

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. XXIII NO. 11

URBANA, ILLINOIS

NOVEMBER, 1958

## HARLEY ELECTED NAEB PRESIDENT

William Harley, program director of WHA-AM-FM-TV, University of Wisconsin, was elected NAEB president at the recent convention in Omaha. Harley, who has served as NAEB secretary and is currently director for Region III, will take office January 1, 1959 and serve for one year.

NAEB By-Laws changes approved by mail prior to the convention (see story on Constitutional and By-Laws amendments elsewhere in this *Newsletter*) provide for three vice-presidents beginning in 1959. Those elected as vice-presidents were: 1st vice-president, Jack McBride, manager, KUON-TV, University of Nebraska; 2nd vice-president, Robert Schenkkan, director of radio-TV, University of Texas; 3rd vice-president, Graydon Ausmus, director of Radio-TV, University of Alabama. McBride is currently vice-president and has served previously as secretary. Schenkkan is now director of Region V. Ausmus served three years as Regional director, two as vice-president and was president of the Association in 1952 and 1953.

Robert Coleman, Michigan State University, was re-elected treasurer and Keith Engar, manager of KUED, University of Utah, was elected secretary. Directors for Regions II, IV, and VI, and the Director-at-Large normally elected in even-numbered years, and directors for Regions III and V, to fill the unexpired terms of Harley and Schenkkan, are being elected by mail as provided in the By-Laws (see separate story below in this *Newsletter*).

## NOMINATIONS FOR NAEB BOARD ANNOUNCED

Nominations for the NAEB Board of Directors were announced at the recent NAEB Convention. The Director-at-Large and Regional Directors to represent Regions II, IV, and VI are to be elected this year and will serve two-year terms, beginning January 1, 1959.

All voting members (Actives and Associates) in Regions II, IV and VI were invited to submit nomi-

inations for Director for their respective regions, and all Individual Members were invited to submit nominations for the Director-at-Large, who must be an Individual Member. The names of nominees are listed below and ballots will be mailed on November 12, 1958, to all those who are entitled to vote.

### *Director, Region II*

Lee Franks, Program Director, WUFT, University, of Florida, Gainesville

Raymond Hurlbert, General Manager, Alabama ETVC Commission, Birmingham

Keith Nighbert, Program Director, WKNO, Memphis  
*Director, Region IV*

Martin Busch, KUSD, University of South Dakota, Vermillion

John Schwarzwald, Manager, KTCA, Minneapolis-St. Paul

Rev. R. C. Williams, Director, Communications Arts, Creighton University, Omaha

(Note: Edward Slack, KUSD, withdrew as a nominee.)

### *Director, Region VI*

Kenneth Harwood, Chmn., Dept. of Telecommunications (KUSC), University of Southern California, Los Angeles

Roger Houghlum, Manager, KRVM, Eugene, Oregon Public Schools

Glen Starlin, Director of Radio (KWAX), University of Oregon, Eugene

Harold Winkler, President, Pacifica Foundation (KPFA), Berkeley

(Note: Loren Stone, KCTS, and Edwin Adams, University of Washington, withdrew as nominees.)

### *Director-at-Large*

Mrs. Gertrude Broderick, U. S. Office of Education, Washington

Raymond Cheydle, Manatee Junior College, Bradenton, Florida

Mrs. Dorothy Klock, WNYE, New York City Board of Education

Harry Lamb, WTDS, Toledo, Ohio Public Schools  
Edward Stasheff, University of Michigan, Ann Arbor

Jack Summerfield, WGBH-FM, Boston, Massachusetts

(Note: Hartford Gunn, WGBH, and James Miles, WBAA, withdrew as nominees.)

Because William Harley, Director of Region III, and Robert Schenckan, Director of Region V, were elected President and 2nd Vice-President, respectively, at the recent Convention, nominations have been called for from members in these two regions to fill these two unexpired terms, and balloting, by mail, will be completed before the end of the year.

## CLOSED-CIRCUIT TV INSTALLATIONS GRANTED MEMBERSHIP STATUS

Institutions operating "closed-circuit television equipment regularly for direct instructional purposes" are now eligible for Associate membership in the NAEB under the terms of a Constitutional amendment adopted by the membership at the Convention last month.

James Miles, chairman of the Constitution committee which presented the proposal to the membership, pointed out that there is a growing number of such installations currently in operation and that unless such an amendment was passed, institutions with only closed-circuit operations would be eligible only for Affiliate membership. The committee felt that the growing importance of closed-circuit television entitled such institutions to voting membership in the Association. It was also pointed out that giving them a regular, voting membership, will make them part of the growing family of educators, concerned with radio and television as tools, who find a role to play in the NAEB.

## CONSTITUTION AND BY-LAWS AMENDED

Ten amendments to the NAEB Constitution and By-Laws were approved by mail ballot just prior to the recent convention and three more were approved on the floor of the convention. Two of the latter three had been included in the mail ballot but, due to the fact that more than two choices were possible in each case, no single alternative received enough votes for passage, thus requiring reconsideration on the floor of the convention. The third amendment passed by the convention gave Associate membership status to closed-circuit TV operations (for details see story elsewhere in this *Newsletter*).

