

**N A E B**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## NAEB COMMITTEES ANNOUNCED

President Burton Paulu has announced the NAEB committees for 1958. In making the announcement, Dr. Paulu pointed out that all chairmen have been contacted and have consented to serve, but problems of secretarial help and time made it impossible to inquire of each committee member whether or not he or she was willing to serve. It is assumed, therefore, that committee members are willing to accept these assignments unless Dr. Paulu hears from them to the contrary very shortly.

President Paulu also called attention to the restructuring of the television committees, stating that this was done in order to make the greatest possible use of NAEB television members in bringing all of the NAEB skills to bear on television problems. With minor exceptions the television committees were restructured along the lines recommended by the former TV Development Committee. Committee appointments for 1958 are listed on page 7.

## NAEB REGIONAL DIRECTORS ELECTED

E. A. Hungerford, Jr., director of operations, Metropolitan ETV Association, New York City; William Harley, program director, station WHA, University of Wisconsin; and Robert Schenckan, director of radio-television, University of Texas, have been elected directors of NAEB Regions I, III, and V respectively in the mail election just completed. Announcement of the results was not possible earlier because the first round of voting, for all Regions, resulted in a plurality only, whereas the by-laws require a majority. The resulting run-off election at first resulted in a tie in Region V, causing still further delay.

### NAEB Newsletter

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## GREETINGS FROM THE PRESIDENT

—BURTON PAULU

I have attended a great many meetings of the NAEB Board of Directors since first becoming an officer of the Association in 1949. By all odds, however, the best of these were the meetings at the St. Louis convention on October 28, 29, and 30, and in Chicago on December 6, 7, and 8.

These sessions were devoted to the basic problems of educational radio and television broadcasting. This fact is important in itself, since it is always easy to lose the "grand design" among the minutiae. But what impressed me even more was the way in which the Board concentrated on the overall problems of educational broadcasting, and never on those of the NAEB alone.

At the St. Louis meeting we became very much aware of the recent emergence of new problems in educational broadcasting. We also realized that it would be impossible to discuss these adequately during our short time together: too many routine matters were pressing for action; furthermore, the Convention itself was at hand. Accordingly, we decided to hold a special meeting in Chicago on December 6, 7, and 8.

There the Board of Directors was joined by other NAEB members chosen to make the session widely

representative. Added to the group were: the secretary-elect (Haskell Boyter); two members from the permanent finance committee (William Harley and Edward Rosenheim); one member from the committee set up by the ETRC affiliates to represent them to the Center (James Robertson); NAEB's legal counsel (Leonard Marks); and the Executive and Associate Directors of NAEB (Harry J. Skornia and Harold Hill.)

One of the principal items discussed at both meetings was educational television. NAEB was a leader in the battle for the reservation of channels; we helped set up the original Joint Committee (now Council) on Educational Television (JCET); and we were involved in the early planning for the Educational Television and Radio Center (ETRC).

The subsequent growth of educational television stations, production units, and closed circuit installations, created new problems. Appropriately, some of these are now being referred to us for solution. For example, at our Allerton House Television Management Seminar in August 1957, the NAEB Television Operations and Development Committee recommended that we encourage the activation of new educational television stations. Later the Educational Television Project of the Southern Regional Education Board made a similar request. Proposals to accomplish this were among the major items of business held over from the St. Louis to the Chicago meeting.

One of the principal actions at Chicago, therefore, was the unanimous adoption of a resolution on educational station activation drawn up by a special *ad hoc* committee (William Harley, chairman; Richard Hull, Leonard Marks, Jack McBride, James Robertson and Robert Schenckan). Its preamble declared that the reserved television channels might be lost if not activated soon; that the utilization of more channels was necessary if the majority of the nation's population was to be served by educational television; that an increase in the number of stations would improve the resources for program exchange; that "no present efforts toward this end seem to offer an immediate practical solution, or, indeed a long-term one;" and, that there now are a number of communities "ripe" for station activation.

Accordingly, the Board voted to set up a national chairman and eight regional coordinators, who would constitute the new NAEB Television Development Committee. Using funds already in hand, they would provide consultants immediately to those areas requesting them. These experts would be recruited locally to expedite action, and to guarantee familiarity with local conditions. It not only resolved that work

should begin at once with present resources, but also that NAEB's officers and Foundation Committee should seek additional funds with which to carry out this work on an expanded scale in 1958.

The Board and its advisors recognized, of course, that other organizations besides NAEB are interested in station activation. Therefore, it was decided that these plans should be discussed with representatives of the ETRC and the JCET at once, as well as with groups in due course. Accordingly, on December 12, a committee composed of Vice-President-elect McBride, Past President Schooley, and President Paulu went to Ann Arbor to meet with Dr. Harry Newburn, President of the ETRC. On December 20, President Paulu met with JCET Chairman Albert Jorgensen and Executive Director Ralph Steetle in Washington.

Although it is early to forecast the eventual outcome of this project, it seems certain that in one way or another NAEB's leadership will stimulate and hasten local-level station work. In any event, the officers and Foundation Committee will press on with the mandate of the Board of Directors as rapidly as possible.

Since no *NAEB Newsletter* should consist exclusively of a message from the president, I shall summarize more briefly the other actions taken at these meetings. Ten major areas of need in educational radio and television broadcasting were defined: programs; professional advancement of broadcasting personnel; services to educational stations and broadcasters; teacher training and utilization activities; technical services; research activities; publicity and public relations; station activation; long-range policy guidance; and financial support.

In both St. Louis and Chicago, particular attention was given to the ever-present problem of liaison between educational broadcasters on the one hand, and teachers and educational administrators on the other. Special consideration also was given to educational broadcasting and the FCC; to public relations problems; and to the ever-important question of long-term financial support for educational broadcasting.

The various interests involved in educational broadcasting, and the organizations set up to serve them, were identified. Those whose orientation is broadcasting were recognized as including such groups as the NAEB, the ETRC, and the JCET. Groups less directly involved in broadcasting, although still vitally concerned with its results, were seen to be as varied as associations of teachers and organizations of educational institutions. All these groups, it was realized, have worked towards somewhat the same

goals for many years; but it was felt that current changes in educational needs, taken together with recent developments in broadcasting itself, might justify a general reappraisal of the educational broadcasting movement. Therefore, it was the consensus of the Board that the several groups and interests involved in educational broadcasting should re-evaluate their functions and performance in the context of the nation's present educational needs. This process might involve not only the leaders of education and educational broadcasting, but advisors from other fields as well.

