at Allerton House near Monticello, Ill., from Aug. 20 through 25. Left to right (front row): Roy Barthold, KUHT; Gordon Canterbury, KLSE; Jack McBride, KUON-TV; Hartford Gunn, WGBH-TV; E. A. Hungerford, META; Harry Skornia, NAEB; Harold Hill, NAEB; Loren Stone, KCTS; Gerard Appy, WGTW; Ray Hurlbert, Ala. ETV Commission; (second row): Harry Lamb, Toledo ETV Commission; Haskell Boyter, WETV; Earl Wynn, WUNC-TV; John Dunn, KETA; Armand Hunter, WKAR-TV; Henry Chedeayne, KETC; Frank Schooley, WILL-TV; Paul Taff, WMVS; William K. Cumming, WJCT; (third row): William Murphy, WTVS; William Ewing, WOSU-TV; Richard Rider, WILL-TV; John Schwarzwald, KTCA; John Taylor, WTTW; David Stewart, JCET; James Day, KQED; Howard Jonson, KRMA-TV; James Robertson, WTTW; Allen Brown, META; George Hall, ETRC; William Harley, WHA-TV; H. M. Martin, WKNO-TV; George Arms, KETC.

## FERTILE GROUND FOR EDUCATIONAL BROADCASTERS

Two striking examples of how radio can extend its community services are cited by the NARTB's weekly publication *Highlights*. In an article "How Radio Welcomes the Newcomer," (Sept. 9, 1957) *Highlights* shows how radio can be a valuable aid to foreigners and citizens, moving into new communities, in adjusting them to their new environments and in giving them a sense of belonging.

As typical of the many stations which take advantage of the fact that radio is often the new resident's first contact with his new community, the article lists WLEC, Sandusky, Ohio. Each new family in that community receives upon arrival a personal welcome letter from the station containing an invitation to listen to the station's news of community activities and to its entertainment.

The second example mentioned is Chicago where the Mayor's Committee on New Residents reaches immigrants and migrants through radio disk jockeys specializing in the music of each group. Besides their

musical fare, the disk jockeys offer information on problems ranging from how to obtain polio vaccinations to how to avoid exploitation by confidence men.

Both examples suggest vast opportunities for similar services by educational radio and TV stations.

## BIDS FOR REGIONAL FUNDS INVITED

In a recent letter to all regional directors, Executive Director Harry Skornia, with the agreement of President Burton Paulu, has invited interested Regions to submit bids for the greater part of \$1,500 available for Regional Conferences this year.

A portion of the funds will be used at Headquarters to cover administrative expenses, leaving approximately \$1,350 to pay for one meeting or \$650 per Region should two conferences be held.

The bids, the letter explains, "should point out the needs (a possible special timing justification) of each Region, and indicate assurance that such a conference would be definitely held, well-attended and beneficial."

Regional directors were asked to address their



bids to President Paulu with a copy to Dr. Skornia, and to submit them by Nov. 4, to enable Board action by Nov. 15.

## Wayne Coy Dies Of Heart Attack

We deeply deplore the passing of a long-time friend and promoter of educational TV and radio, Wayne Coy, 53, president of WFBM Broadcasting, Inc.

Mr. Coy, who died on Sept. 24, a few hours after being stricken by a heart attack during a reception at the Indianapolis Athletic Club, was a former chairman of the FCC and a special aid to President Roosevelt. In 1952 he left the government to become president and manager of KOB and KOB-TV, Albuquerque, N. M., owned by Time, Inc. He returned to his native Indiana as president of WFBM when Time acquired the broadcasting company early this year.

## NEWS OF MEMBERS

### GENERAL

The largest number of weekly pupil viewers of in-school TV in any community in the country is claimed by Philadelphia. According to a survey of pupil audiences from Oct. 1, 1956, to June 1, 1957, conducted by the Philadelphia Public Schools' Division of Radio-TV, 160,000 pupils per week view the in-school telecasts while 410,000 pupils utilize the radio broadcasts.

▶ The completion of its production center in the Carnegie Endowment Bldg. 345 East 46th Street, has been announced by META. The center is New York City's only TV facility devoted exclusively to the production of noncommercial programs for the metropolitan area.

In its new studio, META, a non-profit organization dedicated to furnishing a cultural-informational-educational TV service for the community, will produce both live and recorded programs for presentation over existing local stations and for distribution to other ETV stations across the country.