In brief, the amendments approved by mail and at the convention provide for recognition of Individual members in the Preamble to the Constitution, establishment of an Industrial Associate category of membership, three vice-presidents, possibility of dual membership (both Active and Associate) on the part of institutions meeting certain requirements, and clarification of voting in several sections dealing with participation of voting members in affairs of the

Association. The changes also specify that the 1st vice-president shall act as the interim chief administrative officer of the Association in case a vacancy occurs in the presidency, that the convention shall be held in the Midwest in odd-numbered years and in rotation in the West, East and South in even-numbered years, that any staff member of a voting member-institution may be elected to office, and clarify the duties of the president and the definition of "immediate past-president."

New copies of the Constitution and By-Laws, reflecting all of the approved changes, will be sent to all members within a few weeks.

## COHN & MARKS, FRANKLIN DUNHAM RECEIVE NAEB CITATIONS

The firm of Cohn and Marks, NAEB legal counsel, and Dr. Franklin Dunham, chief, radio-TV section, United States Office of Education, were awarded NAEB Citations at the annual NAEB banquet at the recent Omaha convention.

The recipients were selected by the NAEB Awards and Citations committee consisting of Miss Judith Waller, chairman, H. B. McCarty, and Robert Coleman. The Citations were presented by McCarty in the absence of Miss Waller who was unable to attend due to prior commitments.

Cohn and Marks were cited "for their wise, friendly counsel to the educational broadcasters of America; for their distinctive representation of educational interests before the Federal Communications Commission and various committees of Congress; and for their steadfast devotion to the development of the finest possible broadcasting system in the United States." The award was accepted by Mr. Leonard Marks.

Dr. Dunham was honored "for his vision, optimism, leadership, faith, and efforts in furtherance of the finest uses of broadcasting for educational and public service for more than a third of a century." Mrs. Gertrude Broderick accepted the Citation in the absence of Dr. Dunham, who had to leave the convention early, as he said in a note to McCarty, in order to "continue intact my record of having spent every wedding anniversary with my wife during 36 years of marriage."

The practice of conferring special honors by the NAEB began at the New York convention in 1954 when Miss Waller, McCarty and Richard B. Hull were so honored. Recipients of NAEB Citations since then have been: in 1955 - Frank E. Schooley, the British Broadcasting Corporation, and the French Broadcasting System; in 1956 - Waldo Abbot; in 1957

I. Keith Tyler.

— 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.

## 1960 CONVENTION AWARDED TO SAN FRANCISCO

The 1960 Convention of the NAEB will be held in San Francisco, California. San Francisco was recommended by the Convention Site Selection committee, and unanimously approved by the convention, after adoption of an amendment to the By-Laws providing that conventions be held in the Mid-West in odd-numbered years and in the West, the East and the South, in that rotation, in even-numbered years.

As previously announced, the 1959 convention will be held in Detroit, Michigan, and further details about this convention will be forthcoming from the Convention committee which consists of Mrs. Kay Lardie, chairman, Lee Dreyfus and Frank Bouwsma.

### MEMO FROM THE EXECUTIVE DIRECTOR —HARRY SKORNIA

Post-Convention greetings! It was one our finest! And it was a real pleasure to see and chat with so many of you in person.

Those of you who couldn't get to Omaha missed some excellent talks and discussions, and the best business sessions I can recall in years. Convention site rotation was clarified (every other year in the Midwest; e.g., 1959 in Detroit; 1960 in San Francisco; 1961 in the Midwest again); several other wordings and conflicts in wordings were resolved; and Associate status was granted to CCTV applicants who meet the criteria to be established by the Membership Committee and the Board. The maturity and statesmanship displayed on the floor, under President Schooley's firm but fair hand, made me more proud than I have ever been before of our NAEB.

The success of the convention was a tribute to the thorough and careful devotion of the local arrangements committee: Jack McBride of KUON-TV, Reverend R. C. Williams of Creighton, Dr. Aldrich Paul of the University of Omaha, and their staffs; it was also greatly assisted in its planning and execution by Bill Harley, Harold Hill, Richard Hull, and Frank Schooley, who comprised the National Program Advisory Committee.

I was also most proud of the mind-stretching challenges given us by some our speakers. After reading many of his articles and his fine magazine, *Explorations*, and hearing him at our Washington Conference, I had suggested Dr. Marshall McLuhan of the University of Toronto as one of the speakers for the convention. This was roundly seconded by Father Williams of Creighton who had studied under Professor McLuhan, and the rest of the committee.

The closing session, in which Professor McLuhan (as one of two speakers) challenged us to re-examine

and try to understand the *nature* of these electronics media, was, according to many who spoke to us afterwards, the most stimulating session we have possibly ever had.

Professor McLuhan reminded us that educational methods are based on *linear* disciplines and tools (like print: word by word, in a straight line, with meaning coming gradually and not all at once in an all-encompassing impression) whereas we are living in a *nuclear* age, and working with a *nuclear* instrument, in the case of television: nuclear meaning that the impression, as in a photograph, or painting, hits you as a whole, all at once. Even films, being a succession of still "shots", are essentially linear in concept—therefore in their nature have little in common in their *nature* with television.

