



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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URBANA, ILLINOIS

JULY, 1958

SCHOOLEY NAMED NAEB PRESIDENT

Frank E. Schooley, Director of Broadcasting at the University of Illinois, was named President of the Association by the Board of Directors at a special meeting in Chicago June 25. Schooley will fill the unexpired term of Burton Paulu who resigned (see story below).

According to the NAEB by-laws, "Vacancies that may occur on the Board of Directors and/or elected officers by any cause shall be filled by the Board of Directors for the unexpired term." Schooley, who served as NAEB President in 1944 and 1945 and again in 1955 and 1956, will serve until January 1, 1959. The President for 1959 will be elected at the convention in Omaha this fall.

One of Schooley's first official acts as President was to name the nominating committee which will present the slate of officers to be voted on at the convention. Graydon Ausmus, WUOA, University of Alabama, was named chairman of the committee. Serving with Ausmus will be Edward W. Rosenheim, Jr., University of Chicago; Henry Chadeayne, KETC, St. Louis; William Harley, WHA-TV, University of Wisconsin; Edwin Adams, University of Washington; Earl Wynn, WUNC, University of North Carolina; and Mrs. Dorothy Klock, WNYE, New York.

PRESIDENT PAULU RESIGNS TO STUDY ABROAD

Dr. Burton Paulu has announced his resignation from the presidency of the NAEB in order to continue research in European broadcasting.

A grant from the Fund for the Advancement of Education makes possible a year's study in the United Kingdom and in Europe. Provided a sabbatical leave from the University of Minnesota where he is director of radio and television broadcasting, Dr. Paulu

and his family will leave in September.

A teaching obligation at the University of Southern California this summer created circumstances necessitating an immediate resignation, according to Dr. Paulu, although he said that he will remain available to consult with his successor and help the association in every way possible upon his return in 1959.

Dr. Paulu has spent considerable time abroad, first with the Office of War Information in 1944 and 1945 which led to his doctoral dissertation on the Voice of America. A Fulbright scholarship for the academic year 1953-54 provided him with a year's study in London during which time he gathered data for his book, *British Broadcasting*. His present travel grant will permit continued study in this area of interest.

Dr. Paulu has served the NAEB in a variety of capacities: he was elected as secretary three times, vice president twice, regional director once, and president twice. Although pleased with the study opportunities made available to him, Dr. Paulu expressed his regret at leaving the presidency before his term was completed.

PARTICIPANTS SELECTED FOR CONFERENCE ON INSTRUCTIONAL TV

Twenty-six participants have been selected from a list of eighty-three applicants to attend the NAEB conference on Instructional Uses of Television and Radio. Meetings will be held at Purdue Memorial Union, Purdue University, Lafayette, Ind.

This conference is designed not only for broadcasting personnel, but also includes participation by faculty members from schools of education concerned with methods of instruction.

The list of participants includes:

Elaine Afton, consultant, station KETC, St. Louis,

Mo.; *Michael Ambrosino*, station WGBH, Lowell Cooperative Institute, Cambridge, Mass.; *Harper Beaty*, College of Education, University of Houston, Tex.; *Mrs. Marye Benjamin*, University of Texas, Austin; *Herbert Coon*, University School, Ohio State University, Columbus; *Jean Eicks*, station WYNE, New York Board of Education, Brooklyn; *T. Ross Finke*, College of William and Mary, Norfolk, Va.; *Paul Hansen*, University of Utah, Salt Lake City; *John Henderson*, station WBAA, Purdue University, Lafayette, Ind.; *Dr. Margaret L. Hiatt*, Oregon College of Education, Monmouth; *Howard Holst*, station WKNO-TV, Memphis, Tenn.; *Dr. Helen Holt*, University of Toledo, Ohio; and *J. Allen Larner*, Central California ETV, Sacramento.

Others selected are: *Lillian Lee*, station WABE, Board of Education, Atlanta, Ga.; *Ronald Lowdermilk*, U. S. Office of Education, Washington, D. C.; *Harry Lyle*, Birmingham Area ETV, Alabama; *Arlene McKellar*, station WHA, University of Wisconsin, Madison; *Ted Milligan*, station WCET, Cincinnati TV Foundation, Ohio; *Lewis Rhodes*, station KUON-TV, University of Nebraska, Lincoln; *Donald Schein*, Mohawk-Hudson Council on ETV, Schenectady, N. Y.; *Raymond Schultz*, Florida State University, Tallahassee; *William Spencer*, New York University, New York; *Melvin Timmerman*, University of New Mexico, Albuquerque; *Mrs. Elaine Tucker*, Oklahoma City Public Schools, Oklahoma City; *Jay Van Trees*, station KRMA, Denver Public Schools, Colorado; and *Harry Webb*, College of St Thomas, St. Paul, Minn.

