

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

PRIX ITALIA RULES ANNOUNCED

—SEYMOUR N. SIEGEL, *Chairman*
NAEB International Relations Committee

This year, the NAEB will be represented on the Radio Jury for Documentaries in the Prix Italia competition, and consequently the United States may submit two musical compositions with words and two literary or dramatic works with or without music.

In addition, the Prix Italia will be administering a special prize amounting to \$1,000, in accordance with an offer made by UNESCO to commemorate the 10th Anniversary of the Declaration of Human Rights. We are, therefore, in a position to send an entry to the competition for the UNESCO Prize. This prize is to be awarded to a literary or dramatic production, with or without music, which in the opinion of the jury best exemplifies or illustrates man's impelling desire for freedom, mutual understanding and peace.

In addition to the above radio entries, we may also submit an entry of Television Documentaries.

All entries and respective literature must be submitted to Room 2500, Municipal Building, New York 7, N. Y., no later than June 1, 1958. This will give the NAEB International Relations Committee approximately a month to make the necessary translations, copies, etc., as well as to permit the American Juries to make their choices for the competition.

In the case of the radio entries, these must not have been put on the air more than two years prior to the awarding of the prize. The entry submitted must have been specially created for broadcast and must be in a form best fitted to be presented through the medium of radio.

Entries submitted must have a minimum duration of 25 minutes and must not exceed 85 minutes. A written statement must accompany each entry, signed by the composer or writer, granting the rights to pro-

NAEB Newsletter

Vol. XXIII, No. 3

March, 1958

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

ceed with the necessary translations and adaptations of the work. Two copies of a tape recording of the work and two copies of the score and script must also be submitted. The writer or composer must also agree to permit a broadcast by the member broadcasting organizations of the Prix Italia at a price no greater than that which would be paid had the entry not won a prize. The writer must also certify that he is the sole owner of the rights of adaptation, reproduction and broadcasting, or must indicate the owner of either or all of these rights. In the latter case, there must be a submission on the part of the copyright owner granting the rights abovementioned.

Insofar as the Television Documentary is concerned, the prize is to be awarded to a documentary produced especially for television, inspired by facts and illustrating events of an artistic, literary, scientific or social character, or by a news item. The documentary may be submitted in the form of a film production or as a telerecording. Entries of a publicity character will be rejected, and all entries must have a minimum duration of 13 minutes, and must not exceed 60 minutes.

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The University of Florida, Gainesville, has petitioned the FCC for permission to construct a new, non-commercial educational TV station on channel 5.

NAEB RESEARCH GRANTS ANNOUNCED

Awarding of the following research grants by the Grant-in-Aid Sub-Committee of the NAEB Research Committee has been announced by Executive Director Harry J. Skornia:

Five-hundred dollars to station KUOW, University of Washington in Seattle, (1) "to isolate and define those characteristics that are believed to be found in a higher degree among opinion leaders than among the population as a whole," (2) "to design and execute questionnaires that will provide a reliable and valid measure of the probable prestige and social influence of a sample of the known audience of KUOW as compared to a similar number of respondents randomly sampled from the population as a whole."

Four-hundred dollars to the radio and television division, University of Minnesota, Minneapolis, for "a study of the impact of recently inaugurated in-school television program service on the radio audience of the long-established Minnesota School of the Air."

One-hundred dollars to R. Edwin Browne, director, stations KFKU and KANU, University of Kansas, Lawrence, for "a study of the attitudes of college and university presidents toward educational television."

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIA

Since so many discussions and plans are at mid-point, there is less to report at this stage than I would wish.

Following meetings of the entire Board and later of the newly combined foundations and permanent financing committees, we have been drafting and redrafting requests and other documents for appropriate discussion and consideration. As soon as there are results to report we shall give them to you.

Unfortunately this has meant that much of our time has been spent away from the office for meetings in Ann Arbor, Chicago, New York and Washington—the latter two several times during the past few weeks.

In all this discussion, I believe the directions indicated for us are increasingly education-oriented in the best sense. The radio and TV which we have as our responsibilities are becoming increasingly central and indispensable tools of our institutions. This calls for greater knowledge on our part of curricular and other problems—and for a broader interest in

education as a national problem.

Much can be done, and is being done, by foundations, industry, labor, and the national educational groups. But, much of what needs doing must be done at the local level. Are you, in your position and location, giving evidence of all the imagination, understanding and initiative that our present needs call for? The NAEB is asking such questions about itself. You may wish to engage in a little of the same sort of self-examination, individually.