What might be the eventual outcome of such a group self-appraisal? This no one can foresee. It might bring about new definitions of goals and objectives. It might lead to basic changes, both within and among these organizations. It would not necessarily enhance the role of the NAEB: our purpose in advocating such a self-appraisal is to advance the cause of educational broadcasting, not merely to change the status of any one organization. As the preamble to our constitution declares:

"Believing that radio and television broadcasting are most important factors and influences in the national and international welfare, we, the representatives of educational, cultural and public service institutions, organizations, agencies and associations engaged in educational and cultural broadcasting, do associate ourselves to promote, by united effort and mutual cooperation, the dissemination of knowledge, information, and education to the end that the educational, cultural and technical benefits of broadcasting may be extended to all."

Such objectives, it seems to me, constitute a good guide for NAEB and all others in educational broadcasting, as we enter what we hope will be:

A HAPPY NEW YEAR!

## MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

This month most of the essential news I would normally report on is included in President Burton Paulu's report to the membership on recent Board and other policy meetings, a report on the NAEB Research Seminar by Raymond Cheydleur and the list of new committees. We also welcome what we hope will be the first of a regular series of columns by William Bender, in the public relations area.

With such excellent contributions on an increasing basis by various NAEB chairmen and members, the reporting required by the Headquarters staff can be considerably reduced, and a better *Newsletter* will result.

During recent months we have been making an effort to get you more news, written in more straightforward and less "folksy" fashion. As our circulation increases, I think this suggestion, which originated with the NAEB Publications Committee and was endorsed by the Board, is well-timed. It represents progress and increasing maturity. This does not relieve NAEB members of responsibility, however; it increases that responsibility. For Editor Hans Masquoui can not invent news. We therefore hope you will take as seriously as we do the Board's mandate to provide more news in this publication. The style will of course be made to fit, in every way possible, the mandated approach.

May I too wish all readers a fine 1958?

## NAEB HOLDS FIRST RESEARCH SEMINAR

RAYMOND D. CHEYDLEUR, *Chairman,*  
*NAEB Research Committee, 1957*

Kellogg funds made possible the recent successful and highly productive Seminar on Research in Educational Broadcasting, sponsored by the NAEB Research Committee with significant contributions, gratefully acknowledged, by the Committee on Research in Communications of the Ohio State University. Seminar director of this meeting, held at Columbus from December 9 through the 13th, was Dr. I. Keith Tyler.

The goal of the intensive seminar was to delineate a broad program of significant research in educational broadcasting and to familiarize participants with a wide range of available research techniques.

It was recognized that the scope of the seminar would have to be broad. Nationally, an appraisal of the impact of educational broadcasting and its role in the total educational picture awaits development of a comprehensive, integrated, country-wide research program which can be systematically implemented over a period of years as resources become available. Locally, research personnel connected with educational radio and television stations and production agencies face frustrating problems resulting from significant and complex needs on the one hand, and inadequate financial and human resources on the other.

Of particular help to the participants was the availability of competent staff members from Ohio State University, acting as resource persons in social research. In addition, other outstanding consultants came to the seminar to participate in the critical discussions. These included such experts as Benjamin S. Bloom, Herta Herzog, Paul Lazarsfeld, John J.

Scanlon and G. D. Wiebe.

Considerable time was spent in closely studying the matter of effects, and the seminar felt that "there is a very real danger of considering only those effects which correspond to the intentions of the broadcaster." It was also aware that there exists a broad range of "unintended or incidental effects which will merit investigation." Specifically, the participants considered the effects of educational broadcasting under the following categories: action, psycho-motor skills, involvement, cognitive behavior, affective behavior and ancillary effects.

Many pertinent suggestions came out of the week-long discussions. These are now being edited by Dr. I. Keith Tyler, who was chosen by the NAEB Research Committee as best qualified to handle this phase of the work. Some of these recommendations may be mentioned at this time: the appointment of a full-time NAEB director of research, the soliciting of assistance and cooperation with all governmental and non-governmental agencies which might contribute to the national advancement of research in educational broadcasting, and the enlargement of the present research committee to include outstanding specialists from the other disciplines.

## NET WORK NEWS

—BOB UNDERWOOD

With January of the new year well under way, a look at the past year is in order. We here feel that 1957 was a pretty good year for the network, and perhaps a few statistics will make the point for us: during 1957 the network made some 1,373 programs available for broadcast; the total time of these programs came to 586 hours and 25 minutes, and, by figuring the orders received for the programs a fair guess would be that the American public heard approximately 16,799 hours of NAEB Radio Network programs during 1957.

Last year also found a great deal of new equipment coming into our office: a new Ampex, some new speaker systems for checking tapes, many new mailing boxes to protect the tapes in the mail, and numerous instruments for checking the efficiency of our equipment. All of these have contributed to the general improvement of network services.

Also, I feel that the quality of network programs (technically and content-wise) maintained a standard of intelligent programming for which the network has become known. This is borne out by the marked

increase in inquiries as to the availability of network programs for both classroom use and public service broadcasting over commercial stations. Also, as another story in this issue indicates, network programs are assisting in bringing the *true* "American story" to peoples far removed from our shores.

So much for last year; how about 1958? From what I have seen, I believe 1958 could be our biggest year program-wise. The future series scheduled for distribution this year are very promising. Many grant-in-aid series will be made available, but they cannot fill our schedule. That is why we need submissions from all member stations. Don't feel discouraged if your first submission is rejected. Go out and produce a better series, and then submit that one!

We must have better tape returns during 1958. Since our recent memo to all stations regarding tape returns, we have been amazed by the response. However, this response must continue on a year-round basis, not for a few weeks. Please keep the tapes coming *regularly*: we do.

One final note: we have a new telephone number. Our number now is: EMpire 7-6611, Extension 3394. If you will use this number it will help speed up long distance calls to us.

Thanks for the many Christmas cards, and a Happy New Year to all.

## PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.  
WUOM, University of Michigan

This launches a new, possibly regular, column in your *Newsletter*. Generally, we shall cover publicity, promotion and/or public relations, but the particular content of each column is going to be determined largely by what you have sent in when the monthly deadline arrives.

