

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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URBANA, ILLINOIS

AUGUST, 1958

PLANS UNDERWAY FOR NAEB CONVENTION

The 34th annual NAEB Convention, scheduled for October 14-17, will be held in the Sheraton-Fontenelle Hotel in Omaha, Neb.

The agenda will include business meetings, general sessions, clinics, committee meetings and several special events, the details of which will be revealed later.

Plans are being made to give a maximum of information, conviviality, and entertainment at a minimum of strain on the pocketbook, according to Convention Chairman Jack McBride, director of ETV, station KUON-TV, University of Nebraska.

Space will be provided for displays so stations wishing to have theirs included should begin plans soon. Members are also urged to bring their wives, since an interesting program is being planned for them.

Additional information on the convention program will appear in following *Newsletter* issues.

NOMINATING COMMITTEE INVITES SUGGESTIONS

NAEB members having suggestions for Association President, Vice-President, Secretary, or Treasurer are asked to write Graydon Ausmus, chairman of the NAEB nominating committee, Box X, University, Ala.

A slate of nominees will be presented at the Convention by this committee. This will not, however, include nominees for Regional Directors, who are nominated and elected by mail by the members of each Region.

ATTENTION AWRT MEMBERS:

Members of the Assn. for Women in Radio-Television are invited and urged to attend the 1958 NAEB Convention in Omaha, Neb. We would be interested in hearing how many NAEB women are also associated with the AWRT; and incidentally, how many do plan to attend the NAEB Convention, with the thought that a special gathering may be arranged.

P.S. Station Managers: please make sure the ladies on your staff see this announcement.

ETV STATION MANAGERS MEET IN MADISON

Thirty-six station managers from twenty-three states and Puerto Rico will meet in Madison, Wis. this month for the Second NAEB Educational Television Station Management Seminar.

The August 24 - 27 meetings will give managers an opportunity to study the current problems and future of educational TV stations through talks and discussion periods.

General areas that will be investigated 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 ETRC, and the NAEB; relations with faculty, teachers, and other talent; and the relationship between televised instruction and general educational programming.

Guests and consultants for the seminar will include: Mr. Donald Brondyke of Lybrand, Ross Bros. and Montgomery, Detroit, Mich. accounting firm which has been conducting study for the ETRC; Mr. Leonard Marks, of Cohn and Marks, NAEB legal consultants, Washington, D. C.; Mr. Ralph

Steele, executive director of the JCET, Washington, D. C.; Mr. Kenneth Yourd, business manager of the ETRC, Ann Arbor, Mich.; Mr. Frank E. Schooley, president of the NAEB; Mr. James W. Armsey, assistant to the president, The Ford Foundation, New York City; Mr. William P. Fidler, general secretary of the American Assn. of University Professors, Washington, D. C.; Dr. Harvey Zorbaugh, New York University Communication Arts Group, New York City; and Mr. William G. Harley, station WHA, University of Wisconsin, Madison.

A grant from the Ford Foundation provides the NAEB with funds to defray transportation and living expenses of all educational TV station managers attending the seminar. Managers planning to attend include:

Gerard Appy, WGTV, University of Georgia, Athens, Ga.
 Franklin Bouwsma, WTVS, Educational TV Foundation, Inc. Detroit, Mich.
 Haskell Boyter, WETV, Board of Education, Atlanta, Ga.
 Vernon Bronson, WTHS-TV, Dade County Board of Public Instruction, Miami
 Duff Browne, WYES-TV, Greater New Orleans ETV Foundation, La.
 Richard S. Burdick, WHY-TV, Metropolitan Philadelphia Educational Radio and TV Corp., Pa.
 Gordon Canterbury, KSLE, State Department of Education, Monroe, La.
 Henry Chadeayne, KETC, St. Louis ETV Commission, Mo.
 Bernarr Cooper, KNME-TV, University of New Mexico, Albuquerque, N. M.
 John Crabbe, Central California ETV Assn., Sacramento, Calif.
 James Day, KQED, Bay Area ETV Assn., San Francisco, Calif.
 Keith Engar, KUED, University of Utah, Salt Lake City, Utah
 Lee Franks, University of Florida, Gainesville, Fla.
 Clarence Graham, WFPK-TV Louisville Free Public Library, Ky.
 Hartford Gunn, Jr., WGBH-TV, Lowell Institute Cooperative Broadcasting Council, Cambridge, Mass.
 Stephen Hathaway, WMUB-TV, Miami University, Oxford, Ohio
 Richard Hull, WOSU-TV, Ohio State University, Columbus, Ohio
 Armand Hunter, WKAR-TV, Michigan State University, East Lansing, Mich.
 Raymond Hurlbert, Alabama ETV Commission,

CORRECTION PLEASE

In last month's issue we described on page 1 a grant given to Dr. Burton Paulu for a year's study in Europe as being presented by the Fund for the Advancement of Education. It was instead awarded under the Ford Foundation's Travel and Study Program.