Is there any way in which we may help you in such an effort?

Finally, numerous workshop, seminar, scholarship, and grant-in-aid deadlines and announcements are in the immediate offing. We hope you follow them all to be sure you are not missing out on the many advantages which the NAEB offers for self-help and self-improvement at both the institutional and individual levels.

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Hans Massaquoi, NAEB Placement Officer and *Newsletter* editor, is resigning this month and will enter the Medill School of Journalism, Northwestern University, to continue his graduate work. We believe the *Newsletter* has improved since Hans became editor last spring, and we wish him well in his new pursuits. The new Placement Officer and *Newsletter* editor will be Miss Jane Lombard, February graduate from the College of Journalism and Communications at the University of Illinois.

PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.

WUOM, University of Michigan

"The participation in public relations activities by educational broadcasters is spotty. In general, community-type stations exhibit more professionalism in PR than the others. The college stations would rank second . . ."

These are some of the conclusions reached in a study based on the questionnaire sent to you in November 1957. The report, written by Elmer Sulzer of Indiana University, will shortly be distributed to all NAEB member stations. "The Use of Promotion by Educational Broadcasting Stations" will be well worth studying.

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The hometown release remains a foundation stone of publicity work. Humble though it may be, many of us broke into the PR field cranking out home-

towners, and the fascination lives on.

A recurrent problem arises when you are distributing one story to 50 or 100 hometowns. To economize on manpower in the PR office you may want to attach a list of the names under the covering story. Stewart Howe at Illinois Institute of Technology cautions that this practice is self-defeating.

Quoth Howe, "Our experiments indicate that when the same material is mailed without the attached list, and the names have been inserted onto the release, about 10 times as many publications use the material. Much better results recommend the extra time needed to individualize the releases . . ."

He continues, "I am also dubious of a system which asks the individual to distribute a story about himself to the local press. Many will not know where to direct the material, nor how to evaluate the outlets available; often it leads to waste and duplication; and frequently people are hesitant to expose themselves in the role of seeking personal publicity."

Other views on hometowns, anyone?

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One of the finest brochures we have seen on a broadcasting operation arrived recently from Japan. This *Is NHK* gives a pictorial story of the Japan Broadcasting Corp. There are sections on Radio, TV, International Service, Facilities, Surveys. The importance of broadcasting in Japan is revealed in this page 1 statement: "NHK's total staff numbers 9,314."

PROMOTION IDEAS:

Wisconsin State Broadcasting Service provides 2" x 6" bookmarks to libraries, book stores, etc. One side lists Wisconsin State Radio Council stations. Reverse lists the day and hour of seven literature series. They distributed 35,000 of these in one month!

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KUHT, Houston, sends out form letters to 20 local civic groups, offering to provide speakers for illustrated lectures on ETV.

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Ken Kager reports an effective seasonal tie-in used by KUOW, University of Washington. The station taped the Council of Churches' huge Christmas concert Dec. 8 for delayed broadcast Christmas Eve. Live audience of 5,000 read about KUOW on the printed program; most churches announced the upcoming program repeatedly; the press carried stories; and the station had a fine broadcast with strong local interest for Christmas Eve.

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From John Sittig: WCBE, Columbus (Ohio) Board of Education, placed an attractive two-color

brochure into each child's grade card envelope. The brochure contained pictures well chosen to reveal WCBE's facilities and operations; the back fold carried a message from Supt. of Schools to 70,000 homes urging parents to tune in.

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From KVSC at Utah State comes this reminder from Dr. Burrell F. Hansen: Much of your total publicity-PR impact simply depends on making existing programs available to the widest possible audience. Hansen works in cooperation with commercial stations to extend his programs far beyond the range of the school's own station. (And he's got a powerful lot of geography to cover out there, podner!) He reports stations "very cooperative" and community interest high.

NETWORK NEWS

—BOB UNDERWOOD

As an additional service to network members, we are considering serving as an ordering agent for any stations wishing to obtain either mailing cases, tape boxes or tapes.

Anyone interested in purchasing such materials through the network is invited to contact us for further details. There is no obligation to buy simply because you inquire.

The mailing cases, which we have made to order, may be obtained for approximately \$2 each. The tape boxes run about 10c each, and the tapes about \$2 each. Of course, we would not be able to quote final prices until we had some indication of the quantity needed for each item.