Another idea he developed: that the medium itself is (a large part, at least of) the message in radio and television. That is, the overall common effects of television, however used (commercial TV, ETV, BBC TV, USSR TV, or whether for drama, talk, or whatever other *purpose*) far outweigh the *messages* or *contents*, collectively, in their impact on our civilization. (I was interested to note in a little volume, *Broadcasting and Society*, by Harman Grisewood of the BBC, that he too sees many of the same dangers in monopoly (BBC) TV that we find in commercial TV, irrespective of content or system).

These are only a few of the basic and "upsetting" ideas Professor McLuhan hit us with.

No less challenging, but more difficult to paraphrase or provide a teaser of, since it was a combined lecture-demonstration, was the contribution of Dr. David S. Ruhe of the University of Kansas Medical School.

The remarkable balance provided by these two fine minds, coming from wholly different disciplines, made this session, in the opinion of many, the best we've had in many a year. In order that those of you who couldn't get to the convention, as well as those who had to leave early, may read these fine presentations, they are scheduled to appear in the December issue of the *Journal*. I hope you'll all take time to read both of them, as well as the many other fine articles which the *Journal* is offering more and more. But a word of warning: some of the things we need to be learning these days are tough going. They can't be gotten by reading "once over lightly."

In this column we would also like to express our pleasure at the fine "bosses" you've given us for the year ahead, in the election at the convention. Be sure you cast your vote whenever you have an opportunity. Only by your exercising your ballot can the NAEB be kept responsive to the needs you feel it should be serving.

One of the most pleasant surprises I had at the Convention was the trouble a great many of you took to express your enthusiasm for what I have recently been trying to do in this column. Apparently more of you than I had hoped, like, rather than resent, having challenges thrown at you, and at what sometimes becomes a sort of collective smugness on the part of all of us. Since "you've asked for it," at least in the persons of many people who have spoken and written to me, I shall continue in this vein whenever possible.

The next *Newsletter* will contain the first part of a two-part effort to try to get at the development of a kind of philosophy which I think should begin to evolve as we become a national movement with a significant following and role. It will be presented in two parts solely for reasons of space, since we do not feel justified in expanding the size of the *Newsletter* simply to enable the Executive Director to ramble. I will be most grateful, therefore, if you would let me know what you think of this more sustained effort, as it will appear in the December and January issues.

Once again, our thanks for your many ideas and suggestions, and for the support you all are giving your association and its staff. We shall continue to try to deserve this support.

## NETWORK NEWS

—BOB UNDERWOOD

The network staff wishes to thank all those who had a good word for the service at the convention. It is encouraging to receive recognition for a job well done, and believe me, your network production staff—engineer, tape duplicating operators—deserve a pat on the back.

The next network offering, that for the first quarter of next year, was late in getting out due to some minor procedural difficulties. However, it is out now, and your order is expected. It looks like a pretty good selection from which to choose.

Incidentally, we still can stand some submissions in the quarter-hour area. Surely you have a good fifteen minute series going which could be submitted to the network. Why don't you send it in today? And, how about some half-hour series, too?

Also, between issues of the *Newsletter* I have had to put out a memo about the lack of tapes coming in to this office. We start on in-school production in a couple of weeks, and this tape load, when added to our normal weekly tape requirements, could cause a shutdown here unless we have more tapes. Your cooperation is needed now!

We hope all network members were able to schedule the special two-hour United Nations Day pro-

gram the network was able to distribute. It was a fine program, and our thanks to UN Radio for making it available to us.

The addition of this special UN Day program to our list of specials for this year makes a very impressive list. To date we have distributed twenty-nine specials this year, some of which have included five or six programs. We feel this is a needed service, and from the response we have received, it appears that member stations like this type of service. We'll do our best to keep locating and distributing special programs.

Best regards to all from the network staff.

## APPLICATIONS NOW ACCEPTED UNDER HILL-ELLIOTT BILL

The Office of Education announced that it is now prepared to consider applications for Federal funds to support research projects in educational television, radio, motion pictures, and related communication media.

The National Defense Education Act authorizes \$3 million for the first year, and \$5 million for each of the three succeeding years to support research in these areas. An initial appropriation of \$500,000 was made to get the program under way.

Dr. Roy M. Hall, Assistant Commissioner for Research, reported that procedures for fund applications are now being prepared. During the time required for their completion, applications for research grants or contracts may be made by letter or on the form now utilized by the Cooperative Research Program.

Inquiries concerning the new research program should be directed to the Director, Communications Media Research Program, Office of Education, Department of Health, Education, and Welfare, Washington 25, D. C.

Dr. Hall announced that the Office of Education invited a number of interested organizations to send representatives to a meeting in Washington October 20 and 21 for the purpose of designing a broad framework for research in this educational area.

