

N A E B

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

NAEB SCHOLARSHIPS AND WORKSHOP GRANTS-IN-AID

We would like to bring to the attention of our readers that two types of NAEB financial aids are presently available to qualified applicants.

The first of these consists of scholarships designed to permit persons active in educational broadcasting to increase their professional knowledge either through attendance of workshops or regular academic sessions. Because funds are limited it seems unlikely that we will be able to help all who apply. However, we nevertheless urge those who are interested to submit their applications. All applicants will be judged collectively.

The second category entails workshop grants-in-aid intended to assist institutions planning to conduct workshops. The specific purpose of these grants-in-aid is to help institutions to hire outstanding consultants whom they might not be able to afford otherwise, thus increasing the caliber of their facilities.

It should be understood that these grants-in-aid are not intended to completely finance workshops, nor to help institutions which previously had no intention of conducting one. Thus, if failure to receive a grant is not intended to completely finance workshops, nor application should be filed.

As in the case of the NAEB scholarships, the number of applicants is likely to exceed the number of grants we will be able to make.

Those interested in applying should write us a detailed letter including the following information: (1) who is sponsoring the workshop (2) when and where it will be held (3) the purpose (4) the proposed budget (5) the staff involved (6) for whom the workshop is primarily designed (7) whether or not college credit will be given (8) how participants are to be selected (9) the cost to the participants (10)

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the amount of money requested from the NAEB and the specific purpose for which the grant is intended (11) evidence of the school's ability to conduct a workshop regardless of whether a grant is forthcoming (12) any other pertinent information that might aid our selection committee in making a decision (the committee may later ask for more detailed information of one sort or another).

INTERNATIONAL ETV SEMINAR

"Community need" was cited by Hartford Gunn, general manager of WGBH-TV, Boston, as the major requirement for success of ETV in individual places. Gunn spoke at the close of the First International Educational Television Seminar, a two-day conference, sponsored by Boston University's School for Public Relations and Communications, Division of Communications Arts.

"If a community has this need," Gunn added, "then organizing and financing an educational television station becomes much easier."

He pointed out that his contention, that existing TV stations reflect the needs of the people in the area, has been true in many localities in the United States.

In commenting on the financing of ETV in this country, Gunn stated that 11 are underwritten by public educational institutions, an equal number is

financed by the communities at large, while the remaining stations are supported by state institutions and statewide networks.

Other speakers at the meeting included Richard B. Hull, director of radio and television, Ohio State University, who gave a history of educational television from its start at the University of Iowa in 1932 to the present date; Dr. Harry J. Skornia, executive director of the NAEB, who outlined the history of the NAEB and its contributions to the field of ETV through grants-in-aid to stations, scholarships, and conducting of seminars and workshops; and Dean Max R. Goodson of Boston University's School of Education.

In his remarks, Goodson termed television as a "promising instrumentality for increasing educational power in our time."

"But," he warned, "there is one limitation — television will never replace the principal instrument of education, the personality of the teacher, and we should think of TV as enhancing the power of and not replacing the teacher."

The late October convention rush has prevented President Burton Paulu and Executive Director Harry J. Skornia from writing their monthly columns. Their messages will be resumed in the December Newsletter issue.

NETWORK NEWS

—BOB UNDERWOOD

Since a complete annual report of network activities was just given at the Convention, there is little need for me to go into that subject any further except to say that we are "in-between seasons" here right now, sort of a lull before the storm of in-school distribution and year-end summaries.

And it is a good thing we are having a lull: we have had the flu or some variation thereof. First Underwood, his wife and son; then Jesse Trump and his wife; George Langberg, one of our student duplicator operators, has been out twice recently due to severe colds, once in the hospital. Between illnesses George got married so he has had a busy month! As of this writing, only George, Jesse's wife and Underwood's son are still under the weather. If you haven't been receiving many communications from us during the past few weeks, this will explain why.

The 1958 in-school series are about to be distributed, but not too many of the expected orders are in. Will you please forward them as soon as possible. Remember, if your order arrives after we begin shipment you will be charged an extra dubbing fee for back programs.

We were forced to send out another bulletin on tape returns recently, and we are pleased to report a good response. Convention work and staff illness have prevented our working on the tape balance sheets save for an hour or so. However, with the Convention being over and our health returned we now hope to get the balance sheets out to you soon. In the interval we expect to receive many, many returns.

Best regards to all from the staff.

— N A E B —

DULLES COMMENDS ETV

Just prior to the opening telecast of the META Board of Education television series "Spotlight on Asia" Oct. 1 over WPIX, META received this greeting from Secretary of State John F. Dulles:

"During the past two decades Americans have come to realize that our national security and the security of like-minded nations can be achieved only through cooperative international efforts. Our government has played a leading part in bringing about the present alignment of free nations dedicated to the principles of international peace and order.

