



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. XXIII NO. 10

URBANA, ILLINOIS

OCTOBER, 1958

NAEB OFFERS GRANTS-IN-AID FOR EDUCATIONAL BROADCASTING RESEARCH

The NAEB is offering grants-in-aid in amounts up to \$500 for educational broadcasting research in 1959. Through the impetus which may be provided by some financial assistance, the NAEB hopes to foster creative research of unusual quality and general significance to educational broadcasting. These funds are designed to cover part of the expenses of research projects.

Any department of an accredited institution of higher education may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself must be to the institution. The department of the institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

Applications must be submitted to:

Samuel L. Becker, Chairman

NAEB Research Committee

c/o National Association of Educational Broadcasters

14 Gregory Hall

Urbana, Illinois

and must be postmarked not later than December 31, 1958. Grants will be announced on or about February 15, 1959.

Applications must be submitted in five copies and should consist of two main sections, as follows:

Section I (limited to three or four pages) should state as a whole the following:

1. The substantial benefits to education and broadcasting (radio and/or TV) that reasonably may be expected to result from this study.
2. The hypothesis or hypotheses of the study.
3. The relationships of the proposed study to previous research.

4. Procedures of the study, including measures to be employed and methods of analyzing data.

Section II should indicate the following:

1. The expected date by which the following will be submitted to the NAEB:
 - a) Two copies of the full report of the study,
 - b) Nine copies of a 600-word abstract of the full report, and
 - c) Two copies of a financial report, together with unexpended NAEB funds.
2. A statement of the names and titles of those who will serve as active consultants for the project, will supervise the research, and will execute the details of the study.
3. A budget of all items that will be provided for the research, indicating:
 - a) What amount is being requested from the NAEB,
 - b) What amount will be provided by the applicant,
 - c) What will be provided by sources other than the applicant and the NAEB.

Amounts of \$500.00 or less may be provided by the NAEB.

4. A statement that no grant funds will be expended for:
 - a) Administration of the grant,
 - b) Space and ordinary facilities of the institution, or
 - c) Purchase of capital equipment.
5. The understanding that the NAEB has first right to publish a report of the study if it so desires. All other publications rights will be retained by the grantee, provided that such publications bear acknowledgement of the grant.
6. The approval and acceptance of the grant by the institution.
7. The approval and acceptance of administrative responsibility for the study by the head of the department in which the work is to be done.

HILL-ELLIOTT BILL GRANTS FUNDS FOR RESEARCH

The Magnuson Bill reached Congress in its 85th session. On the 29th of May, 1958, the Senate approved this bill which grants up to \$1 million to each state for the development of ETV facilities. 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. In the final rush before adjournment, it failed to reach the floor of the House. The fate of the bill must wait until next year and the first session of the 86th Congress.

However, the Hill-Elliott Bill (National Defense Education Act of 1958) did pass both houses of Congress. It provides certain funds for research and experimentation in educational broadcasting. The section applicable to educational broadcasting is Title VII. For the convenience of our members it is reproduced here in full.

TITLE VII—RESEARCH AND EXPERIMENTATION IN MORE EFFECTIVE UTILIZATION OF TELEVISION, RADIO, MOTION PICTURES AND RELATED MEDIA FOR EDUCATIONAL PURPOSES

Part A - Research and Experimentation FUNCTIONS OF THE COMMISSIONER

Sec. 701. In carrying out the provisions of this part the Commissioner, in cooperation with the Advisory Committee on New Educational Media (established by section 761), shall (through grants or contracts) conduct, assist, and foster research and experimentation in the development and evaluation of projects involving television, radio, motion pictures, and related media of communication which may prove of value to State or local educational agencies in the operation of their public elementary or secondary schools, and to institutions of higher education, including the development of new and more effective techniques and methods—

(1) for utilizing and adapting motion pictures, video tapes and other audio-visual aids, film strips, slides and other visual aids, recordings (including magnetic tapes) and other auditory aids, and radio or television program scripts for such purposes;

(2) for training teachers to utilize such media with maximum effectiveness; and

(3) for presenting academic subject matter through such media.

GRANTS-IN-AID; CONTRACTS

Sec. 702. In carrying out the provisions of section 701, the Commissioner—

(1) may make grants-in-aid, approved by the Advisory Committee on New Educational Media, to public or non-profit private agencies, organizations, and individuals for projects of research or experimentation referred to in section 701;

(2) may enter into contracts, approved by the Advisory Committee on New Educational Media, with public or private agencies, organizations, groups, and individuals for projects of research or experimentation referred to in section 701; and

(3) shall promote the coordination of programs conducted or financed by him under this title with similar programs conducted by other agencies, institutions, foundations, organizations, or individuals.