We therefore start with this invitation: Send us your favorite case histories of effective publicity or public relations activities — stunts, stories, techniques, campaigns, etc. that have worked for you.

Write them as concisely as possible, and we shall print them in this column. In this way we hope to start a long-needed information exchange devoted to our specific situation as educational broadcasters.

It has been suggested we also devote some space to examining our common problems in promotional work. But what are they? Lack of manpower to produce station publicity? Newspaper editors that hate



radio and TV stations? The elusiveness of good stories? You tell us, and we shall present problems, too.

For speed and convenience, write me in care of WUOM, University of Michigan, Ann Arbor, *not* at NAEB headquarters. Remember this: the rest of the membership may never write at all, so I shall be looking for *your* letter.

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#### DEFINITIONS:

One authority (?) defines P/R as "Das Braggen und schnoen grupe." Then there's the more conventional: "Doing good and getting credit for it."

*Public Relations News*, one of the leading exponents in the field, declares, "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance."

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#### REMINDER:

Elmer Sulzer sent you a questionnaire by direct mail asking about your publicity program. (Our copy arrived Dec. 3). Please get these to Sulzer (at Indiana) as quickly as possible. We'll ask him to summarize the results so you can see where you stand compared to other NAEB-ers.

## ETV SEEN AS ANSWER TO SCIENTIST LACK

Nationwide education by television is urged as a means of quickly producing thousands more scientists and engineers. Hugo Gernsback, editor and publisher of *Radio-Electronics*, proposes a closed circuit TV for schools to be built by the federal government, but free of governmental controls over the teaching.

Gernsback, who sees this country in shocking peril from lack of scientists and engineers, believes it is far too late now for a crash program in technical education through the use of "our antique teaching methods," because there are not enough teachers.

Gernsback is confident that through the ETV system, famous and inspiring teachers could reach great numbers of children and awaken the interest of youngsters in science.

This, he says, would not eliminate local teachers, but would give them a boost.

Gernsback thinks the closed circuit could be working within a year with the result that within 10 years many youngsters would be on the way toward "filling our sadly lagging ranks of scientists and technologists."

## TV DIGEST PREDICTS ETV OUTLOOK FOR 1958

In its "Annual Crystal-Gazing Stint," *Television Digest* (Vol. 14: No. 1) predicts that the addition of non-commercial, educational TV stations will follow "the same slow and steady pattern" of the last four years. From 10 to 15 new stations are expected to be added to the 28 now on the air. Compared with educational station increases during past years (last year saw six additions), this estimate points toward a record number of stations to begin telecasting during a single year.

Further predictions are that ETV stations will continue to grow as programming quality increases, and that educational and public service programming on commercial outlets will again hit a new high in 1958.

*Television Digest's* outlook for educational closed-circuit TV is similarly optimistic. The 200 schools and institutions now using this medium on a regular basis are expected to be joined by another 100. Setting the pace, according to the prediction, will be Washington County, Md., where closed-circuit teaching will be extended to the entire public school system by next September to reach 18,000 pupils in 48 schools.

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A number of tape recordings of folk and religious music, collected last summer in the hills of Assam and the Himalayas by Dr. Mostyn Lewis of Great Britain are now offered for sale. Persons interested in these recordings may write Dr. Lewis at Westwood, Gresford, Wrexham, Denbighshire, Great Britain.

## USIS LISTS NAEB PROGRAMS

Seven NAEB Radio Network-distributed program series are included in the current *Catalogue of Selected Voice of America Programs* now being sent to approximately 165 USIS posts throughout the Free World. The programs will be used not only at USIS posts where local stations broadcast in English, but also where they may be used in information centers.

The seven series are Jeffersonian Heritage, Tales of the Valiant, America on Stage, Document: Deep South, American Idiom, Negro Spiritual and Roots of Jazz.

Additional NAEB Radio Network series have been obtained by the Voice of America and are now being prepared for distribution abroad. The majority of the series selected were produced under grants-in-aid.

## WKNO ENGINEER DIES OF HEART ATTACK

Clement LaFond, chief engineer of WKNO-TV, Memphis' educational TV station, died unexpectedly of a heart attack Dec. 21 at the age of 43. He had been associated with the station since its beginning in 1954.

Mr. LaFond came to Memphis from Houston, Tex., where he was engineer for the University of Houston's ETV station. He is credited with having designed WKNO's engineering facilities and with having engaged in every type of activity that helped bring the station into operation.

Originally from Grand Rapids, Mich., he became interested in electronics while in the Air Force where he completed a radio mechanics course. He studied at the School of Radio and Television Arts and Sciences in Hollywood, received his bachelor of arts degree in radio and television at the University of Houston in 1951 and his master's there in 1953.

## BROTHERHOOD WEEK

In response to a request by the National Conference of Christians and Jews, attention is called to the approaching date of Brotherhood Week to be observed Feb. 16 through 23, 1958.

The NCCJ, which sponsors the annual event, is a civic organization engaged in a nationwide program of intergroup education. It enlists Protestants, Catholics and Jews who work together to build better relationships among men of all religions, races and nationalities.

Schools and colleges interested in obtaining program materials for the observance of Brotherhood Week are invited to write to William E. Vickery, National Conference of Christians and Jews, 43 West 57th Street, New York 19, N. Y.

## WTVS REPORTS PROGRESS

A two-year success story, reflecting the rapid growth of educational broadcasting stations in this country, reaches us from WTVS, Channel 56, Detroit's educational TV station.

According to the report, the station began its operation with three studios and four TV cameras and equal limitations in other broadcasting facilities Oct. 3, 1955. Today there are four studios with 11 cameras.

Whereas the first week's programming consisted of five hours of broadcasting, WTVS now broadcasts

57 hours weekly; of these, 44 hours consist of live programs produced by one of the 18 member organizations of the Detroit Educational Television Foundation which operates WTVS.

For in-school viewing, 11 programs are produced by the Detroit Public Schools, two by the Detroit Institute of Arts and two by the Henry Ford Museum and Greenfield Village. More than 300 schools in the area are now equipped to receive these programs, several as far away as Toledo.

In addition, the report lists an extensive weekly schedule of adult education programs produced in cooperation with a number of area institutions of higher learning.

Presently, an estimated 25,000 Detroit area homes have TV sets capable of Channel 56 reception. Viewers, the report states, live in all parts of the city and its surrounding suburban areas up to 50 miles away.