## IS YOUR DIRECTORY LISTING UP TO DATE?

Headquarters will publish a new Directory of Members shortly after the first of the year. If *any* changes have occurred which should be reflected in this new edition, please let us know immediately. The Directory is designed to provide helpful and up-to-date information, but can do so only if you will keep us informed of changes. Please check the current Directory to see if your listing is accurate, and if not, advise us right away.



# **DIRECTORY CHANGES**

P. 1	142 Active Members	
	97 Associate Members	
	62 Affiliate Members	
	309 Individual Members	
	(Approximate)	
	3 Honorary Members	
	3 Industrial Associates	
	1 Sustaining Member	
	Radio - AM Only	10
	Radio - FM Only	91
	Radio - AM & FM	7
	TV Only	19
	TV, AM, & FM	5
	TV & FM	8
	TV & AM	2
	<b>Total Active Membership</b>	<b>142</b>

Due to operation of more than one station (radio and/or television) these 142 members operate, or have construction permits for, 181 stations.

- P. 2 (under headquarters staff)  
**Delete:** Miss Jane Lombard  
**Add:** Mrs. Nancy Whitmore  
**Delete:** Miss Barbara Stevens  
**Add:** Mrs. Nancy Whitmore
- P. 4 (under KSDS)  
**Delete:** Paul A. Roman  
**Add:** Charles H. Parker  
  
 (under California)  
**Add:** KVIE Ch. 6  
 (Sacramento) V-10kw  
 A-5kw  
 Central California ETV, Inc.  
 John C. Crabbe, Gen. Mgr.  
 P. O. Box 1882  
 Sacramento, California  
 WA 2-6563
- P. 5 (under WEDU-TV)  
**Delete:** C. W. Mason  
**Add:** Daniel H. Smith
- P. 8 (under WFPK)  
**Delete:** CP
- P. 9 (under Massachusetts)  
**Add:** WEDK (FM) 91.7 mc  
 (Amherst) 10w  
 Western Massachusetts Broadcasting  
 Council, Inc.  
 University of Massachusetts  
 Mr. Will Lewis, Station Manager  
 210 Hasbrouck Laboratory  
 Amherst, Massachusetts
- P. 11 (under KETC (TV) )  
**Delete:** Association  
**Add:** Commission  
**Delete:** George Arms, Operations Mgr.  
**Add:** Henry F. Chadeayne, Exec. Director
- P. 12 (under New Mexico)  
**Add:** KNME-TV Ch. 5  
 (Albuquerque) V-  
 A-  
 Regents of Univ. of New Mexico  
 and Albuquerque Board of Education  
 1801 Roma N. E.  
 Albuquerque, New Mexico
- P. 14 (under Ohio)  
**Add:** WYSO (FM) 91.5 mc  
 (Yellow Springs) 10 w  
 Antioch College  
 Harold W. Roeth, Station Mgr.  
 Yellow Springs, Ohio
- P. 15 (under KOKH (FM) )  
**Delete:** Mrs. Elaine Tucker  
**Add:** Dr. Robert Shultz  
**Delete:** 1901 N. Ellison  
**Add:** 1801 N. Ellison  
  
 (under KAMC-FM)  
**Delete:** John Woodworth, Head  
**Add:** Robert M. Johnson, Chairman

- P. 17 (under Texas)  
**Add:** KUT-FM  
 (Austin) 3kw  
 University of Texas  
 Robert Schenkan, Director,  
 Radio-Television  
 Box 8038  
 Austin, Texas  
 Greenwood 8-6691  
**Add:** KERA-TV Ch. 13  
 (Dallas) V-57.2 kw  
 A-28.6 kw  
 Area ETV Foundation, Inc.  
 Martin D. Campbell, Exec. Dir.  
 3515 St. Johns Drive  
 Dallas 5, Texas  
 Lakeside 1-4414
- P. 18 (under KCTS (TV) )  
**Delete:** Melrose 0630  
**Add:** LAkeview 4-6000
- P. 19 (under WMVS)  
**Delete:** William F. Rasche, Dir.  
**Add:** Paul K. Taff, Station Manager
- P. 20 (under University of Alabama)  
**Delete:** Walt Whitaker  
**Add:** Graydon Ausmus
- P. 21 (under Connecticut)  
**Add:** CONNECTICUT  
 University of Connecticut  
 (Storrs)  
 Mr. Donald E. Nelson  
 Radio-TV Supervisor  
 Storrs, Connecticut  
 GARfield 9-9321 Ext. 407
- P. 24 (under Michigan)  
**Add:** Flint Junior College  
 (Flint)  
 John Adams Rourke  
 Asst. Chairman  
 Department of Speech and Journalism  
 1401 East Court Street  
 Flint 3, Michigan
- P. 28 (under Texas)  
**Delete:** University of Texas (Austin)
- P. 30 (under Illinois)  
**Add:** Chicago City Jr.  
 College  
 (Chicago)  
 Clifford G. Erickson  
 Asst. Dean in Charge of  
 Television Education  
 3400 N. Austin Avenue  
 Chicago 34, Illinois  
 Spring 7-7900
- P. 31 (under Maryland)  
**Add:** Woodstock College  
 (Woodstock)  
 Rev. Edward J. Sponga, S. J.  
 President  
 Woodstock, Maryland  
 DAVIS 8-2101  
  