The seminar, made possible by a Ford Foundation grant, was planned, and is being conducted by the NAEB Utilization committee, chaired by Gale R. Adkins, Director, Radio-TV Research, University of Kansas. The committee also selected the twenty-six participants for whom expenses will be paid.

In keeping with other NAEB seminars, the conference program has been planned in the best way possible to benefit those in attendance. For this meeting, sessions primarily will be concerned with the classroom utilization of instructional broadcasts prepared specifically for in-school use. Conference goals are to increase educators' awareness of the real potential of radio and television as instructional tools and to stimulate improved preparation and training of future teachers in the use of these tools.

The five-day seminar will give participants an opportunity to exchange ideas among themselves and also to discuss problems under the advice and leadership of outstanding educators and broadcasters who will act as consultants.

Consultants named to date are:

Gale R. Adkins, director of Radio-TV Research,

University of Kansas, Lawrence, Kan., and chairman of the NAEB Utilization committee, which planned the conference.

Arthur W. Foshay, executive officer, Institute of School Experimentation, Teachers College, Columbia University, New York City.

Helen Heffernan, head of the Bureau of Elementary Education, California State Department of Education, Sacramento, Calif.

Clair R. Tetterer, director of school programs for station KETC, St. Louis, Mo.

Charles Hettinger, supervisor of Television Education, Pittsburgh Public Schools, Pittsburgh, Pa.

George C. Johnson, director of Radio and TV Education, Indiana University, Bloomington, Ind.

Elaine Afton, elementary school program consultant for station KETC, St. Louis, Mo.

Ryland Crary, director of education, Educational Television and Radio Center, Ann Arbor, Mich.

William B. Levenson, deputy superintendent, Cleveland Public Schools, Cleveland, Ohio.

Gerald Wilsea, director of the Department of Radio-TV of the Denver Public Schools, Denver, Colo.

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

In keeping with recent practice, essential news items are not included in this column. Therefore notice of the resignation of Burton Paul as President of the NAEB, the promised report on our recent Washington Conference, and other such items, will be found elsewhere in this issue.

Instead, I should like to pursue with you several other problems about which I believe it is absolutely essential that we should be thinking, as an association.

The first of these was partly revealed in our Washington meeting. But I have found the same disquietude beginning to appear as rumblings at many other meetings and in many conversations with people who are equally as sincere as we are about the goals of American education, and ways in which we can best achieve them.

This problem can probably best be stated in the form of a question: Is television, as an instrument or tool of education, to be used to do the *same* job of education we are now doing, only more *cheaply* (and more efficiently) or does it challenge us to use it to do things, essential to education in *our* era, which printed media and other tools and procedures can't

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do—things which are therefore left undone principally for reasons of present expediency?

Let me illustrate. Henry R. Cassirer, Director of Radio and Television for UNESCO, in the fall issue of *Audio-Visual Communication Review*, presents a very challenging analysis of the peculiar potentials of the different media, comparing what each can do, or best do, with what other media can do. He points out that this is peculiarly an age of change, speed, motion, instability, and lack of permanency. The printed media, hard as they try, cannot convey the most dramatic dynamics of this age. Print “freezes.” It is just as inadequate to convey movements, pressures, and change as still pictures are, in comparison with moving pictures. Does this not contain implications for our use of these new media? Not to teach the social sciences, geography or any of the other subject matters as they have so far been taught, but in a *new* way in which we finally have the tools adequate to the job?

At present, we are inclined to start with the printed syllabus, and use TV essentially as a visual aid. I think TV challenges us to think about at least two more questions:

1) With TV as a tool, is it not possible that for *some* subjects, and at *some* levels, TV should be the text, and printed media should be the “printed aids” or “verbal aids” to do the “enlarging upon” what TV can perhaps best present as a principal or primary medium? Are we sure that eventually TV will not revolutionize the concept of education as completely as the textbook (which created the classroom concept of today) did a few hundred years ago? Or should TV be used to “freeze” into permanency present procedures and practices.

2) Since TV can now do many things which we previously did not have the tools to do, I wonder if the curriculum of ten years hence will not look quite different from today’s?

When we got the automobile and misuses or carelessness in its use began to cause anxiety, we brought the automobile into the educational plant and began to teach driver-training. When the pressures of commerce on the school system became great enough we began to teach typing and office procedures. Little by little the schools have taken over responsibilities which industry and the guilds used to assume: giving the individual the training which his eventual employer needs to have him have. I wonder if the needs of our time, and the multiplicity of needs for decision-making on the part of the individual as a citizen do not justify a re-analysis of how large a vocational role the school can play in view of both the proliferation of vocational specializations, and the great vast areas of (presently neglected) guidance in de-

cision-making as a responsible citizen, the use of leisure time as divided between entertainment and individual self-development (which I believe can also be “recreational”).

Our generation was caught defenseless by television particularly. Considering the advertiser as the “offense” and the viewer as the “defense,” the offense has quickly outstripped the defense. The latter is still not in any way responsibly equipped to cope with the present situation.