## ETV STATIONS ON THE AIR

KCTS	Seattle, Wash.	9
KETA	Okl. City, Okla.	13
KETC	St. Louis, Mo.	9
KLSE	Monroe, La.	13
KOAC-TV	Corvallis, Ore.	7
KQED	San Francisco, Calif.	9
KRMA-TV	Denver, Colo.	6
KTCA-TV	St. Paul, Minn.	2
KUHT	Houston, Tex.	8
KUON-TV	Lincoln, Neb.	12
WAIQ	Andalusia, Ala.	2
WBIQ	Birmingham, Ala.	10
WCET	Cincinnati, Ohio	48
WGBH-TV	Boston, Mass.	2
WHA-TV	Madison, Wis.	21
WHYY-TV	Philadelphia, Pa.	35
WILL-TV	Urbana, Ill.	12
WKAR-TV	East Lansing, Mich.	60
WKNO-TV	Memphis, Tenn.	10
WMVS-TV	Milwaukee, Wis.	10
WOSU-TV	Columbus, Ohio	34
WQED	Pittsburgh, Pa.	13
WTHS-TV	Miami, Fla.	2
WTIQ	Munford, Ala.	7
WTTW	Chicago, Ill.	11
WTVS	Detroit, Mich.	56
WUNC-TV	Chapel Hill, N. C.	4
WYES	New Orleans, La.	8

# NAEB COMMITTEES - 1958

*Executive Committee:* Burton Paulu, Station KUOM, University of Minnesota, chairman; Jack McBride, Station KUON-TV, University of Nebraska; Haskell Boyter, Stations WABE & WETV, Atlanta Board of Education; Robert J. Coleman, Stations WKAR-AM-FM, Michigan State University.

*Advisory Committee to the President of the ETRC:* Burton Paulu, Station KUOM, University of Minnesota, chairman; Edward Rosenheim, Jr., University of Chicago; Frank E. Schooley, Stations WILL-AM-FM-TV, University of Illinois; James Robertson, Station WTTW, Chicago, Illinois; Richard Hull, Stations WOSU-AM-FM-TV, Ohio State University.

*Awards and Citations Committee:* Miss Judith Waller, 1515 Davis St., Evanston, Illinois, chairman; Robert Coleman, Stations WKAR-AM-FM, Michigan State University; Harold B. McCarty, Stations WHA-AM-FM-TV, University of Wisconsin.

*Constitution Committee:* James Miles, Station WBAA, Purdue University, chairman; Richard Bell, Arizona State College; Keith Nighbert, Station WKNO-TV Memphis, Tennessee; Richard Vogl, Stations WOI-AM-FM, Iowa State College; Leonard Marks, Cohn & Marks, Washington, D. C.

*Engineering Committee:* Carl Menzer, Stations WSUI & KSUI, State University of Iowa, chairman; Keith Ketcham, Stations WOI-AM-FM-TV, Iowa State College; Burton Holmberg, Station KTCA, Minneapolis, Minnesota; John Brugger, Washington County Public Schools, Hagerstown, Maryland; Fred Remley, TV Center, University of Michigan; Jack Chenoweth, Station KETC, St. Louis, Missouri.

*Foundations and Financing Committee:* Richard Hull, Stations WOSU-AM-FM-TV, Ohio State University, chairman; Frank Schooley, Stations WILL-AM-FM-TV, University of Illinois; Burton Paulu, Station KUOM, University of Minnesota; Henry Chadeayne, Station KETC, St. Louis, Missouri; James Miles, Station WBAA, Purdue University.

*Government Representation Committee:* Pending.

*Grants-in-Aid Committee:* Edward Rosenheim, Jr., University of Chicago, chairman; Larry Frymire, Stations WKAR-AM-FM, Michigan State University; R. Edwin Browne, Stations KFKU & KANU, University of Kansas; Harry Lamb, Stations WTDS, Toledo Public Schools; Mrs. Elizabeth Marshall, Station WBEZ, Chicago Board of Education.

*International Relations Committee:* Seymour Siegel, Stations WNYC-AM-FM, New York, New York, chairman; Alec Sutherland, Radio Office, University of Chicago; William Bender, Station WUOM, University of Michigan.

*Membership Committee:* Frank Schooley, Stations WILL-AM-FM-TV, University of Illinois, chairman; Mrs. Gertrude Broderick, U. S. Office of Education, Washington, D. C.; Region I - B. Kendall Crane, Station WDUQ, Duquesne University; Region II - Raymond Hurlbert, Alabama ETV Commission, Birmingham, Alabama; Region III - Lee Dreyfus, Station WDET, Wayne State University; Region IV - Sheldon Goldstein, Station KUOM, University of Minnesota; Region V - Howard Johnson, Station KRMA-TV, Denver, Colorado; Region VI - Mrs. Patricia Swenson, Station KBPS, Portland Public Schools.

*Organizational Liaison Committee:* Pending.

*Production Centers Committee:* Edward Wegener, Educational TV, Alabama Polytechnic Institute, chairman; Garnet Garrison, TV Center, University of Michigan; E. A. Hungerford, Communication Arts, Creighton University; Warren Kraetzer, Radio-TV, New York University; Barclay Leatham, Dramatic Arts, Western Reserve University.

*Professional Advancement Committee:* Earl Wynn, Stations WUNC-FM-TV, University of North Carolina, chairman; R. Edwin Browne, Stations KFKU & KANU, University of Kansas; Vernon Bronson, Stations WTHS-FM-TV, Dade County Board of Public Instruction; Carl Menzer, Stations WSUI & KSUI, State University of Iowa; Mrs. Gertrude Broderick, U. S. Office of Education, Washington, D. C.; Sydney Head, Radio-TV, University of Miami; Harry Lamb, Station WTDS, Toledo Public Schools; James Robertson, Station WTTW, Chicago, Illinois; Kenneth Wright, Station WUOT, University of Tennessee.

*Publications Committee:* Frank Schooley, Stations WILL-AM-FM-TV, University of Illinois, chairman; William Bender, Station WUOM, University of Michigan; Mrs. Gertrude Broderick, U. S. Office of Education, Washington, D. C.; Franklin Dunham, U. S. Office of Education, Washington, D. C.; Elmer Sulzer, Station WFIU, Indiana University; Tracy Tyler, University of Minnesota; Rev. R. F. Grady, S. J., Station WUSV, University of Scranton; Edward Stasheff, Department of Speech, University of Michigan.