It is not enough, however, that this task be delegated entirely to government officials in Washington and our representatives abroad. To be meaningful and to reflect our national aspirations the fashioning of a better and peaceful world requires the active participation of responsible Americans of all ages. But before there can be participation, a firm basis of understanding must exist. To this end, it seems to me that educational television focussed on Asia provides valuable service to us all by bringing before us some of the fundamentals of knowledge of Asian history, culture, and human values with the vividness of sight and sound. This will lead to firmer mutual understanding. It will thus help the free world's collective security efforts in Asia, and increase the unity and determination we all need in the great task of waging peace."

On the initial "Spotlight on Asia" program on Pakistan, His Excellency Mohammed Ali, Pakistani ambassador to the U.S., discussed his country's problems and future.

— N A E B —

NEWSLETTER

PROGRAM EXCHANGE URGED

Sixteen members of Boston University's 1957 International Seminar on Radio and Television joined in a plea for increased exchange of programs and transcontinental radio and television networks at a press conference held for them at the University Oct. 15.

These 16 experts are among the 30 radio and TV experts from 25 countries who came to Boston University in June for the start of the four-month seminar.

Many of the seminar members had never seen television before they came to the United States.

Although some of them felt that United States television is too commercial, they all agreed that commercial television is responsible for the great technical progress of the medium. Several said educational television tends to be stuffy, too obviously educational.

Miss Enoch Maria Etuk, broadcasting officer from Nigeria, believes that each station should have some education, some information and some entertainment. Educational TV and radio in this country, she said, are too technical, too blatantly educational and not sufficiently entertaining.

Miss Thetis C. Frantji, head of the General Broadcasting Section in Greece, stressed the cultural advantages of TV. "It is bringing the theater and music to many people who would otherwise not be exposed to them." But, she added, "TV came to the world too early, before we had fully realized the potential of sound."

The TV picture is so captivating, she said, that people may not think enough about what is being said.

The seminar is under the sponsorship of the International Education Exchange Service of the United States Department of State. During the seminar, the foreign TV and radio experts inspected network studios, observed stations in New York and spent several weeks individually observing radio-TV operations throughout the country.

BOX SCORE

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

DIRECTORY CHANGES

Page 1 Delete: 55 Affiliate Members
Add: 56 Affiliate Members

Page 31 Add: Maryland (Region 1)
University of Maryland
W. L. Strausbaugh, Head
Dept. of Speech and Dramatic Art
College Park, Maryland
Warfield 7-3800 Ext. 291

HUMAN RIGHTS DAY

The U.S. National Commission for UNESCO's plans for Human Rights Day on Dec. 10 are in final form and materials for assisting in the observance of the day are available free of charge for distribution.

This year, as in years past, the President of the United States is expected to issue a proclamation calling attention to the anniversary of the adoption of the Universal Declaration of Human Rights (1948) and asking all Americans to join with the free nations of the world in celebrating it. In addition, the governors of the 48 states are being asked to issue similar proclamations. Last year, more than 20 governors did so.

The emphasis this year will be on educational institutions, teachers and other groups concerned with education in order to lay the groundwork for a widespread and effective observance of the 10th anniversary of the adoption of the Declaration in 1958.

Materials for the promotion of Human Rights Day, including posters, suggested radio spot announcements, flyers, and wall charts suitable for classroom use, may be obtained by writing to the U.S. National Commission for UNESCO, Department of State, Washington 25, D.C.

FCC ACTION

FCC Examiner Hugh B. Hutchison has recommended approval of the Puerto Rican Education Department's application for a new TV station at Mayaguez.

The education department, which operates WIPR-AM-TV at San Juan, plans to use channel 3, a commercial facility, as an additional educational station at Mayaguez.

► The trustees of the Louisville (Ky.) Public Library have applied for a noncommercial educational TV station at Louisville. The station would operate on channel 15, reserved for education.