There was a day, not too far in the past, when people would “believe it,” if it was in print. Thanks to the schools, and education, people have been given guidance in coping with the printed media. Children are taught to distinguish between good and bad writing. They are taught appreciation of literature. They are beginning to be given clues regarding “phoniness” and how to recognize it. Nearly every teacher in the educational process becomes an English teacher (of the *written* and *printed* word). Is the time not here when we should teach how to distinguish good and bad in the electronics media, too? In view of the time devoted to television and radio as sources of information, senses of values, and entertainment, are we not overdue for courses in analysis and criticism in, and guidance in coping with, these powerful media? Can we do this (which I consider education for citizenship) while still retaining all the vocational and other courses we now have? Or is our national prestige and mentality not yet in sufficient jeopardy to justify such a step? If such a responsibility is seen by education (and I can think of no one else who is obligated to assume it), won’t all teachers need to be trained to teach this broad nonwritten new “language” responsibility much as all teachers now teach written English?

These are some of the questions I would raise about TV’s role in education. And those who know me well enough know that I ask you to remember radio as well as television in all my considerations.

I would hope that we will all participate in far deeper thinking than how TV can do the *same* job *better* (though this is part of it) or *cheaper* (medical service is a *better*—but not cheaper—than it used to be; is it not worth it?), or for purposes of “doing it by TV” merely in order to justify larger TV staffs and budgets.

What we need is better education, not cheaper education. What we need is education which will help our students to be better citizens in the year 2,000. Are we sure that the uses we are thinking about for ETV today will do that?

* * * * *

In future columns I would like to discuss with you other problems, from effects and possible educational uses of video tape, the redistribution of faculty per-

sonnel beginning to emerge from educational uses of television, and many other things—including the apparent inadequacy of present testing and measurement procedures to cope with television teaching needs.

Meanwhile, sincere thanks to the growing number of you who write each month to react to the *News-letter* editorial.

NETWORK NEWS

—BOB UNDERWOOD

During the summer months the network staff is working on, among other things, a catalog describing the program series we have available for general distribution. Almost forty such series are available, and the network has no objection to these grant-in-aid series being broadcast over commercial stations on a one-time, sustaining basis. Many NAEB members, either non-active members or active members not partaking of network service, have used these series for public relations broadcasting over local commercial stations. Also, many non-NAEB organizations and individuals have either purchased or borrowed these series for broadcast use.

The reports received here on use of our programs by non-network groups have been pleasing and have encouraged us to promote these series further. The preparation of a catalog describing these series will take a while, since the tapes must be checked; but we are preparing a briefer temporary descriptive statement on these series. This may be had by writing me at headquarters.

For those who are not familiar with our tape operation, all of our programs are recorded full track at 7½ inches per second on 1200 foot reels. Since all orders not connected with the offering currently being distributed require additional labor for dubbing we are forced to make a per reel charge for these programs. Full details on this charge and other matters regarding either rental or purchase of these programs may be had by contacting me. Your request will receive prompt attention.

Also, we encourage you NAEB members operating radio stations to investigate the advantages to be gained from network membership. The nine hours per week you can obtain from us will help your staff devote more of its time to the preparation of quality locally produced shows, and will enable your audience to hear the finest programs being produced in educational studios throughout the country. Please write me for details about network membership.

Since we here are planning our vacations we imagine you are, too. Have a good time!

PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.
WUOM, University of Michigan

A number of NAEB stations also belong to the National Association of Broadcasters whose headquarters are in Washington, D. C. Last spring, NAB members received a "Check-off List For Public Relations".

Although NAB writes largely for its commercial station members, many of the suggested PR practices apply to educational stations as well. We received permission to quote some excerpts from their *Check-Off List*, so here goes:

1) *Develop a public relations plan.* A PR plan should be founded on a bedrock of background information about an individual station's strengths and weaknesses. Survey the situation and determine:

- a) types of present audience
- b) audience potential
- c) signal coverage
- d) specialized interest of your present and potential audience
- e) your programming as it relates to your community
- f) opportunities for public service.

2) Your most saleable product from a PR point of view is the service you provide your community. This is a telling theme, demonstrable and reflecting the highest ideals of broadcasting.

3) *Establish an institutional personality.* It helps identify your station with the public . . . as something of which they are a part.

4) *Develop an attention-getting special project.* Try to find one important project for extra effort that will become associated with the community leadership of your station. Whatever it is, it should fill a real need in your coverage area.

5) *Assign public relations responsibility.* Your PR plan should give someone clear cut responsibility for public relations. In a small market this probably will be a collateral duty, but the important thing is to designate someone as an anchor man.

6) *Off the air promotion.* Utilize your town's Welcome Wagon and similar services to acquaint newcomers with your station.

