

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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MOTOROLA, INC. FIRST NAEB INDUSTRIAL ASSOCIATE

Motorola, Inc. recently became the first Industrial Associate member of the NAEB, inaugurating the association's new membership classification for manufacturing and industrial organizations.

Mr. Philip Jacobson, manager of Instructional Television of Motorola, Inc. presented NAEB President Burton Paulu with a check for \$500 to assist the association in its work of serving educational broadcasting. This presentation was made during the NAEB luncheon at the Institute for Education by Radio-Television May 12 in Columbus, Ohio.

An Industrial Associate certificate was given Motorola, Inc. acknowledging its "support, through the NAEB, of the noblest uses of Television and Radio as instruments of American Education."

The Industrial Associate membership classification provides for manufacturing and industrial organizations who wish to participate in support of the association and the educational broadcasting movement.

SENATE PASSES MAGNUSON BILL

The Senate gave its approval to the Magnuson Bill May 29, following a unanimous report of endorsement from the Senate Interstate and Foreign Commerce Committee. The bill (S. 2119) grants up to \$1 million to each state for the development of ETV facilities.

April committee hearings on the bill included the testimony of several educators and ETV broadcasters who spoke in its support for the NAEB. Sen. Warren Magnuson (D-Wash.), originator of the bill, included statements of this testimony in his report to the Senate.

Sen. Magnuson urged, "I think this is one of the most important bills this Congress will pass for the

future of education, particularly in this fast-moving world of physics and science, in which subjects teachers are hard to find, and in which there can be some sort of mass education by use of the new and wondrous means of television."

In similar strong support, Sen. John Bricker (R-Ohio) stated his impression of the committee hearing: "I think it was the most inspiring hearing I have attended since I have been a member of this body, because of the great promise which educational television holds for the people of our country. Everyone knows our future must rest upon universal education of the highest possible quality."

Under the bill, the federal government would finance TV broadcasting equipment by providing grants-in-aid up to \$1 million to state educational institutions or agencies organized for ETV purposes.

NAEB AND OFFICE OF EDUCATION SPONSOR ETV CONFERENCE

For the first time in nearly eight years, the NAEB and the U. S. Office of Education joined forces in presenting a Conference on Educational Television and Related Media, held May 26 - 28 at the Department of Health, Education, and Welfare in Washington.

At press time, it was expected that nearly 100 specialists both from education and from ETV and radio would be attending the Conference. This meeting provided the two groups with the opportunity to examine educational radio and TV's current status and trends and to utilize a mutual interchange of views so that the relation of TV and other media to education may be established and a constructive course of action for the future may be determined.

The Conference brought together, for what may be the first time, basic educational and administrative groups with broadcasting organizations such as the NAEB, the JCET, the ETRC, and the television com-

mittees of the American Council on Education and other professional organizations.

The first meeting of the Office of Education and the NAEB, eight years ago, resulted in the organization of the Joint Council on Educational Television and the reservation of frequency space for educational use. This was followed by the establishment of the ETRC and other organized efforts designed to guide the use of television and radio as educational tools. Similar long-range plans are expected to result from the present conference.

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNI

It was very pleasant indeed to see so many of you at the IERT. At such times my principal regret is that we can't be in several places at once, since Board meetings, committee meetings and many other things have a way of running simultaneously.

The NAEB Board meeting was one of the most satisfying in years. A solid record of accomplishment was reviewed, including NAEB participation in hearings on the Magnuson bill, plans for constitutional changes for greater consistency and clarity, plans for the Washington meeting, which will have been held by the time you receive this, Foundation relations and certain other items mentioned elsewhere in this issue.

I was particularly gratified at the reaction to our "NAEB sessions" and the luncheon as well. Dr. Brish's talk will be carried in the fall issue of the *Journal*, where any who missed it will have an opportunity to enjoy it.

We are also happy to be able to report the NAEB's first Industrial Associate. At the NAEB luncheon Mr. Philip Jacobson, Manager of Instructional Television of Motorola Inc. presented President Paulu with a check for \$500.00 as Motorola's way of contributing to the development of those things the NAEB stands for. We hope to have others to mention as time goes on. This is a natural and gratifying development, in line with the NAEB's efforts to broaden the base of its support. Our thanks to Motorola.

Several people have urged me to repeat for the benefit of all the gist of a few remarks I was called upon to make at our luncheon. I'm very glad to do this, and I also want to thank those who took the trouble to write their appreciation for last month's "editorial" as contained in this column. The remarks which follow further elaborate on that theme—

specifically illustrating with a brief description some of the ways in which we proceed to achieve what we think should be the goals of an association which aspires to be something more than a group of technicians.

A great many NAEB members have had applications, recommendations and nominations for grants-in-aid and scholarships, and the many seminars and workshops we run, returned because they were not in complete form, or because they were not submitted in the proper number of copies.

