



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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HIGHLIGHTS OF SOME CONVENTION SPEECHES

A Columbia Broadcasting System executive reported that the public is accepting an increasing number of serious television programs. As a result, said Merle Jones, there is optimism over prospects for gradual improvement in the TV audience's taste.

Jones, the president of CBS television stations, spoke before the annual convention of the NAEB in Omaha in October.

Richard Vogl, manager of WOI (Iowa State College at Ames), told the broadcasters that with stereophonic broadcasting just around the corner, many radio stations are taking a wait-and-see attitude. They want to find out what Federal Communications Commission regulations on equipment will be, he said. Although stereophonic programming thus far has concentrated on music, the new technique can be used impressively for drama as well. He encouraged broadcasters to try stereophonic techniques.

Eugene Thomas, vice president and general manager of KETV (Omaha), suggested educational broadcasters tackle the problem of teaching Americans a second language. He said there is a great need for language ability. "Europeans, and especially Russians, have it all over us in their ability to converse with people in their own language," he said. "This job is ideally suited to the talents of educational broadcasters, and can be a great contribution to the good of the country."

INTERNATIONAL EXCHANGE OF MATERIALS PROPOSED

The idea of promoting international understanding and goodwill through a "person to person" approach has gained wide recognition in recent times. In connection with this theory of contact between countries and their citizens the NAEB, in association with USIA, is seeking to foster friendly relations between educational institutions and groups in this country and their counterparts overseas.

It is felt that the use of audio-visual devices will assist in making this project a success, and we seek here to determine how many institutions would be interested in participating in such a program. If you are interested please write to R. E. Underwood, Jr., 14 Gregory Hall, Urbana, Illinois.

When writing please keep in mind the type of information we desire:

1. What your institution would have available for use in foreign schools:
 - a. What subjects are available?
 - b. At what levels are they aimed?
 - c. In what languages would they be available?
2. What your institution would desire, ideally, to receive from foreign schools:
 - a. What subjects?
 - b. What levels?
 - c. In what languages?
3. Are there any particular foreign schools with which your institution would like to exchange materials?

We feel that the potential for such an exchange is limited only by the degree of imagination on the part of the schools here and abroad.

Our aim now is to get this project off the ground; this can be done only if you investigate the possibilities at your institution or in your school system and then contact us regarding the items listed above.

We certainly hope you will assist us in this program.

NEW PUBLICATIONS AVAILABLE

"Three Years of Stereophonic Broadcasting at WOI"—a paper presented by Richard F. Vogl, manager, WOI, Iowa State College, at the recent NAEB Convention. Now available in mimeographed form, in single copies, upon request to NAEB Headquarters. (This paper has already been distributed to the chief engineers of member stations.)

"Tape Recorder Directory"—Each year Audio Devices, Inc. publishes a tape recorder directory as one of the issues of their magazine "Audio Record."

They have kindly provided us with some so that we may fill your requests for single copies. Just drop a card to NAEB Headquarters.

"NAEB Research Seminar"—a report of the seminar on educational broadcasting research held by the NAEB at the Ohio State University, December 9 - 13, 1957. Available to NAEB members for 50c a copy (non-members, \$1 a copy) from NAEB Headquarters. (This report will soon be mailed to all Active, Associate and Affiliate members automatically.)

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY J. SKORNIJA

As explained in the November issue, this month's column contains the first part of a two-part approach to a problem that I would like to attack and which many of you have asked for: an effort to begin to evolve, with your help, a philosophy or definition of the role of educational broadcasting in the U. S. The second part of this statement, together with any reactions you may have to this first part, will appear in the January issue.

At a time when commercial—and to some extent all—mass media are meeting with increased criticism from various sources, it seems to me that educational operators and users of these media have a unique opportunity to provide statesmanship and leadership in their uses. A few years ago, in answer to a challenge to do many of the things which commercial media can't do—even though they are desperately needed—we might have asked, "But what can we do? We're so few and so small." With some 80 million people within reach of educational radio stations and some 50 or so million within range of ETV stations, I don't believe we can any longer use that excuse or rationalization. I believe the finger is squarely on us to provide the kind of leadership our nation has a right to expect from a largely publicly-financed, educationally-based broadcasting service, co-existing with a commercial service. In other words, I think we're now big enough so we should begin to evolve a philosophy, in a statement of which the citizens of the U. S., as well as of other nations, can find what we stand for.