This just skims the top of NAB's three-page list of Do's and Don'ts. Our favorite quote from the

BOX SCORE

Total AM Stations -	3248	(includes	39	non-commercial)
Total FM Stations -	681	(includes	158	non-commercial)
Total TV Stations -	587	(includes	32	non-commercial)

report reads: "Remember, in this endeavor enthusiasm can carry you a long, long way!"

* * * * *

Enthusiastic note from Minnesota: KUOM began May 2 a year-long series of programs and promotions to mark its 20th anniversary of 40-hour-a-week broadcasting. This has triggered considerable coverage in news columns, and a number of special features. All of which points to a neglected technique on the NAB list: "Celebrate Something."

WASHINGTON CONFERENCE PROVES SUCCESSFUL

"The national welfare will be saved by assuring that each state has the resources and the technical assistance to build and operate a comprehensive educational television network (to serve) elementary and secondary schools, collegiate institutes and adult educational purposes."

Thus, Dr. John E. Ivey, vice president of New York University, proposed a national federally aided ETV network to over 70 participants of the Conference on Educational Television and Related Media.

Held May 26 - 28 in Washington, D. C., this was the first joint meeting in nearly eight years for the NAEB and the U. S. Office of Education. Leaders in both education and educational broadcasting exchanged views to determine the status and trends in their individual fields, and to chart a course for the future which would give a clear relationship of each to the other.

Through talks and discussions, the conference provided an excellent study ground for both the educators and the educational broadcasters. Most apparent in the sessions was the mutual effort, as stated by Dr. Ivey in his proposed solution, to "... make possible the greatest exposure of the nation's top intellectual manpower to all fields of education."

In his welcoming message, Marion B. Folsom, Secretary of Health, Education and Welfare, pointed to the broad possibilities for future classrooms opened up by educational TV. He said, "It is an exciting prospect that through television an inspired teacher may reach unlimited numbers of students, and with teaching materials at her fingertips that heretofore could not be given general classroom use. We know that there is no substitute for the devotion and capabilities of a good teacher,—but television may bring greater opportunities for the good teacher to reach more children."

Discussing the problems of higher education and teacher preparation Ohio State University President Novice G. Fawcett concluded that "thoughtful, creative application must be the goal, if the mind is

to be stretched more nearly to its potential. Too much teaching is merely word-deep; it has not been a real encounter. Television can go in one eye and out the other unless the content and the techniques employed really engage, involve the learner.

He added, "Successful education demands that there must be a certain freshness in the ideas dealt with. These ideas must be new or they must be invested with some novelty of application to present conditions."

Dr. Fawcett suggested the home and community "can increasingly re-enforce the work of the school and, with the use of the television medium, might appropriately begin to capture some of the responsibilities that the schools have been forced to assume in the past."

In preparing programs with a fresh approach, however, it is generally agreed that a great dependence is placed on the ETV teacher. An Evanston (Ill.) Township High School teacher, Miss Wanda B. Mitchell, summed up the problems involved in recruiting these teachers, labeling them confusion, fear, and lack of time. Although many persons think of these problems as groundless, Miss Mitchell said that teachers frequently look upon ETV with the indecision of Hamlet:

"TV or not TV; that is the question
Whether 'tis nobler in the mind to suffer
The pressures of increasing enrollments
Or to take arms against a sea of troubles
And by electronics end them.
To grunt and sweat under a weary life
And make us rather bear those ills we have
Than fly to others that we know not of?"

Airing another point of view, Dr. William G. Carr, executive secretary of the National Education Assn., advised educational broadcasters to disregard the use of television as an answer to the teacher shortage, and to concentrate their attention on the question of the use of television as an instrument to aid good teachers. He stressed the idea that "quality is going to be the watchword of American education as our horizons expand."

In his talk, Marshall McLuhan, editor of *Explorations*, Toronto, Ont., gave mass communications a further impressive role in meeting today's problems. He said that the largest modern activity is "the consuming of information electronically processed."

However, he warned, "Today our natural temptation is to regard the new media as aids or distractions to the older studies. We have not dared to see them as themselves, new art forms which can become direct objects of study. For us to do this with press, radio, and TV would be fatal to our earlier achievement in writing and print, because it leaves the

dynamics of the new media to disintegrate our existing values."

Leonard Marks, legal representative for the NAEB, indicated that broadcasters are showing increased awareness of their responsibility in forming public opinion.

Frederick H. Garrigus, manager of organizational services for NAB, said informational and educational programming on both commercial and educational broadcasting stations are going through a process of improvement in using more ingenuity, thought and planning in the presentation of programs.

Mr. Garrigus thought that educators and commercials are showing more willingness to communicate. He found an increased awareness of the need for more ingenious and thought-provoking programs along with a growing response on the part of the audience to educational programs presented on commercial stations when the programs are thought-provoking and professionally presented.

The conference ended with reports of discussion leaders who commented on the deliberations of their individual groups which were divided according to level of instruction interest.