The center was made possible by grants from the New York Foundation, Avalon Foundation, Fund for Adult Education, Rockefeller Brothers Foundation, Old Dominion Foundation and the Carnegie Endowment for International Peace.

▶ To extend the effective range of educational station WUNC-TV, Chapel Hill, N. C., three North Carolina stations WSOC-TV, Charlotte, WLOS-TV, Asheville, and WUNC-TV, Chapel Hill, have joined to

relay the latter station's signal, Harold Essex, vice president-general manager of WSJS-TV, Winston-Salem has announced. He said the new arrangement will provide a nearly statewide network.

### PERSONNEL

Miss Judith Waller, NBC's director of education and public affairs, will be among 10 prominent persons to serve as judges in the 1957 Grocery Manufacturers of America Life Line American Trophy Awards Competition.

▶ The judges, including William R. Hearst Jr. Hearst Newspapers; Andrew Heiskell, publisher of Life Magazine; and Ivy Baker Priest, U. S. treasurer, will select one newspaper food editor and one radio food editor to receive a trophy for outstanding food reporting as a public service to U. S. homemakers.

The awards will be made Nov. 11-13 at the Waldorf-Astoria in New York City.

▶ The University of Alabama has announced the appointment of Walter Heeb Jr., and Carlos R. Beisang to its broadcasting staff. Heeb, a former staff director for WBIR-TV in Knoxville, Tenn., was named producer-director for the University TV studios. Beisang, who just completed his work in the UA Department of Radio and TV, is the new traffic manager for WUOA-FM.

▶ Dr. Erling S. Jorgensen, formerly on the faculty of Michigan State University, has joined the University of Montana staff as acting director of the school's radio and TV studios and associate professor of journalism, responsible for the radio and TV teaching program.

▶ The appointment of two men to major staff positions was announced by Dr. Sydney W. Head, chairman of the University of Miami's (Florida) Radio-TV-Film department.

Shannon R. Wallace, former WTJV, Miami, producer-director, will instruct advanced students of TV and supervise production as associate professor. Wilson P. Griffith, also from WTVJ, will be producer-director and teach TV production and direction techniques.

▶ Civic leader Philip S. Boone and Dr. Glenn S. Dumke, president of San Francisco State College, have been named new directors of the Bay Area Educational Television Assn. at the organization's meeting of the board of directors.

▶ Veteran NAEber Waldo Abbot has been awarded an honorary lifetime membership in the Michigan Assn. of Radio and Television Broadcasters. The award was made in recognition of Abbot's pioneering work in college broadcasting. He celebrated his 69th birthday on Sept. 13.

► Seymour N. Siegel, director of WNYC, New York City, has left for the Prix Italia meetings in Taormina, Italy. While abroad, he expects to make a flying trip to Israel and Turkey and also to visit the BBC in London on his way back.

► Miss Marguerite Fleming, manager of radio station KSLH, St. Louis Public Schools, aided by members of her staff, conducted a radio workshop at North High School, Evansville, Ind., on Sept. 19. The workshop was sponsored by the Evansville Teachers Assn.

► Mrs. Harriet Davis Dryden has resigned her position as META's program supervisor, according to Dr. Alan Willard Brown, president of the organization.

For the past ten years Mrs. Dryden has been associated with public service broadcasting at NBC, CBS and the Ford Foundation.

► Two new radio-TV instructors have been appointed to the faculty of New York University's Division of General Education, Dean Paul A. McGhee has announced.

Randy Kraft, free-lance TV and radio announcer, and Donald Collins, chief engineer for META, will instruct during the fall semester in the Division's TV-radio curriculum.

#### PROGRAMS

► The "Minnesota Private College Hour," which initiated its first telecast on KTCA-TV, Minneapolis-St. Paul, on Sept. 16, will offer seven credit courses during the current academic year.

Of the 14 private colleges which participate in the project, several combined their efforts for the production of educational program series.

The "Minnesota Private College Hour" may be viewed from 8 to 9 p.m. Mondays through Fridays over channel 2.

► Seven-hundred students in 22 Nebraska high schools will receive their instruction this year by TV from the University of Nebraska's educational station KUON-TV. The figures indicate a sharp rise in Nebraska's ETV activity over last year when only six high schools used the University's TV instruction for 125 algebra students.