Birmingham, Ala.

Howard Johnson, KRMA-TV, Denver Public Schools, Colo.

Roy Johnston, WUNC-TV, North Carolina State College, Raleigh, N. C.

Leo Lavandero, WIPR-TV, Department of Education, San Juan, Puerto Rico

C. W. Mason, WEDU-TV, Florida West Coast ETV, Inc., Tampa, Fla.

Jack McBride, KUON-TV, University of Nebraska, Lincoln, Neb.

H. B. McCarty, WHA-TV, University of Wisconsin, Madison, Wis.

John Meany, KUHT, University of Houston, Tex.

James M. Morris, KOAC-TV, Oregon State System of Higher Education, Corvallis, Ore.

Uberto Neely, WCET, Greater Cincinnati ETV Foundation, Ohio

Keith J. Nighbert, WKNO-TV Community TV Foundation, Memphis, Tenn.

James Robertson, WTTW, Chicago ETV Assn., Ill.

Frank Schooley, WILL-TV, University of Illinois, Urbana

John Schwarzwald, KTCA, Twin City Area ETV Corp., St. Paul, Minn.

Murray Stahl, University of Toledo, Ohio

Loren Stone, KCTS, University of Washington, Seattle, Wash.

Paul Taff, WMVS-TV, Milwaukee Vocational and Adult Schools, Wis.

John White, WQED, Metropolitan Pittsburgh ETV Station, Pa.

William Kenneth Cumming of WJCT, Educational Television, Inc., Jacksonville, Fla. and John Dunn of KUED, Oklahoma ETV Authority, Norman, Okla. were invited, but will be unable to attend.

The seminar planning committee is headed by Richard Rider, WILL-TV, University of Illinois. Members of the committee are: Richard Burdick, William Harley, Jack McBride, Loren Stone, and Harold Hill, ex officio for NAEB Headquarters.

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MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIA

The very few days I am able to be in the office this month, between snatches of vacation, necessary trips, and the various seminars, workshops and other meetings, forces this column to be brief this month.

In fact, I could almost say that it is not by me at all, but rather by Arthur Wells Foshay, executive officer of the Institute of School Experimentation at Columbia University. Dr. Foshay was the first speaker at the NAEB Seminar on Instructional Uses of Radio and TV at Purdue University July 22-25. Dr. Foshay graciously agreed to my quoting him here.

He began by pointing out the ambiguity of the term "educational broadcaster" which leads to frequent misinterpretation and even to some mischievous distortion. If he were privileged to select our name, now that he knows us well from our Research Seminar, Washington Conference, and the recent one, he would suggest ABE—the Association of Broadcasting Educators. I must be too brief to elaborate. But I hope you will reflect on the not-too-subtle difference implied in the distinction he makes. It affects our behavior and objectives, even if we preserve our present name, of course.

Dr. Foshay next defined profession; a professional is someone who does something to people who don't know very well what's being done to them. This would be distinguished, for us, from entertainment, by adding "with a high moral purpose."

Dr. Foshay feels that educational TV and radio can deal with all the steps in the learning process which he defined as starting with a feeling of dissatisfaction, taking a hard look at the problem, focusing to define the goal, organizing efforts, and ending by gathering and interpreting the data.

He feels the child being educated needs to learn about the learning process, not have it concealed. Education should teach men not merely to *think*, but also to *be* and *do*.

Finally, Dr. Foshay suggested some criteria for program evaluation which I feel have been all too neglected in evaluation blanks of most of our members. To give a few samples of the very fundamental questions we need to ask about the impact of a program, I might mention:

—Does the program convey a high-level attitude or concept of the student or man, and respect for the disciplines. This implies dignity and mobility in concept of all men portrayed.

—What significance is given to skills being taught if such is the objective? *Why* learn these? What

do we expect the student to do? Are these high goals?

—Does the program offer clarification of data, or only the data, cold, subject to distortion and ambiguity?

—Does the content *extend* knowledge—and the desire to learn?

—Do you cause the student to think or feel, really? Do you check on this? Or have you only checked his *memory*?

These are a few questions Dr. Foshay asks, far better than I have been able to phrase them from hurried notes.

Two other statements, as food for thought:

"An educationist is a custodian of the morality of our culture."

"A seventeenth century mathematician could walk into many present day algebra or mathematics classes and have not a single surprise."