If you are interested in this idea, please contact me stating your interest in either mailing cases, tape boxes, tapes or all or any combination of the three. We will be pleased to take it from there. I look forward to hearing from you.

Please do not forget the tape returns.

RADIO-TV PLACEMENT IMPROVES AT U. OF I.

A notable upswing in radio-television job listings since 1956 was reported by the Placement Service of the University of Illinois College of Journalism and Communications.

In 1956, the service listed 42 radio-TV jobs as compared with 119 in 1957. Of these 119 offers, 37 were in the area of news, 24 in announcing, 18 in continuity, 10 in production-direction, 8 in time sales, 6 in teaching and 16 in miscellaneous areas of broadcasting.

Not included in the summary of listings are employer interviews at the College.

In radio-television as well as in other branches of the communications field, the demand for personnel has been considerably greater than the number of available graduates, according to Prof. Joe C. Sutton, chairman of the College's Placement Council. During 1957, 40 radio-television students were graduated from the College.

The Placement Service, Prof. Sutton explained, draws the majority of its job offers from Illinois and neighboring states.

ROCKEFELLER FELLOWSHIP OFFERED

The World Affairs Center of the United States announces the establishment of a fellowship for the study of international organizations for the academic year 1958-59. The fellowship, which has been made possible by a grant from the Rockefeller Foundation, has been established to enable a college or university teacher to gain first-hand knowledge of international institutions through a year of study and research in New York City. The fellowship will be open to faculty members, preferably not over 35 years old, holding the Ph. D. degree or its equivalent.

Application forms and further information may be obtained by writing to the World Affairs Center for the United States, United Nations Plaza at 47th Street New York 17, N. Y. The deadline for applications is March 15, 1958.

The Rockefeller grant makes possible one fellowship each year for three years. The World Affairs Center was founded in 1957 by the Foreign Policy Assn. in cooperation with the Carnegie Endowment for International Peace. It is an agency dedicated to increasing the effectiveness of citizen engagement in world affairs.

RECOMMENDED READING

"Magic in Mass Communication," by John K. Weiss, assistant vice-president and treasurer for the Fund for the Advancement of Education, is one of five articles by prominent educators featured in the Feb. 15 issue of *Saturday Review* under the heading "New Worlds in Education."

Tracing the humble beginning and steady growth of ETV, the article focuses on the money and manpower-saving aspects of its use, as well as on its potential as an educating device.

Weiss calls attention to two inherent threats to the freedom of TV operation — governmental regulation and the staggering construction and operating cost.

He terms the concept of "equal time" for political opponents and the requirement for "public interest" programming by commercial stations "two half-hearted compromises designed to assuage our guilt" about violating in spirit the Bill of Rights. The key to the reestablishment of freedom of communication is, according to Weiss, in the hands of educational broadcasters because of their freedom from "sponsorial pressure."

▶ A free booklet titled *Educational Television and the Schools* is presently available from the ETRC at Ann Arbor, Mich. The booklet covers such subjects as the kinds of TV systems used in education, the various types of educational programs which can be developed by schools and the kinds of public relations programming used to stimulate a more positive attitude toward schools and education in general.

▶ *Religious TV, a Handbook for Rabbis and Religious Organizations* has been prepared under the cosponsorship of the New York Board of Rabbis and the American Jewish Committee to assist religious groups in putting on TV shows upon request by their local TV stations.

Copies of the \$1 booklet may be ordered from the New York Board of Rabbis, 10 East 73rd Street, New York 21, N. Y. or from the American Jewish Committee, 386 Fourth Ave., New York 16, N. Y.

OHIO CONTEST DRAWS 677 PROGRAMS

U. S. and Canadian broadcasters have entered 677 programs as contenders for the 1958 "Ohio State Awards," Dr. I. Keith Tyler, head of Ohio State University's Institute for Education by Radio-Television, has announced.

The awards are given yearly by the IERT, in connection with its Exhibition of Educational Radio and TV Programs.

Major aim of the exhibition, according to Dr. Tyler, is to further the broadcasting of significant educational programs by singling out for special honor the most outstanding entries in the various program classes.

Total entries for the upcoming exhibition represented a slight increase over last year, although radio programs entered dropped from 415 to 382. TV entries rose from 253 in 1957 to 295 in 1958.

Judging is currently under way at 17 cooperative

"evaluation centers" throughout the United States, with each center responsible for judging all programs in a particular class. There are 10 program classes for radio and 7 for TV.