The boom in Nebraska's TV teaching, according to Dr. K. O. Broady, University of Nebraska Extension Division director and chairman of the Nebraska Education Television Committee, is stimulated by the success of last year's TV teaching, the teacher shortage and by the fact that the Nebraska plan combines TV and correspondence class methods. This combination, Dr. Broady holds, gave rise to a \$115,000 grant from the Fund for the Advancement of Education to insure the operation of this year's Nebraska project.

► "Fundamental Economics, a round-table study, is a new TV series on the Windy City's WTTW-Channel 11, combining the uses of TV with direct in-plant training conferences. Each of the 10 TV sessions, 20 minutes in length, will immediately precede longer conferences taking place in industrial and business organizations all over the Chicago area.

The series is produced by WTTW in cooperation with the Commerce and Industry Division of the Henry George School of Social Science and participating Chicagoland companies.

► The ETRC has distributed to its affiliated stations a series of 48 kinescoped programs entitled "French Through Television." The programs, which were aired live earlier this year over educational station WGBH-TV, Boston, make up an introductory course in French. At least 23 communities around the country will have an opportunity to view the lessons this fall.

► "Problems of Everyday Living" is a META-produced series of TV programs which can presently be viewed over WPIX, New York City, on Mondays, Wednesdays and Fridays from 11:30 to noon.

The series, termed by a META spokesman "a major educational project in community mental health," is designed primarily for women who make up the largest TV daytime audience. Without pretending to be a panacea for the vast emotional stresses of our times, the programs bring to the open many of the anxiety-provoking questions of normal everyday living.

► The University of Alabama expects to bustle with TV activity during the coming year. Thirty live programs and 20 film programs are scheduled for weekly production.

For in-school viewing throughout the state, the University will televise complete courses in high school Spanish and chemistry as well as eight enrichment courses in eight other subjects.

To adult evening viewers, cultural and informational programs will be presented.

All University of Alabama programs are televised simultaneously on educational channels 2, Andalusia; 10, Birmingham; and 7 Munford. They can be viewed by about 75 per cent of the state's set owners.

► To help encourage young people to enter careers in science, New York University in cooperation with the NBC is presenting a weekly TV science series entitled "Watch Mr. Wizard."

Dr. Morris H. Shamos, chairman of NYU's Physics Department, serves as advisor to the program's host and creator, Don Herbert. Producer of the program is Jules Power.

"Watch Mr. Wizard" is designed to present science



in an exciting and entertaining manner. The program, which in 1953 won the Peabody Award as the best network program for children and youth, has been seen regularly on the NBC network for six consecutive years.

► Experiments in the TV-teaching of foreign languages to Detroit school children started last month. Detroit Superintendent of Schools Samuel Brownell, one of the nation's leading proponents of teaching foreign languages to American school children, said the TV instruction will supplement work now being carried on in Detroit.

► Five new series of live national TV programs will be broadcast over the nation's educational TV network beginning Oct. 29 as a part of the joint project by the ETRC and the NBC.

Inauguration of the fall programs will constitute the second part of an effort by the two organizations to connect the non-commercial ETV stations in a live network. The first part of the project was conducted earlier this year.

The commercial network and the ETRC are sharing costs of approximately \$700,000 to carry out both the spring and fall series.

► With 30 hours of programs each week, WCET, Cincinnati, has doubled its program schedule over last year. Uberto T. Neely, general manager of the station announced. WCET, the nation's first licensed ETV station, is entering its fourth year of telecasting.

► An eight-program series of tape on the influence of Freud in modern America, partially financed by a \$5,200 NAEB grant, will be broadcast for seven successive Thursday nights by the San Bernardino Valley College's Community Education Division beginning Oct. 3.

Speaking for the president of Valley College, Dr. John L. Lounsbury, and for CED Director Lawrence K. McLaughlin, Rex Gunn, public information director of the College, expressed appreciation for "the part that the NAEB has played in backing the CED projects."

During the past five years, the CED projects, a permanent part of the College, has given people in the San Bernardino Valley a chance to talk back to the school's station, KVCR. Following the broadcast of programs, several groups, numbering from 6 to 20 persons each, discuss the subjects in their homes. Questions which arise from these discussions are telephoned to the station where a panel attempts to provide the answers at a subsequent live broadcast.

On Sept. 23, KSLH, the St. Louis Board of Education FM radio station, returned to the air for its eighth year of broadcasting. Although planned primarily for use in kindergarten through college classes, KSLH programs are not limited to student

audiences. Special late afternoon broadcasts are of interest to adults as well.