To those who see themselves merely as gadgeteers or technicians, I found his words especially challenging. I was sorry not to have been able to stay for the entire seminar. However, with the fine hosting by James Miles and his staff, the fine consultants available, and the selective winnowing (26 were selected out of 83 applicants) which resulted in unusually highly qualified participants, I feel that this is one of the NAEB's finest seminars to date. We shall try to share all of them, as much as possible, with all of you soon.

With Frank Schooley on an overdue vacation, I extend his greetings as well, and wishes for a fine summer and vacation to you all.

NETWORK NEWS

—BOB UNDERWOOD

This promises to be a rather busy month for the network staff: the fourth quarter offering is being distributed and orders are being recorded, the 1959 in-school offering audition tapes and manuals are to be duplicated and distributed, and the first quarter 1959 general offering goes in the planning stage.

What with vacations keeping the staff one or two short all the time the activities of this month indicate less chance of daydreaming on the part of those here, including me. Seriously, the men who do the actual duplicating and packing week after week deserve a tremendous amount of credit for keeping this service going. During the summer we are running around 800 tapes a week plus extra orders and now, with in-school auditions to be dubbed, the work load is pretty heavy. Yet, the tapes keep rolling out right on time, thanks to the energy of these fine workers.

August 1 marked the day on which the new postal rates went into effect. If you have not been informed of the provisions of this new law, I suggest that you get a copy of it. Briefly stated, however, the new law provides that educational sound recordings (this includes network tapes) may be sent for 4 cents for the first pound and 1 cent for each additional pound *no matter where mailed* in the U. S. and possessions. It used to cover just zones one, two and three. Incidentally, if you have labels prepared for your network mailings, be sure to have the words "Library Materials" put on the label. This evidently indicates the reduced rate is applicable for packages bearing that mark. This new law promises a great saving in expenditures for postage, and we were most pleased at its passage.

Also of note are two new network members: KRVM, Eugene, Oregon, licensed by the Eugene Public Schools, and WNPS, New Orleans, Louisiana, licensed by the Orleans Parish School Board. We welcome these new members and hope they find their membership profitable.

Best regards to all from the network staff.

FULBRIGHT SCHOLARSHIPS NOW AVAILABLE

Individuals interested in research or lectureships under the Fulbright Program will have until October 1 to file their applications for the 1959-60 academic year.

In many cases the presence of applications, the quality of the proposed projects and the individuals applying may help create or influence the creation of openings not listed in advance. For this reason, persons interested in broadcast assignments are urged to file application particularly where awards are provided but not specified to a particular field.

Those who qualify in the broadcast-related areas of value to the NAEB are designated NAEB representatives. These credentials have been of considerable value to previous scholars in their contacts with European broadcasting organizations.

France now offers an award in Educational Radio and Television, which was held this year by John W. Meaney, University of Houston, our NAEB representative. Under this award, "the grantee will carry out research in the field of educational radio and television in collaboration with the French Broadcasting System (*Radio-Télévision Française*). He will be affiliated with the educational research center of the *Centre National de Documentation Pédagogique* in Paris. His assignment will include not only research, but also occasional lectures and

seminars, addressed to colleagues of the *Centre*, on American methods in this field. He may be able to take active part in programming with the French Broadcasting System. He should have a fluent command of the French language."

The United Kingdom will offer four lecture and three research awards in unspecified fields. Other countries offering research awards available in any field are Austria (4), Denmark (1), Finland (5), Ireland (1), and Norway (6). Some of these awards have suggested areas of research but applications will be accepted in any field.

General eligibility requirements for Fulbright Awards are U. S. citizenship; for lecturing, at least one year of college or university teaching experience; for research, a doctoral degree, or recognized professional standing; and in some cases, a knowledge of the country's language.

The Conference Board Committee for the program is also developing a Register of Scholars who expect to be available in the future for overseas assignments. Scholars who are generally interested in such assignments are invited to complete and return brief data sheets indicating academic background, preference as to countries, probably periods of availability, and foreign language competence. The data sheets are provided by the Committee upon request and do not commit a scholar in any way.

For application forms and additional information on Fulbright Awards or the Register of Scholars, write: the Institute of International Education (1 East 67th St., New York 21, N. Y.) or the Conference Board of Associated Research Councils (2101 Constitution Ave., Washington 25, D. C.).

PITTSBURGH GETS SECOND ETV CHANNEL

Honors as the first city to be allocated two educational TV channels go to Pittsburgh, Pa. after last month's F.C.C. ruling.

The Commission shifted Chan. 22 from Clarksburg, W. Va. to Pittsburgh for educational use. In a counterproposal, the Metropolitan Pittsburgh Educational Station requested use of Chan. 16 instead of Chan. 22; however, decision on this proposal will not come until later this month.