It is difficult for most people to realize the volume of such applications which pile up seasonally. And many do not understand the reason why we are so insistent on receiving all these in the number of copies specified.

Let's answer the first question first. The NAEB is democratically operated. No member of the Headquarters staff decides who will attend any workshop or seminar, or who will receive a program or workshop grant, or a scholarship. *These decisions and selections are all made by committees of your peers—committee members who serve as appointed, contributing thousands of man hours each year to the NAEB, because they believe in it.*

When an application is received in six copies, for example, the original is sent to the Chairman of the committee, who may be in Boston. One file copy is kept here. The other four are distributed to the other members of the committee. In a typical distribution of committee members, one might be in Alabama, one in Wisconsin, one in Texas and one in Boston. That is why we must have the specified number of copies.

Why don't we just *make* the extra copies in such cases? A few years ago we did. But the volume is now so great that we no longer can. Secretarial staff does not permit typing copies, many of the typewriter ribbons used won't photograph on our photo machine, and of course it's really the responsibility of the applicant anyway. If the *application* is in the right number of copies, but the *recommendations*, or *certifications* required are in only one copy, we must still return them. For the entire committee needs to have the full data on each person. No one of us here at Headquarters can even begin to *read* nearly all the applications.

From the above illustration you might visualize only a single committee at work. Actually, at any given time, applications may be coming in which must be distributed to from six to eight different committees. Within the last few weeks applications or

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nominations, many of which run to many pages, have come in approximately as follows:

Workshop Grants-in-Aid	25
Program Grants-in-Aid	36
Scholarship Applications	21
Research Seminar	45
Video Recording Workshop	40
Children's Program Seminar	40
Utilization Seminar	82
ETV Management Seminar	35

The above, which, as you can see, run to slightly over 300 different applications for different processing, do not include other applications handled elsewhere: network and in-school program submissions handled by Robert Underwood and the network in-school committees; Fulbright applications in broadcasting for which I am on the selection committee; Prix Italia applications which are handled by Seymour Siegel; the Purdue seminar, for which applications (please!) should be addressed to Jim Miles at Purdue; requests for consultation, etc. Nor does it include the several hundred travel vouchers and other documents and reports, growing out of these projects, which we must also process. And many of these too, are often incomplete and necessitate our writing for requested receipts, changes, explanations, signatures, etc.

This, on top of the several hundred letters a week, keep your three-man headquarters staff, as distinguished from the equally busy Network staff, fairly busy, to say nothing of the three girls who are the secretarial arm of the office. This small single office they share with us and with those responsible for network traffic, placement, and the *Newsletter*. Very often "where to put things" is a considerable problem in our small basement office, to say nothing of keeping them all straight. The fact that we must also travel a great deal (I have been on the road sixty-nine days during the last six months) also complicates the load for the person or persons left to handle it. But so much for that. And apologies to our overseas readers, library subscribers and others not concerned, who "didn't want to know that much about penguins." However, to those of you who do apply for the various aids we offer, *please* submit *everything* in the specified number of copies. Please?

* * * * *

The long explanation above was not the point of my remarks, however. The point was that whereas in these United States a few years ago, the educational broadcasting "professionals" could all get into one small room, they now number several thousand. We believe that these people are better educators and broadcasters as a result of the seminars, workshops, scholarships and other assistance which have brought them together face to face, so that an "esprit de

corps" could develop, and have brought them together with many of the finest philosophers, educators, social scientists, historians, scientists, and other specialists—the best the U. S. has to offer—to say nothing of broadcasters from Australia, Canada, Britain, France, Germany, and many other countries who have helped them to define goals, refine methods, and develop a broader, deeper concept of the educational and social science responsibilities we have and must have. A new definition began to emerge, not of a commercial broadcaster who works for an educational institution, but of an educator who thoroughly understands the power and responsibility of broadcast instruments, and is at the same time thoroughly professional in their use. That I think, is one of the NAEB's greatest contributions—a contribution which we could not have made without the faith, patience and support of the Kellogg, Rockefeller and Ford Foundations, the Fund for Adult Education, the Fund for the Advancement of Education and others.

Let me suggest the magnitude of this dynamic movement in another way. So far, during the last five years, with funds generously provided by Foundation support, we have held sixteen NAEB Regional Conferences in fifteen different cities. Over 500 people have attended these conferences. Many tell us that the relaxed, small groups represented in this type of meeting—where we can be put on the spot, quizzed and otherwise be made to get acquainted with them for several days, and be wholly frank and honest with them—are the best thing the NAEB does. For here all kinds of problems are discussed and new ideas are developed.