Part B - Dissemination of Information on New Educational Media

FUNCTIONS OF THE COMMISSIONER

Sec. 731. In order to disseminate information concerning new educational media (including the results of research and experimentation conducted under part A of this title) to State or local educational agencies, for use in their public elementary or secondary schools, and to institutions of higher education, the Commissioner—

(1) shall make studies and surveys to determine the need for increased or improved utilization of television, radio, motion pictures, and related media of communication by State or local educational agencies and institutions for higher education for educational purposes;

(2) shall prepare and publish catalogs, reviews, bibliographies, abstracts, analyses of research and experimentation, and such other materials as are generally useful in the encouragement and more effective use of television, radio, motion pictures, and related media of communication for educational purposes;

(3) may, upon request, provide advice, counsel, technical assistance, and demonstrations to State or local educational agencies and institutions of higher education undertaking to utilize such media of communication to increase the quality or depth or broaden the scope of their educational programs;

(4) shall prepare and publish an annual report setting forth (A) projects carried out under this title and the cost of each such project, and (B) developments in the utilization and adaptation of media of communication for educational purposes; and

(5) may enter into contracts with public or private agencies, organizations, groups, or individuals to carry out the provisions of this part.

Part C - General Provisions

ESTABLISHMENT OF THE ADVISORY COMMITTEE

Sec. 761. (a) There is hereby established in the Office of Education an Advisory Committee on New Educational Media (hereafter in this title referred to as the "Advisory Committee"). The Advisory Committee shall consist of the Commissioner, who shall be chairman, a representative of the National Science Foundation and twelve persons appointed, without regard to the civil-service laws, by the Commissioner with the approval of the Secretary. Three of such appointed members shall be individuals identified with the sciences, liberal arts, or modern foreign languages in institutions of higher education; three shall be individuals actually engaged in teaching or in the supervision of teaching in elementary or secondary schools; three shall be individuals of demonstrated ability in the utilization or adaptation of television, radio, motion pictures, and related media of communication for educational purposes; and three shall be individuals representative of the lay public who have demonstrated an interest in the problems of communication media.

(b) The Advisory Committee shall—

(1) advise, consult with, and make recommendations to the Commissioner on matters relating to the utilization or adaptation of television, radio, motion pictures, or related media of communication for educational purposes, and on matters of basic policy arising in the administration of this title;

(2) review all applications for grants-in-aid under Part A of this title for projects of research or experimentation and certify approval to the Commissioner of any such projects which it believes are appropriate for carrying out the provisions of this title; and

(3) review all proposals by the Commissioner to enter into contracts under this title and certify approval to the Commissioner of any such contracts which it believes are appropriate to carry out the provisions of this title.

(c) The Commissioner may utilize the services of any member or members of the Advisory Committee in connection with matters relating to the provisions of this title, for such periods, in addition to conference periods, as he may determine.

(d) Members of the Advisory Committee shall, while serving on business of the Advisory Committee or at the request of the

Commissioner under subsection (c) of this section, receive compensation at rates fixed by the Secretary, not to exceed \$50 per day, and shall also be entitled to receive an allowance for actual and necessary travel and subsistence expenses while so serving away from their places of residence.

SPECIAL PERSONNEL

Sec. 762. The Commissioner may secure from time to time and for such periods as he deems advisable, without regard to the civil-service laws, the assistance and advice of persons in the United States and from abroad who are experts in the utilization and adaptation of television, radio, motion pictures, and other related media of communication for educational purposes.

APPROPRIATIONS AUTHORIZED

Sec. 763. There are hereby authorized to be appropriated the sum of \$3,000,000 for the fiscal year ending June 30, 1959, and the sum of \$5,000,000 for each of the three succeeding fiscal years for carrying out the provisions of this title.

PURDUE CONFERENCE PREDICTS OPTIMISTIC FUTURE FOR ETV

Purdue University, Lafayette, Indiana, was the scene of the NAEB Conference on Televised Instruction August 24 to September 9. The general feeling of the group was that TV as an instructional medium is not the panacea for the ills of education but that it can be a potent factor in the total education program.

The conference was sponsored by the NAEB in cooperation with the Purdue Television Unit. James S. Miles, director of Purdue's radio station, WBAA, and TV unit and former executive director of NAEB, was chairman of the group which met in three sessions each day.

Twenty of the conference registrants were representatives of colleges and universities from all sections of the United States. Practically all of them had the benefit of some experience in the televised instruction field. Two of the registrants were from the field of commercial television. Joining with them as leaders and advisors were ten persons from institutions in which experimental and research work with TV as an instructional medium, either on open educational channels or closed circuit systems, has been under way for several years. They gave the conference registrants the benefit of their experience and freely discussed their findings in this field.

After much deliberation and thorough reviews of their experiences with and experiments on televised instruction, they summarized their findings by listing seven things TV can do in the total education picture. They are as follows:

1. TV can improve the quality of instruction.
2. TV can be used to multiply the effectiveness of a good teacher.
3. TV can be used to extend the boundaries of the campus for programs of continuing education.
4. TV can be used effectively for teacher training.
5. TV can be used to bring the same or comparable instruction to more students at less cost.

