

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

NAEB PLANS FOUR SEMINARS

Current NAEB plans include four coming seminars, three of which are scheduled during summer, and one for May.

This month's meeting will be a Video Recording Workshop for technical personnel May 5 - 9 in Chicago. For further details on this workshop, see "TV Technical Tips," page 12.

CONFERENCE ON INSTRUCTIONAL TV

A conference on Instructional Uses of Television and Radio will be held at Allerton House, the University of Illinois conference center near Monticello, Ill., July 21 - 25. This seminar is designed for two groups—educational broadcasting personnel responsible for planning instructional programs, and persons in teacher-training institutions responsible for instructing courses such as teaching methods. The meeting will primarily concern instructional TV at the public school instructional level.

For the July session on Instructional Uses of TV and Radio, each NAEB Active and Associate member may nominate one person from each or either of the two groups. Applications should be submitted in five copies to Dr. Harry J. Skornia, Executive Director, at NAEB Headquarters, no later than June 1 with the following information included: (1) institution and/or station represented (2) name and present and future responsibilities of nominee, plus other pertinent information (3) specific recommendation by a superior indicating why the person was selected over others (4) a signed statement by the nominee that he will attend the full session and submit a 500 word critique.

Transportation expense, room and board at the seminar will be paid for the applicants chosen by an NAEB committee. Funds for the seminar are made possible by a Ford Foundation grant.

NAEB Newsletter

Vol. XXIII, No. 5

May, 1958

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

MEETING FOR COLLEGE ADMINISTRATORS

The first NAEB conference dealing with university and college administrative problems as related to Televised Instruction has been scheduled for August 24 - September 4 at Purdue University, West Lafayette, Ind. This conference, exclusively for college and university representatives, should not be confused with the July seminar for teacher-training and station personnel.

The Conference on Televised Instruction will provide service to colleges and universities interested in learning how to integrate closed or open circuit TV into the total instructional program of the institution. Delegates named by college administrators will study and plan the coordination of instructional TV methods for the entire institution. It will also provide the opportunity for some now active in the broadcast field to exchange information and ideas.

This conference is also the first NAEB-sponsored, self-supported meeting. The NAEB Board of Directors has made available sufficient NAEB funds to underwrite traveling and living expenses of the conference leaders. No honorarium will be paid. Institution administrators will be urged to send representatives to the meeting and to pay for them a \$100 tuition fee, plus their traveling and living expenses. Any profits from the venture will be added to the NAEB general treasury.

Invitations to attend the conference on this basis

will be sent to the presidents of all colleges and universities with enrollments of over 1,000, over the signature of Purdue President Dr. F. L. Hovde. NAEB members can help support the project by taking every opportunity to endorse the project to their administration.

James S. Miles will be director of the conference for the NAEB and Purdue. Consultants and staff will be announced later.

STATION MANAGEMENT SEMINAR

Plans are also in progress for the seminar in Educational Television Station Management which is slated for August 24 - 27 in Madison, Wis. Managers planning to attend are asked to notify the planning committee and suggestions on the content or conduct of the seminar are also requested by Richard L. Rider, committee chairman. Further details will be available later.

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

There are numerous things to report on at this time. Most of these (upcoming Seminars, Workshop Grant-in-Aid results etc.) will be found in separate stories in this issue and later issues, and other brief items will be reported on orally at the NAEB luncheon at the IERT in Columbus, May 12, at 12:15.

We'll hope to see as many of you as possible there and at the NAEB TV and Radio Utilization sessions at 2:15 the same day. These were organized by Gale Adkins' committee, and sub-committee chairmen George Johnson (radio) and Clair Tettermer (TV). They promise to be excellent.

A word is in order on the NAEB Seminar on Children's Television Programming held at Boston March 29-April 1. Over twenty NAEB people were in attendance. I believe all indicate that they gained greatly from it.

Although this was essentially a separate NAEB Seminar, provided for from our current Ford Foundation grant, it was held concurrently with the Seminar for commercial station and network personnel responsible for children's programs. Held by Boston University with a grant from the Foundation for Character Education, the latter Seminar was directed by Dr. Ralph Garry of the Boston University School of Education, assisted by Dr. David Mackey.

NAEB local hosts were the WGBH-TV staff,

notably Henry Morgenthau III, and Hartford Gunn, Jr. Dr. Fred Rainsberry of the CBC, and Harold Hill also contributed mightily to the planning of what turned out to be a most successful meeting.

Holding both seminars at the same time and in the same place, with some overlap of general sessions, enabled us to share the talent and expense of the numerous fine consultants: Eugene Hallman, Bruce Attridge and Patricia Latham of the CBC; Eleanor and Nathan Maccoby of Harvard and Boston University, respectively; Dr. Frederick Sheffield of Yale; Dr. Dale Harris of the University of Minnesota; Robert Homme of WHA-TV; Robert Lewis Shayon of *Saturday Review*; Dr. Alberta Siegal of Stanford; Dr. Arthur Lumsdaine of California and Armed Service Studies; and Dr. Urie Bronfenbrenner of Cornell. It also made possible the sort of interchange between commercial and educational children's program people which is all too rare—though participants would have liked still more. A transcript of the proceedings is being taken off tape by the CBC, and we hope a worth-while publication will result.

A similarly fine report of the recent NAEB Research Seminar, held at Ohio State, is in the last stages of preparation by Keith Tyler.

So much for meetings. At this point I'd like to talk over briefly with you something else, about which I have strong convictions.

I think there was a tendency in the early days among educational broadcasters to consider ourselves essentially technicians. We aped commercial techniques. It was not *what* we transmitted, but how we could "dress it up" and give it "the old socko" that concerned all too many of us. I think this has been one of the problems which commercial broadcasting has not adequately solved—and it is responsible for many of the criticisms of our time.

What I'm trying to say, I think, is that we must continue increasingly to have standards, and a social philosophy. We must have a character of our own, so that what we stand for is clearly recognizable. The *values* we stand for should be worthwhile ones, the same ones which motivate the highest ideals of democracy and education. We and our facilities must not be, as adult educator John Walker Powell of the FAE describes it, "a taxi that people can take in any direction they want to go."

We should, I think, stand for respect for intellectual activity. We should be against concern only with materialistic values. We need not be neutral—we don't give burglars "equal time" when we do law enforcement programs. Our culture, mores, and public and private life are characterized by certain things which our nation's principles and our own consciences

tell us we shouldn't do. We must not get caught in saying—"you shouldn't do this, but if you do, here's how to do it better."

In other cases the commitment is less firm. We may not have to take sides *for* or *against* reciprocal trade, as Mr. Powell puts it, but we must be for having it discussed intelligently, and decided about. The same goes for atomic tests and conservation of natural resources and all the rest.