TV IN JAPAN

The following statistics indicating the rapid growth of TV in Japan were received by us from Eiji Takebayashi, United States representative of the Toei Motion Picture Co. in Tokyo:

date	approximate number of sets	approximate retail price per set
July 1955	200,000.....	\$350
July 1956	400,000.....	\$200
July 1957	650,000.....	\$160
December 1957	1,000,000.....	\$150

present TV saturation

Tokyo area	50.8 per cent
Osaka area	28.4 per cent
Nagoya area and others	13.4 per cent

operating networks

NHK-TV	government sponsored
N-TV	commercially operated
KR-TV	commercially operated

networks expected to operate by end of 1958

NHK-TV	
1st channel	gov. sponsored
2nd channel (educational)	gov. sponsored
N-TV	
1st channel	gov. sponsored
2nd channel (educational)	gov. sponsored
KR-TV	
1st channel	gov. sponsored
2nd channel (educational)	gov. sponsored
FUJI-TV	com. operated
NIPPON-TV	
(30 percent educational programs)	com. operated

TV STUDENTS VERSUS CLASSROOM STUDENTS

Research during 1956-57 has shown that for students of equal college aptitude the achievement of TV enrollees was equal to that of classroom students in the same subject, according to Clifford G. Erickson, assistant dean in charge of TV education at the Chicago City Junior College.

When taken as a group, the study revealed, TV students did better on examinations and earned better marks than the daytime classroom students.

Erickson attributes this to the fact that the former were older, more mature, and as a group, of higher college aptitude. College aptitude was measured by a test administered to TV and classroom students at registration time.

Plans are presently in progress for a second year of experimentation in televised higher education through the College's station WTTW-Channel 11. The 1957-58 experimental design will be refined to control more of the factors which might affect research results. The TV students will be compared with evening classroom students rather than day students as in the past year. This will make for more equivalence of age, maturity and motivation.

From the two groups pairs will be selected, matching each TV student with a classroom student. These pairs will be equated insofar as possible on age, college ability, sex, previous training and employment load. The achievement of the pairs will be compared by subject based on pre-tests, mid-term quizzes and final examinations.

NEWS OF MEMBERS

GENERAL

Seven new noncommercial educational stations have joined the National Educational Television network, George L. Hall, director of development for the ETRC, has announced. This will bring the number of stations in the steadily growing network to 30.

The stations are KTCA-TV, Minneapolis-St. Paul; WHYY-TV, Philadelphia; KOAC-TV, Corvallis, Ore.; WMVS, Milwaukee; KUED, Salt Lake City; WJCT, Jacksonville, Fla.; and WETV, Atlanta, Ga.

► Freedom of access to information, and developing the radio-TV curricula are among the subjects to be discussed at a radio-TV clinic at the University of Illinois Nov. 4, according to Frank E. Schooley, director of university broadcasting.

The clinic, which is sponsored by the Assn. for Professional Broadcasting Education and by the Division of Radio-Television College of Journalism and Communications, University of Illinois, will be attended by commercial broadcasters, teachers and advanced students of radio and TV from throughout the Midwest.

The APBE is organized to promote and maintain high standards of training and guidance for those who plan to enter the professional radio-television field. Preceding the clinic, on Nov. 3, the board of directors of the APBE will meet at Robert Allerton Park near

Monticello, Ill.

► The Indiana University Radio and Television Service will be host to 75 high school radio broadcasters at a two-day "do-it-yourself" broadcasting clinic Nov. 1 and 2.

The clinic is designed to provide practical instruction and guidance to Hoosier high school students who are operating their own school broadcast stations.

Members of the University department will instruct in announcing and production techniques, newswriting, sportscasting tape-recording techniques and technical problems.

The clinic, under the direction of Prof. George Johnson, stems from a 1949 conference on educational broadcasting at the Indiana University. At that time the late Wayne Coy, then chairman of the FCC, announced the creation of "electronic blackboards" by the Commission — the allocation of low-power (10 watts) FM broadcast channels for use by schools for educational purposes.

New Albany High School was the first in the country to set up a station. It was followed by the Louisville (Ky.) Public Library.

Presently there are 11 such stations operated by high school students and administrative staffs in Indiana.

► A University of Miami-sponsored seminar, aimed at teaching local ladies engaged in civic work how to behave in front of the TV camera, was held in the studios of WTHS-TV.

During the seminar, a group of TV experts, headed by Vernon Bronson, director of the station, showed attendants the role of community organizations in WTHS, how to plan programs with simplicity and effectiveness, how to prepare and display material, how to budget time and money for low-cost production, and other methods of good television.

► "There will not be enough air time to meet the demand for televised in-school training 10 years from now," Dr. John W. Taylor, executive director of WTTW, Chicago, told his audience at a luncheon meeting in the Chicago Club. The meeting was a part of the educational TV station's 1957-58 fund drive whose goal is \$340,000.

PERSONNEL

► Henry Morgenthau, III, son of the former secretary of the Treasury, has been appointed as TV projects manager of Boston's noncommercial educational station WGBH-TV. He will be in charge of the developments of new programs and arrange for special

closed circuit programs planned during the year.