This semester KSLH intends to broadcast 52 different program series — 30 for elementary school, 8 for high school and 14 for college. Most of these will be produced by the station to fit classroom needs. Also included in the series are offerings from the NAEB.

► A Television study of the executive branch of the government to be presented over the country's ETV stations beginning Oct. 28, was announced by Robert Sarnoff, president of NBC. He said the government study will be one of five new series of live TV programs launched by NBC in cooperation with the ETRC at Ann Arbor, Mich.

The government study will consist of behind-the-scene camera recordings of operations in federal agencies in Washington.

For his part in furthering the project, Sarnoff received the American Legion's Americanism Award at the Legion's 39th Annual National Convention.

#### AT PRESS TIME

*A few moments before the deadline of this Newsletter we received notice that Commissioner Richard A. Mack of the FCC has kindly consented to speak at the NAEB Annual Banquet Thursday, Oct. 31, during the Convention in St. Louis. His address will be in addition to that of Tor Gjesdal, referred to on page two of this issue.*

#### TV LITERATURE

The growing importance of educational television and the public's increasing awareness of ETV as a possible solution to the nation's mounting shortage of qualified teachers is apparent from the amount of space devoted to the subject in two recent issues of *Saturday Review*.

"The Schools of Tomorrow" by Carl Bakal (*SR* Aug. 24) and "Educational TV: Teacher's Friend" by John K. Weiss (*SR* Sept. 14) are articles which in detail describe ETV's present status as well as its great potential as a key instruction device.

But even more eloquent than these two articles are the comments which they provoked and which *Saturday Review* published in subsequent editions under "Letters to the Editor." The greater number of these comments indicate clearly the rocky road which lies before ETV and the extent of the resistance which it will have to overcome before it can take its place as an established institution throughout the nation's school systems.

## ETV FOR PRISON AND REFORMATORY INMATES

Fifty Stateville (Ill.) prisoners and 20 inmates of the Illinois State Reformatory for Women at Dwight have enrolled in the Chicago City Junior College's TV offering on WTTW, according to Stateville Warden Joseph Ragen and Reformatory Superintendent Ruth Biedermann.

The 50 men receive their TV instruction in a Stateville High School classroom under the supervision of its director, Harry Givens. Afternoon studying is done in the TV classroom and evening studying in the cell blocks. The Stateville Library provides the necessary text and reference books. Assignments and the grading of exams are handled by the regular CCJC staff via mail.

Courses offered to prisoners are identical to those offered to "regular" TV students. First semester studies include English, biology, physical science and humanities. Upon successful completion of 64 semester hours, an Associate of Arts degree will be awarded.

The experiment, according to Ragen, is aimed primarily at determining how to use TV in the educational program at Stateville. If successful, it may be expanded in the future to include a greater number of men.

The program for the 20 inmates of the Dwight Reformatory for Women is believed by Clifford G. Erickson, CCJC's head of TV education, to be the first college TV program offered to women reformatory inmates.

Superintendent Biedermann, while terming education as "an important part of our rehabilitation program," hailed the TV project as an opportunity for inmates who completed high school to begin their college work.

Both male and female inmates whose last address was Chicago are exempted from tuition payment, according to a ruling by Frank R. Schneberger, attorney for the Chicago Board of Education.

—N A E B—

Documentary reports for possible use in radio broadcasts on the background, process and results of the Hungarian revolution have been collected and are presently published by two eye-witnesses, Josef G. Farkas, a native of Hungary, and Diether Grossherr of Germany.

The collected material will be available in the form of four manuscripts. Persons interested in obtaining copies of these manuscripts should write for further information to Josef G. Farkas and Diether Grossherr, Grunwalderstrasse 198c, Munic 9, Germany.

## WE NEED YOUR HELP!

Because of the restricted circulation of this *Newsletter* we are depending largely upon you for giving the forthcoming NAEB Convention the kind of publicity that will make for record attendance. We therefore urge you to help us spread the good word among your friends and staffs. You can do this by either word of mouth or by making this issue available to others. We certainly appreciate your help.

## NEW ORGANIZATIONS AIM: COMMERCIAL SUPPORT FOR ETV

The founding of the Organization for National Support of Educational Television (ONSET), has been announced by Edward L. Ryerson, president of the Chicago Television Assn. and former Inland Steel Co. chairman of the board, who will head the new organization.