*Public Relations Committee:* William Bender, Station WUOM, University of Michigan, chairman; Elmer Sulzer, Station WFIU, Indiana University; Larry Frymire, Stations WKAR-AM-FM, Michigan State University; Stewart Howe, Illinois Institute of Technology; Charles Dudley, Station WERS, Emerson College; Howard Curtis, News Bureau, Brown University.

*Radio Network Committee:* Richard Vogl, Stations WOI-AM-FM, Iowa State College, chairman; John Regnell, Stations WILL-AM-FM, University of Illinois; Robert Boyle, Station KUOM, University of Minnesota; E. G. Burrows, Station WUOM, University of Michigan; Jack Summerfield, Station WGBH-FM, Boston, Massachusetts; Philip Thompson, Station WUOT, University of Tennessee; Burt Harrison, Station KWSC, Washington State College; R. C. Norris, Radio-TV, University of Texas; Kenneth Kager, Station KUOW, University of Washington; A. Paul Klose, Station WSOU, Seton Hall University; Wayne B. Wayne, Stations WKAR-AM-FM, Michigan State University.

*Radio Network School Committee:* Mrs. Kathleen Lardie, Station WDTT, Detroit Board of Education, chairman; Mrs. Dorothy Klock, Station WNYE, New York Board of Education; Mrs. Elaine Tucker, Station KOKH, Oklahoma City Board of Education; Miss Marie Scanlon, Station WBGO, Newark Board of Education; Miss Arlene McKellar, Stations WHA-AM-FM, University of Wisconsin; Mrs. Patricia Swenson, Station KBPS, Portland Public Schools; John Henderson, Station WBAA, Purdue University; Clifton Schropp, Station KDPS, Des Moines Public Schools; McCabe Day, Station WVSH, School City of Huntington.

*Research Committee:* Sam Becker, TV Center, State University of Iowa, chairman; Raymond Cheydeur, Station WFSU-FM, Florida State University; Irving Merrill, Station WKAR-TV, Michigan State University; Kenneth Harwood, Station KUSC, University of Southern California; I. Keith Tyler, Institute for Education by Radio-TV, Ohio State University; Hideya Kumata, College of Communications Arts, Michigan State University; Percy Tannenbaum, Institute of Communications Research, University of Illinois.

*TV Closed-Circuit Committee:* Lawrence Creshkoff, Chelsea Closed-Circuit TV Project, chairman; Wil-

liam Brish, Washington County Public Schools, Hagerstown, Maryland; Miss Wanda Mitchell, Evanston Township High School; Gerard Appy, Georgia Center for Continuing Education, University of Georgia; Stephen Hathaway, Station WMUB, Miami University; Mrs. Eleanor Kane, Radio-TV Education, Baltimore Board of Education.

*TV Development Committee:* Pending.

*TV Management Committee:* Appointment of chairman pending; Loren Stone, Station KCTS, Seattle, Washington; Richard Burdick, Stations WHYF-FM-TV, Philadelphia, Pennsylvania; Harold Martin, Station WKNO-TV, Memphis, Tennessee; C. Richard Evans, Station KUDD, Salt Lake City, Utah.

*TV Programming Committee:* William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, chairman; Keith Nighbert, Station WKNO-TV, Memphis, Tennessee; George Arms, Station KETC, St. Louis, Missouri; Arthur Weld, Jr., Station WAER, Syracuse University; Richard Rider, Station WILL-TV, University of Illinois; Paul Taff, Station WMVS, Milwaukee Vocational and Adult Schools; Keith Engar, University of Utah; John Young, WUNC-TV University of North Carolina.

*Utilization Committee:* Gale Adkins, Radio-TV Research, University of Kansas, chairman.

*Radio-Subcommittee:* George Johnson, Station WFIU, Indiana University, chairman; Mrs. Gertrude Broderick, U. S. Office of Education, Washington D. C.; Mrs. Patricia Swenson, Station KBPS, Portland Public Schools; Gerald Wilsea, Radio-TV, Denver Public Schools; Miss Marguerite Fleming, Station KSLH, St. Louis Board of Education; TV-

*Sub-Committee:* Clair Tettermer, Station KETC, St. Louis, Missouri, chairman; Miss Martha Gable, Radio-TV Education, Philadelphia Public Schools; Miss Wanda Mitchell, Evanston Township High School; Uberto Neely, Station WCET, Cincinnati, Ohio.

President Paulu said some additional appointments may be announced later.

—N A E B—



## NCTE RESOLUTION

The following resolution is one of 14 adopted by the National Council of Teachers of English at a recent meeting, attended by representatives of 40,000 teachers of English:

"Whereas the National Council of Teachers of English recognizes the importance of exploring the use of television as one way of meeting the teacher shortage, but believes that important goals of instruction in language and literature are best achieved in small group-individual learning situations where the teacher is able to establish close personal relationships with each learner; be it resolved that the National Council of Teachers of English

1. Commend and encourage sound experimentation in using television as a new medium of communication in learning; and recommend that the researchers study the possible use of television in improving the quality of instruction in language and literature.
2. Urge more consideration of the effect of television on the processes of learning, particularly on those intangibles in the classroom situation which cannot be easily measured by objective testing, such as the learners active participation in discussion and the effect of individualized instruction by the teacher."

## WQED GETS \$250,000 WESTINGHOUSE GIFT

A gift of a 500-foot transmitter tower, adjoining land and buildings was made by Westinghouse Electric Co. to WQED, Pittsburgh's educational TV station. The property, valued at \$250,000, has been used by WQED since the station went on the air April 1, 1954. Gwilym Price, president of Westinghouse Electric Co., presented the deed to John Rayan, president of WQED, during a luncheon.

Donald McGannon, president of Westinghouse Broadcasting Co., predicted at the luncheon that educational TV stations will become an indispensable part of the United States educational system.

More than three years of WQED operation in Pittsburgh, McGannon said, is proof that educational TV need not be dull. He said educational TV "supplies pure research for commercial television in development of varied forms and techniques before they are brought into commercial television."

Commissioner Robert Lee of the FCC told the group that his own original concern about the feasi-

bility of educational TV has been erased by the success of many stations and that he is now its ardent supporter.

