

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## NAEB SCHOLARSHIPS AND WORKSHOP GRANTS-IN-AID

*Ed. Note: The November issue of the Newsletter carried a story explaining how application should be made for Scholarships and Workshop Grants. However, a typographical error in that story led to confusion on the part of some readers. Therefore, more detailed information, with deadlines, etc., is printed below.*

### SCHOLARSHIPS

Applications for scholarships for study between June 1 and Aug. 31, 1958 must be received at Headquarters not later than April 1, 1958. Successful applicants will be notified by May 1, 1958. The amount of the scholarship will depend on the length of the workshop or summer session to be attended, as follows: \$75 for a week (5-7 days), \$150 for two weeks (10-14 days), \$200 for three weeks (15-21 days), and \$250 for a summer session of six to eight weeks.

A detailed announcement, setting forth complete information about these scholarships and how to apply, was sent to everyone on the NAEB mailing list several months ago. If another copy of the announcement is desired, please send your request to Headquarters.

### WORKSHOP GRANTS-IN-AID

The Workshop Grants-in-Aid are intended to permit institutions planning summer workshops in television to upgrade the caliber of the workshop faculty by providing funds to bring in outstanding consultants who might be unobtainable otherwise.

These grants are not intended to completely finance workshops, but to supplement the budgets of already planned workshops. As indicated below, complete information about the proposed budget of the workshop must be included in the application, and

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the institution's share must at least equal the amount requested from the NAEB and should preferably be considerably larger than the amount requested. If failure to receive a grant would prevent the applying institution from holding a workshop, no application should even be filed.

Applications, to be considered by the committee, must be received at Headquarters not later than March 28, and the letter of application, plus any supporting statements or documents, must be submitted in six copies. At the completion of the workshop a report must be submitted to the NAEB setting forth how the grant made the workshop more meaningful and effective, how many persons attended, the over-all results that can be anticipated from the workshop, a complete accounting of funds (both NAEB and institutional) and any other information that might be helpful to the NAEB in carrying on this project in the future. Any funds remaining from the grant must be returned to the NAEB.

The letter of application should include the following information: (1) who is sponsoring the workshop, (2) when and where it will be held, (3) the purpose of the workshop, (4) the proposed budget (indicating clearly how much the institution will contribute and how much is requested from the NAEB), (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) cost to the participants, (10) the

amount of money requested from the NAEB and the specific purpose for which it is to be used, (11) evidence of the school's ability to conduct a workshop whether or not a grant is forthcoming, and (12) any other pertinent information that might aid the selection committee in making a decision (the committee may later ask for more detailed information of one sort or another.

The application should be accompanied by a statement signed by a responsible administrative officer of the institution, signifying the school's willingness and ability to accept and administer such a grant and to make an accurate accounting to the NAEB of the funds expended.

### 1958 NAEB CONVENTION

The NAEB's national convention will be held at the Sheraton-Fontenelle Hotel in Omaha, Neb., from Tuesday, Oct. 14 through noon Friday, Oct. 17.

## NETWORK NEWS

— BOB UNDERWOOD

At this time the program offering for the second quarter of this year is in distribution. This offering covers the period April through June, Issues #14-26.

There are two new grant-in-aid series being distributed with this offering: "Man Is A Thing," a study of Freud's influence on contemporary thought, and "One Nation Indivisible," a study of the rise of nationalism in various countries. We believe you will find these series particularly interesting.

In addition, we have exclusive broadcast tapes of the Peninsula Music Festival conducted by Dr. Thor Johnson of the Cincinnati Symphony Orchestra, and a series on Sweden In Music; another series is devoted to The French Story, a comprehensive 39-week series on the history of France.

One of our continuing series, "Carnival Of Books," has won the Thomas Alva Edison Foundation Award for the best children's radio show. We wish to congratulate Mrs. Ruth Harshaw, producer of the series, for gaining this notable distinction. Thirteen programs of "Carnival Of Books" are included in the second quarter offering.

May we again request that all stations send in their orders for this second quarter offering well in advance of the deadline date? It is important that we have your order as soon as possible. Thanks for your help.

The tape return balance sheets are out now, and we have received some letters of complaint about the balances shown. We here know that the figures given for 1957, if not always exactly correct, are almost so. That is, we are never off by a hundred or so in counting any given return shipment.

The main basis of the misunderstandings seems to be the original tape return balance as of Dec. 9, 1956 on which all subsequent balances have been figured. *We are not going back and change these original figures.* All stations had the opportunity to decide their tape inventory balance when the new regulations were announced in 1956, and almost one year ago, February 1957, every station then on the network received a letter informing it of its tape balance. In that letter we invited questions, comments, complaints, etc. about the balance. That is when complaints about the balance should have been raised, not now, a year later.