ONSET will seek to further ETV by developing programs and inviting industry to act as patron for these programs. Sherman H. Dryer of Sherman H. Dryer Productions, an ONSET director, assured that unlike commercial TV "sponsors," ONSET "patrons" will exercise no influence over program content.

According to Ryerson, ONSET will join forces with existing agencies and organizations in the ETV field.

Other directors of the new organization are Robert L. Foote, attorney with Sidley Austin Burgess and Smith; Irvin B. Harris, chairman of the board of Science Research Associates; and John W. Taylor, executive director of the Chicago Educational Television Assn.

## TV TECHNICAL TIPS

—CECIL S. BIDLACK

During the second week of September, I had the opportunity of visiting CBS Television City in Hollywood and both its kinescope and videotape recording installations. Consequently, I can give you a brief first-hand report of my observations.

CBS has five Ampex prototype videotape machines installed and in service. Since most of the West Coast television network programs are delayed, I had the opportunity of seeing VTR pictures in the control room and on the air. The picture quality is excellent although a light fine grain noise could be seen both in the control room and on my hotel room receiver. The amount of this noise varies with recording heads and with head life. However, the taped picture is a noticeable improvement over the kinescope recordings I saw in Los Angeles last October.

The problem of interchangeability has not yet been completely licked although progress is being made in the development of new recording heads. Lack of uniformity in different production runs of recording tape is still a problem although both head life and tape uniformity are being approved and 100 passes of the tape and comparable head life are being achieved. Due to the problem of interchangeability, when long delays of program material are encountered, the head and tape must be stored together for playback or a kinescope recording made as a protection copy. The revolving head and guide mechanism is changed as a unit. This can be accomplished in fifteen minutes when everything clicks.

A bulk erasing machine has been developed to erase videotape. The reel is placed on a spindle which revolves slowly as the reel of tape is moved slowly into and out of the field of a large degaussing coil. When the tape was erased by hand, no two operators secured uniformity of erasure. Now that the machine has been developed, uniformity is assured and no residual magnetism is left on the tape.

In the kinescope recording room nine or ten machines (I lost count) are installed, both 16 and 35 mm. All recording is done double system. Mechanical shutters are used and sound tracks are recorded on quarter inch standard magnetic tape on Fairchild recorders. Two optical sound on film recorders are also available. Since the output of the recorders is negative film, network playback is from the negative picture. The sound track is played back on a Fairchild recorder which is synchronized with the picture.

An interesting facet of the film operation is that iconoscope film chains are universally used for all monochrome film playback. Through a patching panel any projector and its associated camera chain can be patched to any control room so that complete control of the projector is from the studio on the air. At present color film is shown on flying spot scanners although 3-Vidicon color film cameras are being installed since dense color film cannot be shown on the scanners. 35 mm. film is used exclusively, which give almost live film quality and excellent kinescope quality.

\* \* \* \* \*

Another network practice that, I'm sure, will be of interest, is the use of "protection" copies. ETV stations buy one kinescope recorder which is expected to produce results 100% of the time. I was present in the CBS kinescope recording room when a program was being recorded. Four kinescope recorders (two 16 and two 35 mm.), two magnetic sound re-

corders and an optical recorder were used. No doubt a videotape copy was being made too, but that facility is located some distance away from the kine room. The same use of a "protection" copy is made on playback. I saw a videotape recording on the air backed up by a 35 mm. kinescope recording. They just don't take a chance of losing a program on the air - it costs them money.

Of course I realize that ETV stations don't have the funds or the personnel which are necessary for this type of operation. However, it does point up the fact that 100% reliability is difficult to achieve unless some such procedure is followed.

\* \* \* \* \*

Another operating practice which ETV stations can, and which many of you I hope are following, is that of showing "corners" on your image orthicons. If you're using second-hand camera tubes, then I realize you're limited because of previous scanning. But if you're using new tubes, don't be afraid to overscan them on the air. I was surprised to see "big, fat corners" showing on the live monitors which obviously had to be adjusted to show the entire raster. I was informed that this is standard operating procedure.

By following such a procedure, you get increased operating life, increased resolution because you are using more of the target, and if deflection drifts, the video control operator is aware of it. Yet, I have visited stations where there was no monitor adjusted so that the entire raster could be seen and no corners could be seen on the camera viewfinders. Consequently, no one knew how much they were underscanning the target.