 (under Wichita Public Schools)  
**Delete:** Clifford D. Miller  
**Add:** Blanche E. Owens
- P. 32 (under New York)  
**Add:** The Chelsea School  
 (New York)  
 Martin Silverman  
 Principal  
 CHickering 4-5954  
 P. S. 33, Manhattan  
 281 Ninth Avenue  
 New York 1, New York  
  
 (under New York)  
**Add:** Transvision, Inc.  
 (New Rochelle)  
 Mr. Herbert Suesholtz  
 President  
 460 North Avenue  
 New Rochelle, New York

## RECOMMENDED READING

*Geography via Television*, by Jewell Phelps, George Peabody College, Nashville, Tennessee.

This is the first in a series of "Do It This Way" booklets to be published by the National Council for Geographic Education. It is directed to the attention of persons who, with little or no training and experience, may have occasion to become actively engaged in television work. The booklet begins with a few basic considerations and then launches into a discussion of the television program. It concludes with a list of useful references and sources of royalty-free materials.

The booklet sells for \$1.00 a copy. Orders should be sent to John W. Morris, Secretary, National Council for Geographic Education, University of Oklahoma, Norman, Oklahoma.

*Mass Communication and Education*, by the Educational Policies Commission of the National Education Association of the United States and the American Association of School Administrators.

This book is intended to serve as a guide to the educator in his thinking about, and study of, the field of mass communication. The consideration of the nature of the mass media, the methods and some of the accomplishments of communication research, and the broad social changes which have gone along with the development of mass communication make up Part One as the background of this study. Part Two deals directly with the educational implications of the revolution in communication—with the effects of communication changes upon students, teachers and administrators, and suggests some courses of action which these changes seem to make desirable.

Four broad assumptions underlie this analysis:

1. Mass communications has helped make a new kind of society.
2. It has given the teacher a different kind of student to teach.
3. It has modified the role of the teacher and the administrator.
4. It has provided educators with new tools which can improve teaching and increase learning.

Each of these four assumptions is explored at length.

This book is a paper-back which sells for \$1.50 a copy. There are discounts for quantity orders: 2-9 copies—10%; 10-100 copies—20%. Special discounts are available for quantities in excess of 100. For bookstores or other agencies for resale purposes there is a 20% reduction. Orders not accompanied by a remittance are subject to transportation charges. Make checks payable to the National Education Association, 1201 16th Street, N. W., Washington 6, D. C.

—N A E B—

December 7, the day which symbolizes the need for defense preparedness, has been designated national Civil Defense Day. Most broadcasting stations and educational institutions will be called on, through their regular Civil Defense channels, for cooperation. Please give all the help you can.

## WORKSHOP REPORT ISSUED

Last December, WGN-TV Studios was the location of a radio and television workshop for rabbis. A report of this workshop has been issued recently prepared by Henry H. Mamet, Executive Director of the Chicago Rabbinical Association's Radio and Television Committee and Dr. Walter P. Zand, Area Director, North Central Area, American Jewish Committee. The report is entitled "Pulpit, Camera and Mike."

Some of the speakers were: Betty Ross West, WMAQ and WNBQ-TV, Supervisor, Public Affairs and Education; Sid Atlass, WBBM-TV, Director of Public Affairs; Dr. Preston Bradley, Pastor, Peoples Church of Chicago; and James Robertson, WTTW-TV, Program Director.

## WLS SCHOOL TIME DISCONTINUED

Chicago radio station WLS, which pioneered in radio education, has this fall dropped SCHOOL TIME - a program series for in-classroom listening which has been on the air since 1937.

It is with much regret that WLS announced the discontinuance of this educational service to Midwest classrooms. The decision was made after efforts failed to find a suitable sponsor to share the increasingly high cost of production. Because the program was beamed to the classroom, the field of sponsorship was narrowed to educational or institutional type promotion such as that presented by the Pure Milk Association for the past five years. Rather than change this policy, which would admit direct product advertising into the schools, WLS decided to take the program off the air.

In bringing SCHOOL TIME to a close, WLS wishes to thank the thousands of teachers, educational supervisors and Parent-Teacher organizations for their loyal enthusiastic cooperation during the twenty-one years this program series has been on the air.

## REPRESENTATIVE ROGERS TELLS ETV PROBLEM

Democratic Representative Walter Rogers of Texas said in Washington recently that it is regrettable that lack of money is retarding the construction of more educational television stations. "Once a station is built and on the air," he said, "money usually

is forthcoming to finance the programs." He added that the big problem therefore, is to get the money to build and equip a station.

Rogers is a member of the House Commerce Committee, which considers legislation affecting the Federal Communications Commission. Observing that the FCC has set aside a share of the TV channels for educational purposes, and that a number of those channels remain unused, Rogers said:

"The failure to use these reserved channels is not the result of lack of interest. Numerous problems must be met in activating the channels, and it has been necessary in most local situations to organize different segments of the community—civic, cultural and educational—to bring about operation of these educational stations."