Tape is the blood of our operation, so we urge your increased cooperation in getting tapes back to us as quickly as possible. The *regular* return of tapes is what keeps us going. Please do your part.

This month concludes the employment of Mrs. Peggy Enderby as network Traffic Manager. Beginning March 1 she will be replaced by Miss Barbara Stevens, a graduate of the University of Illinois. We would like to acknowledge Peggy's fine work and wish her good luck in the future.

## PUBLICITY AND PUBLIC RELATIONS

WILLIAM BENDER, JR.

WUOM, University of Michigan

One of the most potent relations activities you can conduct is usually called "Visitations." It is the practice of welcoming strangers into your studios and broadcast facilities, a hospitality tour. You can catalog visitations under three general headings: those who "just stop in," pre-arranged group tours and the more formal Open House.

In each case, the individual visitor will gain a strong impression of you after his tour and he will pass on this impression to his circle of friends with the most powerful "publicity instrument" ever developed: word-of-mouth. Depending on your own public-relations planning, the attitude the visitor takes with him will be good or bad; it will rarely be indifferent.

Here are some random notes to help you assess your own practice in handling visitors:

- 1) Avoid any slavish "routine"; find out what the

visitor wants and try to give it to him. An educator and a Hi-Fi fan will be interested in different things.

- 2) Help the visitor understand something about your over-all goals. Don't just open the door for him to look at gimmicks and gadgets; tell him what you are trying to accomplish.
- 3) Never hurry a visitor. Invite questions and make sure you provide the answers.
- 4) Recognize the visitor's major interest, try to give him something appropriate to take when he leaves: a program schedule, brochure, dial card, teachers manual, or even the annual report.
- 5) Recognize the opportunity of pictures and press releases when you have a distinguished visitor, or a group-tour.
- 6) Make it a point to mention your NAEB affiliation. This helps all of us.

How do you attract visitors in the first place? Some inevitably appear out of nowhere. Others require invitations. Try a spot announcement sometime. Keep in touch with the program chairmen of campus and civic groups, Faculty Wives club, PTA, historical society, etc.

Some of you have had good results with visitations. Send us a couple of paragraphs telling how you went about it, and we'll let others share your experience through this column.

## PLACEMENT SUPPLEMENT

February 1 — Male, single, 39, M.A., 2 years radio experience and 4 years as teacher, desires position in ETV direction or programming. Interested in joining a new and growing station or school system for development of programs. Licensed teacher. Location open, \$4,500.

February 2 — Male, 29, single M.S. experience as chief of operations of commercial VHF station, is seeking a responsible position in ETV. Background includes teaching and educational radio-TV. Interested in use of TV in schools. Location open, \$7,000.

February 3 — Radio program and 16mm motion picture producer seeks opportunity to put 13 years experience to work for educational broadcasting. Background comprises all phases of radio announcing and program production, managing of educational FM station, instruction of students and production of sound-color campus motion pictures. Male, single, 36, A.B. Location open, \$5,200.

February 4 — Quality writer, international background, creative, imaginative, strong on ideas, outstanding credits include stage plays, major Hollywood studios, 80 documentary film and radio scripts for U. S. Army, Air Force, U. S. Information Agency, Voice of America and industrial film companies, seeks challenging position in educational TV as writer, but also additional duties as assistant to producer, program director etc. Location open, \$8,400 minimum.

## NAEB SEEKS SAFEGUARDS IN FCC BOOSTER PLANS

The NAEB, through its attorney Leonard H. Marks of Cohn and Marks, has filed comments with the FCC in response to a recent Commission proposal to sanction nationwide VHF booster station operation. The comments call attention to the potential danger of a licensed booster system to the effectiveness of ETV stations because of possible interference, particularly to those stations which are not yet using maximum power.

The NAEB's interest in the matter is "to insure that the Commission takes no action which would have the effect of inhibiting the future growth and expansion of educational television services to the American public."

Copies of the comments are presently available at NAEB Headquarters.

## NEWS OF MEMBERS

### GENERAL

► WBOE, the Cleveland (Ohio) Board of Education station, has announced that it will carry the non-commercial programs of Cleveland radio station WERE-FM.

The event came about with the silencing of WERE-FM's signal so that the station could double its voice to 40,000 watts, making it one of the most powerful stations in the country.

Cooperative efforts between officials of both stations have brought about a vertical program pattern aired over WBOE for approximately 30 days, the time it will take WERE-FM to engineer its power increase.