6. TV can expand the efficiency of the use of classroom and laboratory facilities.

7. TV, or televised instruction, can result in academic prestige for faculty members comparable to that resulting from published research.

These potential contributions of TV can be utilized as powerful agencies in meeting the problems in the years ahead if a sufficient number of adequately-trained teachers is not available to meet the demands of increased student enrollments. In the face of the current shortage, this problem looms as one of increasing proportions in the coming years. Especially on closed-circuit TV, one teacher can reach more students than when his instruction is limited to one classroom or laboratory.

However, it was the opinion of the group that there are subject areas which do not lend themselves well to televised instruction and that the value of personal contact and the teacher-student relationship cannot be minimized. But as Dr. Clifford G. Erickson, associate dean in charge of TV at the Chicago City Junior College voiced it, this does not mean that TV instruction used as an aid and training medium does not have possibilities that as yet have scarcely been touched. "Its growth in the years ahead may surprise all of us," he stated.

PLACEMENT SUPPLEMENT

- October 1 - Program producer and director, with M.A., military and civilian radio experience as well as industrial relations and management background, desires a position in ETV or educational radio. Married man, 35, willing to locate in U. S. or abroad. \$6,500-7,500.
- October 2 - Producer-Director with 7 years of top network production experience wants an opportunity for greater responsibility in ETV as manager, production manager or program manager. Presently employed with one of the largest ETV stations in the country. Married man, 33, B.F.A. Will consider any location; prefer Northeast or Far West. \$8-12,000.
- October 3 - College graduate, 2-year professional radio, TV and theatre school, experienced in most phases of educational and commercial broadcasting. Would prefer position in programming and production or news and public affairs. Single man, 23, B.S. Prefer Eastern U. S., but will consider any location. \$320/month minimum.
- October 4 - Married man, 35, desires position requiring intelligence and responsibility as program director or production director. 15 years experience in radio broadcasting. B.A. Prefers East in University surroundings. \$8,000.
- October 5 - Single man, 33, with knowledge of radio-TV desires affiliation with educational radio-TV organization, in producing or directing. Midwestern U. S. if possible. Minimum \$350/month.
- October 6 - Married man, 40, radio-TV production specialist with widely varied experience seeks permanent position in educational TV. Desires position in direction, writing, or producing. Western seacoast or mountains preferred. \$5,000-6,000.
- October 7 - Producer-director in ETV at one of the large production centers with administrative experience wishes to find a position in administrative production and/or programming. Married man, 24, A.B. Will locate anywhere. \$6,500-7,500.
- October 8 - Experienced radio announcer seeks position in educational broadcasting. Single male, 22, will locate anywhere. B.A. Teacher. \$3,800-4,000.

REGION I MEMBERS MEET IN NEW YORK CITY

Region I members of the NAEB met at the Carnegie International Center in New York City, September 20-21. The meeting focused attention on three main themes: regional live networks for educational radio and television stations; the superintendents' view of in-school television; and international exchange of educational television programs, staff, and materials.

Ralph Steetle, Executive Director of the JCET, related the highlights of the progress in educational broadcasting in Region I during the past year. Dr. Harry Skornia, Executive Director of the NAEB, reported on the national scene. Seymour N. Siegel, New York City Director of Radio Communications, described the new live FM educational radio network which is in the planning stage with only certain technical problems yet to solve. The network involves New York City, Boston, Albany (New York), and Springfield (Massachusetts). The prospects for live regional hookups between educational television stations was outlined by Hartford N. Gunn, Jr., General Manager of WGBH-FM and WGBH-TV, Boston, Massachusetts, who also explained how such networks would strengthen the stations economically and improve the quality of program service by the regular interchange of the best programs of each. These talks took place during the morning session on Saturday, September 20.

The Saturday afternoon session on in-school television brought together five prominent Superintendents of Schools to discuss the potential for instructional television in the schools. Dr. William M. Brish, Hagerstown, Maryland; Dr. Calvin E. Gross, Pittsburgh; Dr. Maurice U. Ames, Assistant Superintendent, New York City; Dr. Allan H. Wetter, Philadelphia; Dr. Harold B. Gores, New York City; and moderator Dr. Alan Willard Brown, President of the Metropolitan Educational Television Association revealed the amazing successes they had experienced with in-school broadcasting. Transcripts of these reports will be nationally distributed to all superintendents, financed by a grant offered by George Probst of the Thomas Alva Edison Foundation.

Dr. George D. Stoddard, Dean, School of Education, New York University, addressed the Saturday dinner meeting. His subject was "The Lincoln Square Project", with special emphasis on the relation of the project to the educational broadcaster.