Award winners will be announced May 12. The winning programs will be available for review during the 1958 Institute sessions May 12-15 in Columbus.

FOUR WIN WRITING CONTEST

The four national co-winners of the Voice of Democracy broadcasting scriptwriting contest have been announced. They were selected from 750,000 10th, 11th and 12th grade students from all 48 states, Hawaii, Alaska, Puerto Rico and the District of Columbia. The co-winners received \$500-scholarships to the colleges of their choice and gold recordings of their broadcast scripts on the subject "I Speak for Democracy."

They are David Hardacre, Piedmont, Calif.; Sharon McClelland, Portland, Ore.; Ross Fish, Phoenix, Ariz.; and Barbara Mary Breaud, New Orleans, La.

The contest, now in its 11th year, is co-sponsored by the National Assn. of Broadcasters, the U. S. Junior Chamber of Commerce and the Electronic Industries Assn.

WE BEG YOUR PARDON!

The Production Centers Committee listed on page 7 of the January *Newsletter* should have included the Rev. R. C. Williams, S. J., Communications Arts, Creighton University, Omaha, Neb. Also, E. A. Hungerford, Jr. of the same committee should have been listed in connection with the Metropolitan ETV Association, New York, N. Y. instead of with Creighton University.

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Since the name of the TV Management Committee chairman was not available when the January *Newsletter* went to press it had to be omitted. Meanwhile President Burton Paulu has appointed to that office Richard Rider, WILL-TV, University of Illinois, Urbana.

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The price of the *World Radio Handbook* is \$2 plus 20 cents postage and not 20 cents as listed in the February *Newsletter* (p.7).

BOX SCORE

Total AM stations	- 3210	[includes 38 non-commercial]
Total FM stations	- 694	[includes 157 non-commercial]
Total TV stations	- 575	[includes 31 non-commercial]

WASHINGTON UNIVERSITY GETS \$150,000 GRANT

Washington University in St. Louis has received a grant of \$150,000 from the Fund for Adult Education to conduct a three-year demonstration of a new approach to informal adult education in a metropolitan area, according to Chancellor Ethan A. H. Shepley.

During the three-year period several series of TV programs will be presented which are designed to stimulate discussion in small informal viewing groups of adults gathered in living rooms throughout the metropolitan area.

The general theme for the demonstration will be the nature and future prospects for the St. Louis metropolitan area.

AUSTRALIA CONDUCTS FIRST ETV EXPERIMENT

Last month marked Australia's entry into the ETV field with the initiation of a twelve-week experiment conducted by the Australian Broadcasting Commission (ABC) in selected Melbourne and Sydney schools. Two half-hours a week of "telerecorded" programs are presented in state, parochial and private schools.

In each of the selected schools, a teacher and a class of 13 to 15-year-olds were chosen to view the programs and submit critical reports to the ABC.

The type of person presenting the program is considered an important element in the experiment. C. R. Bull, ABC director of youth education, thinks it important to have a person who appeals to children, one whom they would like to have in the classroom.

Bull said the programs are designed to enrich the school curriculum as a teaching aid, rather than to teach an examination subject or replace the teacher.

Planned programs include series on nature study, weather principles, social studies and current affairs. Before starting the ETV experiment, the ABC studied the use of TV in schools of the United Kingdom, Europe and the United States.

TV STUDENTS' GRADES "AVERAGE OR BETTER"

Some 85 per cent of the students who enrolled last semester in New York University's televised "Comparative Literature 10" received "average" or "better-than-average" grades, according to their instructor, Dr. Floyd Zulli, Jr.

About 10 per cent received the grade of "A,"

some 50 per cent "B," 25 per cent "C" and 5 per cent "D." Approximately 10 per cent failed. A "C" grade indicates "average" work.

Dr. Zulli compiled the marks on the basis of the students' performance in home quizzes, term papers and a comprehensive final examination.

The NYU professor said his TV students displayed a maturity in their work often lacking in that of other undergraduates. However, he also observed "an understandable lack of practice" in taking college-level examinations among many of his video students.

PROPOSED EDUCATION BILL DIRECTS MEDIA RESEARCH

Two identical "national defense bills," which include provisions for extensive research and experimentation in new educational media, have been introduced in the U. S. Senate and House by Sen. Lister Hill (D-Ala.) and Rep. Carl Elliott (D-Ala.), respectively.