Targeted for a three-hour period each evening from approximately 7 until 10 p. m., the presentations originate in the studios of WERE-FM and are fed by line to the facilities of WBOE.

► To aid the many Eastern Massachusetts school systems which are planning the installation of TV receivers and antennas for in-school programs, WGBH-TV, Channel 2, will telecast its test pattern each weekday from 10 to 5:30 p. m. during the entire month of February.

Home viewers can take advantage of this opportunity to have their home receivers adjusted for the best reception of the channel.

► One hundred and seventy-seven New York University students who just completed a course in com-

parative literature met their professor, Dr. Floyd Zulli, for the first time Jan. 18 while taking their final examinations.

The course, "Sunrise Semester," was presented over WCBS from 6:30 to 7 a. m. on weekdays from Sept. 23 to Jan. 10.

Students, who came from communities within a 50-mile radius of New York City, were enrolled for three points of degree credit. They had previously submitted a term paper and taken home quizzes. The course covered 16 works by novelists from Stendhal to Hemingway.

► Due to the many viewer requests for increased programming on WTVS, Franklin G. Bouwsma, executive secretary of the Detroit Educational Television Foundation, has announced that starting the week of February 10 WTVS will broadcast 64½ hours of programs each week. To do this, Saturday programming has been discontinued, but programs will be carried continuously from 9:00 a.m. to 9:30 p.m. Mondays through Fridays and from 6 to 9:30 p. m. on Sundays.

#### PERSONNEL

► Dr. Keith M. Engar, program director of KUED, the University of Utah's educational TV station, has accepted an invitation by President Burton Paulu to serve as NAEB liaison officer with the American Educational Theatre Assn.

► Appointment of Garnet R. Garrison as director of broadcasting at the University of Michigan, Ann Arbor, has been approved by the Regents.

Prof. Garrison, a member of the Department of Speech faculty since 1947 and director of TV since 1950, will serve as the administrative head for both radio and TV which up to now have operated independently under two directors.

► Samuel B. Sullivan, long-time Illinois school administrator, has joined the ETRC as a consultant on school uses of TV, ETRC President H. K. Newburn has announced. The appointment is for six months.

Sullivan served from 1943 to 1956 as superintendent of the DeKalb (Ill.) Public Schools in which capacity he directed a curriculum development project for all class levels.

He left school administration in 1956 to become consultant to an architectural firm which designs school buildings and has served in that capacity until coming to Ann Arbor.

► Two NAEbers, Dr. Burton Paulu and Seymour Siegel, will participate in a seminar on educational broadcasting and the dedication and formal opening of FM radio station WYSO to be held Feb. 8 on the campus of Antioch College, Yellow Springs, Ohio.

Purpose of the seminar, whose moderator will be Dr. Edgar Dale of Ohio State University, is to "arise at a broad understanding of educational broadcasting and the opportunities presented to WYSO and other stations."

#### PROGRAMS

► The first news conference at the White House since Oct. 30 with President Eisenhower answering vital questions posed by the nation's press was televised Jan. 17 on KQED, San Francisco. It was the 124th conference of this kind held by the President since he took office five years ago.

The long interval since this regular weekly presentation was aired on the Bay area's community TV station was due in part to the minor stroke suffered by the President Nov. 25.

► "Discovery," a series produced for the ETRC by WGBH-TV in Boston, has won the Sylvania Award as the outstanding local educational children's program. Another Sylvania Award went to the ETRC for making it possible for ETV stations throughout the country to receive films and kinescopes of educational programs of outstanding merit. Also honored with a Sylvania Award was the National Broadcasting Co. for the educational TV project which it conducted jointly with the Center. This project involved the provision of live educational programs for ETV stations last year.

The Sylvania Awards were established by Sylvania Electric Products, Inc., to annually honor outstanding TV personalities and programs.

► Each Wednesday evening at 7:30 through March 5 the Merrill-Palmer School in Detroit will present a TV program about camping in a series titled "Giant Step," on WTVS, Channel 56, Detroit's educational TV station.

The programs are designed to provide information of value to parents and to people interested in camp programs for children.

► "University," New York University's educational TV series, has been selected by the Department of Defense for re-showing to servicemen and their families at overseas bases throughout the world.

Kinescopes of the half-hour programs will go to armed forces TV stations at 23 isolated bases where commercial video is not available. The filmed shows will be distributed by the Office of Armed Forces Information and Education of the Department of Defense.

The series, designed to illustrate the aims and contributions of an institution of higher learning in



the world today, features appearances by various members of the NYU staff and faculty.

► "American Foreign Policy 101 — Europe and Asia," an undergraduate course, will be televised by the Metropolitan Educational Television Assn. in cooperation with Hunter College starting Feb. 5, according to META's president, Dr. Alan W. Brown.