The "veto" influences which so generally and frequently keep certain types of discussion or programs off A-time on commercial stations (and I recognize the sponsorship and other business-like considerations which justify this) should not be effective in our case.

If we are to have the courage and the freedom to discuss all the things that need discussing, of course, we must each carry on constant educational programs for our governing boards and other supervisors. For many of the problems we should be discussing are "controversial." And heaven help us if we avoid controversy only because controversy gives us problems—even though obviously all of us make certain compromises in order to survive. But we must quite frequently have the courage to challenge the status quo, or the directions our society seems to be taking. We must take issue with "the others" when we have something to contribute. If we, with the perspectives and resources which our educational parent institutions contain, do not do this, who will?

Therefore, I believe that once an "educational" broadcaster enters the field, he has sobering and almost terrible responsibilities for the exercise of courage, tact and imagination. How well we live up to these responsibilities will largely determine how important and indispensable a force we become in our nation and the world—how much we really deserve to survive as a separate service. For, important as classroom television and radio for children and schools now are, we can't wait for the younger generation to grow up, to solve many of our most pressing problems nor must we leave them with such intolerable conditions that they can no longer correct them. General programs, and adult education programs, are all also an important part of what we, as a group, should be thinking most seriously about.

NETWORK NEWS

—BOB UNDERWOOD

The new network offering, that for the third quarter of 1958, is now in distribution to the network stations and copies of it are available to others upon request. (A number of offerings will be available at the NAEB exhibit at the IERT.) We feel this offering contains series particularly appropriate for summertime listening, and we expect wide acceptance from those stations remaining on the air during the summer.

Our plans for network programming during the next academic year are in formation, and we honestly feel this coming "season" will be one of the finest in the history of the network. This optimism is based partly on the availability of numerous grant-in-aid series which will be offered during the period from October 1958 through June 1959. In addition to these grant-in-aid series we have two new music series: a new season of *Little Orchestra Society Children's Concerts*, a series from UN Radio, another *Carnival of Books* series, and Cooper Union lectures. These series, plus others now tentatively scheduled, promise excellent programming for network stations in the months ahead.

In addition to these regularly scheduled programs, the network has been fortunate enough to acquire a number of special programs which we have been distributing regularly and will continue to distribute as additional special programs come to our attention. In past weeks we have distributed a reading of Dr. Schweitzer's "Declaration of Conscience," a special documentary on "The Maidens of Hiroshima," interviews with, among others, a young American who toured Communist China and an important Japanese politician; not yet distributed at this writing is the Linus Pauling-Edward Teller debate on "Fallout and Disarmament." Thus, it is evident that the network is providing its members with the type of programming one would expect to find on noncommercial stations.

We have some plans to improve the flow of information on programs from the network office to the stations. The bulk of this information will be contained in the weekly cue sheets, according to present plans, and this new use of the cue sheets will begin with Issue 27. Naturally, addenda to the individual offerings will continue to give what advance information we have on series; the use of this system, too, will be stepped up beginning with the third quarter offering. All network stations should examine each week's cue sheets carefully from now on.

I hope that I have the opportunity of seeing many

BOX SCORE

Total AM Stations	-	3229	(includes	38	non-commercial)
Total FM Stations	-	698	(includes	158	non-commercial)
Total TV Stations	-	586	(includes	31	non-commercial)

of you at the IERT, and I wish to extend a special invitation to representatives of those stations now not taking network service to stop by the NAEB exhibit. I believe an examination of the benefits offered network members will convince you that your stations should subscribe to our service. Anyone not attending the IERT should write directly to me at Headquarters.

PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.

WUOM, University of Michigan

The report in this column on "Visitations" drew a valuable postscript from Irving Merrill at WKAR-TV, Michigan State University. They have worked out a technique for handling large (100 or more) groups which, according to Merrill, "routes them through the station, provides a demonstration of equipment, and allows discussion of their questions, all without disrupting the normal activities of the station."

Three staff members handle the whole thing. First, they divide the visiting group into three segments. Then every 30 minutes, each group moves to a different guide. Of the three staff members, one presents a technical demonstration, another acts as escort through the entire station, and the third leads discussions in the conference room. Each repeats his performance for the three segments of visitors, and the tour is over in an hour and a half.

* * * * *

How many of you would favor using an NAEB "bug" on your printed program schedules? Elmer Sulzer, WFIU, Indiana University, thinks we are overlooking a continuing promotional item here. He recommends we develop a logotype to identify our NAEB membership, and then print it on each monthly schedule. "Bromo" even sketched several suggestions, and urges others to contribute their ideas for an NAEB "bug." If any of you have other ideas, sketches or suggestions, please pass them on to NAEB Headquarters.

Somewhat along this line, Franklin Dunham (Washington, D. C.) recently commented on the lack of any sort of uniformity and identity in the printed schedules of NAEB stations. Larry Frymire, WKAR-radio, Michigan State University, made an informal, exploratory study and concluded: "There is great confusion among the various program schedules printed by our members. There is a need for some

standardization—the problem being what form to follow. This would be a good topic for a clinic session."

Frymire then makes some recommendations from his study of several score programs:

- (a) Use a Grid-style schedule, placed so it may be easily unfolded for viewing.
- (b) Use the letter "n", placed just above the last word in the title, to identify programs coming from the NAEB network. Directly below the grid, "n" would be explained in usual footnote fashion.

A lot of thought and effort lies behind those two, apparently simple, recommendations. We urge you to give serious consideration to adopting them for your own program schedules.

* * * * *

From Queens College, N. Y., Robert Crawford describes a vigorous publicity campaign that launched their new college credit courses-by-radio.

The build-up included general news releases, live spot announcements, 15-minute radio interviews with the teacher, a special direct-mail piece to adult education lists, window displays, and commercial ads in the *New York Times* and the *Saturday Review*. They pulled 1200 requests. Nice going!

* * * * *

You are all thoroughly aware of the Bell System Science Series ("Mr. Sun," "Hemo," "Unchained Goddess.") Publicity for this is conducted by N. W. Ayer & Son., Inc.

In our next column, we'll give you the inside story of their promotional campaign. It's being prepared by Donald C. Thompson, supervisor of Ayer's P/R department.

FOURTEEN GRANTS-IN-AID AWARDED

Grants-in-aid totalling \$16,665 have been awarded to 14 institutions planning summer workshops in different aspects of educational broadcasting. These grants will be used to assist the institutions in improving planned workshops by providing additional income for bringing in outstanding broadcast consultants whom they otherwise might not be able to afford.