During the last nine years, since the first "Allerton House" Seminar in 1949, the NAEB will by this August have conducted twenty-two Seminars and Workshops for administrative supervisors, managers, program directors, producers, writers, engineers, staging and lighting directors, research directors, children's program directors, in-school program staffs, and teachers. This does not include the some thirty other workshops, seminars and special summer session courses we have supported with grants-in-aid to educational institutions (attended by perhaps 300 additional educational broadcasters and teachers); yet we find that nearly 500 different educational broadcast staff members have been given what several of them have called the toughest but most challenging experience in their professional growth in these NAEB Seminars and Workshops. Some 150 other educational broadcasters have been able to improve their status and qualifications as educator-broadcasters through NAEB scholarship grants. A small handful have been able to spend one or two years in Europe, as Fulbright scholars, thanks largely to NAEB efforts in this area.

What does this mean? It means that here are close to 1500 NAEB member representatives who will never be quite the same. While each of us has had his respective nose to the grindstone, a new profession has been born. The management of television and radio stations has begun to attract distinguished educators, college and university presidents, distinguished public-spirited industrialists. The number of people in the movement who have PhD's, Master's degrees and long lists of distinctions to their credit, is multiplying.

Our some 135 active member stations alone have on their staffs between three and five thousand educational broadcasters who have chosen this as a career. Some 94 associate members account for an additional 1000 or more. Some have staffs of only three or four—with many student trainees and student directors. Others, even associates, have staffs of close to 100. Several scores of aspiring educators and former commercial broadcasters have been helped to find positions in this new "movement" by the NAEB placement service or at NAEB conventions or regional conferences.

I find this exciting. For the NAEB I find it most satisfying. To contribute to the birth of a profession—dedicated to making newer, better and nobler uses of our electronic media—is a proud experience. New types of research are being developed—measuring the impact of various kinds of programs on children and adults in a way commercial research has never done. New and higher types of talent and programs are being developed, some of which we each year proudly see transferred to the commercial media—we hope and believe with many of their ideals and ambitions intact. New production, lighting, engineering, writing and teaching techniques are being developed, which contribute to the national and international growth of higher and better standards. Slow as it is, progress is ours. I hope you share with me the sense of pride I have in this new service for America. This is part of what the NAEB believes in and stands for.

NETWORK NEWS

—BOB UNDERWOOD

I was thankful for the opportunity to see and talk with some network people at the recent IERT meeting in Columbus. I sometimes wonder if the common interests and problems of network members don't merit a special "clinic" or discussion group session at the NAEB Convention each fall. The IERT meeting presents little opportunity for such a meeting, except on a most informal basis. It seems reasonable to me

that a network of some 80 stations should have at least one annual meeting to bring network and station personnel together. Perhaps something along this line can be arranged for the October NAEB Convention if the demand from network members is strong enough.

At the recent IERT meeting the Radio Network School Committee met and selected a new in-school offering which will be distributed beginning in September. This new offering is for the 1959-60 school year, and, frankly, I believe the offering is a pretty good one. All members of the committee deserve to take a bow for hard work well done.

There was an unusually large number of in-school submissions this year. This was interpreted as an encouraging sign of increased awareness of this important field, and I certainly hope such is the case. On behalf of the committee and myself, "Thank You" to all those who submitted programs. Your interest is appreciated, and we hope to receive submissions from you again next year.

Another matter of import is the network's distribution of Dr. Albert Schweitzer's latest statements on the general topic of "Peace or Atomic War." To our knowledge, we are the only network in this country to distribute these statements, and we wish to thank WSUI for preparing and making available this program. The network will continue its service of providing outstanding special programs like this to its members.

PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.

WUOM, University of Michigan

One of the more difficult (and more successful) publicity campaigns for an educational series is that conducted by N. W. Ayer and Son, Inc. for the Bell System Science Series.

It is a series in name only. The random appearance of the telecasts prohibit the usual "audience build-up" you would expect with a regular weekly program. Only four programs, "Our Mr. Sun," "Hemo the Magnificent," "The Strange Case of the Cosmic Rays," and "The Unchained Goddess," have been telecast to date, plus re-runs of the first two.

Donald C. Thompson, supervisor of the public relations department at Ayers, has sketched for us some of the many activities they conduct to draw an audience for each of these random telecasts:

"In publicizing each telecast, the Bell Companies direct their information programs through various media to reach: 1) the general public, 2) customers,

3) students, 4) employees, and 5) 'special.' "

Note how Thompson's "various media" differ for each of the five "publics:"

1) General Public: newspaper advertising, press previews, press releases, TV spots, window displays and exhibits.

2) Customers: bill inserts, displays, posters, and tent cards in business offices.

3) Students: student publications, previews for educators and science teachers, personal or direct mail contact with schools, distribution of school posters, contacts with national, state and local educational organizations.

4) Employees: company magazines, employee bulletins and newspapers, large and small posters, tent cards for cafeterias and direct mail to homes.