The series of 15 TV classes will be conducted by Dr. John G. Stoessinger, assistant professor of political science at Hunter, on WPIX from 11:30 a. m. to 12:30 p. m. each Wednesday.

► The challenge to American education will be put squarely before the public when the Educational Policies Commission holds a special "hearing" before educational TV cameras Feb. 12 in New York City at the studios of META. The program will be produced by META for the ETRC at Ann Arbor, Mich.

Planned to show Americans what they can do to strengthen the educational system in this country, the hearing is being filmed for delayed broadcast over the nation's educational TV stations. Present plans call for two hour-long programs. The production is financed by the Center.

The unrehearsed meeting will be conducted in a manner of a regular hearing of the commission. To dwell on subjects of critical importance in view of recent worldwide developments, the session will consider such topics as science education, Russian education and the teacher's part in strengthening educational processes.

The Educational Policies Commission was created by the National Education Assn. and the American Assn. of School Administrators to formulate policy and advise on educational problems in this country.

#### BOX SCORE

Total AM Stations	3195	(includes 38 non-commercial)
Total FM Stations	677	(includes 140 non-commercial)
Total TV Stations	572	(includes 28 non-commercial)

#### FURTHER NAEB COMMITTEE APPOINTMENTS

In addition to the committee appointments announced in the January *Newsletter*, President Burton Paulu has appointed the following persons to two *ad hoc* committees:

UHF Tax Relief Committee — *ad hoc* — Franklin G. Bourwsma, Station WTVS, Detroit, chairman;

Richard S. Burdick, Stations WHYF-FM-TV, Philadelphia; Richard Hull, Stations WOSU-AM-FM-TV, Ohio State University; Jack McBride, Station KUON-TV, University of Nebraska; Uberto Neely, Station WCET, Cincinnati; Richard Vogl, Stations WOI-AM-FM, Iowa State College.

Magnuson Bill Committee — *ad hoc* — Robert Schenckan, Radio-TV, University of Texas, chairman; Mrs. Gertrude Broderick, U. S. Office of Education; Vernon Bronson, Stations WTHS-FM-TV, Dade County (Florida) Board of Public Instruction; James Day, Station KQED, San Francisco; Earl Wynn, Station WUNC-TV, University of North Carolina; Leonard Marks, Cohn and Marks, ex officio.

Harold E. Hill, NAEB associate director, was recently named chairman of the Audio-Visual Commission on Public Information at the Commission's quarterly meeting in Williamsburg, Va. He succeeds Charles Schuller, director of the AV center at Michigan State University.

Hill is author of the Commission's fourth publication, *AV on the Air*, a manual on the use of radio and TV as public relations tools to be published soon.

#### SUGGESTIONS FOR PROGRAM GRANT-IN-AID APPLICANTS

EDWARD ROSENHEIM, JR.

*Chairman, NAEB Grants-in-Aid Committee*

*Ed. Note: Applications for program grants-in-aid for 1958 are now being accepted at NAEB Headquarters. Brochures giving complete instructions as to how to apply for a grant are currently being distributed. The deadline for receipt of applications is May 1, 1958.*

*Edward Rosenheim, Jr., University of Chicago, chairman of the NAEB Grants-in-Aid committee, has written the following article to help prospective applicants file an application.*

The printed announcement of the second of three years of radio programming support by the NAEB and ETRC under the general theme of "The Twentieth Century American" will provide prospective applicants for grants-in-aid with most of the necessary information concerning topics and procedures. In particular it should be noted that, since the announcement of the project is this year being made far earlier than previously, the new deadline for all applicants is May 1, 1958. In addition to this announcement, there is available from NAEB Headquarters a more detailed account of the principles under-

lying the project and of program areas which can be profitably and appropriately explored in pursuit of the goals which have been established.

The Grants-in-Aid Committee of the NAEB, on the basis of the achievements and experience of the first year of programming under the three-year theme, is prepared to offer certain supplementary suggestions to those who are preparing applications for grants-in-aid. Thus, for example, it will be noted that of the 10 grants-in-aid awarded last year, six were for series in the general area of the social or behavioral sciences, two for programs dealing with the arts, one for an essentially religious series, and one for a series concerned with science. Recent developments in world science, combined with a concern for a substantial balance among the major areas of knowledge, suggest that program proposals in the field of science will be particularly welcome this year. Similarly, programs dealing with the humanities, philosophy, religion, and moral values in contemporary life will, all other things being equal, receive enthusiastic attention from the Committee. At the same time, it should be clear that significant, authoritative, and attractive program projects in the social sciences will continue to be regarded as entirely appropriate for grants-in-aid.