\* \* \* \* \*

For these NAEB stations who have Magnecord PT6-A and PT6-J magnetic tape recorder combinations, factory modification information is now available which will bring these machines to conformity with those having NARTB approved response. The changes are simple for those PT6-J amplifiers that incorporate the 5881 output tubes and a 5879 input tube. We'll be glad to supply Thermofax copies upon request; or you can get the original by writing to Mr. Hugh J. Daly, General Sales Manager, Magnecord, Inc., 1101 South Kilbourn Ave., Chicago 24, Illinois. The schematic is on 8½ x 11 paper which makes some component values a bit hard to read on our copy. Necessary modifications for the PT 63-J and PT 6-BN will be made available later.

\* \* \* \* \*

A search through the files of these columns fails to disclose mention of an article in the SMPTE



*Journal* for February 1955, "A Short History of Television Recording" by Albert Abramson. It contains an excellent bibliography on television recording. On writing to Mr. Abramson for permission to reprint his article, we discovered that the material it contains is taken from his *Electronic Motion Pictures*, published late in 1955 by the University of California Press. We suggest this book as recommended reading for any television engineer, for it is really a history of the television camera and contains a very complete bibliography on the development of television equipment and processes.

We had the opportunity of meeting Mr. Abramson who is employed by CBS-Television in Hollywood. He graciously conducted Merlyn Rawson and me on a very complete tour of the CBS Television facilities.

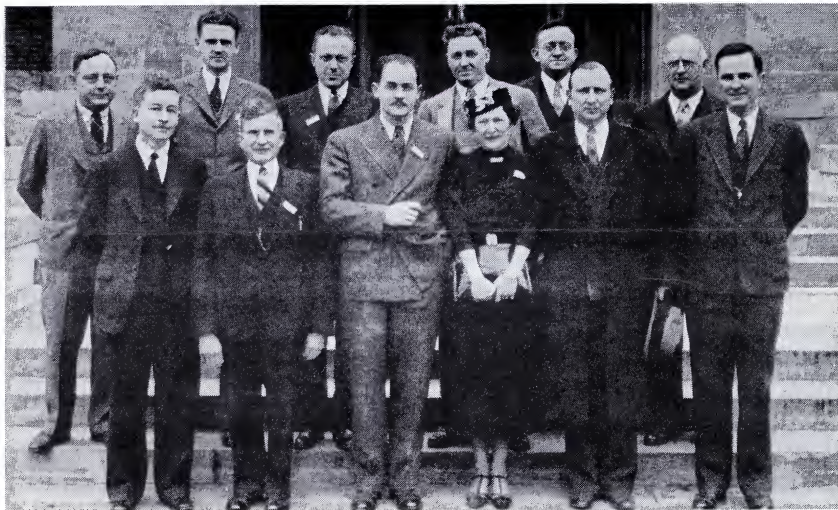
\* \* \* \* \*

"Is Portable Test Equipment Portable?" is the title of a short article in September 1957 *Electronic Industries and Tele-Tech*. It's a summary of a current test equipment study being conducted at the U.S. Navy Electronics Laboratory in San Diego. The military services have found that technicians frequently will not use certain items of test equipment simply because they are too large and bulky to carry easily.

The factors of weight, width, height and length were investigated. On the basis of this investigation, the maximum acceptable dimensions have been set at 8 inches wide, 18 inches by 18 inches long with a maximum acceptable weight of 14 pounds. It's good to know someone is making a study to determine what portable really means. Maybe this study will help break down the usual criterion of portability - "it has handles."

Much has been done in recent years to improve the design of radio and television equipment for field use. We can remember the old radio days when amplifiers, mixers and volume indicator meters were built as units on iron panels with audio transformers encased in iron cases and then packaged in oak cases an inch thick. Those too, were the days of battery operated amplifiers where you lugged a 6-volt A battery and 180 volts of B battery, also in a sturdy oak case, to the top of the stadium.

The present-day engineer can carry his transistorized amplifier and the rest of his equipment in a camera gadget bag or briefcase, ride to the heated press box in an elevator, plug the amplifier into the AC line, attach the broadcast line and he's ready to check in on the business phone in the booth. "Good old days? Phooey."



See how we have grown. The persons in this photo constitute most of the attendants of an NAEB Convention held at Purdue about 1941-42. Those whom we could identify are: (front row left to right) 4, Blanche Young; 5, William Boutwell; 6, Clarence Dammon; (back row from left) 1, T. R. Johnston; 4, Joseph Wright; and 6 Dean W. A. Knapp. Please write us if you can make further identifications.

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.