5) "Special:" includes organizations and publications in fields related to the subject of each program; also in the general field of science. Cooperative promotion is often developed with interested organizations. The Weather Bureau, for instance, helped call attention to the scientific story of weather presented in "The Unchained Goddess."

"In addition to the promotion effort by the Bell Companies," Thompson continues, "each telecast is promoted by the network and its stations. This includes newspaper advertising, use of local and network TV spots, and mailing of special releases to TV columnists plus some direct mailing to organizations."

Results? Thompson estimates the total TV audience at "more than 150 million viewers." Another 7½ million saw the Canadian telecasts. The greatest single audience was drawn to "The Unchained Goddess"—over 37 million.

CONFERENCE PLANNED TO STUDY INSTRUCTIONAL TV

College and university administrators who have been considering closed circuit television as an instructional medium will have an opportunity to get first-hand information on its possibilities and its operation at a conference to be held at Purdue University August 24 to September 4.

This conference on Televised Instruction will be sponsored by the NAEB in cooperation with the Purdue television unit, which is under the supervision of James S. Miles.

In view of the current increase in student enrollment and anticipated problems which face educators, some 60 or 70 colleges and universities across the nation have been carrying on experimental programs in televised instruction. Purdue's program, with its emphasis on research in the field, provides a good basis for university and college personnel to discuss the use of television with educators already experimenting with it.

During the 10-day conference, general and specific problems will be discussed pertaining to administration, financing, scheduling, curricula, methods, research, and required physical equipment.

A registration fee of \$100 per person will be charged for the conference with funds accruing beyond the actual conference costs going to the NAEB to carry on its program in this field. For further information write James S. Miles, director, Television Unit, Purdue University, Lafayette, Ind.

NAEB MEMBERS WIN 31 OHIO STATE AWARDS

Thirty-one of the eighty-seven awards for the year's outstanding educational radio and television programs were presented to NAEB member stations and institutions during the Ohio State University's recent Institute for Education by Radio-Television.

These educational broadcasters won nine radio and three television programs First Awards, twelve radio and five television Honorable Mention citations, and two Special Awards for television.

Receiving radio awards were five programs produced under NAEB-ETRC Grants-in-Aid. Distributed by the NAEB tape network, they were:

"Prison Document," which brought a First Award to the University Broadcasting Service for broadcast over WFSU-FM, Florida State University.

"When Men Are Free," winning a First Award for the Wisconsin School of the Air and station WHA, University of Wisconsin, for broadcast over WHA

DIRECTORY CHANGES

P. 1	Affiliate Members 57
P. 21	(under University of Chicago) Delete: Rm. 10 Administration Bldg. Add: 940 East 58th St.
P. 26	(under University of Rochester) Delete: 15 Prince St. Add: 109 Administration Bldg. River Campus Station
P. 31	(under MICHIGAN) Add: Henry Ford Museum and Greenfield Village Mr. K. G. Hermann, Purchasing Agent Greenfield Village Dearborn, Michigan
P. 33	(under NEW YORK) Add: Institute for Democratic Education Mr. Joseph Kenas, Program Director 515 Madison Avenue New York 22, New York PLaza 1-1800

and the Wisconsin State network.

"Scrolls from the Dead Sea," earning Honorable Mention for WHA for broadcast over the Wisconsin state network.

"Pacific Portraits," bringing Honorable Mention to station WHA for its broadcast over the Wisconsin state network.

"The Minds Of Men," earning Honorable Mention for the University of Texas and station KNOW for broadcast over KNOW, Austin.

Other First Awards for radio programs were presented to NAEB members: station WOSU, Ohio State University, for "The Pied Piper;" the University of Texas and station KURV, Edinburg, Tex., for "Minstrel of a Thousand Years;" the Philadelphia Public Schools for "Stars of Tomorrow;" University Broadcasting Service, station WFSU-FM, Florida State University, for "Prison Document;" station WUOM, University of Michigan, for "Trial of General Porter;" station WILL, University of Illinois, and the NAEB network, for "Stories 'N Stuff;" the South Dakota School of the Air and station KUSD, University of South Dakota, for "The Book Fair;" and Indiana School of the Sky, Indiana University Radio and Television Service, for "It's Your World."

Honorable Mention recognition for radio programs was given to: the University of Chicago and station WBBM for "The Sacred Note;" the University of California at Los Angeles and station KNX for "University Explorer;" the Minneapolis Board of Education and station KTIS for "Tell Me a Story;" the New York City Board of Education, station WNYE, for "Songs to Remember" and "The Teller and the Tale;" station WAER, Syracuse University, for "The Smoking and Health Issue;" the Indiana School of the Sky, Indiana University Radio and Television Service, for "Getting and Spending" and "Portraits for Today;" and the Baltimore Board of Education and station WBAL for "History Writes a Song."