WQED, now broadcasts 90 hours of programs per week and reaches directly a total of 350 classrooms in Pittsburgh area schools.

## ADVERTISERS' PSYCHOLOGY BELIEVED HARMLESS

Popular fears that advertisers soon will have the public at their mercy through manipulation of the subconscious mind are debunked by H. Richard Blackwell, University of Michigan professor of psychology and ophthalmology and director of the U. M. Vision Research Laboratories.

"I am not convinced," he said, that subliminal projection would be at all effective as an advertising technique. Ads we faintly see would have about the same effect as the ones that are obnoxiously visible. We would pay little or no attention to them once the novelty had worn off.

Subliminal projection, as applied to advertising, consists of flashing a series of movie frames over a regular movie or TV program already in progress. Each special frame contains a slogan, such as "eat popcorn." The slogan is flashed too briefly to be seen in the usual sense of the word, but is assumed to leave its imprint on the subconscious mind and, in some cases, to cause the audience to do as the slogan suggests.

While banned by the three major TV networks, it is being considered for possible use by movie house chains and independent TV outlets.

Blackwell studied subliminal projection during World War II for the U. S. government and since 1945 at the U. M., where he set up special apparatus exclusively for measuring responses to sight stimuli.

## SUMMER WORKSHOP ANNOUNCED

Kenneth Harwood, chairman of the Department of Telecommunications at the University of Southern California, has announced the scheduling of a summer workshop in educational broadcasting to be conducted at the University June 24 through Aug. 1, 1958.

The workshop, which will yield three semester hours of college credit to advanced undergraduates and graduates, will be conducted by Dr. Burton Paulu, director of radio-TV broadcasting at the Uni-

versity of Minnesota's educational radio station.

The purpose of the workshop is to familiarize participants with the history, principles and operating problems of educational broadcasting and TV. Equipment to be used includes image orthicon and vidicons, cameras, kinescope recorders and the U. S. C.'s FM radio station.

Detailed information concerning the workshop may be obtained by writing Mr. Harwood at the above address.

## DIRECTORY CHANGES

P. 1 **96** Associate Members  
63 Affiliate Members

P. 2 **Delete:**

Vice President: Mr. Richard Hull  
Stations WOSU-AM-FM-TV  
The Ohio State University  
Columbus 10, Ohio

**Add:**

Vice President: Mr. Jack McBride  
Station KUON-TV  
University of Nebraska  
Lincoln, Nebraska

**Delete:**

Secretary: Mr. Jack McBride  
Station KUON-TV  
University of Nebraska  
Lincoln, Nebraska

**Add:**

Secretary: Mr. Haskell Boyter, Dir.  
Radio and TV Education  
Atlanta Board of Education  
740 Bismarck Rd., N. W.  
Atlanta, Georgia

P. 21 **Add:**

Duval County  
Board of Public Instruction  
Mr. O. P. Kidder, Jr.  
Television Coordinator  
605 Ocean Street  
Jacksonville, Florida  
Telephone: EL-6-7121

P. 30 **Add:**

Compton College  
Mr. Foster Davidoff  
1111 East Artesia Blvd.  
Compton, California

P. 31

Cranbrook Academy of Art  
and Institute of Science  
Marion H. Bemis, Director  
Public Relations  
Cranbrook Institutions  
Bloomfield Hills, Michigan

P. 32 **Add:**

Montana (Region VI)  
Montana State College  
Dr. Erling S. Jorgensen  
Acting Director  
University Studios  
Missoula, Montana

## EARLY ON-THE-AIR OPERATION PREDICTED FOR N.M. TV STATION

A prediction that channel 5, the new TV station being set up by the University of New Mexico and Albuquerque Public Schools, will be on the air early next year, was made by Dr. Harold O. Ried, director of extension, summer session and community services.

Dr. Ried said that the station expects to be operating shortly after the second semester begins Feb. 3.

Latest step in the studio's progress toward going on the air was the FCC's approval of installation of the studio transmitter link carrying the micro-wave from the studio to the crest of Sandia Mountains. The necessary equipment has been promised about the middle of January.

Dr. Bernarr Cooper, professor of speech and director of TV and radio, said approval of the communication circuit between the transmitter and the studios is still pending. He added that several other applications are pending, including two with the forestry service that supervises occupancy of government lands on the crest.

## RECOMMENDED READING

*Television in Education*, an excellent reference booklet as well as an excellent story of the role both radio and TV can play in U. S. education, has just been published by the U. S. Department of Health, Education, and Welfare.

Co-authors of the work are Dr. Franklin Dunham, chief, educational uses of radio and television, Dr. Ronald R. Lowdermilk, specialist for technical phases of educational radio-television; and Mrs. Gertrude G. Broderick, specialist for program research phases of radio-television.

"What is being done in Educational Television," "How a Community Can Plan for Educational Television" and "Exploring the Practicability of Direct Teaching by Television" are among the subjects discussed in the booklet.

In addition, the work's appendixes bulge with vital information ranging from a listing of closed circuit ETV installations to one of foundations making grants to ETV stations. Also included are a number of "Typical ETV program schedules."

The booklet is now available for 55 cents through the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

## NEWS OF MEMBERS

### GENERAL

The University of Michigan radio station WUOM has received the 1957 Audio Devices National Educational Award for "outstanding application of radio recording to education." The presentation was made by George Wedemeyer, president of Wedemeyer Electronic Supply Co. of Ann Arbor, to Edwin G. Burrows U. M. assistant director of broadcasting service-radio.

The citation recognizes WUOM's "demonstrated ability to enrich the educational experience of students." WUOM is producer of a number of instructional radio series used statewide by elementary schools.

► Robert Coleman, NAEB treasurer and director of WKAR-AM-FM at Michigan State University, is the composer-author of "Spartan Toast," one of four *Songs of Michigan State*, a folio recently published by the University.

► Raymond Hurlbert, general manager of the Alabama Educational Television Commission, licensee of the state's educational TV channels 2, 7, and 10, announced today with Robert Schlinkert, general manager of WBRC-TV, Inc., licensee of channel 6, they have mutually filed with the FCC to make certain changes for improving their TV service. The joint application requests permission to erect a new tower on Alabama's Red Mountain to support antennae for both stations. The proposed antennae's overall height would be approximately 700 feet, or more than 1,000 feet above the average terrain. Present channel 10 and 6 antennae are 187 and 500 feet above ground respectively.