Recipients were selected by a special NAEB committee on the basis of workshop objectives, organization, need, and the contribution which will be made to the national advancement of educational broadcasting. The 14 grants, made possible by funds from the Ford Foundation, range from \$400 to \$2215. Recipients and their workshop objectives are:

Central Washington College of Education, Ellensburg, Wash. (Robert Slingland, workshop director) - to examine materials and demonstrate to educational personnel and administrators, educational methods and use of equipment.

College of the Pacific, Stockton, Calif. (John C. Crabbe, director of broadcasting) - to prepare teachers and community workers for community-sponsored educational TV; workshop in production.

Denver Public Schools, Denver, Colo. (Gerald J. Willsea, director of the radio-TV department) - to give teachers experience in program production of TV as an instructional medium.

Florida Agricultural and Mechanical University, Tallahassee, Fla. (Theodore B. Cooper, director of the audio-visual center) - to familiarize audio-visual and other school personnel with new procedures and equipment as related to ETV.

Florida State University, Tallahassee, Fla. (Roy Flynn, director of radio-TV) - to provide teacher training in production and utilization of educational TV.

Lowell Institute, WGBH-TV, Cambridge, Mass. (Hartford N. Gunn, Jr., general manager) - to train teaching personnel in methods of preparing and presenting in-school TV programs.

Michigan State University, East Lansing, Mich. (Colby Lewis, associate professor of speech) - to study the use of techniques in effective communication of educational programs.

Oregon State College, Corvallis, Ore. (James M. Morris, director of ETV and radio) - to instruct Oregon teachers in the use of TV from schools now equipped or soon to be equipped with in-school receivers.

Peabody College for Teachers, Nashville, Tenn. (Felix C. Robb, dean of instruction) - to instruct teachers and administrators in uses, methods, and problems of classroom television.

Purdue University, Lafayette, Ind. (James Miles, director of radio-TV) - to provide three workshops in production procedures for agricultural TV, religious TV and religious radio programs.

Sacramento State College, Sacramento, Calif. (H. J. McCormick, dean of summer session) - to study the problems, policies, preparation and use of instructional programs.

Syracuse University, Syracuse, N. Y. (Eugene S. Foster, chairman of radio and TV center) - to provide a study of "TV in the Future of Education" for outstanding teachers and administrators.

University of Tennessee, Knoxville, Tenn. and *WKNO-TV*, Memphis, Tenn. (Kenneth D. Wright, director, department of broadcasting) - to inform

state school leaders on activities and potentialities of ETV and to give experience in instruction and production.

Toledo Public School, Toledo, Ohio, (Harry D. Lamb, director of broadcasting and station WTDS) - to study techniques in adapting teaching procedures to TV and vice versa.

NAEB SCHOLARSHIP DEADLINE EXTENDED

Application deadline for NAEB Educational Television Scholarships has been extended to May 23. The former deadline was set at April 1, but this extension has been affected because all available funds have not yet been used.

In previous announcements and brochures distributed with information on the scholarships, it was indicated that multiple copies of applications and supporting letters are required. Now only five copies of each are necessary, instead of the indicated eight.

Made possible by a grant from the Ford Foundation, these scholarships are designed to permit persons active in educational broadcasting to increase their professional knowledge either through attendance at workshops or enrollment in regular academic courses. The scholarship awards range from \$75 to \$300.

Brochures giving details on material to be included in applications were sent to those on the NAEB mailing list a few months ago. Additional copies may be obtained at NAEB Headquarters.

NAEB SCHOLARSHIP WINNERS ANNOUNCED

Nine summer scholarship grants of \$250 each have been awarded by the NAEB as part of its program to improve professional qualifications of educational broadcasting personnel.

The scholarships, supplying funds for summer study in workshop or academic sessions, are awarded primarily on the basis of the contribution to educational broadcasting likely to result from attendance at the sessions.

Recipients of the scholarships are:

Maurice Borg, Jr., representing the Chicago Educational TV Assn. (WTTW), who will attend the Northwestern University summer session.

Prof. Rolf Hickman, of the University of Wisconsin, who will attend the Summer Workshop on ETV at Syracuse University, August 11 - 22.

Roger J. Houghum, representing the Eugene (Ore.) Public Schools station KRVM, for a two-week training period at KQED, San Francisco.

William Kitchen, from Hofstra College, Hempstead, N. Y., who will attend a New York University television workshop June 23 to August 1.

Robert S. Metzler, of Millersville (Pa.) State Teachers College, who will attend Pennsylvania State University, June 30 - August 29.

James Saunders, representing Ohio University, Athens, who will participate in the two-week training session at KQED, San Francisco.

Miss Kathleen R. Schoonmaker, of the Norfolk (Va.) City Schools System, who will attend the University of North Carolina August 4 - 22.

Mrs. Ursula M. Watson, representing Montana State College, Bozeman, who will complete her Master's degree in radio-television during the summer session at Indiana University.

Mr. Norman Weiser, of WBGO, Newark, N. J., who will attend the University of Southern California, June 23 - August 1.

Subsequent awards will be announced at a later date.

— N A E B —

NAEB CONVENES THIS MONTH

The 28th annual Institute for Education by Radio-Television will be concerned with broadcasting's responsibilities in helping to meet the educational problems confronting America. The four-day conference, sponsored by Ohio State University, will meet May 12 - 15 in Columbus.

The NAEB and four other national groups will hold meetings concurrently with the conference. The opening luncheon of the institute will be presented by NAEB, followed by two afternoon clinics on instructional uses of radio and TV.

— N A E B —

WITNESSES TESTIFY FOR MAGNUSON BILL HEARINGS

The Senate Committee on Interstate and Foreign Commerce opened hearings April 24 on the Magnuson Bill (S2119) for provision of federal grants for educational television. A list of witnesses was submitted to the committee by Robert Schenkkan of the University of Texas, who coordinated testimony in support of the bill for the NAEB.

An early witness, Henry Chadeayne, executive director of the St. Louis (Mo.) Educational Television Assn., and coordinator of testimony for all ETV stations, told the committee of the success achieved by the St. Louis community station, KETC. Using it as a

typical example of an ETV station, he said, "There is crying need for financial support by the government for the operation of these educational TV stations throughout the country."

Dr. Alan Willard Brown, president of META in New York City, stated, "With the tremendous pressure on our schools to discharge an ever-increasing responsibility, the wise and imaginative use of television can do much to strengthen education. Television can bring the great teacher into contact with millions instead of hundreds."

Citing the situation in his own state, Dr. Brown said, "New York needs and wants more television, but thus far we have been limited by the time available on commercial channels, which is ordinarily time not usable for commercial purposes. The plans and hopes of universities, schools, museums, and libraries in New York all point toward this pressing need. But without financial support, the task facing META and its constituency is difficult, if not impossible."