I do not presume to write such a statement here and now. It won't come this way. But I would like to suggest the type of considerations which might be involved in such a philosophy.

One of the slogans used a great deal at election time is "Vote!" Great sums of money are spent to get out the vote. Organizations are formed, and get grants, to promote such slogans. I have lent my efforts to such efforts myself, of course. But for many

years I've seen certain objections to simplifying citizen responsibility this much. I wonder to what extent we should promote some such admonition as: "Vote! yes; but *don't* vote without understanding the issues involved or having carefully studied, as if the fate of the U. S. depended on *you*, the *qualifications* of the candidates."

To quote from a book I shall refer to presently, "there is a radical difference between the election of an executive and a representative. For while the executive is in honor bound *not* to consider himself the agent of his electors, the representative is expected to be, within the limits of reason and the public interest, their agent."

If one spreads such an awkward slogan as I mentioned above, of course, or even simplifies it to "Don't vote till you *know*," one has a considerable obligation to supply the facts needed before voters vote. Commercial media operators say they can't afford it. But I wonder if *we* couldn't be doing more of this sort of thing than we now do? Objectively done, isn't this citizen education? And what media should qualify better for objectivity than publicly-owned ones, in which politics and commercial consideration aren't so complexly related, or predominant?

Several years ago I read Walter Lippmann's *Decline of the West* and *The Public Philosophy*. Recently I picked up the pocket version of these at an airport stand, and have reread them. Understanding what Mr. Lippmann means by the Public Philosophy involves the sort of fearless self-examination and self-redirection we should, I believe, be engaging in.

He began these books years ago, he tells us, because he felt "that there is a deep disorder in our society which comes not from the machinations of our enemies and from the adversities of the human condition but from within ourselves." He sees this disorder of democracies as some kind of sickness, an "incapacity to cope with reality, to govern their affairs, to defend their vital interests—to insure survival as free and democratic states."

What kind of leaders should we be educating our listeners to select? Mr. Lippmann believes we need men who must defy pressures and even "often swim against the tides of private feeling." He traces the causes of the demise of democracy in ancient and modern nations. He traces, too, the decadence of the executive power of decision in many nations today—yielded to "assemblies, which could not exercise them, to the mass of voters—who (not being prepared for them) passed them on to the party bosses—and the magnates of the new media of mass communication." He sees the people as now having decision-making responsibilities and "power which they are incapable of exercising," and because of lack of available information and time for the decision-

making role they nevertheless play. This breakdown in the constitutional order (in the early days of our nation people elected officials, but did not, by pressure procedures, in effect make their decisions for them) is the cause of the precipitate and catastrophic decline of Western Society . . . what we have seen is not only decay—but something which can be called an historic catastrophe.”

In our universities and schools are many men and women who are at least as wise as Mr. Lippmann. To what extent are the dangers and concerns—and possible answers to our problems—being courageously discussed, as might be done with these resources over our facilities? Who will first bell the cat? I think we all must, together. For if we don't provide courageous intellectual leadership and integrity, why do we exist?

In our intellectuals and historians, in universities and out, we have a great repository of unused wisdom and knowledge. The tragedy Mr. Lippmann wants America to avoid is having our system disintegrate for lack of use of these available ideas.

What is important is to keep in people's minds “the traditions of how the good life is lived and the good society is governed. When they (these fabrics of society) come apart, as they have in the Western democracies, the result is tantamount to a kind of collective amnesia. The liberal democracies have been making mistakes in peace and in war which they would never have made were they not suffering from what is a failure of memory. (They) are like men who have kept their appetites but have forgotten how to grow food. The art of governing well has to be learned.”

Quoting the distinguished political scientist, Francis G. Wilson, Mr. Lippmann reminds us: “The transitions of society can be marked by the changing character of the intellectuals” of a nation: lawyers, administrators, executives, teachers, doctors, and the like. “It is through them that doctrines are made to operate in practical affairs. And their doctrine, which they, themselves, have learned in the schools and universities, will have the shape and the reference and the direction which the prevailing philosophy gives it.”

Perhaps this suggests to us where we should get much of the “talent” for our programs. And perhaps, in an age when the principal philosophy disbursed is that of advertisers, appealing to the individual's selfish, personal motives (prestige, pleasure, leisure) rather than society's overall good . . . perhaps this suggests the counter-balance we should be throwing into the scales, to help stem what Mr. Lippmann sees as the “progressive barbarization” now occurring.