He said ETV is gaining prominence for two primary reasons: "The almost unlimited audience which can utilize a televised classroom, and the growing realization of the people of an ever-increasing need for a broader education."

Rogers noted there are 256 TV channels set aside over the nation for non-commercial educational purposes. This comprises 12.7% of the VHF channels and 11.3% of the UHF stations. Thirty-three ETV stations presently are in operation.

## WERS CELEBRATES ANNIVERSARY

WERS (Boston, Massachusetts), the FM station operated by Emerson College, begins its tenth year of educational broadcasting this month. Going on the air on November 2, 1949, with a power of 10 watts, WERS now enters its tenth successive year, programming classical music, news, sports, educational and public service programs.

Manned entirely by students of broadcasting at Emerson College, WERS programs nine hours a day, 2:00 p.m. to 11:00 p.m. The primary function of the station is to give Emerson's broadcasting students on-the-job training under actual broadcast conditions.

## PLACEMENT SUPPLEMENT

November 1 - Production Director: Six years experience in television and film production. Thorough background in producing-directing studio and remote operations. 29, vet, single, willing to relocate. \$300 - 435 per month.

November 2 - Young man, age 24, interested in the production and direction of ETV programs in the field of science. Harvard graduate, two years experience as assistant producer. Cornell Ph.D. in Biology. Available June, 1959. Single. Over \$3000.

November 3 - Married man, 26, with BA, desires work in ETV or educational radio. Two years experience. Can do camera, air or film work. Available in March, 1959. Southeast preferred. \$95 - \$125 per week.

		BOX		SCORE	
Total	AM	Stations	3290	(includes	39 non-commercial)
Total	FM	Stations	711	(includes	164 non-commercial)
Total	TV	Stations	588	(includes	33 non-commercial)

## NEW MEMBERS IN NAEB

The last month has seen many new stations and institutions joining the NAEB. The staff at Headquarters and all members of NAEB would like to welcome these new members, who are listed below.

### Active

KVIE (TV) Sacramento, California  
WEDK (FM) Amherst, Massachusetts  
KNME-TV Albuquerque, New Mexico  
WYSO (FM) Yellow Springs, Ohio  
KUT-FM Austin, Texas  
KERA-TV Dallas, Texas

### Associate

University of Connecticut, Storrs, Connecticut  
Flint Junior College, Flint, Michigan

### Affiliate

Chicago City Junior College, Chicago, Illinois  
Woodstock College, Woodstock, Maryland  
The Chelsea School, New York, New York  
Transvision, Inc., New Rochelle, New York

## NEWS OF MEMBERS

### GENERAL

▶ Keith Engar at KUED, Salt Lake City, Utah, was recently visited by Mr. Mohamed Benali of Morocco, who is in the United States under the auspices of the U.S.I.S. Mr. Benali said that it might be very useful for Morocco's plans in educational radio and television to have printed texts of some of our school and university programs. If you have any materials you would like to send, address them to Mr. Mohamed Benali, 86 Avenue de Temana, Rabat, Morocco.

▶ With the acquisition of a new \$50,000 Ampex Video Tape installation, believed to be the first on a college campus, the University of Texas will have one of the best-equipped ETV plants in the U. S., R. F. Schenckan, Radio/TV director predicted. The installation was made around the first of October. Video tapes are twice as good as kinescope films, which reproduce only half of the 525 lines on the TV screen. Tapes are more expensive than "kine" film, but they can be erased and used again. The University will use the tape both for closed-circuit teaching and distribution of programs to commercial stations.

▶ Could you give us a hand? Many people ask us for a list of institutions which give courses in Educational radio and television. This includes courses for teachers who are in classrooms, as well as educational production, etc. If your institution offers any such courses, please let us know so we may compile a list.

## PROGRAMS

► A new type of instruction has been added to the training offered inmates of the Draper Correctional Center—ETV. Assistant Warden John Watkins said a special room has been set up and a number of inmates are now taking courses offered on Alabama's ETV network. The institution, which has approximately 640 first offenders, most of them teenagers, offers classes in a wide variety of subjects.

► ETRC and NBC are presenting a new ETV series for young people of all ages, entitled, "Adventuring in the Hand Arts." This is a series about people and things—primitive people living today in remote corners of this atomic world—and the beautiful, useful things they make with their own hands. The films show how and why these people make pottery, jewelry, baskets and cloth. The Girl Scouts of the U. S. A. is the major producer, working closely with ETRC and NBC.

► The United Nations Day concert performances by the world famous cellist, Pablo Casals, and the Boston Symphony Orchestra, with Charles Munch conducting, was telecast live from the General Assembly auditorium of the United Nations, Friday October 24. This program was presented under the auspices of META (Metropolitan Educational Television Association) in conjunction with United Nations Television. It is said to be the first time Mr. Casals has consented to play for an American television audience. The concert was broadcast on radio to 48 countries to celebrate the 13th anniversary of the U.N.