Television honors included three First Awards which were presented to: the University of Michigan Television for its program, "Frontiers of Health;" station WOSU-TV, Ohio State University, and the university German department, for "Die Deutsche Stunde;" and the Wisconsin School of the Air, station WHA-TV, for "The Friendly Giant—School Series."

Honorable Mention for television went to: the University of Michigan Television for "Understanding Our World;" the Cincinnati Board of Education and station WCET for "Biology;" the Michigan State University Extension Service for "County Agent;" New York University and WCBS-TV for "Sunrise Semester;" and the New York City Board of Educa-

tion, META and station WPIX for "The Living Blackboard—Spotlight on Asia."

Two Special Awards were also given for television programs of NAEB members. The University of Michigan Television was cited for its program "Genius," and station WQED, Pittsburgh, was honored for "A Dancer's World."

The award program, called the American Exhibition of Educational Radio and Television Programs, is sponsored yearly by the IERT. Its purpose is to further the broadcasting of significant educational programs by selecting outstanding examples for special awards. All the awards are based upon programs actually broadcast by radio or television stations, networks and organizations.

APOLOGIES TO WHA

Our apologies to Wisconsin School of the Air and radio station WHA, Madison, for erroneously crediting in a news release their Ohio State Award-winning program, "When Men Are Free," to the New York City Board of Education and WNYE.

TECHNICAL WORKSHOP PROVES SUCCESSFUL

Last month's NAEB Video Recording Workshop proved to be one of the most successful meetings ever held, according to evaluations of over thirty engineers who attended.

Talks and papers of outstanding personnel from industry and ETV stations and adequate time allotted for informal discussion added to the success of the workshop, which was held in the studios of WTTW, the Chicago Educational Television Assn. station.

This meeting, planned by Cecil S. Bidlack and the Engineering Committee, provided an invaluable opportunity for technical personnel to exchange ideas and investigate new processes and equipment. (For further details on the workshop, see "Technical Tips," p. 9).

—N A E B—

Books are badly needed to fill the great need for a public library available to the public in Manila. Present demand for library service is indicated by the lack of up-to-date textbooks and the overwhelming public thirst for reading. Books will be welcomed by the recently formed Readers' Library Assn., Inc.; 622 Pinaglabanan; San Juan, Rizal; Republic of the Philippines.

BOARD SETS NEW PUBLICATION POLICY

A new policy was determined at the recent NAEB Board of Directors meeting in Columbus, O. affecting a change in the number of *Newsletter* and *Journal* copies sent to members, on the basis of their membership dues.

Effective this month, members paying \$100 or more in membership dues will receive three copies of both the *Newsletter* and *Journal*; those paying from \$50 up to but not including \$100 will receive two copies; those whose dues are less than \$50 will receive one copy. The publications will be sent to one address in the case of each membership.

Additional subscriptions for member institutions for any address has also been changed to \$3.25 a year.

REGION I MEETING SCHEDULED

A meeting for all members of Region I is slated for the weekend of September 19 in New York City. The theme of this meeting will deal with better integration of radio and television as companion media in furthering education's total responsibility.

Response to a questionnaire sent to all members in the region indicated a preference for a September meeting rather than one in October, and most people seemed to prefer holding the session in New York City. Information on the program and accommodations will soon be sent to all members.

META FACES POSSIBLE SHUT-DOWN

Ed Note: At press time, META's financial position has been brightened considerably by a gift of \$5,000 from WMCA, New York AM station. However, additional individual donations amounting to "several thousands of dollars" and the ETRC summer production contract still do not insure META'S resuming live programming.

Emergency financing, chiefly through contractual arrangements with the ETRC, has enabled the Metropolitan Educational Television Assn. (META) to insure its operations as a production center through the summer, according to an announcement by Dr. Alan Willard Brown, META president.

Last month, Dr. Brown announced that META would be forced to suspend its programming activities because of lack of funds. He said that the organization needs \$200,000 to continue operations from June 1st through December 31st. Dr. Brown indicated

that the need for this amount is still acute, but that META will not have to close down completely, a possibility which was averted as a result of "realistic grants from private and independent sources" which he was not at liberty to disclose.

According to the May 26 issue of *Broadcasting*, an intensive 6-week fund raising drive brought the association \$6,000 and three grant-supporting foundations jointly pledged \$100,000, but the pledge will remain unfulfilled until 1959. Dr. Brown's estimate of META's needs for the next six months is half of present annual budget. It derives funds from foundation grants, revenue from production of kinescopes for the ETRC and public contributions.

Existing under a charter of the New York Board of Regents, META's plight represents a lack of financial and civic support. In his announcement last month, Dr. Brown placed the situation squarely before the people of New York as he said, "It is difficult to believe that a city such as New York, one of the world's greatest cultural centers, should be without educational broadcasting. I call upon citizens of the metropolis to guarantee the future of educational television in New York by contributing generously to META. We cannot expect foundations alone to provide this support."