The success of the conference was indicated in coverage stories of newspapers and publications such as the *New York Times*, *The Washington Post* and *Times Herald*, *Radio-TV Daily*, and *Broadcasting*.

Program chairmen, speakers, and panelists included: Robert C. Anderson, director of the Southern Regional Education Board, Atlanta, Ga.; Dr. William G. Carr; Henry Chadeayne, station KETC-TV, St. Louis, Mo.; Kenneth A. Christiansen, program manager of the ETRC, Ann Arbor, Mich.; A. J. Foy Cross, professor of education at New York University; Edgar Dale of the Bureau of Educational Research, Ohio State University, Columbus; Franklin Dunham, chief of Radio-Television Services, Office of Education; Dr. Novice G. Fawcett; Marion B. Folsom; Fred E. Garrigus; William G. Harley, program director of station WHA-TV, University of Wisconsin and chairman of NAEB television affiliates; and Charles F. Hoban, of the Human Factors Study Center, University of Pennsylvania, Philadelphia.

Other leaders were: Richard B. Hull, director of Radio and Television Broadcasting, Ohio State University, Columbus; Armand L. Hunter, director of station WKAR-TV, Michigan State University, East Lansing; Dr. John E. Ivey; Hideya Kumata, Communications Research Center, Michigan State University; Harold B. McCarty, director of the Radio TV Education division, University of Wisconsin, and director of Wisconsin State Broadcasting Service; Marshall McLuhan; Leonard H. Marks; Miss Wanda B.

Mitchell; Dr. Burton Paulu, director of Radio and TV, University of Minnesota; Wayne O. Reed, deputy commissioner of education, Office of Education, Washington; John J. Scanlon, deputy director of research, The Fund for the Advancement of Education, New York; Charles F. Schuller, president of the NEA Department of Audio-Visual Instruction and director of the Audio-Visual Center, Michigan State University; Mendel Sherman, associate professor of education, Audio-Visual Center, Indiana University, Bloomington; David C. Stewart, assistant executive director, JCET, Washington; Alexander J. Stoddard, consultant for the Fund for the Advancement of Education; John W. Taylor, manager of station WTTW-TV, Chicago; and Dr. I. Keith Tyler, director of the Institute for Education by Radio-Television, Ohio State University.

The conference planning committee consisted of Franklin Dunham and Mrs. Gertrude G. Broderick representing the U. S. Office of Education. From the NAEB were Dr. Burton Paulu, Richard B. Hull, Dr. Harry J. Skornia, and Leonard Marks.

PROGRAM GRANTS-IN-AID AWARDED TO SIX INSTITUTIONS

Grants-in-Aid totalling \$40,512 have been given to six institutions to aid in the production of eight educational radio program series following the general theme of "The American in the Twentieth Century." From thirty-seven applicants, the NAEB Grants-in-Aid committee selected the six winners for recommendation to the ETRC, who awards the grants.

Two of the institutions, the University of Michigan and the University of Wisconsin, were given grants for producing two series each. One of Wisconsin's series, "The Lives of Man," and the State University of Iowa's "Why Is a Writer?" are both in-school series designed for use in the upper elementary grades.

Grants were awarded to: the State University of Iowa, station WSUI, for "Why Is a Writer?" (in-school); the Lowell Institute Cooperative Broadcasting Council, station WGBH, for "The Creative Method;" and the University of Michigan, station WUOM, for "News in Twentieth Century America" and "American Composers' Twentieth Century Almanac."

Other grantees were: the University of North Carolina, station WUNC, for "American Ideas in the Twentieth Century;" Purdue University, station WBAA, for "The American Negro;" and the University of Wisconsin, station WHA, for "The Lives of Man" (in-school) and "Light Unto My Feet."

This is the second in the ETRC's three-year sup-

port plan for educational radio program development. The NAEB has contributed its support in soliciting and evaluating Grants-in-Aid proposals, advising on program series to be commissioned, and supplying the programs to educational radio stations serviced through the NAEB radio network.

The NAEB Grants-in-Aid Committee which selected the applicants for recommendation is composed of Edward Rosenheim, Jr., University of Chicago, chairman; Larry Frymire, stations WKAR-AM-FM, Michigan State University; R. Edwin Browne, stations KFKU and KANU, University of Kansas; Harry Lamb, station WTDS, Toledo Public Schools; and Mrs. Elizabeth Marshall, station WBEZ, Chicago Board of Education.

TWELVE RECEIVE NAEB SCHOLARSHIPS

Summer scholarship grants totalling \$1,975 have been awarded to twelve persons as part of the NAEB's program to improve qualifications of educational broadcasting personnel.

This is the second group of recipients selected for 1958 summer NAEB scholarships. Nine other grants were announced in the May *Newsletter*. Grants for both groups were awarded primarily on the basis of the contribution to educational broadcasting likely to result from attendance at the summer sessions.