The newly proposed legislation directs the creation of an institute within the U. S. Office of Education for research and experimentation to "develop and evaluate projects involving TV, radio, motion pictures and other auditory and visual aids which may prove of value in state and local agencies and institutions of higher education." This program also provides for grants-in-aid to be made to public or non-profit private agencies for the above-mentioned type of research.

A second program provided by the bills would require the commissioner of education to acquire motion pictures, kinescopes, video tapes, film strips, slides, recordings, magnetic tapes, radio and TV scripts, etc. for adaptation, to be made available upon request to state and local educational agencies.

Both programs would be financed by \$5 million during the first year and \$10 million during the succeeding four years.

ALABAMA RESUMES CREDIT TV COURSES

The University of Alabama has announced its intention to resume college credit TV instruction through the University Broadcasting Services Extension Division over the Alabama ETV Network. Such courses had been suspended on the network for the past year and a half. Also offered will be credit courses toward a high school diploma.

In addition, the network will offer for the first

time courses in shorthand and typing for full business school credit. Courses in these fields offered by the network earlier did not lead to a certificate.

The certificate which is now available to participants upon successful completion of the courses will be issued by the Birmingham Board of Education, indicating its holder's qualification to seek employment as typist or stenographer.

The *New York Times*, in a recent issue, gives recognition to Alabama's tireless forging ahead in ETV with a write-up titled "Industry's Use of TV in Alabama." The short feature lists the various benefits to Alabama's industry which have resulted from the operation of the state's ETV network.

WMCR-FM'S DIRECTOR DIES

Word reaches us at press time of the death of Mr. Wallace Garneau, director of WMCR at Western Michigan College of Education, Kalamazoo. With him, the NAEB loses one of its staunchest supporters and long-time members.

PROFESSOR DENOUNCES COMMERCIAL TV FARE

Because challenging and controversial themes are avoided in most commercial TV programming, our viewing fare tends to be reduced to "colorless, innocuous pap," according to Prof. Edgar E. Willis of the University of Michigan Department of Speech.

Deploring that "the advertiser's sensitivity regarding program content does not apply equally to the commercials they condone," Willis claims that the requirement of equal time for opposing views and the advertiser's fear of controversy, "tend to diminish the kind of attention to public issues that democracy needs."

As a remedy in the areas of news and editorial views Willis suggests that networks should follow ABC and Mutual which broadcast opinions by commentators whose beliefs range from right to left.

To eliminate what he terms "the absurd and sometimes damaging restrictions" on programming, Willis proposes the adoption of British commercial TV practices. In England, he explained advertisers are restricted to writing commercials. Programs are offered to them on a "take-it-or-leave-it" basis.

Commenting on a third restraining influence on TV programming—audience reaction—Willis says:

"A concern for the sensitivities of minorities is

legitimate and must be maintained. But the absurd precautions which some broadcasters are willing to take in order to avoid offending anyone seem unjustified, and are certainly alien to the interests of the vast majority of listeners."

RECORD ENROLLMENT CONTINUES

College enrollments have set a new record this year for the sixth consecutive year and will climb substantially with the opening of the second semester, according to the U. S. Office of Education.

The enrollment of 3,060,000 students in 1,890 colleges and universities early last fall represents a 4.1 per cent increase over the 2,947,000 who enrolled in the fall of 1956, the office reported.

Last fall's enrollment was 45 per cent above fall enrollment in 1951, the year of lowest enrollment since World War II, and 25 per cent above 1949, the peak year for enrollments in the immediate post-war years.

U. S. Commissioner of Education Lawrence G. Derthick said that during the remainder of the school year, college and university enrollments are expected to climb to an all-time high of approximately 3,460,000.

Due to an unprecedented increase in the number of births during the mid-1940s the number of college-age persons in the population will start to climb steeply in the early 1960s, Dr. Derthick pointed out. In the next decade, the number of young people seeking enrollment in college is expected to double.

NEWS OF MEMBERS

GENERAL

► More than 70 business and industrial firms in the Chicago area desire television training programs for their employees, according to a recent survey by WTTW, Chicago.

Highest on the preference list are programs dealing with communication skills and interpersonal relationships, rather than with specific manual or academic skills.

Forty-five of the 73 institutions that responded to a questionnaire circulated by the station listed human relations as number one preference.

Other preferences high on the list are business letter writing, creative thinking, effective speech, supervisor development, conference leadership and fundamental economics.

► Raymond Hurlbert, general manager of the Ala-

bama Educational Television Commission has announced that the growing number of schools in the state using educational TV courses has brought an increased number of requests for specialized training by TV.