On Sunday, September 21, Basil Thornton, Executive Director, Broadcasting Foundation of America, outlined several programs for the interchange

of broadcasting materials and reported on the role of the Broadcasting Foundation. Mrs. Dorothy Culbertson of NBC reported on a new NBC series in teacher training in Physics. The series is produced in cooperation with the American Association of Colleges of Teacher Education. James Armsey explained the role of the Ford Foundation and its interest in ETV. He freely answered the questions which were asked about the Foundation.

Arrangements for the two day meeting were in the hands of Martha Gable, Philadelphia; Robert Leshner, Hagerstown; Ralph Steetle, Washington; Hartford N. Gunn, Jr., Boston; and Seymour N. Siegel, Lawrence Creshkoff, and James Macandrew, all of New York, with Arthur Hungerford of META as chairman.

Members of Region I operate educational radio and TV stations in the 12 northeastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

MORE SPEAKERS ANNOUNCED FOR NAEB CONVENTION

The NAEB Convention in Omaha, October 14 - 17, will have several well-known men as speakers for the major sessions. The opening session of the convention will be held Tuesday, October 14, in the evening. Highlighting this meeting will be Dr. Roy M. Hall, assistant commissioner of education for research of the United States Office of Education. Dr. Hall is the individual who will be given the responsibility of administering the Hill-Elliott Bill, which is reproduced in another section of the *NEWSLETTER*.

For the general session Thursday, October 16, in the afternoon, the speaker will be Bob Banner. Mr. Banner was the producer-director of the Dinah Shore program last season, which won both he and Miss Shore "Emmies." This season he will produce and direct the Ginger Rogers program. Mr. Banner's other credits include the Fred Waring program, Garroway at Large, and Omnibus.

The banquet Thursday evening will feature the Honorable John S. Cross, commissioner of the Federal Communications Commission.

— N A E B —

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

BOX SCORE

Total AM Stations	3281	(includes	39	non-commercial)
Total FM Stations	705	(includes	162	non-commercial)
Total TV Stations	586	(includes	32	non-commercial)

44 ATTEND ETV MANAGEMENT SEMINAR

Forty-four ETV managers, consultants and observers attended the second NAEB ETV Management Seminar held at Madison, Wisconsin, August 24-27, 1958. The meeting, primarily a "work session," gave the managers an opportunity to discuss common problems and hear from consultants on fund raising, relations with faculty and other talent, effects of national legislation and legal problems.

Three members of the board of directors of the ETRC attended the closing session, giving ETV managers their first opportunity to meet and discuss common problems with representatives of the board. The board members attending were Leland Hazard, Pittsburgh; Raymond Wittcoff, St. Louis; and Richard Hull, Columbus. Kenneth Yourd, newly named vice-president and treasurer for the ETRC, attended the entire seminar.

The seminar, made possible by a grant from the Ford Foundation, was planned by Richard Rider, WILL-TV, chairman of the NAEB TV Operations committee; Harold E. Hill, NAEB Associate Director; and a subcommittee consisting of William Harley, WHA-TV; Richard Burdick, WHY-TV; and Loren Stone, KCTS. Local arrangements at the University of Wisconsin were handled by Harley.

A brief report of the seminar will be prepared by the planning committee and will be distributed to those who attended. It is possible that an oral report will also be presented at the forthcoming NAEB Convention in Omaha, October 14 - 17.

—N A E B—

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

The past few weeks have brought numerous seminars, workshops and meetings: the Purdue - NAEB Conference, the NAEB ETV Management Seminar, and the Region I NAEB Meeting. Reports on all of these will be found separately in this issue of the *NEWSLETTER*.

I also attended meetings of the Program Committee of the UNESCO National Commission, September 3, and the National Commission itself, Sep-

tember 11 and 12. The fine work of the UNESCO National Commission is so deserving of the support of all of us that I could not resist mention of these inspiring meetings.

As we settle down for the fall season, I would like to continue with the editorials begun some months ago. This month I am concerned with the general status of education in the U. S. and our relation to that status.

I believe we all realize that the educational "crisis" of the U. S. has not been created, but only further dramatized, by Sputnik and other recent developments.

I hope you will all agree with my belief that education is bigger than radio or television; the latter are considered by the NAEB, in its use of them, as tools and instruments of both formal and informal education, to be used responsibly, subject to the highest standards which we can devise.

Recent developments illustrate the need for organization and integrated leadership if education is to maintain its balance, gain in respect, and make wise use of new techniques and tools. As Alfred North Whitehead said some years ago: "The novel pace of progress requires a greater force of direction if disasters are to be avoided." We need to give firmer and firmer direction to what we are trying to do. We need to develop a philosophy, and sets of standards and principles, which will enable us to meet, quickly and adequately, the immense responsibilities of television and radio as important instruments of our age.