Specifically, the proposal is for WBRC-TV, Inc. to erect the new tower and make provision for the mounting of the channel 10 antenna atop along with that of channel 6 at a cost of several hundred thousand dollars without any expenditure by the state.

### PROGRAMS

The first live, on-the-spot telecasts from the barred cells of San Quentin Prison were aired on two special programs Dec. 19, on KQED, the Bay Area's non-commercial ETV station.

The day long task of setting up KQED's equipment involved 22 staff members and extra volunteer workers to provide this rare TV fare. Special precautions were required for stringing cables on the top of cells. The latter had to be guarded throughout

the day to prevent inmates from hiding in KQED's large remote truck.

► A battery of more than 70 programs featuring several of the nation's outstanding scientists have been scheduled by WTTW-Channel 11, Chicago. The programs, to be seen every week-day evening, will begin Jan. 6. Only the Monday night series will be produced live at WTTW; the others are on film made available by the ETRC.

Purpose of the concentrated programming, according to James Robertson, WTTW program manager, is to meet the tremendous public need for knowledge about science and scientists.

► Following the recent completion of its studios and production offices, WYES-TV, New Orleans' educational station, has inaugurated an extensive schedule of live local programming. The station's new \$100,000 building houses equipment valued at more than \$200,000.

Since the station went on the air last April, WYES programs have consisted exclusively of filmed and kinescoped presentations supplied by educational TV agencies and networks.

Duff Browne, general manager of the station, commenting on the move to local programming, said, "This has been the primary aim of our operations since its inception."

Local live and film shows, Browne said, will be used to augment programs supplied from other sources.

► Long before the launching of Sputniks and the resultant furor over space travel, a group of educational TV experts and scientists began work on a TV series about problems rocket fliers and passengers would encounter.

The results of their labors will be seen by educational TV viewers nationally when the series "Doctors in Space" begins its run on the nation's educational stations in January. The series went into production nearly two years ago at KUHT-TV in Houston where it was filmed under contract for the ETRC at Ann Arbor, Mich.

What kinds of clothes are suitable for celestial trip? How does the traveler withstand the heat of the sun as he gets nearer to it? What happens if the traveler's space is damaged — how does he get back to earth?

These questions, once left to the imagination of science fiction writers, come in for serious consideration on the new series by men qualified to tackle them.

One of the country's leading experts on space medicine, Dr. Hubertus Strughold, adviser for research, School of Aviation Medicine at Randolph Air Force Base in Texas, appears on all 13 programs. Formerly director of the Physiological Institute of the University of Heidelberg, Germany, he has been concerned with space medicine since the 1920's.

Guests on various programs are a number of other scientists and two pilots who have tested high-flying machines. Host is Dr. John Rider, physics professor at the University of Houston.

The series was produced by KUHT-TV's John Meaney. Living geography and history are presented to Lansing area students through a weekly TV program, "You Are Here," which originates live from WKAR-TV, the Michigan State University station.

## TV TECHICAL TIPS

—CECIL S. BIDLACK

A Ford Foundation grant will permit NAEB to hold a Video Recording Workshop for technical personnel May 5 to 9, 1958 at the WTTW studios in Chicago. A sub-committee of the NAEB Engineering Committee met in Chicago on Dec. 16 to make tentative plans for the workshop and to discuss details of the program. The committee was aided in its discussion by the response to an inquiry mailed Nov. 11, 1957. This inquiry went to all NAEB ETV stations on the air, all stations under construction and to television production centers, asking for nominations of participants and for program suggestions.

The program of the Video Recording Workshop will cover primarily kinescope recording since the problems being encountered in this method of recording are immediate and timely. However, introductory technical details of video tape recording will be presented, since it is expected that within the next two years ETV stations may be in the process of conversion to videotape.

Although the date and place of the workshop have been set, many details of the arrangements are yet to be completed. Within the next month persons who have been selected will be notified and their names will be published in a future *Newsletter*.

"Kinescope Recording Made Easy" is the title of a four page paper by Richard Helder of the WTTW staff which we mailed in November to chief engineers of ETV stations and production centers. Actually this isn't a treatise on kinescope recording but is the detailed procedure for the operation of the WTTW kinescope recorder. We realized when we duplicated it that many of the items apply only to the WTTW

operation, however we believed that it might be of value to others in setting up a routine for their own kinescope operation. We have additional copies for those who didn't receive it and will mail it upon request.

\* \* \* \* \*

In a late mailing we also announced the availability of used image orthicon tubes type 5820 and 6474 from the National Broadcasting Company. These tubes have been mostly retired for lack of sensitivity or sticking. NBC is offering them to educational TV stations and production centers at \$25.00 each. They will be shipped express collect with no guarantee of life.

If you wish to purchase some of these tubes write to:

Thomas H. Phelan, Manager  
TV Maintenance and Plant Facilities  
National Broadcasting Company, Inc.  
RCA Bldg., Radio City  
New York 20, New York

You may specify either 5820 or 6474. The latter type is used in color television and designed for operation below the knee of the characteristic as contrasted to the 5820 operation above the knee. Mr. Phelan states that individual records have been kept on these camera tubes and that NBC will make every effort to see that only serviceable tubes are shipped.

\* \* \* \* \*

The first Ampex production model Videotape Recorders were delivered in late November to KING-TV, Seattle and KGW-TV, Portland and were immediately placed in service. Ampex has announced that it will deliver more than 100 units of the production model videotape recorder by April in time for Daylight Savings Time operation. It has also announced that a new unit to convert its monochrome recorder to color operation will be available and delivery of prototype models of this device is expected to begin in June.

On October 21, RCA demonstrated a prototype model of its color video tape recorder. NBC expects delivery of six of the new color recorders in April and will install color "tape centrals" in both its New York and Burbank studios. Prototype models of the RCA color recorders will sell for \$96,000 with delivery expected to begin in September of 1958. RCA also has announced that it expects to have production models of both color and monochrome video tape recorders available for delivery in December 1958. Prices have been set at \$63,000 for the color recorder and \$49,500 for the monochrome version.



With the TV networks expecting to furnish programs to affiliates on a clock time basis by the use of magnetic tape recorders, the era of video tape will truly begin with the advent of Daylight Savings Time in 1958.