Richard B. Hull, management consultant on ETV at Ohio State University and vice-president and official spokesman for the NAEB, said passage of the proposed legislation may be the deciding factor in construction of statewide educational TV facilities in some states like Oklahoma, Ohio and Georgia. Hull, who has made a nationwide survey of educational TV, said it already has proved a time-saver, provides better instruction and new efficiencies.

In his testimony, Raymond D. Hurlbert, general manager of the Alabama Educational Television Commission, said that educational TV can provide great teachers' facilities for reaching many students, that it reaches home-bound and disabled children, aids adults who want to continue their education, and provides new material that would otherwise be unavailable for classroom use. He testified that the Alabama State Board of Education is now the only one in the country permitting public school credit for approved television courses.

Dr. William Friday, president of the University of North Carolina, said that his state needs financial help to extend educational TV to all of its 100 counties.

Dr. William Brish, superintendent of schools in Washington County, Maryland, said there are more than 200 closed-circuit televised instructional projects in this country, including his own Hagerstown project now in its second year. Citing this countywide project as an example, he testified that the cost of teacher services per pupil for television instruction in music and art will be \$1.71 compared to \$16.78 for traditional classroom instruction.

Other witnesses asked to appear in support of the bill included Ralph Steetle, executive director of the

Joint Council of Educational Television, Ben Adler president of Adler Electronics, Inc., and Dr. Alexander J. Stoddard of the Fund for Advancement of Education.

The proposed bill, originated by Sen. Warren Magnuson (D-Wash.), is of vital interest to educational broadcasters since it provides up to \$1 million to each state for ETV. At its last meeting, the NAEB Board of Directors approved support for this bill and its companion House bill, the Boggs Bill (H.R. 9634).

JOHN WEISS DIES IN CRASH

The NAEB mourns the recent death of John K. Weiss who was killed April 6 in an airline crash near Midland, Mich. A hard-working educator and friend of the NAEB, Mr. Weiss was traveling from his home in Harrison, N. Y., to attend a conference at Central Michigan College of Education. He had served as vice-president of the Fund for the Advancement of Education since 1951, when it was founded by the Ford Foundation. Mr. Weiss was also a trustee for both the Horace Mann School and New York State University.

PEABODY AWARDS RECEIVED BY EDUCATIONAL BROADCASTERS

Educational broadcasters were well represented in this year's announcement of the George Foster Peabody Awards. Half the television stations honored this year were educational stations which seems to indicate the spirit of educational broadcasting's achievement.

Of this year's awards, one went to WGBH-TV along with WGBH-FM, Boston, for local radio-television news, one to WQED, Pittsburgh, for televised education, and another to WKAR, East Lansing, Mich., for radio education.

Louis M. Lyons, Harvard University news commentator, was responsible for the Boston station's award in local radio-television news. He has broadcast on WGBH-FM since the station went on the air in 1951 and simultaneously on WGBH-TV, when it started operating in 1955. His program, "Backgrounds," offers an analysis of issues and events with interviews of national leaders in every field of current public interest.

The award to WQED was given specifically for its "Heritage" series. The citation it received commended the station for "impeccable taste and integrity" in originating its distinguished programs. The series was also cited as having "literally opened the eyes of American adults and students to the rich-

ness of our intellectual life."

WKAR's Peabody award is the first given to a university-owned radio station since 1942. Selected for this honor was the 15-minute, weekly broadcast, "You Are the Jury," which originates at WKAR and will be distributed by the NAEB tape network. The Highway Traffic Safety Center of Michigan State University and WKAR share the honors for their outstanding traffic safety series which presents dramatizations of traffic problems with discussion and analysis by motorists and Center experts.

OTHER AWARDS

A Public Interest Award for exceptional service to safety was given by the National Safety Council to KQED, San Francisco, primarily for its 13-week program series, "Safety On The Job," which devoted each telecast to a different aspect of industrial safety. The series was presented in cooperation with the American Society of Safety Engineers.

A half-hour television program, "We Proudly Hail," brings the University of Texas radio-television department a George Washington Honor Medal and \$100. The recognition is one of the 1957 Freedom Awards of the Freedoms Foundation at Valley Forge. A program combining patriotic music and a talk, "We Proudly Hail," was televised on KTBC-TV, Austin.

WBUR, Boston University, has received an award from the National Headliner Club for its documentary series, "Impact," which has highlighted

DIRECTORY CHANGES

- | | |
|---------|--------------------------------|
| P. 1 | Affiliate Members 55 |
| P. 10 | (under WTVS (TV)) |
| Delete: | Henry Brown, Gen. Mgr. |
| Add: | Franklin Bouwsma, Exec. Sec. |
| P. 13 | (under WUNC-FM) |
| Delete: | John Young, Dir. |
| Add: | Donald Knoepfler, Dir. |
| P. 17 | (under KUED (TV)) |
| Delete: | C. Richard Evans |
| Add: | Dr. Keith Enger |
| P. 30 | |
| Add: | Chicago Rabbinical Association |
| | Henry H. Mamet, Exec. Dir. |
| | Radio-TV Commission |
| | 72 East 11th St. |
| | Suite 500 |
| | Chicago 5, Illinois |
| | HArrison 7-5863 |
| P. 33 | (under Twentieth Century Fund) |
| Delete: | 330 W. 42nd St. |
| | BRyant 9-8117 |
| Add: | 41 East 70th St. |
| | LEhigh 5-4441 |

highway safety problems in Massachusetts. This is the first time since the awards were established in 1934 that a university radio station has been honored. The program was cited as "the best public service series by a radio station in the United States, outranking a large field of commercial station entries."

The META-Board of Education series, the "Living Blackboard," has been awarded a special citation from the Manufacturing Chemists' Assn. in recognition of an outstanding contribution toward advancing an understanding of and interest in science. The series programs particularly named were "Science Corner," the "Science Club," and "Career in Focus."

On the basis of fine symphonic broadcasts and a high intellectual level of programming, WDET, Wayne State University's radio station, was awarded

a certificate by the Detroit Advisory Council for Education by Radio and Television. Another honor awarded the university came to its television department as a citation for outstanding programs on WTVS.

The American Council for Better Broadcasts has planned an outstanding program for its national convention in Columbus, Ohio, May 14 and 15. The line-up of speakers includes Mrs. Dorothy Culbertson, NBC's coordinator of ETV; Dr. Tracy F. Tyler, editor of the *NAEB Journal* and education professor, University of Minnesota; Barrie Thorne, representative of BBC; George C. McConnaughey, Esq., former chairman of the FCC; and Dr. Leslie Spence, executive director of ACBB.