NEW ENGLAND PLANS ETV NETWORK

Plans for a New England ETV network are being drawn up by representatives of the six state area who met recently at WGBH-TV, Boston. Daily open circuit telecasts would include programs for elementary and secondary schools, for high school pupils who wish advanced standing for college credit, and for a general adult audience.

The regional network would use educational and commercial TV facilities where they exist, with the expectation that further educational outlets would be developed where there are none.

KNME-TV ON AIR IN RECORD TIME

New Mexico's first educational TV center has achieved an unofficial record in "getting on the air." KNME-TV, sponsored by the University of New Mexico and the Albuquerque public schools, started broadcasting on open circuit May 1, just over six months after its original permit to construct was granted by the FCC.

Although a station's application is not usually accepted for one to three years after the construction permit is granted, the station has been granted

authority to program and operate as if it were licensed. The actual license is not expected for several months. Dr. Bernarr Cooper, the university's director of radio and TV commented, "The important thing is that the station is on the air in record time."

KNME's instructional programming is well under way with English, biology, mathematics and anthropology courses aired for credit. Eight New Mexico communities have been participating in the program since last fall by receiving kinescoped classes.

The entire project was set up as the result of an original grant of \$150,000 from the Ford Fund for the Advancement of Education for use in carrying out a television junior college experiment.

NEWS OF MEMBERS

GENERAL

KUHT, Houston, the nation's first ETV outlet on the air, celebrated its fifth anniversary on May 23 with a special program featuring representatives from other educational stations and organizations. Included on the speaker's list were Richard B. Hull, director of Radio and Television at Ohio State University and former NAEB president, and Dr. John C. Schwarzwaldner, first general manager of KUHT.

▶ A year-long schedule of programs marks the observance of radio station KUOM's twentieth year of expanded broadcasting. The University of Minnesota station, called WLB before 1945, began major radio activities in 1938 with an average program schedule of 40 hours per week. Prior to that time, since it went on the air in 1922, the station broadcasted approximately 8 hours a week.

Dr. Burton Paulu, director of radio and television, signed the station on the morning of May 2, starting the year's plan to repeat programs recalling the station's history and introduce new programs with an anniversary theme.

▶ Last month's *Newsletter* listing of Peabody Award winners omitted one award of significance. Our apologies to KPFA, Berkeley, the first FM station to be presented with such an award.

After nine years of broadcasting, KPFA was selected for the Local Radio Public Service Award "... for courageous venture into the lightly-trafficked field of thoughtful broadcasting, and for its demonstration that mature entertainment plus ideas constitute public service broadcasting at its best ..."

▶ Two NAEB members received one of broadcasting's top honors last month with the announcement of the winners of the Alfred P. Sloan Highway Safety Awards. Radio station WNYC, New York, and WCET, Cincinnati's ETV outlet, were both presented

with bronze plaques for outstanding safety programming at the 10th annual Safety awards dinner May 6 at the Waldorf-Astoria Hotel. Only three other broadcasters were honored.

PROGRAMS

▶ Eleven outstanding personalities in education join in an effort to arrive at a clearer meaning of the concept of freedom in the first of a series of TV programs sponsored jointly by META, New York and WCBS-TV. The two-hour program entitled "Concept," is broken into four segments: interviews, debates, round-table analyses, and straight lectures. Tape recordings of the program will be made available to the U. S. Information Agency for broadcast on Voice of America in 41 languages to a world-wide audience.

PERSONNEL

▶ Glenn Starlin, of the University of Oregon, was elected president of the Assn. of Professional Broadcasting Education during the APBE annual meeting April 27. W. Earl Dougherty, general manager of KXEO, Mexico, Mo., was named vice president at the same meeting.

▶ Mrs. Ella Will McKinney, co-producer of the Alabama ETV network telecast, "Let's Learn More," was recently named as one of seven women to receive a 1957 Golden Mike award from *McCall's* magazine. Mrs. McKinney was cited as the "executive performing the greatest service for youth." Her teaching on the daily in-school series was cited with "helping to ease the problem of overcrowded and under-stuffed primary grades in Alabama."

▶ A "Green Derby" was awarded to Loren Stone during the University of Washington School of Journalism's annual ceremonies to honor an outstanding graduate. Stone, who has been manager of KCTS-TV Seattle, since it went on the air in 1954, was cited for the "outstanding accomplishments" of his station as an educational TV outlet.