Of the recent group of scholarships, seven supply funds for summer study in workshop or academic sessions and the remaining five grants provide for a four-week period of in-service training at commercial television stations.

Recipients of the scholarships are:

Martin P. Busch, representing the State University of South Dakota, who will participate in the Northwestern University-NBC Internship program.

Alexander J. Buttice, of Hofstra College, N. Y., to attend New York University's summer workshop in television and radio.

Marguerite Hare from the Teachers College, State University of New York, attending the summer workshop in educational TV at Syracuse University.

Frank Holston, representing Baltimore Junior College, to participate in the Northwestern-NBC Internship program.

Thomas Petry, from the University of New Mexico, who will attend the New York University summer workshop.

Thomas Quigley, representing the University of Minnesota Department of Broadcasting, to attend a workshop on "Communication by Television" at Michigan State University.

Robert L. Snyder, from Kansas State College, to

attend the summer session at the State University of Iowa.

Those grantees who receive funds for in-service training will spend one-week sessions at four Indianapolis, Ind. commercial stations. All members of the Purdue University Radio-TV Unit, they are: John Glade, James Potter, Jack Carroll, Keith Butz, and Raymond Wolf.

MANAGEMENT SEMINAR PLANNED FOR AUGUST

Plans are underway for the second NAEB Educational Television Station Management Seminar to be held August 24 - 27 in Madison, Wis.

A grant from the Ford Foundation provides the NAEB with funds to defray transportation and living costs of all ETV station managers attending.

The seminar program is being arranged by the TV Management Committee headed by Richard L. Rider, WILL-TV, University of Illinois.

Although the program is still tentative, general areas that will be considered include: financial matters such as budgets, fund raising, and increasing appropriations; implications of national legislation; the role and future plans of national organizations such as the JCET, the NAEB, and the ETRC; relations with faculty, teachers and other talent; and the relationship between televised instruction and general educational programming.

NBC BECOMES FIRST NAEB SUSTAINING MEMBER

The National Broadcasting Company is the first Sustaining member of the NAEB. NBC had for many years supported the Association for Education by Radio-Television with an annual contribution of \$100. With the merger of the AERT and the NAEB, the network transferred its support to the NAEB, with whom it has had a long and friendly relationship.

Sustaining membership is open to any individual, organization or corporation (not eligible for membership as an Industrial Associate) wishing to foster educational broadcasting through the NAEB.

RADIO PIONEERS!

How many NAEB members or station staff members have been in radio and/or television for twenty years or more? With an idea in mind of forming a "Pioneers' Club," we'd appreciate your letting us know if you qualify.

MICHIGAN ETV TO SHARE CHANNEL

Educational station WKAR-TV, Michigan State University, awaits a final FCC decision awarding shared use of channel 10 to the university and the Television Corp. of Michigan, creating the nation's first station combining educational and commercial TV on a split schedule basis.

On June 28 the ETV station suspended broadcasting on UHF channel 60, which it has used since 1954. Application for the VHF channel has been in a competitive hearing for over three years. The Commission's initial decision was in favor of Michigan State and its co-licensee, and a similar final decision is anticipated in the near future.

According to Dr. Armand L. Hunter, director of WKAR-TV, the channel will operate as an educational station from 9:30 a.m. to 2 p.m. Monday through Saturday, from 6 to 7:30 p.m. Monday through Friday, and from noon to 4 p.m. on Sunday. Television Corp. will operate during the remainder of the broadcasting day as a commercial station, using separate call letters.

META GETS GRANTS TOTALING \$92,000

Two grants, one in the amount of \$50,000 and another for \$42,000 have been received by META, the Metropolitan Educational Television Assn., in response to its emergency plea for financial assistance, according to a recent announcement by Dr. Alan Willard Brown, president.

The \$50,000 grant was made by the Avalon Foundation, one of six philanthropic organizations that helped build META last year, and the remaining sum represented an advance from the ETRC against contracts for the production of kinescope series dur-

ing the summer months.

Additional funds have come from New York station WMCA, which contributed \$5,000 last month, and from public donations totaling another \$5,000, a sum considered disappointing by Dr. Brown.

After his original estimate that \$200,000 would be needed to keep META going, Dr. Brown said that re-evaluation of META's needs resulted in an increased estimate. Despite total contributions of \$102,000, he said that META still needs \$200,000.

TARIFF AMENDMENT PASSED

Senate gave its vote of approval June 13 to the Eberharter Bill permitting the importation of tapes and recordings without duty when they are used for educational purposes.

Passage of this bill will prove beneficial to educational broadcasters since it also provides free importation for "... exposed or developed picture film for the encouragement of the arts, science, or education through broadcasting on a nonprofit basis" The House of Representatives passed the bill in February.

NEWS OF MEMBERS

GENERAL

July was proclaimed "WCET Month" by Cincinnati, Ohio's Mayor Donald E. Clancy, who called on the city to help "the nation's first licensed educational TV station" celebrate its fourth birthday.