Effective since January 27, Alabama's ETV network signs on at 9:30 a.m., 15 minutes earlier than previously. Its sign-off time at 10 p.m. remained unchanged. The additional morning programming extends the networks daily air time longer than that of ETV stations throughout the country with the exception of Chicago, Pittsburgh and Miami.

► Two engineers from the state-owned radio and TV service in Yugoslavia are currently receiving special technical instruction at station WHYV-TV, Philadelphia's educational UHF channel.

The foreign visitors are Slavko Pernus and Anton Jese, chief engineer and maintenance supervisor, respectively, of Radio-Televizija Ljubljana, Yugoslavia. The men are members of a group of eight engineers selected by the Yugoslavian broadcasting agency for three months of special training in the United States in advance of the start of TV in Yugoslavia, later this year.

The training program is part of an equipment purchase arrangement made by the Yugoslav broadcasters with the Radio Corporation of America. Following an indoctrination period in Camden, N. J. the visiting engineers were reassigned to specially selected TV stations in this country for further training.

PROGRAMS

► That educational TV can be as beneficial to participants as to home viewers is the basic assumption underlying "Fields Afar," a program series presented weekly over Michigan State University's television station WKAR-TV at East Lansing.

The series was inaugurated a year ago to provide "an avenue of expression" for colleges within the state. Each Friday throughout the school year, the station devotes 30 minutes to a different institution during which the latter presents talents of its students and faculty.

William H. Tomlinson, producer-coordinator of "Fields Afar," holds that cooperation is the key to the program's success. The fact that the University and the visiting schools are sharing in the work required for putting on a half-hour program is considered by Tomlinson as "probably the most important feature of this unique interschool relationship."

► Each Monday, Wednesday and Friday at 2 p.m., WILL, the University of Illinois' educational station,

takes its listeners to join in a classroom session with students of Shakespeare to hear the lectures of Dr. Paul Landis, professor of English.

Broadcast directly from the classroom, the lectures are a part of a course called "Introduction to Shakespeare." The lectures are designed to acquaint the beginning student with the works of Shakespeare through a careful reading of 10 plays.

▶ The November 17 (1957) special Sunday program by META, New York, "The Negro in American Life—A Long View," has been awarded the highest recognition conferred in the media field by the National Conference of Christians and Jews—the National Brotherhood Award. The program was jointly presented by META and WCBS-TV.

Dr. Alan Willard Brown, META's president, announced that the award had been given on the basis of the program's "realistic, critical and constructive analysis of the role of the Negro."

▶ Complete concerts of the Boston Symphony Orchestra will be presented over the country's educational TV stations beginning in March.

This season's concerts of the noted orchestra, under the direction of conductor Charles Munch, are being filmed by WGBH-TV, Boston, for the ETRC. The Center will later make the films available to its affiliated educational stations.

Robert B. Hudson, program coordinator for the Center, said the programs will mark the first time that one of the country's major symphony orchestras will be seen nationally in a complete television concert on a regular basis.

▶ "Stones and Bones," a weekly program in archaeology presented weekly by the Alabama ETV Network, has been described as "a real mail puller" by Louis Penguy, the network's coordination and information director.

The favorable audience response to the program has been attributed primarily to Britt Thompson, executive at Hayes Aircraft and emcee of the show.

Thompson, an amateur archaeologist, came to TV almost by accident when the curator of Birmingham's museum, who intended to go on a two-week vacation, invited him to fill in on his educational TV program.

Because of the favorable response he received, Thompson eventually was requested to continue his program for an entire year.

▶ Bill Baird and his costumed marionettes are presently inspiring children to learn and like mathematics through a program, "Adventures in Number and Space," on San Francisco's educational TV station

KQED. The program package of nine shows was received by the station as a gift from KPIX and the Westinghouse Broadcasting Co.

The basic principles of math are simply and engagingly explained by Baird and his puppets who trace back through the ages the origins of the basic mathematical branches. He then relates the meaning of each of these branches to contemporary life, showing practical applications to the world of today.

▶ KBPS, the Portland Public Schools radio station will be 35 years old on March 23. To commemorate the occasion, the station plans a special two-hour broadcast on March 24 at 7 p.m. The program will encompass the theme, "The Role of KBPS in the Schools and Community of Portland."

Through its NABE membership during the past decade, KBPS has offered programs coming from the nation's leading universities, cultural centers and European broadcasting systems.