BOX SCORE

Total AM Stations	- 3239	(includes 39 non-commercial)
Total FM Stations	- 687	(includes 157 non-commercial)
Total TV Stations	- 587	(includes 32 non-commercial)

NEW STATIONS

WNPS (AM)	New Orleans, Louisiana
WBWC (FM)	Berea, Ohio
KNME-TV	Albuquerque, New Mexico

TV TECHNICAL TIPS

—CECIL S. BIDLACK

Judging from the comments received to date from two-thirds of the participants, the NAEB Video Recording Workshop was an unqualified success. It was held May 5 - 9 in the studios of WTTW, the Chicago Educational Television Assn. station. From the get-acquainted session Sunday evening to the close of the workshop Friday noon, the exchange of ideas and experiences was an almost continuous process. We did provide a few hours each night for sleeping, however many of the evening sessions continued over a glass of brew at the Cottage Bar of the Shoreland until a late hour.

Most participants mentioned how much the presence of Rodger Ross and Harold Wright of the Canadian Broadcasting Corporation added to the program of the Workshop. I was more than pleased when they accepted the invitation to attend and especially happy that they could be with us for the entire period. We are not only indebted to CBC for making it possible for us to have the benefit of their knowledge and experience, but as well to all organizations from the broadcasting and film industries whose representatives contributed much to the success of the workshop program.

In addition to providing much practical information which the participants can incorporate in their own operations, the workshop highlighted three areas of work for the NAEB Engineering Committee:

- 1) Investigation leading to a standard film reproduction characteristic
- 2) Densitometer standardization
- 3) Utilization of EIA grayscale to establish studio exposure practices.

At the completion of the first item, it is then believed that we shall be in a position to re-evaluate the print density requirements for kinescope recordings as established by ETRC and perhaps to establish negative density requirements to produce these prints with standard laboratory exposure and development procedures.

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The past month has been one of almost continuous travel for the writer. Such a schedule isn't the most conducive for the production of a column like this, not because of the lack of new experiences or ideas but simply because deadline dates seem so close together.

Regardless of the present implementation of the video tape recording process for television programming, three papers were presented at the SMPTE meeting in Los Angeles on kinescope recording. These

along with the seven presented on video tape recording should appear soon in the SMPTE Journal. A total of 82 papers were presented during the week with the program somewhat heavier on the motion picture side, as is usual for the west coast convention.

At the NAB meeting the following week, broadcasting again came into its own with many new or improved items being shown. Ampex was demonstrating both monochrome and color video tape recorders; Gates was showing a new 1 kw AM and a 1 kw FM transmitter with Multiplex. General Electric had its new 3-image orthicon color camera in operation, as well as a new monochrome image orthicon camera and live and film vidicon cameras. They were also showing a transistorized (except for output tubes) sync generator and a newly designed audio console.

RCA displayed, for the first time, AM and TV automation equipment, a new TV switcher in which the switching is done by transistors (relays incorporated are for tally lights only), and a new magnetic disc recorder which will record 70 seconds at 45 rpm. They were also demonstrating their studio vidicon camera and a color camera and showing the RCA color video tape recorder transport mechanism. Sarks-Tarzan had complete film and live studio control equipment set up and in operation. There were many other exhibitors displaying lighting, transmitting, studio, control and accessory equipment.

The 12th Annual NAB Broadcast Engineering Conference session occupied two-and-a-half days of the four-day meeting where an excellent program of papers covering AM, FM and TV subjects were presented. Due to lack of space, the broadcasting equipment was exhibited at both the Statler and Biltmore Hotels. Due to this geographical separation and also due to the fact that there were several exhibition rooms at each hotel as well as exhibits in hotel rooms, as we look back we find we did not locate some of them. Since the Video Recording Workshop began the following Sunday, our time at NAB was necessarily shortened.

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Following the workshop we spent four days at the IERT in Columbus. This year, the equipment display was larger than the previous year. ITA—Industrial Transmitters and Antennas—was demonstrating a 10-watt fm transmitter as well as displaying 50-watt and 250-watt fm transmitters. Motorola was showing its new "Classroom 21," a TV receiver developed especially for classroom use. This receiver is designed both for "off-the-air" or rf reception as well as to accept video and audio feeds from a closed circuit studio without modification. It is provided with a custom designed stand on wheels, featuring an

adjustable tilt to minimize reflections as well as a separate 8-inch speaker to provide excellent sound quality from the front.

Dage Division of Thompson products was demonstrating a newly designed miniature TV camera, Model 333. It is completely automatic with no operating controls and self-contained in a case (without optics) $2\frac{3}{8}'' \times 5\frac{3}{8}'' \times 7\frac{3}{4}''$. The camera is of modular construction and weighs approximately four pounds. It operates on 10 watts power input from practically any source and its output is composite video or modulated rf, or both as required, with standard RETMA sync, 525 lines, 60 fields per second, pictures fully interlaced, or other special sweep rates, as required.