NEW YORK ETV APPROVED

The New York Board of Regents recently gained approval for the state's first major venture in educational television. The final step was accomplished with Gov. Averell Harriman's signature on a bill appropriating \$600,000 for telecasts over WOR-TV, a privately owned New York City station which offered use of its daytime hours to ETV.

The appropriation was previously approved by the state legislature to defray operating expenses of the project. State-financed educational TV previously has been limited to closed-circuit experiments in some schools. The new program calls for continuation of those projects and includes a fledgling plan for state aid to school districts for ETV.

According to an announcement received from the National Assn. of Broadcasters, members of the NAEB are invited to participate in the observance of May as National Radio Month.

HAGERSTOWN PLAN REPORTED BY NEWSCASTER

When ABC newscaster Edward P. Morgan recently spent a few days in Hagerstown, Md., he expressed an interest in the instructional TV experiment currently in progress there. He visited Pangborn Elementary School, one of 23 schools in Washington (Md.) County that are teaching by television, and related his impressions to his newscast listeners.

Started just fifteen months ago, the five-year program has been helped by contributions and support from the Fund for the Advancement of Education, the television manufacturing industry and the

ETV STATIONS ON THE AIR

KCTS	Seattle, Wash.	9
KETA	Okla. 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
KUED	Salt Lake City, Utah	7
KUHT	Houston, Tex.	8
KUON-TV	Lincoln, Neb.	12
WAIQ	Andalusia, Ala.	2
WBIQ	Birmingham, Ala.	10
WCET	Cincinnati, Ohio	48
WETV	Atlanta, Ga.	30
WGBH-TV	Boston, Mass.	2
WHA-TV	Madison, Wis.	21
WHYY-TV	Philadelphia, Pa.	35
WILL-TV	Urbana, Ill.	12
WIPR-TV	San Juan, P. R.	6
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-TV	New Orleans, La.	8

telephone company. But, as Morgan commented, "... the most important ingredients in this laboratory problem are not the electronic but the human elements: the teacher and the child."

One certain conclusion that Morgan found is that the television teacher can reach an almost unlimited number of students in a curiously personal way, without the distractions of huge, unwieldy classes. Morgan described in detail his experience in watching thirty second-graders take a music lesson via television.

Anticipating the use of TV in other school systems he said, "... communities not so fortunate to have their capital investment in equipment underwritten as Hagerstown has, may get at it through economies in the size of the teaching staffs."

Morgan examined, too, the possible dangers of "softening" American education by using television, but reporting the findings of the Hagerstown experimenters he concluded, "Oddly enough, the relatively small television screen tends to command a child's attention, which almost invariably strays away from the classroom instructor. As one supervisor put it, 'television is no substitute for a teacher, but get a teacher who can project on TV and make the children participate and the whole experience comes alive.'"

The National Assn. for Better Radio and Television is urging listener-viewer response in an effort to improve programming by "crashing the rating curtain" and writing directly to executives of the sponsor. A list of addresses has been compiled by sponsor and trade name and may be obtained for 55 cents by writing to NAFBRAT, 822 Victoria Ave., Los Angeles, 5, Calif.

WGBH-TV ANTICIPATES POWER INCREASE

Thanks to an equipment gift from Westinghouse Broadcasting Co., WGBH-TV, Boston, expects to be transmitting on full assigned power of 100 kilowatts next September. The ETV station, which now uses 56 kilowatts, estimates the power increase will permit reception by 88 per cent of the population of Massachusetts and all of Rhode Island, with the Connecticut Valley becoming a fringe area.

WGBH-TV's gain stems from a 1954 hurricane during which a Westinghouse antenna was blown down, necessitating a power switch for WBC's station WBZ-TV. Rather than have the 25-kilowatt amplifier stand idle longer, Westinghouse gave it to WGBH-TV.

FCC ACTION

Pittsburgh's educational television station, WQED, on Channel 13, has asked the FCC for UHF Channel 22, in hopes of establishing a second ETV outlet in the city.

In Walla Walla, Wash., the Commission has supplied VHF channels with UHF, making one available for educational use. The city's former educational channel will be turned over to commercial use.

PLACEMENT SUPPLEMENT

- May 1 - Available immediately; 16mm. film cameraman with 11 years background; fast and accurate with a fundamental knowledge of all types of cameras; experienced in instructional and sports films, script preparation, editing. Location and salary open.
- May 2 - Creative teacher with four years experience desires challenging position in broadcasting, eventually working in production of educational shows, or teaching with school ETV system. Has had experience in ETV. Man, 26, married, B.S. Location and salary open.
- May 3 - August candidate for M.A. in radio-TV prefers position as producer, director, or administrator in ETV or radio. Several years experience in educational broadcasting; capable of handling all phases of production, writing, announcing. Single male, 27. Desires western location, preferably Denver or San Francisco. \$5,000.
- May 4 - Single man, 30, A.M. in television, with TV network experience, seeks production and programming position in ETV. Hard work a must; in return, results will be of highest caliber. Part-time teaching accepted. Location open. \$5,400 minimum.
- May 5 - Vital, professional man, for last five years public relations director in addition to duties as dean of liberal arts college; desires administrative position in educational broadcasting as station manager, program director, writer, or producer-director. Experience with weekly public service TV show. M.A., late 40's, married. Location open. \$7,500-10,000.
- May 6 - Male, 25, single, M.A. in broadcasting; currently traffic manager of educational radio station, also doing ETV and radio production; wishes position as ETV producer-director, or radio program director. Prefers West or Midwest. \$4,500 minimum.
- May 7 - Single man, 23, M.S. in communication arts, seeks position as ETV producer-director. Experience in college theatre, commercial radio; also staging, lighting, flooring, directing in eastern ETV station. Location open, with preference for Midwest. \$4,500 minimum.
- May 8 - Adept news caster, writer and editor with six years radio experience desires similar position in educational broadcasting. Additional skills in copy writing, scripting classical music shows. Single male, 34, B.A. Location open. \$4,200 - 5,200.
- May 9 - Woman with over 20 years college teaching experience desires position in ETV; would enjoy teaching courses in radio and TV with emphasis on programming; experienced in teaching theatre, speech arts, radio and TV courses. Additional background with commercial station, summer institutes. Single, Ph.D. West coast, Midwest, East. \$5,000 - 8,000.
- May 10 - News and special events director seeks staff position in ETV in combination with administrative duties. Has five years experience in foreign broadcasting; wrote and produced for NAEB; now produces and conducts public affairs interview ETV program. Male, single, 34, M.A. Prefers New England, South, or Pacific Northwest. \$6,000 - 7,000.