PERSONNEL

▶ Jack McBride, general manager of educational station KUON-TV, Lincoln, Neb., will direct a new on-the-job training project for personnel of educational TV stations, it was announced by the ETRC in Ann Arbor, Mich.

The Center is conducting the project with funds made available by the Fund for Adult Education.

PLACEMENT SUPPLEMENT

March 1 — Woman, 36, single, M.A. candidate, will be available in September for programming, coordination work. Background includes 16 years experience in writing and production for TV and films, writing for national magazine industry and in college teaching. Will locate anywhere but South. \$6,500-7,500.

March 2 — Male, married, 27, M.A., vitally interested in educational TV, desires position as producer-director. Currently with two top network shows, has extensive experience in all phases of live and film TV production on network and local level. Location open. \$5,000.

March 3 — Experienced announcer and producer in commercial and educational radio-TV is seeking a position in production with ETV. Extensive background includes directing, writing, acting. Now employed as associate producer for a live TV production firm in New York. Male, 34, single, B.S. Prefers northern location. \$5,200 minimum.

March 4 — June candidate for M.A., 31, single, male, seeks a career in educational TV, preferably in a broadcasting-teaching combination. Primarily experienced as a writer, with additional training in radio and television production. Location open. \$5,500.

March 5 — Woman seeks opportunity in ETV to utilize experience in teaching, TV promotion and scriptwriting. Interested in position as production assistant, public relations liaison or network ETV training program. Single, 36, M.A. Licensed teacher. Wants to locate in major city. \$5,500-6,500.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

In early February, one of the most recent technical developments was demonstrated to newsmen by the Blonder-Tongue Labs, of Newark, N. J. It was Bi-Tran, a system of TV broadcasting which allows two programs to be broadcast over the same television channel. This is a "compatible" system which may be applied to double the number of programs received on a single channel.

As the system would work, each channel would be divided into an "A" and a "B" portion. The "A" portion would contain present commercial or educational programming as now provided. The "B" portion would be used for special services not now accorded television time and would be received only if the viewer elected to decode the signal at his receiver.

At the demonstration, the regular broadcast program (program "A") was seen on the receiver screen. When the decoder was switched on, program "B", a closed circuit picture, appeared on the screen. Those present at the demonstration commented that the multiplexed program was inferior in resolution and contrast to the regular program. However Blonder-Tongue officials stated that the demonstration was primarily to show the feasibility of the system and that the system required refinement to improve picture quality on the the multiplexed channel.

It was stated that it would cost approximately \$5,000 to modify transmitting equipment for Bi-Tran and about \$60 for a decoder for the home receiver. Further demonstrations will be held for radio and television broadcasters as well as industry and military leaders, educators, medical and governmental specialists.

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Two papers of interest to technical personnel at NAEB stations and production centers will be in the mail soon. The first, "Film in Television" by Rodger J. Ross of the Canadian Broadcasting Corporation is a discussion of the technical quality of television film from the standpoint of the television broadcaster. The second is a "how-to-do-it" paper by Mel' Haas of the WOI staff. It details their method of balancing crowd noise at sports broadcasts automatically when the announcer uses his mike cut-off or "cough" button. It's called "Automatic Crowd vs. Announcer Balance."

These papers will be mailed to chief radio and tele-

vision engineers on our *Technical Directory* list. We have extra copies available to send upon request to others wishing them.

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WTTW has expanded its kinescope recording service for outside agencies by the installation of a second kinescope recorder, according to Duane Weise, chief engineer of the Channel 11 Chicago ETV station. They are equipped to record either off-the-air from Chicago stations or by direct line from their own or remote studios.

The station has also issued a new brochure covering the WTTW-TV Recording Service which includes sample video recording costs. Revenue from the recording service is applied to the operation of WTTW.

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A new line of closed circuit vidicon television equipment has just been announced by the General Precision Laboratory, Inc., Pleasantville, N. Y. The model PD-250 camera incorporates a five-inch electronic viewfinder, a four-lens turret and either portable or rack-mounted control equipment. For studio installations a control console is available, equipped with a 14-inch picture monitor, a five-inch waveform monitor and rack mounted control unit with remote control panel. The PD-250 camera is priced at \$1,750 and operates from an external RETMA sync or an internal sync generator. Where budget requirements are restrictive, the model PD-250 camera priced at \$1,250 is self contained and provides either video or RF output. It is equipped with a three lens turret as standard equipment but has no viewfinder.