The experience of recent years prompts the Committee to call particular attention to certain aspects of the program application which, if neglected, endanger the success of any proposal. Chief among these is the requirement that all budget proposals specify explicitly — in dollars and cents — the character and extent of the applicant's willingness to match, or exceed with his own funds the financing supplied by the grant-in-aid. It is not, that is, sufficient merely to enumerate in general terms the services, facilities and materials which will be involved in producing the proposed series; it is necessary, on the contrary, to reveal the willingness of the applying institution to draw upon its own funds for an amount at least equal to that provided by the grant-in-aid, although this latter way be partially services and facilities expressed in monetary equivalents.

Applicants are, in addition, again reminded that the Committee cannot properly assess any proposed series upon the basis of a general "idea" alone or upon a fragmentary "sample topics" which fail to

reveal a well-planned, topical outline for a total series of radio programs. Indeed, applications not accompanied by *all* materials and details specified in the printed announcement of grants-in-aid are, at the very least, under grave disadvantage when compared with other proposals which are not thus impoverished. This is particularly true of the "pilot tape," since, in the past, the Committee has found such recordings the most eloquent evidence of the character and quality of the proposed program series.

At a time when prospective applicants are still presumably engaged in preliminary planning, it may be useful to disinter for quotation here the report of the NAEB Grants-in-Aid Committee for the year 1957. That report contained (as the pious minority who read reports may remember) the following statement of four general objectives which seem, to the members of the committee, to govern its judgements. They are:

1. To achieve valid and important educational goals in terms of genuine needs on the part of the listening public or clearly defined segments thereof;
2. To provide for educational broadcasters — and possible secondary users — recorded materials which can be enthusiastically and profitably broadcast.
3. To encourage, through financial support and interest, the production by an increasingly large and diversified group of educational broadcasters of programs designed for distribution through the NAEB network;
4. To support the production of programs which constitute, in themselves distinguished specimens of the broadcaster's art.

Over the past few years there has been an astonishing increase in the number of grants-in-aid applications received as well as in the care, wisdom, and imagination with which proposed series have been planned. There is every reason to suppose that the Grants-in-Aid Committee will, in 1958, be faced with delicate and difficult choices among an unprecedentedly large number of excellent proposals. In this highly competitive situation, applicants will be well-advised to be as informative as possible and to reveal clearly the relevance of their proposals to the goals of the total three-year project.

## RUSSIAN OFFERED ON TV

What is believed to be the nation's first televised course in the Russian language has been announced by General Electric station WRGB, cooperating with the Mohawk-Hudson Council on Educational Television and the local section of the American Chemical Society, in a pioneer move to help crack a major technological problem.

The problem: The United States is receiving much technical literature from Russia, but a great deal is ignored because only a few of our engineers and scientists understand the language. Some scientists, for instance, believe that the first Sputnik may not have been such a big surprise had more Americans been able to read Russian.

Occupying an early spot from 6:30 to 7 a.m., the 12-week series will reach a potential audience of more than one million upstate New Yorkers. It will start Feb. 4.

## RECOMMENDED READING

The 12th edition of the *World Radio Handbook*, an annual publication by O. Lund Johansen of Copenhagen, Denmark, is a valuable reference work for everyone concerned with radio or TV broadcasting. The 175-page, illustrated publication contains information on broadcasting activities throughout the world. It also features a worldwide "Who's Who" in broadcasting under which prominent personalities and organizations in the field are listed. (The NAEB is listed on page 123.)

The price of a single copy is 20 cents. Interested persons can order through writing to World Radio Handbook, 1 Lindorffsalle, Hellerup, Denmark.

## N. M. ETV STATION GETS 4 SETS OF CALL LETTERS

Not one but four sets of call letters have been assigned to the new educational TV station, Channel 5, owned and operated by the University of New Mexico and the Albuquerque Public Schools.

The letters that the viewing public will know are KNME-TV—the K denoting the western part of the United States and the NME-TV standing for New Mexico Educational Television. These call letters originally were assigned to the schooner Albert D. Cummins, but were removed from registry in 1937. Nonetheless, they had to be released by the Bureau of Customs before they could be assigned to the new station.

The other three sets of call letters are KKT-911,

call letters from the studio to the Sandia Crest transmitter site; KKG-322, Crest call letters back to the studio; and KOG-34, call letters of the studio to transmitter link.

Dr. Bernarr Cooper, radio and TV director at the University UNM hopes that the station will go on the air shortly after the beginning of the second semester.