\* \* \* \* \*

It is with deep regret that we must inform you of the death of Clement E. LaFond, Chief Engineer of WKNO-TV in Memphis. He was stricken with a heart attack and died at his home on December 21. His untimely death at 43 was a shock to his family and associates.

Mr. LaFond was one of the first members of the staff of WKNO-TV and designed the stations engineering facilities. He engaged in every type of activity as well as engineering to help activate Channel 10 in Memphis. He was formerly employed as an engineer at KUHT, the pioneer ETV station at the University of Houston. He received his BA in Radio and Television at the University of Houston in 1951 and his MA there in 1953.

Mr. LaFond is survived by his wife and a daughter, Michelle.

\* \* \* \* \*

Did you see -

Special Report on ETV  
FCC Mobile TV Monitor  
New York State Seeks Channel 13

Broadcasting Nov. 11  
Broadcasting Dec. 2  
Broadcasting Dec. 9

RCA has announced that it is developing new type fm broadcast transmitters and complementary multiplexing equipment. By late 1958, they expect to have a complete line of fm transmitters designed for multiplex operation. The line will include the following: a 10 w exciter-transmitter; a 250 w fm transmitter; a 5kw fm transmitter, and multiplex subcarrier generator equipment for use with RCA multiplex exciters.

\* \* \* \* \*

The FCC has authorized a TV translator station at Redwood Falls, Minn. to rebroadcast the programs of KTCA-TV St. Paul's educational TV station.

\* \* \* \* \*

General Electric has announced a new and smaller type of live color TV camera at the opening of its new WGY-WGRB (TV) broadcast center in Schenectady.

This new camera uses three image orthicon tubes but weighs 75 pounds less than most models. It is about ten inches shorter, three inches narrower and an inch lower than current cameras. Printed circuits and transistors have been used to cut down size. A new optical system eliminates many glass surfaces

and special circuitry, it is claimed, insures truer registration of colors with no blur or run over into other colors.

A pre-production model was demonstrated, however GE expects to put the new camera into production soon. The expected price is around \$50,000 competitive with other makes.

\* \* \* \* \*

FCC on December 18 proposed rule making under Docket No. 12274 to permit daytime stations to get longer operating hours. The Daytime Broadcasters Association has proposed operation from 5 AM or local sunrise (whichever is earlier) to 7 PM or local sunset (whichever is later) instead of present sunrise-sunset only provisions. Comments on this proposal are due March 18, reply comments 30 days later. For complete text see Federal Register, Dec. 24, 1957.

\* \* \* \* \*

Vorce C. McIntosh, Chief Engineer, University TV and Radio, The University of New Mexico at Albuquerque, is looking for an RCA Type TC-4 Audio-Video Switcher. If you have one for sale please contact him.

\* \* \* \* \*

Just before deadline, we received a communication stating that WRTI-FM, Temple University in Philadelphia, has installed a new 500 watt fm transmitter. It is the first transmitter to be manufactured by a new firm, I.T.A., Industrial Transmitters and Antennas, 7327-A West Chester Pike, Upper Darby, Penna. Their new line of fm transmitters, designed especially for the 88-108 mc educational band, consists of 10, 75, 250 and 500 watt transmitters. The latter two transmitters have been type accepted by the FCC and the 10 and 75 watt models are now being processed for approval.

With the number of fm stations on the air growing daily, and with no more fm channels available in large population centers, educational institutions would do well to take another look at fm broadcasting. Pressure is certain to develop for the FCC to assign the unused channels for commercial use, once the available commercial assignments are occupied. For years Gates Radio Company of Quincy, Illinois has been the sole manufacturer of fm broadcast equipment. The RCA announcement of a new fm line and now the I.T.A. announcement points up the fact that fm is again on the upswing. The announcements also emphasize the need for educational interests to get busy and occupy these reserved channels while they are so easily available.

## NAEB OFFICERS AND DIRECTORS—1958

**President:** Dr. Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

**Vice-President:** Mr. Jack McBride  
Station KUON-TV  
University of Nebraska  
Lincoln, Nebraska

**Director Region I:** Mr. E. A. Hungerford, Jr.  
Metropolitan ETV Association  
345 East 46th Street  
New York 17, New York

**Director Region II:** Mr. Vernon Bronson  
Stations WTHS-FM-TV  
Dade County Board  
of Public Instruction  
Miami, Florida

**Director Region III:** Mr. William Harley  
Stations WHA-AM-FM-TV  
University of Wisconsin  
Madison, Wisconsin

**Past President:** Mr. Frank E. Schooley  
Stations WILL-AM-FM-TV  
University of Illinois  
Urbana, Illinois

**Secretary:** Mr. Haskell Boyter  
Radio and TV Education  
Atlanta Board of Education  
Atlanta, Georgia

**Treasurer:** Mr. Robert Coleman  
Stations WKAR-AM-FM  
Michigan State University  
East Lansing, Michigan

**Director Region IV:** Mr. Richard A. Vogl  
Stations WOI-AM-FM  
Iowa State University  
Ames, Iowa

**Director Region V:** Mr. Robert Schenkkan  
Radio - Television  
University of Texas  
Austin, Texas

**Director Region VI:** Mr. Edwin Adams  
School of Communications  
University of Washington  
Seattle, Washington

**Director at Large:** Mrs. Gertrude Broderick  
Radio-TV Section  
Office of Education  
U. S. Dept. of Health  
Education & Welfare  
Washington 25, D. C.

.....  
**General Counsel:** Mr. Marcus Cohn  
Cohn and Marks  
Cafritz Building  
Washington, D. C.

**Management and Community Relations Consultant:** Mr. M. S. Novik  
Room 1200  
300 W. 23rd Street  
New York 11, N. Y.  
.....

## HEADQUARTERS STAFF

14 Gregory Hall, Urbana, Illinois

Phone Empire 7-6611, ext. 3394

**Executive Director**  
**Associate Director**  
**Television Engineer**  
**Network Manager**  
**Placement Officer & Editor**  
**Asst. Network Manager—Production**  
**Asst. Network Manager—Traffic**  
**Secretary**

Dr. Harry J. Skornia  
Mr. Harold E. Hill  
Mr. Cecil S. Bidlack  
Mr. Robert Underwood, Jr.  
Mr. Hans Massaquoi  
Mr. Jesse Trump  
Mrs. Margaret Enderby  
Mrs. Judith Gans

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.

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