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Glen Southworth, chief engineer of KWSC, the State College of Washington at Pullman, is the author of an article on page 100 of the February 14 *electronics*. The article outlines a method of determining optimum electronic focus of television cameras and film chains by a special bar chart and by adjusting focus controls for maximum response of peaks on the waveform monitor. This chart, developed by Mr. Southworth, also permits rapid determination of the system resolution and relative resolving power of different camera lenses.

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February 1958 *Electronic Industries* contains a report on progress achieved by the EIA Committee, Microwave Relay Systems for Communication (TR-14) on "Standardizing Microwave Communication Systems." Due to the many and varied uses of microwave systems, it has been found necessary to stand-

ardize the various units and to arrive at a glossary of terms to best describe the microwave communication process. By reference to these standards it may be possible for buyers to simplify the specification of complete systems. The article was written by Trevor Clarke, former chairman of the above committee.

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WRFK-FM at the Union Theological Seminary, Richmond 27, Va. is increasing power to one kilowatt. They wish to purchase used frequency and modulation monitors for this transmitter. If any of our readers have these available please contact Mr. R. W. Kirkpatrick at WRFK-FM.

WHRM, Wausau, of the Wisconsin State Broadcasting Service, is installing a new RCA 8-bay FM antenna on a new 600-foot tower being erected by WSAU-TV. The FM antenna is a gift to the state of Wisconsin Valley Television, Inc. and is being installed at about the 500-foot level on the tower. The added antenna height is expected to extend the WHRM secondary coverage by 15 miles and add perhaps 25 per cent to the area served with a satisfactory FM signal, according to Jack Stiehl, chief engineer of the Wisconsin State Broadcasting Service. It is also expected that shadow areas or dead spots within the present coverage contours will be eliminated.

DIRECTORY CHANGES

P. 1 132 Active Members
94 Associate Members
54 Affiliate Members

Analysis of Facilities Operated by NABE Members (Includes CP's for those not yet in operation)

Radio - AM Only	9
Radio - FM Only	86
Radio - AM & FM	7
TV Only	13
TV, AM, & FM	5
TV & FM	10
TV & AM	2

Total Active Membership 132

Due to operation these 132 members permits for 174 stations.

P. 2 **Delete:** Mr. Hans J. Massaquoi
Add: Miss Jane Lombard

Delete: Mrs. Margaret Enderby
Add: Miss Barbara J. Stevens

P. 7 **Add:** (Under KDPS-FM)
KDPS-TV Ch. 11 Same address

P. 8 **Add:** (Under KSAC-AM)
KSAC-TV Ch. 8 Same Address

Add: (Under WFPL-FM)
WFPK-TV Ch. 15 Same Address
V-1 kw
A-5 kw

P. 15 **Add:** (Under KOAC-AM)
KOAC-TV Ch. 7 Same Address

P. 16 **Delete:** (Under WUSC)
Lawton G. Wiles
Add: Mrs. Alice Wyman

P. 18 **Add:** (Under KUOW)
Ken Kager—Change title from: Director
to: Operations
Manager

P. 20 **Delete:** (Under Sacramento State College)
Irving S. Sexter
Asst. Professor of Speech

Add: W. W. Snyder
TV Coordinator

P. 27 **Delete:** (Under University of Pittsburgh)
Thomas J. Coleman
Director of Radio-TV & Motion Pictures

Add: Miss Janet Ferrell
Director, Radio & Television

P. 29 **Delete:** Richmond Area Univ. Center, Inc.
Paul K. Heim, Coordinator
1 W. Main Street
Richmond, Virginia
7-1093

Add: Norfolk City Schools
C. Fred Kelley
Director of Educational Television
Television Center
Colley and Pembroke Ave.
Norfolk, Virginia
MA 5-2236

P. 32 **Delete:** Montana State College
Add: Montana State University

Delete: Educational Testing Service
Dr. Benjamin Shimberg
Asst. to the President
20 Nassau St.
Princeton, N. J.
PR 1-3770

P. 35 **Add:** Richmond Area Univ. Center, Inc.
Paul K. Heim, Coordinator
1 W. Main Street
Richmond, Virginia
7-1093

P. 41 **Add:** KDPS-TV Des Moines Public Schools, Des Moines, Iowa.

KOAC-TV Oregon State System of Higher Education, Corvallis, Oregon.

WFPK-TV Louisville Free Public Library, Louisville, Kentucky.

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



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

Supported by a Humanities Collections and Reference Resources grant from
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