The international broadcast, as announced by the Office of Public Information of the U.N., opened in New York with the Boston Symphony in a performance of Honegger's Fifth Symphony. Secretary-General of the U.N., Dag Hammarskjöld, delivered a brief U.N. Day message, followed by Casals and Mieczyslaw Howzwowski playing Bach's Sonata No. 2 for cello and piano.

The program then switched to UNESCO in Paris to pick up Yehudi Menuhin and David Oistrakh playing Bach's Double Violin Concerto. Climaxing the concert was the performance of the final movement of Beethoven's Ninth Symphony by the Orchestra de la Suisse Romande, conducted by Ernest Ansermet, which originated in Geneva, Switzerland. Beethoven's Ninth has become a tradition in U.N. Day observance.

► Miss Betty Adams, back from a tour that took her into Poland, Turkey and the Soviet Union, is directing the first course for college credit to be presented by a TV station in New England, WJAR-TV, Providence, Rhode Island. Miss Adams made films and tape recordings in Paris, Warsaw, Ankara, Istanbul, and Moscow. They will supplement a TV

course on the philosophy of communism.

► A television course in Basic Russian is being given by META and St. John's University in New York City. Dr. Alan Willard Brown, META's president, said that the course in the Russian language would be fascinating as well as useful.

► There is a dilemma in some offices of WCBS-TV, New York, concerning the future of syndication of "Sunrise Semester"—not so much a case of not wanting to or that stations will not desire the educational series, but what method will be used for distribution. This year's courses are on videotape, with the resultant problem being to store the expensive tape in the vaults for a year for future syndication or to erase the programs and thus have the tape available. No decision has been announced.

## PERSONNEL

We have two more "pioneers" to add this month. They are: Milford Jensen, Director, WCAL, St. Olaf College, Minnesota and Michael Hayward, Chief, Operations, Radio and Visual Services Division, Office of Public Information.

## TV TECHNICAL TIPS

—CECIL S. BIDLACK

In our last column, we mentioned October meetings of interest to educational broadcasters. We thought the 34th Annual NAEB Convention in Omaha one of the best. Of the 227 persons registered, only five were engineers: Carl Menzer of WSUI-KSUI, Bud Phillips and Bob Stumme of the University of Iowa TV studio, Clarence Deal of KOKH, Oklahoma City and the writer. While this isn't a large representation, it's the best yet.

With next year's convention in Detroit, in the center of NAEB station concentration, we trust more engineers will be there. With the three studios of the Detroit ETV Foundation, as well as a number of educational radio stations, it isn't too early to begin plans for a one-day technical program. Ann Arbor is near, where the University of Michigan has three TV installations, as well as ETRC headquarters. We could make up an interesting tour and see how the Detroit area stations operate. I'm sure the 1959 Convention committee would appreciate your suggestions. You can send them to me and I'll see that they reach the right persons. In the meantime, you can begin working on the boss to take a carload of his staff to Detroit.

—N A E B—

We'd like to pass along the four points made by "Jim" Ebel, Vice-president and general manager of KOLN-TV, Lincoln, Nebraska, and former chief engineer of WILL, at the Wednesday afternoon panel session of the NAEB Omaha Convention. If I were an Educational Broadcaster, I would:



1. Try to have the best possible technical facilities, operations, and operating and maintenance practices.
2. Have a long range plan for technical improvement, which I would revise constantly.
3. Sell my staff on my station and its program because this is one of the best and most effective ways of promoting the station.
4. Determine the type and tastes of the audience I am trying to reach and program accordingly.

We believe that the above points, applied to any operation, would do much to make it a successful one.

—N A E B—

We also want to mention a paper presented at one of the briefing sessions at the NAEB Convention, presented by Richard Vogl of WOI, at Iowa State College. Dick outlined their experiments in stereophonic broadcasting at Iowa State. He's promised to send us a copy which we'll mimeograph and distribute to you.

—N A E B—

A sub-committee of the NAEB Engineering Committee, and a committee set up by the Educational Radio and Television Center have begun work on the suggestions made at the NAEB Video Recording Workshop in May on Kinescope Recording Standards. The NAEB sub-committee met September 29 in Chicago, with Carl Menzer, Keith Ketcham and Cecil Bidlack representing NAEB and Allen DeLand representing ETRC. The following projects were cited as needing study:

1. A procedure for calibrating densitometers.
2. Use of EIA grayscales in live studios and evaluation of their use for proper studio camera adjustment.
3. An accurate technique for measuring print density ranges.
4. Determination of optimum print density ranges considering affiliated ETV stations.
5. Kinescope exposure adjustment including check list for beginning kinescope operators.
6. Standard film chain reproduction characteristic.

Since the ETRC Committee has been established as a short term project, while the NAEB Engineering Committee is a continuing one, there appeared to be work for both groups to accomplish both short and long range projects with a minimum of duplication. Consequently it was agreed that both organizations would work on item 1 above; that ETRC would also work on items 3 and 4 since these are of immediate concern to the Center and it is desired that they be brought to a successful completion as soon as possible; that NAEB would also work on items 2, 5, and 6 which, while desirable, would take additional time

which the ETRC Committee would not have.