Pittsburgh's present ETV station, WQED, Chan. 13, now programs almost 12 hours daily and has been in operation since April, 1954. It requested an additional channel in order to enlarge its educational program for both classroom and home instruction and for specialized educational service to industries and professions in the Pittsburgh area.

From the standpoint of efficient use of WQED, the Commission felt that a second educational TV channel in Pittsburgh was warranted. There is no bar to a licensee operating two educational stations in the same area.

MAGNUSON BILL UNOPPOSED IN HOUSE COMMITTEE HEARING

Senate-approved legislation authorizing \$51,000,000 to educational TV systems was rushed through a day-and-a-half hearing by the House Commerce transportation and communications subcommittee last

month, meeting no opposition. According to the July 19 *Television Digest*, however, outlook for final approval this year remained dim.

The subcommittee voiced few doubts as to the need for federal aid in financing TV equipment purchases by state and local bodies as proposed by the Senate ETV bill (S-2119) of Sen. Warren Magnuson (D-Wash.) and companion House measures (H.R. 12177 and H.R. 13297) which appeared at earlier Senate hearings.

Despite anticipated speedy consideration of the ETV proposals by the subcommittee, it was doubtful that legislation could be cleared for floor action before the scheduled August adjournment.

DIRECTORY CHANGES

- P. 1 134 Active Members
97 Associate Members
58 Affiliate Members
300 Individual Members (Approx.)
3 Honorary Members
2 Industrial Associate Members
1 Sustaining Member
- | | |
|-----------------|-----------|
| Radio - AM only | 10 |
| Radio - FM only | 86 |
| Radio - AM & FM | 7 |
| TV only | 14 |
| TV, AM, & FM | 5 |
| TV & FM | 10 |
| TV & AM | 2 |
| | <hr/> 134 |
- Due to operation of more than one station [Radio and/or Television], these 134 members operate, or have construction permits for 176 stations.
- P. 2 **Delete:** President: Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota
- Delete:** Past (from Frank E. Schooley's name)
- P. 4 **Delete:** (under KASU-FM)
John Cramer, Director of Radio
- Add:** Leland Plunkett, Head, Dept. of Journalism
- P. 5 **Add:** (under FLORIDA)
WEDU-TV
Ch. 3; V-5kw; A-3kw
Florida West Coast Educational Television Inc.
C. W. Mason, General Manager
P. O. Box 3408
Tampa 1, Florida
2-6705
- P. 6 **Delete:** (under WNIC)
William Dochterman
- Add:** Robert Esmond
- P. 8 **Delete:** (under WFPK)
BE 2902
- Add:** JUNiper 4-4154
- P. 9 **Add:** (under LOUISIANA)
WNPS (AM)
1450 kc; 250 w
Orleans Parish School Board
Miss Jeanne Minge, Station Manager

- 1133 Webster St.
New Orleans, 12, Louisiana
MAGnolia 1531
- P. 10 **Delete:** (under WKAR-AM)
Robert Coleman, Dir.
Lawrence Frymire, Mgr.
- Add:** (under WKAR-TV)
Armand Hunter, Dir. of Broadcasting
- P. 13 **Delete:** (under WUNC-TV)
Earl Wynn, Director of TV
Wesley Wallace, Acting Chairman of
Radio, TV, and Motion Pictures
- Add:** (under WHY-FM)
Richard S. Burdick, Managing Dir.
William J. McCarter, Jr.
Production Mgr.
- P. 21 **Add:** (under FLORIDA)
St. Petersburg Jr. College
Mrs. Aimee Erwin, Studio Mgr.
St. Petersburg, Florida
Dickens 2-8891
- P. 24 **Add:** (under Michigan State University)
Dr. Leo Martin
Dept. of Radio, TV & Film
- P. 29 **Delete:** (under UTAH)
University of Utah
Keith Engar, Program Dir.
Kingsbury 114
Salt Lake City, Utah
DA 2-4761; Ext. 484
- Delete:** (under Marquette University)
Edward Papan, Coordinator of Radio/TV
- Add:** Robert DeVoe, TV Coordinator
School of Speech
- P. 30 **Delete:** (under University of California)
Dr. Paul H. Sheats, Extension Division
Edward G. Sherburne, Jr.
Head, Dept. of Visual Communications
- Add:** FLORIDA
Florida Educational Television Commission
Mr. James Etheridge, Jr., Executive Secretary
Room 112, Knott Bldg.
Tallahassee, Florida
3-5089
- P. 31 **Delete:** (under Henry Ford Museum)
Kenneth G. Hermann, Purchasing Dept.

U. OF ALABAMA GRANT WILL ASSIST IN-SCHOOL TV

The Alabama In-School Television Project for 1958-59 will receive part of the support of a \$105,000 grant made recently to the University of Alabama by the Fund for the Advancement of Education.