WCET went on the air July 26, 1954, with a non-commercial license. It is owned and operated by 52 voting member school systems, colleges and universities which provide the station's primary source of support.

During the past year, WCET had a weekly audience of 35,000 children in 350 schools. It is estimated that 30,000 homes are now equipped to watch WCET's educational and cultural programs.

► WBGO, Newark, N. J., sends its thanks to NAEB members who sent letters, telegrams and tape recorded greetings for a program celebrating its 10th anniversary. In a successful effort to make Newark aware of the progress made in educational broadcasting, WBGO utilized the 44 messages received in a special program emphasizing the idea that broadcasting is an accepted facet of education all over the United States and in foreign countries.

► In another effort to gain public support for educational broadcasting, WEDU-TV, Tampa, Fla., and many other stations sent letters to people in their coverage areas urging them to write their House

DIRECTORY CHANGES

- | | |
|--------|--|
| P. 1 | Associates - 96
(under CALIFORNIA) |
| P. 20 | San Diego State College
Mr. Frank W. Norwood
Associate Professor
Speech Arts
San Diego State College
San Diego 15, California
JUniper 2-4411, Ext. 255 |
| P. 20. | San Jose State College
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representatives to secure passage of the Magnuson bill. This bill (S. 2119), which was passed by the Senate in June, grants up to \$1 million to each state for ETV.

PROGRAMS

► For the first time in the history of the Boston Arts Festival, regular live television coverage of the event was provided by WGBH-TV, Boston's ETV station. From June 8 - 22 the station circulated its cameras through the city's Public Gardens five evenings of the week covering events and exhibitions such as ballet, jazz, opera, folk dance, painting, architecture, poetry, photography, handmade art, and a symphony concert.

► The ETRC has selected a series of the George Washington University world affairs program. "The Other Two Billion," for kinescoped distribution. This series consists of 15 programs under the specific title, "Millions Doomed to Die," and investigates the world-wide problem of health with featured guest experts.

PERSONNEL

► Robert J. Coleman, one of the radio industry's pioneer broadcasters, retires this month after 24 years of service to Michigan State University as manager of WKAR and WKAR-FM. He will, however, continue his duties as NABE Treasurer and will serve as consultant to broadcast organizations and radio stations.

Over eighty-five friends and associates, including university notables and former station employees, gathered last month for a testimonial dinner to honor Coleman. He was also recently named Wayne State University's "Broadcaster of the Year."

► Operations of Michigan State University stations WKAR-TV and WKAR-radio combine this month into a Radio-Television Department. Dr. Armand L. Hunter, director of the television station, will head the new department as Director of Broadcasting. Serving as manager of the radio station in the new department is Lawrence T. Frymire, who has been assistant director of WKAR-radio since 1952.

► The ETRC has elected Nobel Prize winning scientist Glenn T. Seaborg to its board of directors to assist the Center's efforts in science programming. A strong supporter of ETV for solving today's educational problems, Dr. Seaborg is a professor of chemistry and director of nuclear chemistry research at the University of California, Berkeley.

► John C. Crabbe, director of radio and television at College of the Pacific, has been appointed general manager of Channel 6, contemplated ETV station of the Central California ETV Corp. Announcement of the appointment was made by Dr. Nolan D. Pulliam, president of the corporation board of directors.

Crabbe has served as executive secretary of the corporation since last December and directed a fund drive this spring to raise funds for the construction and operation of the channel. Crabbe is also past president of the National Assn. for Education by Radio and Television.