## GREATER ACCEPTANCE OF TV SEEN

Public acceptance of TV was mirrored in a report by Dr. Paul Witty, professor of education at Northwestern University, on a continuing eight-year study of the reactions to TV of elementary and high school pupils, their teachers and parents.

"There has been a marked change in the attitude toward TV on the part of many parents and teachers," Dr. Witty said in a report to the American Assn. for the Advancement of Science.

"At first, large numbers were skeptical concerning any desirable outcome from TV. Today," he added, "more parents and teachers accept television as a part of our design of living. They cite problems less frequently and indicate that children actually appear to read more because of interests awakened by TV offerings."

Witty also said, "Let us cease to attribute to TV misdemeanors in children and youth. Let us instead try to gain the greatest values from this appealing medium . . . by guiding children to choose programs with greater discrimination and by associating this strong interest with other desirable activities."

## TV TECHNICAL TIPS

— CECIL S. BIDLACK

On Jan. 15, I had the privilege of attending a demonstration of the new RCA color video tape recorder in Camden, N. J. More than 100 broadcasters and engineers attended the afternoon demonstration including Fred Remley and Larry Griewski of the University of Michigan, Dr. W. J. Kessler of the University of Florida, Cy Braum of JCET and the writer. We saw Art Hungerford in the group attending the morning demonstration and there may have been other ETV representatives we missed seeing.

We were very much impressed by the performance of the equipment. Some observers thought the quality of the recordings as good as live pick up. Sections of the Perry Como Show of the previous Saturday, and a portion of the same day's Howard Miller Show

were presented in color as well as a specimen of black and white recording. Tape dropouts were in evidence on both the monochrome and color recordings and were especially noticeable in the color recordings since they produced white noise flashes.

The RCA system is similar to Ampex in that tape width, tape speed and the tape itself are the same. RCA uses a revolving head mechanism holding four heads, although head rotational speed differs slightly from the 1440 rpm used by Ampex. At present tapes are not interchangeable between machines, however this feature will be available on production models. RCA and Ampex are discussing mutual standards so that eventually universal interchangeability will be possible. RCA equipment is entirely rack mounted while Ampex uses a console-mounted transport mechanism with part of the equipment rack mounted. The RCA equipment also incorporates an erase head while Ampex tapes must be bulk erased. RCA has an additional independent audio cue channel so that special operative instructions can be recorded along with picture information.

A price of \$63,000 has been announced for the RCA color recorder and \$49,500 for monochrome equipment. Production models are expected to be available toward the end of 1958 with seven prototype models to be built and put in service prior to the production run. Monochrome equipment contained in five racks, can be converted to color by the addition of one rack of color processing equipment. The equipment requires 6 kw of 60 cycle single-phase power for operation.

\* \* \* \* \*

Ampex, too, is making an accessory kit to convert its monochrome video tape recorder to color. It consists of an additional rack of equipment costing \$29,000 for the prototype units. The first of these has been promised for June delivery to WGN-TV, Chicago. A substantial reduction in price is expected once this equipment is on a production basis.

\* \* \* \* \*

Damage estimated at \$75,000 was caused by a fire Jan. 9 in Swain Hall, which housed the studios of WUNC-TV and WUNC-FM in Chapel Hill, N. C. It is believed that the fire was the work of an arsonist as seven fires occurred on the campus that day. Spun glass used in the sound treatment of the studio area prevented the fire from spreading, thus saving the building from complete destruction.

The radio area suffered only smoke and water damage. It is expected that the radio studio will be ready for occupancy before Feb. 1. Much video equipment was saved. TV programming was moved

temporarily to the Raleigh studios. However, on Jan. 20 some programming was resumed from Chapel Hill by using the remote bus as a studio. It is expected that it will take at least six weeks before the damaged studios and offices are ready for occupancy.

\* \* \* \* \*

General Electric has announced that 50 TV stations are now equipped with "I-O guards" the wobulating device designed to improve the useful service obtained from image orthicon camera tubes. Among the ETV stations which are using this equipment are WTTW, Chicago; and WBIQ, Birmingham, Ala.

\* \* \* \* \*

Did you know . . .

. . . that the Lincoln Division of the Ford Motor Co. has made a FM tuner available as optional equipment in its 1958 Lincoln and Continental automobiles? The tuner is manufactured by Bendix Radio and feeds audio through the AM set since volume and tone controls operate either receiver.

. . . that as of Jan. 1 there were 537 commercial and 140 non-commercial FM stations operating? This is a gain of 7 commercial and 15 non-commercial stations over the past year.

. . . that both radio and television signals have been transmitted over long distances by bouncing them off meteor trails?