According to an announcement by University President Dr. Frank A. Rose, the university will share the grant with Alabama Polytechnic Institute, the Greater Birmingham Area ETV center, and a project coordination office located in the State Dept. of Education.

ETV funds will be used to continue and enlarge the Alabama school TV program for next year when school telecasts will be made available over the Alabama ETV Network from 9 a.m. until 3 p.m. Monday through Friday.

ETRC RECEIVES GRANT FOR RELIGIOUS PILOT PROGRAM

The Lilly Endowment, Inc., of Indianapolis has awarded a grant of \$8,520 to the ETRC for development of a pilot program in religious drama, according to a recent announcement of Robert B. Hudson, program coordinator for the Center.

Specifically, the filmed pilot program will aim at determining whether the "interrupted-rehearsal technique" can be an effective tool of religious education on television. In this technique, the director interrupts the play rehearsal from time to time to interrupt characterization and meaning.

If the method proves effective for TV, Hudson says that an effort will be made to arrange for production of a series of TV programs in religious education. Programs would be broadcast by the Center's affiliated ETV stations. Plans are now underway for the pilot production.

WGN-TV GIVES TIME FOR TEACHER TRAINING

Commercial Chicago station, WGN-TV, will make available one-half hour a day this fall to be used by Chicago Public Schools to present an in-service training program in reading for teachers from kindergarten through the eighth grade.

This represents the equivalent of a grant of more than \$70,000 in time charges and production costs by WGN-TV to the Chicago Board of Education over a 36-week period.

Believed to be a unique undertaking by a commercial station, the program will provide in-service assistance to new teachers coming into Chicago schools as well as serving as a refresher course for other teachers.

N. Y. REGENTS BUY TIME ON WPIX (TV)

New York State's Board of Regents voted last month to contract with WPIX (TV), New York, to use its station's daytime facilities for educational programming.

WOR-TV, New York, had announced earlier it would lease its daytime schedule for educational purposes, but the June 30th issue of *Broadcasting* reported that WPIX (TV) had underbid WOR-TV. The Regents have agreed to pay WPIX (TV) \$250,000 for use of the station on weekdays, 10 a.m. to 5 p.m. for 46 weeks, starting September 15.

NYU PLANS ADDITIONAL "SUNRISE SEMESTER" COURSES

"We are moving toward a full four-year college program on television," said Dr. John E. Ivey, executive vice president of New York University after an announcement of expanded plans for NYU's course-for-credit television program, "Sunrise Semester."

Utilizing pre-breakfast time donated by WCBS-TV, "Sunrise Semester" is scheduled to expand this fall from one to four courses, offered from 6:30-7:30 weekday mornings and from 7-8 a.m. Saturdays.

The program was started last year with a course titled "Comparative Literature 10," presented by NYU Prof. Floyd Zulli, Jr. at 6:30 a.m. weekdays. A total of 117 qualified applicants paid \$90 to enroll the first semester and WCBS-TV estimated some 120,000 persons in four states watched the show regularly.

According to the July 21 issue of *Broadcasting*, the success of "Sunrise Semester" stems from six years of cooperative educational broadcasting between WCBS-TV and NYU.

Although all of the required time for a full four-year college program probably could not be cleared by WCBS-TV, NYU has not yet approached other stations for a similar arrangement, according to Warren A. Kraetzer, director of NYU's office of radio-television.

—N A E B—

SYRACUSE OFFERS TRAINING TO INTERNATIONAL STUDENTS

For the first time this fall, Syracuse University's Department of Radio and Television will offer a program for international student training in broadcasting.

Dr. Eugene Foster, department chairman, said that the program is designed to help countries abroad, especially those of Africa and the Middle and Far East, more fully utilize their broadcasting potential. The eight-month program has been built on the belief that radio is the most effective means of communication for countries that need to make available more information that will raise the standard of living and explain political policies.

International students will be taught how to develop a radio system in their homelands that will further citizen education and provide an effective outlet for communication to other countries. Special training will be given to station managers, program directors and directors of news and educational broadcasts.

Syracuse University's Radio and Television Department has been active in a long-range plan to improve Iranian radio. In 1954 Dr. Foster spent six months in Tehran as a consultant on radio for the International Cooperation Administration Mission.

* * * * *

The Conference on World Literacy by Television meets August 8-9 in Memphis, Tenn. under sponsorship of the Memphis Chamber of Commerce. It will feature talks by communications experts and educators.

A REMINDER TO EMPLOYERS

Nearly 150 qualified applicants are presently on file with the NAEB Placement Service, yet placement facilities are far from being fully used.

The free NAEB Placement Service was established for, and has served, not only job applicants but also employers who benefit by obtaining suitable personnel for their organizations. We would like to remind employers that it is to their interest to take advantage of the opportunities which the service provides.