Morgenthau comes from WNYC in New York City where he was assistant program director. He has had wide experience in producing, directing and writing for TV and radio.

► Franklin G. Bousma, program director of television at Wayne State University, has been named executive secretary of the Detroit Educational Television Foundation, operator of WTVS.

Bouwsma has been active in radio and TV for the past 10 years. A native of Grand Rapids, Bouwsma received his Bachelor of Arts degree from Calvin College in 1948. He was graduated from the University of Michigan with a Master of Arts in speech in 1950. Presently, he is studying for a Ph. D. in speech in TV at the University of Michigan.

► Six new staff members have been added to KQED's (San Francisco) growing list of personnel, which now totals 31 employees, according to James Day, general manager of the Bay Area's community TV station on channel 9.

The newcomers are Miss Jean Coffing, secretary to the general manager; Roy Morgan, producer-director; Art Faulks, Jr., engineer; Carroll Martin, engineer; Clyde Ney, engineer; and John Salvin, engineer.

► Ralph M. Rourke, former assistant manager of radio station WNAV in Annapolis, Md., has been appointed writer-producer at New York University's Office of Radio and Television, Warren Kraetzer, director, has announced.

► Governor James E. Folsom has appointed Mrs. Bertha S. Roberts, wife of Senator E. L. Roberts, and Nathaniel Welch, vice-president for sales, Orradio Industries, Inc., as new members to the Alabama Educational Television Commission.

The commission is licensee of TV channels 2, 7 and 10, the state network's first three stations on the air. Alabama has been allotted four high-frequency ETW channels which are not yet in use.

PROGRAMS

► An informative 23-week series explaining science in laymen's language was launched Oct. 11 by educational TV station KQED in San Francisco.

Each half-hour telecast of the series is aimed at giving the viewer a basic understanding of the world of science without attempting to teach physics, chemistry or geology.

Program host is Philippe LeCorbeiller, professor of applied physics and general education at Harvard University. He is joined by eminent scientists from

Harvard University, Massachusetts Institute of Technology and the National University of Australia.

► New York University and WCBS-TV have received the Good Citizenship citation of the Sons of the American Revolution for their 26-week series "Our Nation's Roots," an educational public affairs presentation on the history of immigration.

The series was presented in cooperation with the ETRC, Ann Arbor, Mich. Film recordings of each show are being distributed to ETV stations throughout the nation.

SHERWOOD AWARDS

The deadline for submission of entries in the third annual competition for the Robert E. Sherwood Awards for TV programs on freedom and justice is May 31, 1958.

The awards, consisting of a \$10,000 first prize and four \$1,000 prizes, were established in 1955 by the

Fund for the Republic in memory of the noted playwright.

Mrs. Eleanor Roosevelt will be among the judges.

Inquiries regarding the awards should be directed to the Fund for the Republic, Inc., 60 East 42nd St., New York 17, N. Y.

UNM'S TEMPORARY SOLUTION TO LICENSE PROBLEM

Despite a prolonged waiting period for FCC approval of a new educational TV channel, the University of New Mexico is carrying out as scheduled its experiment of teaching freshman classes through TV according to the University's News Bureau.

Courses which are presently taught are kinescoped and sent for showing on a 16mm projector to assembled classes in outlying towns. This method of keeping out-students abreast of campus classes will be continued as long as the application is pending.



Members of the first international educational television seminar, sponsored by Boston University's school of public relations and communications, chat before addressing the general session. Above are, from left to right, John W. Taylor, director at WTTW in Chicago who spoke on "Television as a Means of Instruction for Credit in Chicago;" Dr. Thomas C. Pollock, dean of the Washington Square College of Arts and Sciences at New York University who spoke on "Television as a Means of Instruction in the College Classroom;" Dr. Earl Herminghous, research director of the St. Louis public schools who spoke on "Educational Television in St. Louis" and Dr. Jerry Briscoe, assistant professor of communications at Boston University, host for the seminar.

—Boston University Photo Service

TV TECHNICAL TIPS

—CECIL S. BIDLACK

On September 19, the FCC amended Part 3 of its Rules and Regulations to permit remote control operation of AM and FM transmitters (Docket 11677) *including* non-commercial educational FM stations. All stations may be operated remote control regardless of power or whether directional or not. Since 1953, the FCC has permitted remote control operation for AM and FM stations using not more than 10kw and omnidirectional antennas. The Commission has *not* changed the rule requiring a first class operator to be in charge of stations operating with a power in excess of 10kw and with directional antennas. Applications for remote control will be considered on a case to case basis and the applicant will be required to show that transmitters and directional antenna systems are stable and in proper adjustment. Information submitted on stability will be obtained from an analysis of operating logs over a one year period and must include an outline of the maintenance practice of the station and the policy to be followed after remote control authorization.