\* \* \* \* \*

Three meetings of interest to engineers in the radio and television broadcasting industry which will be held during March and April are listed below for your information:

*March 24-27* Institute of Radio Engineers, National Convention and Radio Engineering Show, New York City, Waldorf-Astoria Hotel and New York Coliseum.

*April 21-26* Society of Motion Picture and Television Engineers, 83rd Semi-Annual Convention, Los Angeles, Calif., Ambassador Hotel.

*April 28-May 1* NAB 12th Annual Broadcasting Engineering Conference, Los Angeles, Calif. Statler Hotel, concurrent with 36th Annual NAB Convention at the Ambassador Hotel.

\* \* \* \* \*

Planning a radio station? RCA has available a brochure, including floor plans, equipment requirements and current trends. The material contained in this brochure has been appearing serially in RCA Broadcast News beginning with the October, 1957 issue. The brochure contains the complete series and may be obtained by writing RCA, Broadcast and Television Equipment Departments, Camden 2, N. J.



## DIRECTORY CHANGES

- P. 1    **133** Active Members  
        **93** Associate Members  
        **54** Affiliate Members  
        **300** Individual Members (Approx.)  
        **3** Honorary Members
- |                 |    |
|-----------------|----|
| Radio - AM Only | 11 |
| Radio - FM Only | 88 |
| Radio - AM & FM | 8  |
| TV Only         | 14 |
| TV, AM, & FM    | 4  |
| TV & FM         | 7  |
| TV & AM         | 1  |
- 
- Total Active Membership    **133**
- Due to operation of more than one station (Radio and/or Television) these 133 members operate, or have construction permits for 169 stations.
- P. 2    **Delete:** Mr. Arthur Wald, Jr.  
                  Station WAER-FM  
                  Syracuse University  
                  Syracuse, New York
- Add:** (Under Director Region I)  
                  Mr. E. A. Hungerford, Jr.  
                  Metropolitan Educational TV Assn., Inc.  
                  345 East 46th Street  
                  New York 17, New York
- Delete:** Miss Ola Hiller  
                  Station WFBF-FM  
                  Flint Public Schools  
                  Flint, Michigan
- Add:** (Under Director Region III)  
                  Mr. William Harley  
                  Stations WHA-AM-FM-TV  
                  University of Wisconsin  
                  Madison, Wisconsin
- P.12    **Delete:** (Under Ithaca College)  
                  WITJ
- Add:** WICB (in place of WITJ)
- P. 13    **Add:** (Under WHAZ (AM)\*)  
                  WRPI (FM)\* 91.5 mc Same
- P. 21    **Delete:** Social Science Foundation  
                  C. Dale Fuller, Director  
                  University of Denver  
                  Denver, Colorado  
                  Spruce 7-2717
- Delete:** (Under Illinois Institute of Technology)  
                  Stewart Howe, Vice President  
                  Development & Public Relations
- Add:** Mr. John B. Buckstaff  
                  Radio-TV Supervisor  
                  Office of Radio & Television
- P. 22    **Add:** KANSAS (Region V)  
                  Kansas State Teachers College  
                  Roland E. Fenz, Director  
                  Radio & Television  
                  Pittsburg, Kansas
- Delete:** Fort Wayne Bible College  
                  Richard E. Gerig  
                  Director of Radio  
                  800 W. Rudisill Blvd.  
                  Fort Wayne, Indiana  
                  Harrison 3283
- P. 27    **Delete:** Mount Mercy College  
                  Miss Mary E. Kane  
                  Asst. Professor of Speech  
                  3333 Fifth Avenue  
                  Pittsburgh, Pennsylvania  
                  Museum 2-4190
- P. 30    **Delete:** City College of San Francisco  
                  Dr. Henry Leff, Director  
                  Radio & TV  
                  Balboa Park  
                  San Francisco, California
- Delete:** Illinois Congress of Parents and Teachers  
                  Mrs. E. J. Newman  
                  State Radio-TV Chrm.  
                  3730 Lake Shore Drive  
                  Chicago, Illinois  
                  Wellington 5-9279
- Delete:** National Dairy Council  
                  Milton Hult, President  
                  111 N. Canal St.  
                  Chicago, Illinois  
                  Franklin 2-3156
- P. 31    **Delete:** (Under Michigan)  
                  Cranbrook Academy of Art and  
                  Institute of Science  
                  Miss Marion H. Bemis  
                  Public Relations Director  
                  Cranbrook Institutions  
                  Bloomfield Hills, Michigan
- Add:** Detroit Association for Radio-TV  
                  Miss Dorothy R. Winter  
                  Membership Chairman  
                  18675 Ashbury Park  
                  Detroit 35, Michigan
- P. 32    **Delete:** State University College for Teachers  
                  D. Paul Smay, Director  
                  Visual Education  
                  1300 Elmwood Avenue  
                  Buffalo, New York  
                  SU-2320
- P. 33    **Delete:** (Under St. John's University)  
                  Robert T. Adams  
                  Public Relations Officer  
                  Grand Central & Utopia Parkways  
                  Jamaica, New York  
                  Jamaica 6-3700
- Add:** John Tokach  
                  Radio-TV Coordinator  
                  Public Relations Office  
                  75 Lewis Avenue  
                  Brooklyn 6, New York
- Delete:** Columbia University  
                  Miss Marjorie Fiske  
                  Exec. Secy.  
                  Implementation Comm. on TV  
                  Bureau of Applied Research  
                  605 W. 115th Street  
                  New York 25, N. Y.
- Delete:** New School for Social Research  
                  Dr. Hans Simons, President  
                  66 W. 12th Street  
                  New York 11, New York  
                  Oregon 5-2700
- P. 34    **Add:** Mount Mercy College  
                  Miss Mary E. Kane  
                  Asst. Professor of Speech  
                  3333 Fifth Avenue  
                  Pittsburgh, Pennsylvania  
                  Museum 2-4190