All applicants seeking placement through the NAEB are carefully screened before they are included in our files. Only persons with experience and suitable educational backgrounds are considered. When this screening process is completed, employers have an excellent list of qualified, trained candidates from which to select.

PLACEMENT SUPPLEMENT

- August 1 - Young married man, 31, with M.F.A. desires a position as instructor, producer, director or program director for radio or television operation. Candidate offers 7 years commercial radio and TV experience with 4 years classroom experience on secondary and college level. Good voice, excellent experience records. Prefers metropolitan area in East. Others considered. \$5,000.
- August 2 - Experienced announcer, news director, seeks creative position in radio or ETV. Can write, film and produce movies; edit single and double system sound. Prefers position as TV producer, director, writer, announcer or program director; in radio, as station manager or news director. Male, 28, married, A.B. Location open. \$5 - 6,000.
- August 3 - Resourceful producer-director, 29, married, wants challenging work in an ETV station where he can use creative abilities. Good commercial experience covering variety of production positions and directing. M. S. in television. Prefers Southeast, Southwest or West. \$4,800 minimum.
- August 4 - Available immediately: experienced teacher and producer-director in commercial and educational TV. Three years in secondary education; five years in television production. Over 100 educational kines produced and directed for national distribution. Desires position with particular responsibilities in forward-looking college, university, community, or ETV station. Married man, 35, A.B. Location open. \$7,500.
- August 5 - Young man, 21, single, with Associate of Applied Science degree from institute of technology wants a situation working as a floor manager or cameraman in ETV station. One year of ETV experience; willing to work up from bottom. Prefers eastern or midwestern city. \$2,900 minimum.
- August 6 - Ambitious young man, completing master's degree in educational administration with 18 graduate hours in television, desires position in educational TV. Available upon completion of academic work in February, 1959. Broad educational background, wide travel experience, 3 years service as Army officer. Married, 26. Location open. \$5,800.
- August 7 - TV production supervisor, operation supervisor, producer-director, instructor-lecturer—thoroughly experienced in all phases of TV operation—seeks responsible position with ETV station or production center and/or teaching position with accredited institution. Three years solid commercial experience; 3 years in ETV film, kinescope, and closed-circuit production; 4 years college teaching in radio/television. Male, 32, married, M.A. Prefers Midwest but location is open. \$7,500.
- August 8 - Television producer-director desires employment in ETV in supervisory or administrative capacity. Six years experience in educational broadcasting and public school teaching; 5 years as professional symphony musician. Produced and directed all types of programs from lecture/demonstration to opera. One year's administrative experience. M.M., B.Ed., married, licensed teacher. Prefers Southeast, South, or Southwest. \$6,500 minimum.
- August 9 - Woman with MA in education, MS in library service 1 year doctoral-level work in Instructional Materials (including audio-visuals, radio, TV) and 7 years professional experience would like a position in educational broadcasting. Single, 32, licensed teacher. Prefers Chicago area. \$6,000.

We can supply a station with an engineer, art director, or imaginative producer. We can help an institution in its needs for an ETV consultant or an experienced administrator willing to set up a new station. But we cannot offer our services unless we hear from those who need it. If you have an opening, we hope to hear from you.

BOSTON UNIVERSITY HOSTS INTERNATIONAL SEMINAR

Sixteen broadcasting experts from ten foreign countries are now participating in the 1958 International Seminar on Radio and Television at the Boston University School of Public Relations and Communications.

The seminar, under sponsorship of the International Educational Exchange Service of the U. S. Department of State, started July 17 and will extend until November 13. During this time, the group will tour representative studios in commercial and educational radio and television, visit the Voice of America facilities in Washington, D. C., as well as attend seminar meetings at Boston University.

For further "mutual exchange of professional ideas," the participants will spend a month working individually at local studios throughout the country for the purpose of gaining first hand information.

THIRTEEN BROADCASTERS CLAIM "PIONEER" STATUS

A number of responses have come in to our query of last month about "Radio Pioneers." We were happy to hear from so many people who, as one respondent said, "admitted" eligibility requirements of at least twenty years experience in radio and/or television.

To date, membership in the Pioneers Club has been claimed by: Cecil S. Bidlack, NAEB's Television Engineer; Mrs. Gertrude Broderick, radio and TV educational specialist from the Office of Education, Washington, D. C.; Robert Coleman, former director of WKAR-AM-FM at Michigan State University, East Lansing; Marguerite Fleming, manager of Board of Education station KSLH (FM), St. Louis, Mo.; Roy Flynn, director of radio-TV at Florida State University, Tallahassee; Burt Harrison, program manager of KWSC (AM), State College of Washington, Pullman; and H. B. McCarty, director of WHA-AM-FM-TV, University of Wisconsin, Madison.