Every movement depends upon the people who make it up. It will not be Washington, Ann Arbor, New York or Urbana offices or organizations, or even funds alone, which will make educational broadcasting an indispensable part of American education, or a respected and dependable alternate broadcasting service for the U. S.

It will be people: people with courage, standards, and ideals: not a separate corps of "broadcasters," but professional, qualified educators who understand broadcast implications, tools and techniques. It will be professional educators with the highest possible social and educational concerns and goals. It will be people who feel a responsibility to help explain the complexities of today in ways that will make intelligent decision-making possible, and the involving of the most intelligent minds in the U. S. in international, national and local decision-making. It will be people who can help reestablish, unashamedly, respect for the intellectual, and intellectual effort . . . in the humanities as well as in science. It will be

people with the courage to take issue with nonsense—people who feel that controversy is not necessarily bad—that open, intelligent, concerned discussion of controversial problems is essential if we are to challenge the people of our nation to intelligent problem-solving. It will be people who believe our educational, social, cultural and economic systems are to be *used*, influenced, and kept dynamic for the greatest good of our people—not merely be complied with or adjusted to.

If these objectives are to be achieved, our Association must be transformed into a nation-wide movement and effort, guided by and listening to the best minds in our nation. As educators and educational leaders we must here propose, and resolve to perform, in a manner worthy of the needs of our age—or abdicate to others who can and will do so.

We need to counteract the concept of education, now so often falsely conceived of as odd bits of information or culture, or “success gimmicks” aimed at increasing the individual’s income-earning potential or popularity. We need to resist the concept of science as essentially “vocational education.” We need to think of education as an organized, life-long effort, to enable man to realize as richly and fully as possible, his full human potential for citizenship in a free society.

The eyes of millions of people in new-born and backward nations are on us. They look to us for leadership. How we use mass media in our present situation will in part determine whether or not we as a nation deserve or continue to exercise world leadership. The influence which educational television and radio (if adequately developed *can* exert in this total problem should not be under-estimated.

Though far behind us in this area now, within the next ten years, it is our belief that Russia will be illustrating to the world what can be done with radio and television as a part of *their* educational system. We would hope that it will not take a Sputnik in this educational area as well, to awaken us, and cause us to become organized in making maximum use of our presently still superior electronic resources.

There can be no serious question in the minds of intelligent people regarding the superiority of democracy, based on belief in the importance of the individual. But, to quote Woodrow Wilson: “Democratic institutions are never done—It is a strenuous thing this of living the life of a free people; and we cannot escape the burden of our inheritance.” However small the part *we* can play in meeting the educational needs of our nation and the world may be, we must meet it wisely, courageously and promptly.

DIRECTORY CHANGES

P. 1	135 Active Members 96 Associate Members
P. 4 Delete:	(under KPFA) Lewis Hill
Add:	Harold Winkler
P. 7 Delete:	(under WIAN) Betty Barth
Add:	Nancy Hendricks
P. 20 Delete:	(under Birmingham Area ETV) Dr. Harry M. Lyle
Add:	Dr. Earl E. Sechrist

NETWORK NEWS

—BOB UNDERWOOD

At this month’s NAEB Annual Convention, time has been set aside for listening to network programs (mainly present and future series); also, there is to be a “What’s Your Problem?” session. While I hope you don’t have any real problems with the network, I would appreciate your dropping by our network booth. Potential network members are invited to come by, examine the network materials which will be available, and discuss the possibility of receiving network service. I’ll be happy to explain the network’s operation to any NAEB member, and for you Associate members we’ll have a catalog of network programs which you may obtain for broadcast over your local station.

I am very happy to report that the response to the fourth quarter offering has been excellent, indicating that we are offering the type of programming desired by stations. If you have any suggestions on the type of material we could add to our offering, I’ll be glad to hear from you.

As of this writing I am working on the offering for the January - March period of next year, and it, too, should find a good market among network stations. Once again we will be offering nine hours per week to all full-time stations plus a bonus series and some special one-shot programs. I’ll have more details on this at a later date.

The response to our appeal for tape returns has been good, but there are still a number of stations which could send back large numbers of tapes. If you are a responsible person at one of these stations, will you please see that the network tapes are returned *regularly*? Your help and cooperation is deeply appreciated.

Submissions still are a bit slow in the fifteen-minute class, so if you have any series in this time

classification why don't you submit them to the network? You have nothing to lose, and you may get your series accepted for national distribution.

—N A E B—

WASHINGTON MEETING REPORTED IN AV MAGAZINE

The September, 1958, issue of the *AUDIOVISUAL INSTRUCTION* carried an excellent article by Miss Alice Finstad, entitled "Soul Searching on the Potomac." The subject of her report was the Joint NAEB-U. S. Office of Education Conference on Educational Television and Related Media, held May 26-28 at the Department of Health, Education, and Welfare in Washington, D. C.