RECOMMENDED READING

Educational television wins praise from J. C. Wynn in his article, "Teaching Takes to the Air," from the April 19 *Presbyterian Life* (p. 32). Examining the new teacher-pupil relationship that the medium creates, Wynn credits several cities with successful efforts in instructional programming. Highlighting the article are words of praise for NAEB's Dr. Harry J. Skornia, describing his extensive contributions to educational broadcasting.

A portion of Dr. Skornia's recent address to Presbyterian leaders in Alaska has been reprinted in the January-March issue of *The Christian Broadcaster*, pages 13-16. In the text, he advises religious radio broadcasters in ways to program more effectively, giving attention to the approach used, importance of listener response, and promotional projects.

(Copies of *Presbyterian Life* may be obtained for 15 cents by addressing the publication at McCall Street, Dayton 1, Ohio. Single copies of *The Christian Broadcaster* are available as long as they last for 50 cents at National Council of Churches of Christ, 156 Fifth Avenue, New York 10, N. Y.)

* * * * *

In the April 12 issue of *TV Guide*, a two-page feature article describes the programs and plans of the Metropolitan Educational Television Assn. It gives detailed comment to the series, "The Living Blackboard," and includes pictures of this and three other series offerings. In praising META, the article provides a fine biography of the organization.

An addition to the field of audio-visual education is the "audiofile," a cross-indexed card reference center for information about educational tape and disc recordings, with assistance through reviews for selecting and using the audio materials. For further information on this service, write audio file, Box 1771, Albany 1, N. Y.

IDEA EXCHANGE

Ed. Note: The following item is a sample of the type of contribution we would like to include in a regular "Idea Exchange" column. If your organization or institution has originated a new program idea, instructional system, or some other idea of value to NAEB members we would appreciate hearing from you.

Two original program ideas come from KUED at the University of Utah, Salt Lake City. During the Utah Broadcasters Assn. convention, the station pre-

sented a salute to the state broadcasters in the form of a panel discussion of "The Broadcaster in the Community."

KUED has also started a seven-week half-hour series entitled "Mosaic." This series provides a weekly panorama of schools and community, and has numerous purposes in promoting careful use of leisure through announcement of public recreational facilities in the state and outstanding fine arts events, and through circulating news about colleges, public school activities, communications, TV, radio, newspapers and magazines.

NEWS OF MEMBERS

GENERAL

► The initial phase of the first Massachusetts in-school television is now underway. Instructional programming has been studied and evaluated during the past months by the Massachusetts Department of Education's audio-visual extension service and the Eastern Massachusetts Council for School Television in cooperation with a number of other related groups.

Programs from WGBH-TV, Boston, will be received by elementary schools in the coverage area, to supplement the school curriculum. Plans are to start this spring with one half-hour per day for thirty weeks during the year. Teachers selected from schools of the state are required to participate in a series of training courses which began last fall.

► Last month KSLH marked its eighth year of service to the schools and community of the St. Louis, Mo. area. Programming to a total classroom audience of about 250,000, the station has broadcast 71 radio series during the past year. In addition to in-school broadcasting, programming for college and adult audiences is scheduled every afternoon. NAEB statistics show that KSLH's "Let's Find Out," a science program for primary grades, has the largest national audience of all classroom broadcasts heard in the country.

► In the May - June *Masterwork Bulletin* from station WNYC, WNYC-FM, New York, Director Seymour N. Siegel explains the philosophy behind his station's success: "THOUGHTFUL SAVING . . . of leisure time, as of money, means investing after careful consideration. It means choosing forms of leisure—time usage appropriate to the individual's circumstances. The investor of time, looking about and noting the uncertainties of the world in which he lives, seeks the greatest possible return. Because radio listening is on the increase more thoughtful 'time investors' are seeking a program service which is, 'adult,

mature and literate.' It is to the thoughtful savor of leisure time—or perhaps just simply the thoughtful person—that WNYC and WNYC-FM appeal most. It is at 830 kc on the conventional radio set and 93.9 mg, on your FM dial that the best in literature, music, public affairs discussions and radio drama is most consistently available. It is because thoughtful New Yorkers are 'investing in the best' use of their leisure time that we report happily a welcome increase in listeners and supporters."

► A proposal involving the use of instructional TV for elementary and high schools of San Francisco was recently made to more than 400 school districts by the community ETV station, KQED.

The project envisions an instructional service of 15 hours of programming a week, for a total cost of about \$165,000 for the school year to be shared by the school districts on the basis of total student enrollment.

The proposal was made possible by the enactment of permissive legislation, passed by the last regular session of the state legislature, allowing school districts to contract with KQED for instructional use of television.

PROGRAMS

► This month WGBH-FM started a new program series, "The Creative Mind," which explores the creative process as it pertains to American artists and scientists in the twentieth century.

The weekly series features an exceptional line-up of creative personalities, such as theologists Louis Finkelstein, Reinhold Niebuhr and Milton Nahm who appeared on the first program. Future guests will include architect Frank Lloyd Wright, choreographer Agnes deMille, theoretical scientist Harlow Shapley and composer Aaron Copland.

The series was produced by WGBH-FM under a grant from the ETRC and will be distributed by the NAEB.

► Mrs. Anna Eleanor Roosevelt is featured in the new "Heritage" series, produced by WQED, Pittsburgh, and distributed last month by the ETRC. In this weekly series of four TV programs, Mrs. Roosevelt is joined by Henry Morgenthau III and Dr. Clarence Cramer, dean of Adelbert College.

Each guest on "Heritage" talks informally of his life, work and philosophy, either appearing with a guest or alone. Mrs. Roosevelt discusses her lonely childhood, her first meeting with Franklin Delano Roosevelt, and her work with the UN after his death,

concluding with her views on the world today and her hopes for the future.

"Heritage" was a Peabody award-winner for "impeccable taste and integrity" in television education. It was cited for having "opened the eyes of American adults and students to the richness of our educational life."

► More than 100 man-hours go into the weekly production of a 15-minute Sunday evening news program telecast by WTTV from the studios of Indiana University's radio and television service. The program, an all-student production under faculty supervision, serves a double purpose in covering campus, state and national news as well as training future radio-TV news men and women.

Preparation for the Sunday show starts the preceding Monday with a conference to select campus subjects for movies. During the week, student cameramen shoot film and live shots, edit and write the script before the Sunday presentation.

► A four week introductory course in basic astronomy was started April 21 on WPIX, New York. "A Glimpse Into Space," the first astronomy offered to New York TV audiences, will be seen as part of the series, "META Presents."

The telecourse with its accompanying syllabus provides the layman with an understanding of the basic laws governing astronomy and brings him up to date on the principles of our own space age and its machines. James S. Pickering, assistant astronomer at the American Museum-Hayden Planetarium delivers the course each week, using visuals to study the solar system and the possibilities of life elsewhere in the universe.