Also included in membership are: Carl Menzer, station director of WSUI(AM) and KSUI(FM), State University of Iowa, Iowa City; Allen Miller, general manager of KWSC(AM), State College of Washington, Pullman; Frank E. Schooley, director of university broadcasting, WILL-AM-FM-TV, University of Illinois, Urbana; Loren Stone, manager of KCTS(TV), University of Washington, Seattle; Elmer Sulzer, director of radio-TV at Indiana University, Bloomington; and Luther Weaver, NAEB

member, founder and instructor of the first radio writing course at University of Minnesota, frequent writer on broadcasting, president of Weaver-Gardner, Inc., St. Paul, Minn.

If you are qualified for membership in this group of "Pioneers" we'd like to hear from you. Contact the *Newsletter* Editor at NAEB Headquarters.

NEWS OF MEMBERS

GENERAL

Alabama's ETV Network is the first educational television operation to receive a citation from the General National Federation of Woman's Clubs in its newly added awards category of educational TV programming. The honor was given recently on behalf of the networks adult programming.

► An Ampex video-tape recorder was delivered to WGBH-TV, Boston, last month as a gift of the Spaulding Foundation.

PROGRAMS

► A new summer series from WTTW, Chicago, takes the form of an anthology of editorial comment on a variety of subjects. Entitled "Montage," the series includes programs on the story of the circus in Chicago, social climbing, and the values of a street gang. The programs, written and researched by WTTW staff members, were telecast in July and will extend through August.

PERSONNEL

► J. Daniel Logan is the new station manager of WDET, Wayne State University. His 15 years of professional broadcasting experience includes service to Ohio University as chairman of its radio-TV department. Since 1954 he has been radio program director of WDET.

► Dr. Harry J. Skornia, NAEB executive director, has been named a member of the Executive Committee of the U. S. National Commission for UNESCO, according to Max McCullough, executive secretary of the commission. Dr. Skornia recently attended a study group meeting to discuss the role of the commission.

► Norbert J. Hruby leaves the office of radio-television at the University of Chicago to become associate dean of the University College of the University of Chicago. All programs that he has been associated with are now produced by Burton Moore and Alec Sutherland, director of broadcasting.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

In almost every television station operation, occasions have arisen when the intercommunication between the director and the cameraman is not loud enough to overcome ambient noise. Donald K. Haahr, of the WOI-TV staff, sends along the methods used there to overcome this difficulty as developed by two of their engineers, Thomas F. West and Leo E. Runge.

The two most obvious program offenders are sportscasts and musical productions. Quick camera changes during the climax are important, yet this is usually the time of most program volume. Our illustrations show two of the three methods used at WOI-TV to assure its cameramen getting necessary instructions in spite of program or crowd noise.

The first step in this improvement was to construct a bracket which mounts the microphone assembly of a Western Electric Type 52 AW headset to a war surplus double cushion headset (see photo).



The WOI-TV crew likes them because they offer intercom to both ears, at the same time blocking unwanted sound from the normally used ear. They are rugged and they are more comfortable, especially in cold weather.

The second step was to incorporate an amplifier at the director's position which fed a higher talk level to the intercom circuit. The talk voltage was raised from the usual .5 volt normal level to approximately

3.0 volts, which is about the maximum, above which cross talk may be observed in the video circuits of the camera cable. The addition of a key switch allows the director to have the line audio amplified on his headset alone. One disadvantage is that the director's mike is amplified to his own ear piece.

As a result of this second step it became evident that it would be desirable to have an amplifier at each headset location with its own volume control; in this way the audio in the intercom circuit could be normal mike level. The third step was to build a transistor amplifier in a 2 1/4" x 2 1/4" x 4" aluminum minibox shown on the panning handle of the camera. The power supply is self-contained and to date the batteries have lasted over three months using them about three hours per week on remote pick-ups. The cost of materials is less than ten dollars per unit.

If you'd like to complete constructional details of these amplifiers including a parts list, schematics and the layout of the plexiglass panel mounting the components (see photo), we'll be glad to mail them to you upon request.

* * * * *

We are also in receipt of a brochure, from Mr. Haahr of WOI-TV, of a color television recording and reproducing system developed by Dr. William Hughes of the Iowa State College Experiment Station. The system uses 35mm black and white film. Electronically, the brochure states, the ICS system is not much more complicated than current black and white film chains. Mechanically, it is much simpler than even the simplest black and white film chain since it uses a continuous (non-intermittent) film movement. If you wish the brochure on this color television recording and reproducing system, write to the Director, Engineering Experiment Station, Iowa State College, Ames, Iowa.