In Miss Finstad's opinion the discussion divided itself into three schools of thought: first, the "AV boys," who insisted that TV was only one in the whole "array of audio-visual tools," and kept leading the discussions back to the role of learning, research and evaluation; second, the broadcasters, who pleaded for recognition of broadcast TV as a tool for adult education with importance akin to that of closed-circuit TV which tends to align itself with classroom instruction and which seemingly absorbs the attention of educators at most of these meetings; and third, Alexander J. Stoddard of the Fund for the Advancement of Education, who believes that ETV is not a tool but a revolution and that educators will be missing the boat if they mistake its nature.

A comprehensive report of the conference will be released by the Office of Education this fall.

—N A E B—

ETRC ELECTS NEW OFFICERS: JOHN F. WHITE, PRESIDENT

Educator-broadcaster John F. White of Pittsburgh has been elected president of the ETRC, national program headquarters for the nation's ETV stations, Chairman Ralph Lowell of the Board of Directors announced. White succeeds H. K. Newburn, who resigned earlier this year.

The new president, who will assume the position on October 1, has served since 1955 as general manager of Pittsburgh's pioneering ETV station WQED. He is a former vice-president of Western Reserve University.

Commenting on the election of Mr. White, Chairman Lowell said: "The continued development and growth of ETV nationally requires imagination, vision, and a clear understanding of the needs and

responsibilities of this growing medium. John White has proved during his years of educational administration and in his energetic management of Pittsburgh's WQED that he possesses these and many other qualities. We are indeed fortunate to have found such a man to serve as president of the Center."

Kenneth L. Yourd was elevated to the newly created position of vice-president and treasurer of the ETRC. Yourd, who has been acting chief executive officer during the interim period, has been secretary-treasurer since 1954, when the National Educational Television unit was established.

Lowell was re-elected chairman of the Center's Board. He is president of the Boston Safe Deposit and Trust Company and heads the Lowell Institute Cooperative Broadcasting Council, which operates stations WGBH (FM) and WGBH-TV.

The directors also elected two vice-chairmen, Lloyd S. Michael, superintendent of Evanston, Ill., Township High School, and Raymond H. Wittcoff, vice-president of the Carradine Hat Company in St. Louis.

—N A E B—

STUDENT DISCUSSION PROPOSED FOR INTERNATIONAL TAPE EXCHANGE

NAEB members who wish to participate in an international exchange program of taped student discussions are invited to contact Dr. Mildred Wilsey, an educator who has initiated such a program.

Dr. Wilsey, associate professor of English at Wilson College in Chambersburg, Pa., is offering to loan her tape recordings made when she visited Norway to study the reading habits of that country's youth, in hopes that her project may expand in scope and become a useful method of international student communication.

Under a UNESCO grant in 1956, Dr. Wilsey did extensive research in the schools of Norway to examine and compare their literature with that used in the schools of the United States. As a part of her work, she recorded the voices of a group of high school students who were discussing Henrik Ibsen's play, *Doll's House*. This project was so successful that Dr. Wilsey now hopes to develop an exchange of such taped discussions with students of several different countries.

In an article published in *Top of the News* by the American Library Assn., Dr. Wilsey says, "Youth, when given the chance, is always interested in communicating with itself in other lands. A book which has been shared makes an excellent basis for communication."

Using her Norwegian recording as a beginning, she reports, "So spirited and articulate is the (Norwegian) repartee that it is possible to enjoy the sound alone without following the sense. We shall be fortunate if we, on this side, can put on as charming a performance."

Dr. Wilsey offers to loan her tape recording or its translation to any interested literature departments, recording services, or broadcasting services, in hopes that her project may expand in scope and become a useful method of study.

—N A E B—

NEWS OF MEMBERS

GENERAL

► The FCC approved the acquisition of off-air KTVQ (Ch. 25) by Independent School District No. 89 of Oklahoma City from Republic TV and Radio Co. This gives the city a total of two ETV stations, as they already have KETA (Ch. 13) operated by Oklahoma Educational TV authority.

► KTCA (TV), St. Paul, Minnesota, rewards outstanding performances by an individual with a ceramic figure, "Katie." The award project was originated by an ETV subcommittee of the citizens committee to stimulate interest in and support of the station, in operation only since fall of 1957. The first award was given to Karlis Kaufmanis of Gustavus Adolphus College for his series "Descriptive Geometry."

► The FCC granted the first ETV translator station to the Board of Education for Municipal Schools, Truth or Consequences, New Mexico. The station will rebroadcast programs of educational station KNME-TV, Albuquerque.

► The Chicago Board of Education, at its meeting September 10, voted to purchase 226 additional AM-FM radio receivers for classroom use—a gratifying "boost" for FM in-school listening. Another addition to the educational equipment of the Chicago Public Schools will be 330 television receivers.