## DIRECTORY CHANGES (Cont.)

- P. 35 **Delete:** Arlington County Public Schools  
Miss Evelyn Thornton  
1426 N. Quincy St.  
Arlington, Virginia  
Kenmore 8-4032
- Delete:** Virginia Museum of Fine Arts  
Leslie Cheek, Jr.  
Director  
Boulevard & Grove Ave.  
Richmond, Virginia
- P. 36 **Delete:** University of Ottawa  
R. H. Shevenell  
Director of Research  
School of Psychology  
Administration Building  
Ottawa, Ontario, Canada  
Central 5-6751
- P. 39 **Delete:** WITJ
- Add:** WICB (in place of WITJ)  
(Under WRFK)
- Add:** WRPI (FM)\* Rensselaer Polytechnic Institute,  
Troy, New York. (See WHAZ)

## U. OF T. GROUP TO SEEK CHANNEL ACTIVATION

A new organization to seek activation of an educational TV station for the Central Texas and San Antonio areas has been assured by the Board of Regents of the University of Texas.

The regents approved University representation in an organization which will also include San Antonio schools and colleges and other educational institutions in Central Texas. The objective of the group will be to activate VHF Channel 9, now allocated to San Antonio.

The University will seek funds from private sources for equipment and for program operations costs. A total capital investment of \$300,000 and annual operating funds of \$50,000 will be required, it was estimated.

## PRESBYTERIANS PLAN SUMMER SEMINAR

The Presbyterian Board of National Missions has announced a six-week broadcasting seminar to be held June 23 to Aug. 2 at the Board-owned radio station KSEW in Sitka, Alaska.

The seminar, which will be limited to 10 Presbyterian college students with a background and interest in modern broadcasting, will entail the study

of communications techniques, learning to prepare radio-TV programs, announcing, producing and directing.

Cost of the fare to Sitka and back is \$250. In addition each student is responsible for his round-trip fare to and from San Francisco.

Interested students should apply before March 10 to Presbyterian Summer Service and Study Projects, 808 Witherspoon Building, Philadelphia 7, Penna.

## IDEA EXCHANGE

*Ed. Note: Efforts to start a regular "Idea Exchange" column in the Newsletter have, up to this point, failed to yield the desired response. In the hope that interest in such column will eventually increase, and in the firm belief that such a column could be of great value to many members, we once again ask for your participation. The proposed column, however, can only be as regular as your contributions.*

*The item below is a sample of the type of contributions we would like to include in an "Idea Exchange" column.*

A unique tuition arrangement for students enrolled in TV courses televised by WTVS has been reported from the University of Detroit.

To enable students to own a portable UHF TV set, the University deducts the price of each set purchased at a University-approved dealer from the student's tuition. If the student wishes to convert an old set, the cost is likewise deducted from his tuition.

Each set comes with a copper ring indoor UHF antenna. If this is not satisfactory, he buys his own outside antenna.

## VENEZUELA ETV-RADIO POSSIBILITIES STUDIED

A \$30,000 program to study the possible use of TV and radio in education in Venezuela has been announced in New York by the Broadcasting Foundation of America.

The study will be made by a committee of Venezuelan educators with John Winnie, associate professor at the Television Center, University of Iowa, serving as technical advisor. It will be financed by a grant of \$30,000 from the Creole Foundation. The latter was established by the Creole Petroleum Corp., a United States firm, said to be the largest petroleum producer in Venezuela.

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,  
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