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There's an excellent article in the June 1958 *RCA Broadcast News* by John H. Roe, titled "How to Get Good Picture Quality from the TK-15 Studio Vidicon Camera." This paper discusses the use of the new 7038 vidicon and tabulates the important points to remember to obtain maximum picture quality. It also tabulates steps in camera set-up procedure. The importance of lighting is stressed as well as the necessity for correct adjustment of target voltage, beam current, illumination and lens openings to give maximum signal to noise ratio, low lag, depth of focus and normal output. The article has been reprinted and is available from RCA upon request.

* * * * *

The B.B.C. has developed a video tape recording system which they call Vision Electronic Recording Apparatus. The May 1958 technical issue of the

E.B.U. Review contains a paper by Dr. P. E. Axon of the Engineering Research Dept. of the B.B.C. which gives technical details of this equipment

The B.B.C. version uses $\frac{1}{2}$ -inch wide magnetic tape running at a tape speed of 200 inches per second, thus a $20\frac{1}{2}$ -inch reel of tape is required to record a 15-minute program. Three tracks are laid down longitudinally on the tape, two of the tracks record the video signal and the third track records the accompanying sound. The three heads are mounted in a single stack so that sound is in sync with picture. A second head stack permits continuous monitoring of sound and picture.

In the B.B.C. system, the video signal is split into two frequency bands, 0—100 kc and 100 kc - 3 mc. The 0—100 kc video band frequency modulates a carrier which is recorded on one track. The higher video band from 100 kc - 3 mc is recorded on the second video track in a conventional manner. The audio signal also modulates an FM carrier of 250 kc.

In the recording mode, a servo system locks the speed of the capstan to the frequency of the 50 cycle AC supply by use of a light source, photo cell-de-amplifier combination. In the reproduce mode, the speed of the capstan is controlled by comparing the recorded 50 cycle synchronizing signals with the TV station's sync signals to derive a correction voltage.

In addition to an erase head, there is also a cueing head which has been added to assist in editing taped programs. This editing system is subject to further development. At present the cue head is fed through a separate recording amplifier from a 30 kc oscillator.

This frequency is used as a "marking" device by pressing a "cue" key at the point desired for cutting. This causes a 30 kc burst to be recorded on the sound track, which does not interfere with the subsequent playback of the tape at normal tape speed. This "mark," however, does produce an audible signal when the tape is moved slowly past the reproducing head to provide a way of finding the point marked. The 30 kc signal may also be modulated by a voice signal giving editing instructions or it can be AM modulated by vertical sync pulses so that the precise cutting point on the tape may be located. A splicing jig is provided to assure accuracy in joining the cut ends of the tape together.

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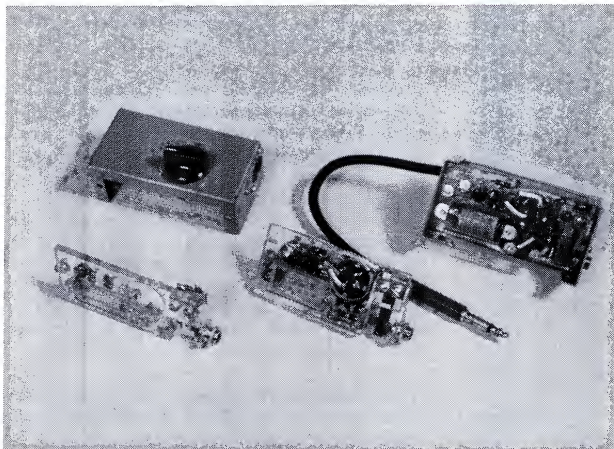
While we are not aware of any educational FM station using multiplex transmission, in the future this type of transmission might well be used in stereophonic broadcasting. The FCC is taking another look at multiplexing and attempting to determine whether additional uses are feasible, appropriate, or should be permitted in the FM band. Written comments are invited covering seven specific applications of FM multiplex under Docket No. 12517. These should be filed on or before September 2, 1958.

* * * * *

We have an equipment "buy" for an educational station planning to go on a reserved UHF channel. This is equipment for a complete UHF TV station and includes the following:

- 1) One Continental 1 kw UHF transmitter
- 18) Chan. diplexer and approximately 400 feet of transmission line
- 2) One G.E. helical antenna
- 3) Two GPL image orthicon camera chains
- 4) One GPL PA 505 vidicon film camera
- 5) Two GPL PA 100 16mm projector

It also includes sync generator, switcher, master monitors and other miscellaneous equipment. This station was in operation until June 20, 1958 and the equipment is being sold on an as is, where is, condition. The price is \$25,000 for the lot. If you are interested in the purchase of this equipment contact the writer of this column.



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