* * * * *

On October 2, the FCC adopted Docket 11896 which deletes section 3.182 (c) and the first sentence of footnote 1 to the table contained in section 3.182 (v) of the rules. These sections, commonly called the "unique service" rules, provided that when it is shown that primary service is provided by any station beyond its normally protected contour, and primary service to approximately 90% of the population of the area, between the normally protected contour and the contour to which the station serves, is not supplied by any other station or stations carrying the same general program service, the contour to which protection may be afforded will be determined on the facts in each case.

Comments opposing this action were filed by WBAA, WILL, KOAC, KWSC, WOI and NAEB, stressing the importance of protecting the program service rendered by educational radio stations beyond these station's normally protected contours and suggesting that if any action is called for the rules should not be abolished but should merely be clarified.

In deleting the rules the FCC stated that present provisions were too vague and indefinite to be of assistance in filing and processing of applications for new and improved standard broadcast facilities, that there was no satisfactory criteria for determining what constitutes the "same general program service"

and that the "unique service" rule is an unsatisfactory allocation tool and should be dispensed with. The FCC also believes this amendment will encourage the establishment of more uniform, fixed allocation rules, thereby fostering a more effective AM broadcast service throughout the country.

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The August 1957 edition of RCA Broadcast News contains an eight page article on the State University of Iowa television studio. The article features the use of the studio as a Teaching Center for the Iowa Closed Circuit Television Teaching Experiment. It is well illustrated and details the equipment used and shows cut-away views of the TV facilities. It might be helpful to our readers who are planning television facilities.

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The Richmond Area University Center, Inc. Ellen Glasgow House, One West Main St., Richmond 20, Virginia is interested in purchasing a used 1 KW FM amplifier or transmitter for use at WRFK-FM. If you have this equipment for sale please contact Mr. Paul K. Keim at the above address.

Vorce C. McIntosh has been appointed Chief Engineer, University TV and Radio, at the University of New Mexico, Albuquerque. He formerly was employed as an engineer at WTTW.

GE is featuring John Cullen, Chief Engineer of KRMA-TV Denver, in its camera tube advertising in the trade press.

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PLACEMENT SUPPLEMENT

- November 1 - Young woman, candidate for M.A. degree, with eight years of vocal and instrumental teaching experience in public schools and small college, special training in ETV, seeks position in televised music education. Location Southwest or Florida. Salary open.
- November 2 - Young man, single, B.A., with thorough broadcasting background, desires position in radio or TV production. Would like to teach communication courses part-time. Location, salary open.
- November 3 - Male, 27, married, M.A., presently director of radio and TV training at eastern university, desires position with educational production agency or institution station, prefers TV, willing to teach part-time. Experienced in directing, producing and writing. Midwest if possible, will consider others. \$5,000 to \$6,000.
- November 4 - Male, 25, married, M.A., in speech (Radio-TV) has five years experience with ETV, writer, producer-director, film editor, music director-writer, would like to produce-direct series on American culture, popular music, Commission etc. Part-time teaching. Midwest, East or West. Salary open.

EDUCATIONAL RADIO SERIES A HIT IN MILAN

A series of radio programs intended for the purpose of teaching American students about Italy has turned out to be a real hit in teaching Italian students about the United States, according to Miss Marie C. Scanlon, supervisor of radio and TV, WBGO, Newark, N. J.

The switch occurred, Miss Scanlon explained, when an Italian exchange teacher, Dr. Renzo Pivetti of Milan, became enthusiastic about a series of broadcasts over WBGO. The series, called "Ecco l'Italia," traces the adventures of a fictitious American high school girl as she travels around Italy with her Italian relatives.

Dr. Pivetti returned to Italy with a tape recorder

and two programs of "Ecco l'Italia."

Soon afterward he wrote Miss Scanlon that the tapes has been played again and again in schools and families with a terrific success and that his audience went overseas to Milan.

The Columbia Civic League, an Italian-American organization in Newark, contributed tapes for the recordings and the entire series of 15 programs was sent overseas to Milan.

In another letter Dr. Pivetti writes that the American highschool girl has gained "increasing sympathy to your country and the ideals it represents."

"Ecco l'Italia" won First Award at the Institute for Education by Radio-Television at Ohio State University in 1955. It has also been offered for distribution by the NAEB.



Former exchange teacher, Dr. Renzo Pivetti of Milan, Italy, and a group of Italian students pose for a picture intended to express their appreciation of the American educational tape program, "Ecco l'Italia."

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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