Advance listings of the WBEZ (Chicago) augmented program schedule, along with order blanks for 32 WBEZ Broadcast Handbooks for Teacher Use are being distributed to active NAEB members. The Division of Radio and Television will be pleased to furnish any of these broadcast guides upon request. Address: Division of Radio and Television, 228 North LaSalle Street, Chicago 1, Illinois.

George Jennings, Director of Radio-Television of the Chicago Board of Education, has been on sick leave since early June. He is improving rapidly and hopes to return to the job some time in October.

PROGRAMS

► The Minnesota School of the Air, station KUOM, Minneapolis, began its 21st year of broadcasting at the end of September. KUOM's philosophy is "to supplement and enrich classroom teaching by providing some of the materials which would be difficult or too time-taking to collect for the individual teacher." They also want their young listeners to "experience the joy of independent thinking, to understand the value of human differences, and to dream courageously about the future."

In the field of foreign languages, the Minnesota School of the Air will rebroadcast a 30-program series of German for elementary grades and a brand new 15-program edition of ESPANOL SI SI. Both language series are designed to arouse interest in foreign languages and the customs and countries of the people who speak them.

► An educational TV project that went on the air in New York includes adult as well as classroom fare. The programs, however, are aimed primarily at classrooms in the metropolitan area of New York City. Directed to adults are "French Through Television," and an hour-long program which will cover the Russian language, modern drama and Latin-American and international affairs. Faculty members from New York area colleges and universities are giving the lectures.

► *YOU*, the first program series in a new radio-TV concept, is a joint experimental effort in educational broadcasting conducted by KSLH and KETC (TV), St. Louis, Missouri. *YOU* is a study of the human body designed for use in 6th grade elementary science classes. Two separate programs are presented every week, one radio, the other TV. Radio directs the classroom experiments; TV presents a visual follow-up of the material offered in the experiments and further supplements the subject matter of the series.

► The first color telecast on ETV anywhere began September 14 on KTCA-TV, St. Paul, Minnesota. Three and one-half hours of special color features were programmed. This telecast was produced as a special celebration of the completion of KTCA-TV's first year of operation.

John C. Schwarzwald, General Manager of Minnesota's first educational station, stated "Color TV is an ideal medium for teaching, especially in the area of science, and we are looking forward to the day that ETV can bring live color into the homes and classrooms of the Twin City Area."

► WGN-TV, Chicago, a commercial station, has started a project to improve the reading instruction in the Chicago schools. The instructors for the TV course are experienced Chicago classroom teachers. The content of the course will be taken from materials

gathered by the Chicago Public Schools Bureau of Curriculum in its investigation of what questions trained, certified, and experienced classroom teachers still have regarding the teaching of reading. Registration has been limited to teachers in service, but the general public may watch the series.

▶ Maine recently began a 30-week series of music appreciation broadcasts to make ETV on the classroom level a reality for that state. The series is the product of the Maine Secondary Schools Principal's Association, Maine Educational Television Associates Incorporated, the State Department of Education, the Maine Teacher's Association, and the three stations providing the use of their facilities on a public service basis. The entire project was planned to make music training available in places too small or too remote to make the services of a music director. About 300 Maine schools fall in this class, but only about half have signified their interest in the TV class. One of the requirements is that each school must be equipped with a TV receiver.

▶ Twelve prominent persons who made "news" their business will take part in the University of Michigan radio series, titled "News in 20th Century America." The series, produced by WUOM-FM is scheduled for completion next spring.

Programs will consist of interviews of newscasters, columnists, and commentators who will discuss the problems of slanted news, unbiased reporting, censorship, editorializing, adequate informing of the public, and other pertinent questions.

The series is made possible through an ETRC-NAEB grant-in-aid and will be distributed by the NAEB tape network.

PERSONNEL

▶ David R. Collins, formerly in the radio-television department of an advertising agency, has been appointed business manager of the Metropolitan Educational Television Association (META) in New York City.

▶ Byron Openshaw, a producer, director and announcer for 14 years in Utah radio and TV, has been appointed production manager of KUED, University of Utah station.

▶ Mr. George Lewin, Chief, Pictorial Engineering Office, Army Pictorial Center, has become the second man in the history of the Society of Motion Picture and Television Engineers to be honored with two awards in one year. Mr. Lewin has been designated as recipient of the Samuel L. Warner Memorial Award for outstanding contributions to sound for motion pictures and the Journal Award for the outstanding paper published in the Society's Journal during the preceding year.

▶ Headquarters staff members bid goodbye last month to Miss Barbara Stevens, traffic manager, and Miss Jane Lombard, *Newsletter* editor and placement officer, who both left to be married. Our new addition to staff personnel, Mrs. Nancy Whitmore, has assumed the duties of all three positions.

▶ This month we have again added three more names to the list of Broadcast Pioneers. These are Luella Hoskins, Consultant on Radio and Television, Association of the Junior Leagues of America, Inc., New York; Mrs. Eleanora Bowling Kane, Specialist, Radio and TV, Department of Education, Baltimore, Maryland; and Roger J. Houghlum, Manager KRVM, Eugene, Oregon.