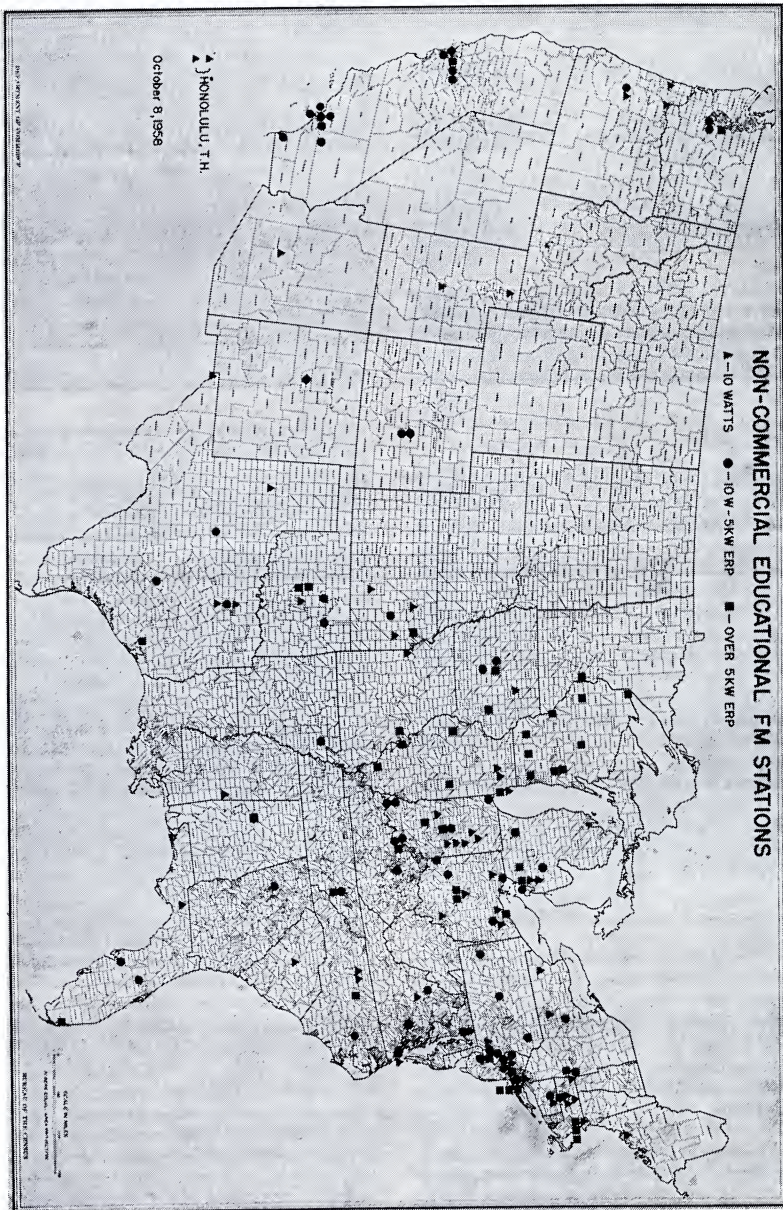
On October 19, the ETRC Committee met in Ann Arbor, with representatives from the NAEB, ETRC and its affiliates and film processing laboratories. It is hoped that within six weeks the three items above assigned to the ETRC Committee, can be implemented and sufficient data obtained to hold a second and final meeting to agree upon standards. These projects are densitometer calibration, electronic measurement of print density range and optimum density range for ETV prints. Since two of these projects will require the production of materials for densitometer calibration as well as the production of test prints with varying end points and density spans for evaluation on station film chains, the cooperation and prompt action of all stations will be necessary to complete the project within the desired time. That is why we are mentioning this project so that you will be alerted and be ready to participate.

It is hoped that before this column gets into print, the data for the modification of the galvanometer mounting in GPL kinescope recorders to accommodate the I-prime galvo will have been secured, duplicated and made ready for distribution to kinescope operators. We'll keep you advised on further progress in the NAEB portion of this program.

—N A E B—

The 84th Semi-annual Convention of the Society of Motion Picture and Television Engineers, just concluded in Detroit, featured many papers on the uses of film and television in education. We believe a new high mark was set in the attendance of personnel from educational stations and institutions. Educational television technical personnel made a significant contribution to the program of the convention with papers presented by Keith Ketcham of WOI-TV, Fred Remley of the University of Michigan, C. M. Braum of JCET and John Brugger of Hagerstown, Maryland. Allen DeLand of ETRC and Keith Kossuth of Wayne University served as chairman and vice-chairman respectively for the evening session October 23 while the writer served as chairman for the morning session on the same date. Eight papers were presented by representatives of film, audio-visual or instructional departments of educational institutions.

Cy Braum made history by presenting his paper via closed-circuit TV. He read his paper from an adjacent room where the video signal from an RCA vidicon camera which was focused upon him was fed to a GiantView projection receiver providing a 6 x 9 foot picture on the screen in the Crystal Ballroom of the Sheraton-Cadillac. His voice was carried over the PA system. The demonstration was highly successful. Both picture and sound were excellent.



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



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

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



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