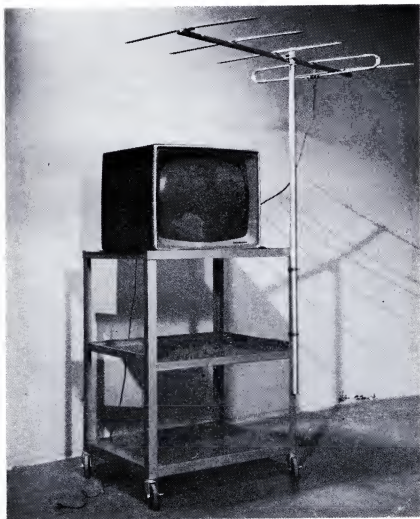
PLACEMENT SUPPLEMENT

- July 1 - Ph.D. candidate with M.A. in audio-visual materials desires a position in educational broadcasting as a writer or script editor. Author of 34 film scripts; magazine articles published. Single man, 30. Location open. \$4,000 minimum.
- July 2 - Man, 28, single, wants a producing or directing position in ETV. Has had 3 years in TV broadcasting (1 in ETV) and some work in radio. Also experience in teaching production courses. B.A. in radio-TV. Location open. \$5,000 minimum.
- July 3 - Position wanted: to direct and/or produce ETV programs. Single man, 28, with a primary interest in film work has 1 year commercial experience, M.A. in TV production, and experience in 16mm film production which encompasses the operation of the Cine Special, Bolex, Auricon, and Mauer cameras to the editing of programs. Prefers Midwest, West, or Northwest. Salary open.
- July 4 - Man who has installed, programmed, and now operates a successful educational FM station for a midwestern university, is interested in management, programming, production, or teaching position. Will establish FM station for college or university. Married, 36, B.A., with 5 years experience in commercial radio and 5 years educational radio and teaching. Location open. \$8,000 minimum.
- July 5 - Young man with solid experience and training seeks a position as an ETV Art Director. Background includes work in television, theatre and display; a graduate of one of the largest design schools in the country. Married, 26. Prefers Midwest. \$5,200.
- July 6 - Married man, 25, August candidate for M.A., desires a position in ETV production with a supervisory or directing capacity as an eventual goal. Qualified in all phases of TV and 16mm film production including directing, lighting and staging. Experience in supervision and administration. Willing to teach in conjunction with a production position. Location open. \$4,500 minimum.
- July 7 - Director-production manager-writer with 3 years telecasting experience including in-school and closed circuit seeks position in a metropolitan area. Also fully versed in 250 watt radio operation. Creative, versatile, award winner in production, budget conscious. Veteran, 27, single, candidate for M.S. in Communication Arts. Location open. \$4,400 - \$7,000.
- July 8 - Experienced film producer seeks work in ETV, looking for challenging job in writing, directing, camera work or editing. Has done work in U. S. and abroad in documentary and educational film production. Has personal 16mm production equipment. Graduate work and college teaching in sociology and anthropology. Will submit films with "producer" credit; also highest references. Single veteran, 29, B.A. Location open. \$4,500.
- July 9 - Single young man, 20, with B.A. in radio-TV is looking for a future in educational broadcasting. Fifteen months experience; good knowledge of serious music; also strong on news and special events. News and announcing background in radio; TV experience as audio director, camera-man, etc. Efficient, ambitious, dependable. Location open. \$3,500.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

On May 28th, the Federal Communications Commission extended the date for compliance with paragraphs 3.690 and 3.691 of Part 3 of its rules governing Radio Broadcast Services. This extended date is June 1, 1959. These are the paragraphs which require television transmitters to have frequency and modulation monitors. In its release, the Commission stated that with the continued development of more stable frequency control circuits in all types of broadcast transmitters (AM, FM, and TV) it is consider-



ing a review of its requirements on the continued use of such apparatus. Should it appear that the rules relating to such monitors need to be amended, an appropriate rulemaking proceeding will be initiated.

On June 9th the Commission also adopted an amendment to its rules for non-commercial educational FM stations regarding its CONELRAD rules concerning these stations. Section 3.573 (b) has now been amended to refer educational stations to the appropriate section 3.1003 (a) of CONELRAD rules rather than to the commercial FM remote control rules as formerly.

* * * * *

Our picture for this month illustrates a "boor-mobile" developed by John Boor of KCTS in Seattle, Wash., for use in schools in their area. The antenna is readily demountable and is at a height of approxi-

mately 6½ feet so that persons of ordinary height do not bump their heads on it. The five-element Yagi antenna for channel 9 is of commercial make as well as the cart, so that total cost of cart and antenna is around \$25.00.

In addition to the picture Boor has supplied us with a list of what he considers highly desirable features for a TV receiver to be used in a classroom:

- 1) Flat tinted glass, tilted forward over the picture tube.
- 2) Four-inch beveled light shield around the picture tube.
- 3) Front speaker, eight-inch minimum.
- 4) Long heavy AC cord.
- 5) Cart with large rollers.
- 6) Yagi type demountable antenna on 6½-foot mast.
- 7) Simple operation from front.
- 8) Twenty-one-inch screen.
- 9) Controls on back for all adjustments—height, width, H and V line centering; H and V hold, etc.
- 10) High definition video circuits—five hundred lines.
- 11) Transformer power supply with paralleled filaments.
- 12) RF—video switch for air or closed circuit use.
- 13) Separated audio input.
- 14) Loop AC from set to set.
- 15) Loop audio from set to set.
- 16) Loop video from set to set.
- 17) Frequency corrected audio—curtailed below 200 N.
- 18) Five-watt minimum audio output.

* * * * *

We'd like to call your attention to the April 1958 *RCA Broadcast News* as it contains a number of items of interest for both radio and television engineers. This issue contains a detailed description of how the RCA Videotape Recorder operates, as well as articles on automation in television programming, precision offset TV carrier operation, design of a combination control room/announce booth in addition to the usual descriptions of radio and television equipment installations. Technical details of a new 500 - 1000 watt am transmitter, a 2 kw VHF television transmitter, a universal coaxial transmission line, and a new ultra-directional television microphone are also included.

—N A E B—

NEWSLETTER

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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