If you are qualified to claim pioneering service, (20 or more years in broadcasting, presently with educational) please let us know and we'll add your name to the list.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

All of a sudden summer ends and again we're plunged into the midst of a busy fall season. School begins, the football season starts, renewed and increased programming begins on educational as well as commercial stations. Autumn, too, brings a round of technical meetings of value to all radio and TV station personnel. Although two of these meetings will be over before this appears in print, it will give you time to think and plan for next year, since the pattern repeats yearly.

The first of these meetings is the annual Fall Symposium of the IRE Professional Group on Broadcast Transmission Systems held at the Willard Hotel in Washington September 27-28. We'd guess that 125 were registered for the excellent two-day program just concluded. While the majority of the papers presented were on television topics, there were also papers on FM multiplex and stereophonic broadcasting. Three papers covered television switching facilities by relays, transistors, and a diode matrix vertical interval switcher. Other topics were precise carrier offset, the chroma-key effects system, and vidicon operating techniques. One afternoon session was devoted solely to video tape recording with descriptions of the NBC-Burbank color installation and the CBS-New York facilities, followed by a panel discussion of the uses and problems encountered in VTR operation at individual affiliate and network owned stations.

There was a tour of the new four million dollar NBC studios in Washington, which houses the WRC

and WRC-TV studios and offices as well as FM and TV transmitters. The plant is designed to make most effective use of a minimum of operating personnel. All video controls for live and film cameras are located in one central control and transmission room. AM and FM studios are located in a cluster with all microphone outputs appearing on all control room consoles. Every studio is visible from each of the control rooms.

There are two TV studios, one large- and one medium-sized. Eventually these will be equipped for live color originations, with lighting boards relay operated so that the lighting for ten different sets can be arranged and then turned on as required by a control room panel switch. I was interested in the fact that no dimming facilities are provided for lighting.

By the use of punched paper tape and readout and memory devices, automatic TV operation is possible once the proper sequence has been set up on the tape. Automation is used primarily for station break operation during long stretches of network programming. This automation equipment can be clock-operated and switched from network to local, rolling and stopping projectors and switching between film and slide projectors as required and back into the network with operating personnel required only to supervise the operation and load the projectors.

We'd like to see more representation from educational stations at this IRE PGPTS meeting which is usually held the last week end in September. The 1956 meeting was held in Cleveland; Pittsburgh was host in 1957; and the 1959 meeting has tentatively been set again for Washington, D. C., with Detroit also a possibility.

—N A E B—

The Tenth Annual Convention of the Audio Engineering Society is being held at the New Yorker Hotel September 29 - October 4 in conjunction with the New York High Fidelity Show and the Audio Engineering Show. Some NAEB technical personnel regularly attend this event, which is usually held in New York City the first part of October. A full five-day program of papers on audio subjects has been arranged covering stereo, acoustics, magnetic tape and recording techniques as well as new devices, measurements, standards, speech input equipment and loudspeakers. The program looks interesting—hope someone who attends will give us a report.

—N A E B—

We hope to see many of our readers at the NAEB Convention in Omaha, October 14-17. Jack McBride

and his committee have been busy arranging a varied and worthwhile program.

—N A E B—

The week following the NAEB Convention, the 84th SMPTE Convention is being held at the Sheraton-Cadillac Hotel in Detroit. The October 22nd and 23rd sessions are of prime interest to ETV personnel. Wednesday morning (the 22nd) the general topic is television equipment and practices, while that afternoon kinescope recording problems and equipment will be discussed. The Thursday evening session (the 23rd) is given over to closed-circuit television for teaching, and educational, military and medical applications of closed-circuit systems will be described. The Thursday morning topic is machine language translation, while that afternoon the general topic is designing for international television where eventual contributions towards automatic translations and international standards will be discussed.

—N A E B—

Before we bring this column to a close perhaps we should include a couple of technical tips, since that's our heading; so here they are:

Factors for good vidicon performance.

1. Plenty of light.
2. Flat lighting.
3. Reasonable target temperatures.
4. A good camera.
 - a) Low noise input.
 - b) Linear scanning.
 - c) Aperture correction.
 - d) Gamma correction.
 - e) Stability and reliability.

Many times the company which is endeavoring to sell you new television equipment has used operable equipment on hand in its storage warehouse. This equipment may have been taken in trade or have been returned as a result of the station leaving the air. Obviously, the salesman who calls on you is interested in selling the new equipment of the company he represents; however, his company is interested in disposing of this used equipment too. Why not ask about it?

—N A E B—

See you in Omaha!

N.A.E.B. NATIONAL CONVENTION
OCTOBER 14-17
OMAHA, NEBRASKA

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



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

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



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.