► A special program entitled "Air Pollution" was presented last month by the Chicago Technical Societies Council on WTTW, Chicago. The telecast consisted of discussion and demonstration of air pollution problems in major cities, with special reference given to Chicago's proposed air pollution ordinance.

PERSONNEL

► Dr. H. K. Newburn, president of the ETRC since 1953, announced last month that he will leave this position in September. This decision corresponds with his expressed intent to return to university administration after a five-year period with the Center. Before becoming the first full-time head of the new organization, Dr. Newburn was president of the University of Oregon for eight years, and before that was dean of the College of Liberal Arts at the State University of Iowa.

Ralph Lowell, chairman of the Center's Board of Directors, in expressing his regret at Dr. Newburn's decision said, "The success of the Center to date and the fact that there are now 29 educational stations in operation are due in large part to Dr. Newburn's leadership. His broad educational experience along with his steady guidance have helped greatly to provide a sound educational basis for national educational television."

► Recently appointed Dr. Keith M. Engar will assume duties as station manager of KUED, the University of Utah station in Salt Lake City, according to an announcement by University President A. Ray Olpin. Dr. Engar succeeds C. Richard Evans, who will devote his time to his private electronics business while remaining consultant to KUED.

Dr. Engar has been in radio broadcasting since 1939 and in television since 1948 when he served as production manager at KDYL-TV, now KTVT. He also was the NAEB Fulbright research scholar in France during 1956-57.

► Elmer G. Sulzer, chairman of the radio-TV department at Indiana University, has been elected vice-president for FM radio of the Indiana Broadcasters Assn. He is the first representative of educational broadcasting to be chosen an officer of the association which is composed of the radio and TV interests of the state.

Prof. Sulzer is also a new Kentucky Colonel. This honor was bestowed on him by Gov. A. B. (Happy) Chandler for "pioneering work in the development of educational broadcasting." A native Hoosier, Prof. Sulzer spent 17 years as director of radio and public relations at the University of Kentucky before coming to Indiana University in 1952.

► Franklin G. Bouwsma, executive secretary of the Detroit ETV Foundation, has announced the appointment of Joseph Jankowski, Jr., to the position of chief engineer of WTVS. A former employee of the Foundation, Jankowski has most recently been on the TV engineering staff of Wayne State University.

► A one-year exchange of personnel between KVOK, Honolulu, Hawaii, and WGRE, Greencastle, Ind., will be affected next year. Miss Elizabeth Turnell will take the position of Robert Ritterhoff at KVOK, and he will assume her duties as instructor of radio at DePauw and program director of WGRE.

The Hawaii station is located in the Kamehameha School for Girls. It is not at present a member of the NAEB, but it is a 10-watt FM non-commercial station similar to WGRE.

► Raymond Hurlbert, general manager of the Alabama ETV Commission, has been invited to act as

consultant for an organization for establishing ETV by the University of New Hampshire. He was recently advisor in a series of seminars held in Dover, N. H.

University President Eldon Johnson anticipated developing an ETV network in New Hampshire based on Alabama's present network.

► NAEB member Wells R. Chapin will be in charge of the new General Electric Co. regional headquarters for sales of radio and TV broadcast equipment at Detroit, Mich. Chapin was formerly manager of marketing administration and product planning for the company's Technical Products Department at Syracuse, N. Y.

► The Alumnae Assn. of Huntingdon College has selected Miss Evelyn Walker, producer-coordinator of radio-TV activities in the Birmingham (Ala.) schools, as winner of its 1958 Achievement Award. The award recognizes her interest and achievement in televised education, exemplified by her interest in the NAEB and her service to the Alabama ETV network. Miss Walker attended NAEB's first production workshop. She has been head of broadcasting activities in Birmingham since 1944.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

Thirty engineers from educational television stations and production centers will attend the NAEB Video Recording Workshop to be held May 5-9 in the studios of WTTW, the Chicago Educational Television Assn. station. The Workshop is made possible by a grant from the Ford Foundation and is sponsored by NAEB to provide attending engineers an opportunity to increase their technical knowledge and ability in video recording.

Much of the programming supplied educational television stations by the ETRC, Ann Arbor, Mich., is recorded on film by the kinescope process. While a major portion of the workshop program will be devoted to kinescope recordings of television programs, a comprehensive technical description of the Ampex Videotape Recorder will be given, followed by a demonstration of the equipment at WGN-TV, The Chicago Tribune station, where installation has just been completed. The possibility of a change to recording programs on magnetic tape is one that has intrigued educational station administrators since the initial announcement of this process two years ago. Over one hundred of these video tape recorders will be in service at network centers and commercial stations by the end of this month.

Highlighting the five-day program will be talks and demonstrations by representatives of broadcasting networks, equipment manufacturers, and allied services, as well as a number of speakers drawn from the ranks of education TV broadcasters.

The program of the workshop covers studio practices affecting kinescope recording, camera adjustment procedures, kinescope set-up procedures, standardization and control measures, film characteristics, densitometry, printing and processing quality control, as well as film laboratory practices. Other topics to be discussed are calibration and measurement equipment, sound pick-up, monitoring, equalization, and film editing. Several periods have been set aside for group discussion of problems arising from changing film stock and processing laboratories, unusual techniques and equipment modifications, experiences in dealing with film laboratories and the economics of kinescope recording.

The Workshop has been arranged and participants selected by the NAEB Engineering Committee whose chairman is Carl H. Menzer, director of WSUI-KSUI. Program details have been arranged by Duane Weise, director of engineering for WTTW and Cecil S. Bidlack, NAEB TV Engineer, coordinator for the workshop.

The following persons are scheduled to attend:

Nelson Alquist, kinescope recording engineer, WKNO-TV, Memphis Community TV Foundation; Samuel A. Barbour, chief engineer, WHYY-TV, Metropolitan Philadelphia Educational Radio and Television Corporation Corp.; Rob R. Beldon, chief engineer, WILL-AM-FM-TV, University of Illinois; William Boehme, School of Journalism and Communications, The University of Florida; John L. Boor, director of engineering, KTCS (TV), University of Washington; John Cullen, chief engineer, KRMA-TV, Denver Public Schools; Roderick Davis, chief engineer, TV Center, The University of Kansas; Adolph S. Dvorak, chief engineer, KUON-TV, University of Nebraska; Herbert Evans, chief engineer, WTHS-FM-TV, Dade County Board of Public Instruction, Miami; Edward W. Furstenberg, WHA-TV, University of Wisconsin; Harold D. Gorsuch, TV technical supervisor, WOSU-TV, Ohio State University; Edward Graham, Jr., chief engineer, WGTV, Georgia Center for Continuing Education, University of Georgia; Lawrence R. Griewski, studio technical supervisor, University of Michigan; James R. Leonard, chief engineer, WCET, Greater Cincinnati TV Educational Foundation; Floyd Malott, chief television engineer, Radio and Television Communications, Indiana University; Joseph Martel, recording supervisor, META, Inc., New York; Vorce C. McIntosh, chief engineer, University TV and Radio, The University of New Mexico; George L. Murphy, chief engineer, Educational Television, Auburn Polytechnic Institute; Robert Nissen, studio supervisor, KQED, Bay Area Educational Television Assn., San Francisco; C. D. Phillips, chief engineer, Television Center, State University of Iowa; Merlyn D. Rawson, chief engineer, Department of Telecommunications, University of Southern California; Edward Reed, KTCATV, Twin City Area Educational Television Corp.; R. Taylor Rogers, WUNC-TV, The University of North Carolina; Ralph Seittle, kinescope supervisor, WTTW, Chicago Educational Television Assn.; John Seorgel, chief engineer, Radio and Television Center, Syracuse University; Glen Southworth, chief engineer, KWSC, The State College of Washington; Joseph E. Stuckey, chief engineer, Broadcasting Services, University of Alabama; Linn Towsley, chief engineer, WKAR-TV, Michigan State University; James Wulliman, chief engineer, WMYS-TV, Milwaukee Vocational and Adult Schools; Paul Yacich, kinescope supervisor, WDSU-TV (representing WYES-TV), New Orleans.

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The NAEB Engineering Committee met in Chicago March 17 and 18. Many subjects were discussed and among them was the promotion of interest among engineers in NAEB and attendance at the NAEB national convention. This year, the convention is being held in Omaha, Neb., October 14 - 17.

A number of NAEB stations are within easy driving range of Omaha. If we were to schedule a meeting of technical personnel for an afternoon, many of you could drive there in the morning, meet in the afternoon and drive home that evening. It would give us a chance to get together, get acquainted, have a special program planned at the convention, or if you choose, no program—just a talk session.

It's also been suggested that we could do the same thing at regional meetings or, in the absence of a regional meeting, we could get together on our own. Such a meeting was held at WBEZ in Chicago on June 10, 1954. We don't have any figures on who attended or how many; however from the August, 1954 *Newsletter*, this meeting was adjudged a success and it was suggested that similar meetings might be held on an annual basis.

We'd like to get an expression of opinion on holding such a meeting either at the NAEB convention or on a regional or even a state basis. We hope the person who receives this *Newsletter* will call this to the attention of his technical staff and give us its reaction.

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Another item discussed at the engineering committee meeting concerned NAEB Educational Television Scholarships. (See article on p. 5) A grant from the Ford Foundation permits us to offer scholarship awards from \$75 to \$300 to employees of operating ETV units (stations or production centers) to permit attendance at workshops, summer sessions or regular university sessions. To date, no technical employee has been granted one of these scholarships for the simple reason that none has applied. We can't go into the details of the application or other requirements here, but we have the information all compiled in a four-page leaflet and if you're interested we'll gladly send you one. There's no reason why such funds cannot be granted to technical personnel and we invite you to apply if you're interested in furthering your technical knowledge through a course of study.

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We don't have complete details but RCA has announced a new vidicon camera tube, type 7038. It is a one-inch diameter tube, capable of 600 line resolution and can be used for color, monochrome, live or film cameras in broadcast or industrial service. It is more sensitive than previous types, de-

livering broadcast picture quality with as little as one foot-candle illumination on the face plate.

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WRFK-FM at the Union Theological Seminary is increasing power and will soon have a Gates 10-watt FM transmitter tuned to 91.1 mc. for sale. If you're interested contact Robert White Kirkpatrick, Director, WRFK-FM, Union Theological Seminary, Richmond 27, Va.

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We hope you saw the article in *Radio and TV*

News for April by Glen Southworth of KWSC, Pullman, Wash. It gives the constructional details on how to "Use Your TV Set as a Oscilloscope," which we described briefly in the August, 1957 *Newsletter* and the subsequent September *Engineering Newsletter*. Congratulations, Glen! We hope this will inspire others at educational stations to follow your example. We'd like to see more of our technical personnel participating in the activities of professional engineering societies, presenting papers at their meetings and contributing to their journals.

SUMMER COURSES AND WORKSHOPS

Institution	Location	Dates	Course Title
University of Denver	Denver, Colo.	June 16 - August 15	Motion Pictures, Radio and TV in Education
Florida A & M	Tallahassee	June 16 - July 3	Workshop: Instructional TV
Florida State University	Tallahassee	July 24 - August 9	Seminar in ETV
University of Florida	Gainesville	June 17 - July 4	Teaching Through TV
University of Miami	Coral Gables, Fla.	June 16 - July 23	Four Courses: Radio-TV-Film Performance; Introduction to TV Production; Audio Control Room Operation; lab projects
		July 25 - August 29	Three courses: TV Production Workshop; TV Direction Workshop; lab projects
University of Georgia	Athens	July 28 - August 21	Workshop: Closed Circuit TV for Classroom Observation
State University of Iowa	Iowa City	June 17 - August 13	Speech in TV; Theater Techniques in TV
Boston University	Boston, Mass.	June 2 - July 12	TV Production Workshop
		July 14 - August 23	Creation and Utilization of Instructional TV Programs
Western Michigan Univ. School of Graduate Studies	Kalamazoo	June 23 - August 1	Teachers Workshop in Radio
Teachers College of Columbia University	New York City	July 7 - August 15	Using TV, Radio, Recordings in Education; Preparation and Production of ETV Programs
New York University	New York City	July 1 - August 8	TV and Education
Syracuse University	Syracuse, N. Y.	August 11 - 22	Educational TV
Kent State University	Kent, Ohio	June 16 - July 19	Techniques in Broadcasting
University of Pittsburgh	Pittsburgh, Pa.	July 24 - August 15	Introduction to Radio and TV
George Peabody College for Teachers	Nashville, Tenn.	to be announced	TV Workshop
Virginia State College	Petersburg	June 30 - August 8	Teaching Through Radio and TV
University of Washington	Seattle	June 23 - August 22	TV Workshop Laboratory: Laboratory work on KUOW
		June 23 - July 23	Radio Production; Radio and TV in the School; TV Production; Radio-TV Speech
		July 24 - August 22	Survey of Radio and TV; Advanced Radio-TV Speech
Western Washington College of Education	Bellingham	August 3 - 22	Educational TV Workshop
University of Wisconsin	Madison	June 30 - August 22	Introduction to TV Broadcasting; TV Production and Direction; Writing for TV; Seminar in Radio-TV

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



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

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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