Other exhibitors included Tele-Cam, Inc. of Pittsburgh whose equipment WQED used in the production of the Encyclopedia Britannica Science Series; RCA, showing their TK-15 vidicon camera equipment; Sarkes-Tarzan with a complete live and film studio control set-up; Zenith showing AM, FM and TV receivers; Century Lighting, Teleprompter, National Theatre Supply demonstrating the new GPL vidicon equipment; and DuMont with a display of industrial TV equipment for educational use.

To complete the list of exhibitors, there were displays by WOSU-TV, NBC and NAEB, as well as promotional materials and descriptive literature from many educational radio and television stations.

PLACEMENT SUPPLEMENT

- June 1 - Young announcer, news man and actor with a deep, cultivated voice and 6 years experience would like to work with a station that concentrates on serious music and complete news programming. Has worked in both radio and TV. Married, 22, B. S. Location open. \$3,900 - 4,000 minimum.
- June 2 - Experienced writer-producer-director with 6 years background in ETV wants a stimulating position in TV or AM station. Experience has also covered announcing and production duties. Male, 27, single with A. B. in literature. Wants to locate in the Southwest. \$5,500.
- June 3 - Single man, 42, anticipating Ph.D in 1959, with 8 years experience in teaching speech and radio, will be available in September for a challenging position in teaching and news announcing. Has program experience both in radio and TV. Prefers eastern or mid-southern location. \$5,300 - 6,500.
- June 4 - Man with 9 years experience in TV desires position in educational TV as producer, director, station manager, or program director. Can handle everything from idea and script through budget, production, and show, live or film. Single, 34, A. B. Location and salary open.
- June 5 - Audio-visual director would like a college or university position where masters degree in a-v education could be taken. Has sound knowledge of motion picture distribution and production; background in motion picture aesthetics, history, and appreciation, for possible teaching. Qualified to teach trade journalism, publicity writing. Married, male 32, B. A. Location and salary open.
- June 6 - Film producer-writer-director, after 8 years in educational films, seeks responsible position in ETV where film production must be integrated with live programming. Well-educated and capable of developing and implementing sound, imaginative program ideas. Knows film thoroughly; some experience in university TV. Script credits include prize-winning history film, plus titles in economics, geography, atomic science. Man, 35, married, B. A. Location and salary open.
- June 7 - Creative producer-director with experience in live direction, closed-circuit experimental programs, and graduate training in TV and cinematography seeks a position in ETV. Special interest in children's programs, telecourses; capable of handling any non-dramatic assignments. Very interested in teaching broadcasting courses in addition to regular work. Man, 24, married, B. A. Location open. \$5,000.
- June 8 - Able young man desires production position with ETV station. Strong experience in both open and closed-circuit producing-directing. Much work in all phases of film, especially editing. Strong theatre background. Married,

- 27, M. A. in radio-TV. Licensed teacher. Location open. \$4,500 minimum.
- June 9 - Man, 31, wants to combine his practical experience and education in a challenging executive position in educational TV. Strong background includes 8 years network experience in New York with work in live and film programming, production and writing for news, documentary and entertainment programs. Married, M. A. due in 1959. Desires location close to large urban center. \$12,000 - 15,000.
- June 10 - Young man desires position in television production or programming. Has had 3 years experience with the University Broadcasting Services in Alabama. Proficient in all phases of production, including direction, film narration, film editing. Competent, dependable, hard worker, enjoys working with people. Single, 22, B. A. Any location, except South. \$4,420.
- June 11 - Station manager or program director with experience in 3 educational AM stations and 5 years of commercial radio would like to return to educational broadcasting. Two years experience in Europe as civilian employee of Armed Forces Radio and production of programs in Europe for U. S. educational stations. Has taught in university radio department. M. A. candidate, male, 34, married. Preferably Colorado or Rocky Mt. location. Salary open.
- June 12 - TV producer-director-announcer with 8 years background in producing-hosting educational programs for commercial outlets in California seeks affiliation with ETV station. Variety of experience in all phases of television; firm background of public service programming. Male, 39, married. Location open. \$7,000.
- June 13 - Experienced manager with 7 years of teaching in college, 4 years commercial experience, and 3 years of managing and programming a university station, desires a challenging position in either teaching or station management. Married, 39, Ph.D. with excellent references. Location open. \$6,000 - 6,800.
- June 14 - Young woman experienced in program planning, producing and presentation for state ETV station desires similar position relating to instructional and informational programs. Has wide range of experience from broadcasting and speech fields to the arts and teaching areas. Single, 27, M. A. Licensed teacher. Location open. \$4,000 minimum.
- June 15 - TV production man with 13 years experience in commercial network and educational radio and ETV desires supervisory position in ETV with some active production work. Presently working with university broadcasting and teaching. Married, 29, B. S. Location open. \$6,500 - 7,500.

Scanned from the National Association of Educational Broadcasters Records
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