Next month, in the second and shorter part of the article, using Mr. Lippmann's book as a “consultant”

I shall try to suggest more specific ways and techniques in which we might attack this problem. Meanwhile, I should be glad to hear from any of you who have anything to add or contribute.

* * * * *

A few weeks ago we mailed to all institutional members of the NAEB (Actives, Associates, Affiliates) a digest of information and guidance regarding Title VII of the National Defense Education Act. Individual members who believe they might qualify will be sent a copy on request.

We should like to call the attention of our members, however, to the fact that there may also be possible projects which might qualify for support under Title III as well. This has to do with programs of instruction in Science, Mathematics and Modern Foreign Languages instruction. From the wording of the bill, funds for equipment and minor remodeling as well as other expenses, seem to be available.

Since these are administered through the respective State authorities, however, rather than on direct application, this would require you to investigate the channels and procedures set up for each state. A letter to your state education office (variously titled “Superintendent of Public Instruction”, etc.) would be the best starting point. Because of this different procedure, we are unable to give you as specific guidance as we are for Title VII. But we hope radio and television will be well represented in this grouping as well.

PLACEMENT SUPPLEMENT

- December 1 - Young family man, 27, with M.S., wishes responsible position with broadcasting organization. Well versed in broadcast production, research and administrative functions. Licensed teacher. Versatile, imaginative, energetic. Will locate anywhere. \$5200 minimum.
- December 2 - Program director or manager with 8 years experience in VHF, UHF and closed circuit TV. Former art and film director. M.A., married, 34, male. Desires position in open-circuit TV. Prefers New England but will consider other locations. \$7500-8500.
- December 3 - B.A. and M.S. TV major. Four years as commercial producer/director. Past two years as TV engineer in progressive ETV station. Seeking more responsible position as station manager, production and/or program manager with ETV station or University. 44, married, male. Prefers West. \$6500-8000.
- December 4 - Energetic young man, 21, with Associate in Applied Science degree in Telecasting. Seeking opportunity as director or floor manager. Single. Prefers Middle-west. \$75/week.
- December 5 - Production technician. B.A., 22, single male. Experience in commercial TV. Desires more experience and exposure in ETV production. Location of no concern. \$100/week.
- December 6 - Young married man, 21, desires position in educational broadcasting. Commercial experience. A.B. Can do most anything: announce, write, program, music, art, produce, direct. Prefers East or West. \$300/month take home pay minimum.

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.

NETWORK NEWS

—BOB UNDERWOOD

There are a couple of matters which need some attention from network members. The first is a double-barrelled matter: your orders for the first quarter, 1959, and for the 1959-1960 in-school offering. Orders coming in on time really help our schedule which is set up well in advance and depends upon the cooperation of all member stations. Generally, if your order is late we can honor it without delay from the extras we run for each dubbing. However, you always run the risk of our being out of extras; when that happens you must pay for the extra dubbing (\$2.00 per reel), and you go on our extra work list. Inclusion on this list inevitably means a delay in your getting your programs.

In other words, we're trying to make it rough on those who order late. Your cooperation in this particular field is quite necessary, and, frankly, we haven't heard too many valid excuses for late orders. To help yourself as well as us, please order on time. If your order for the current offering is not in yet, please attend to it today because you are late!

Secondly, will you please give careful attention to the packing of tapes being returned to us? We have begun to lose tapes in the mail due to the boxes coming open. Please remember that if your tape return shipment is lost in the mail (a rare happening unless the box opens) you are responsible for the tapes lost. We cannot give tape return credit for lost tapes. We assume the responsibility if tapes are lost coming to you, and we hold you responsible for getting the tapes back to us. Please be careful and bind the box securely.

Elsewhere in this issue there is an article about a proposed tape exchange between educational institutions here and abroad. While this program is open to all educational institutions, I feel it is or should be of particular interest to network members since they have full recording facilities available. I urge you to give this proposal your consideration and to inquire around your institution to determine what departments would be willing to participate in such an exchange. I look forward to hearing from you about this.

With the coming of the new year we here will be taking stock of things and, as a result, will be sending out some memos regarding several aspects of the network operations. These memos will contain information which every station staff should have well digested. Please retain this information for future reference.

May we again remind non-network members that we have some series available for educational use, and we will, upon request, be happy to forward de-

tails on acquisition and use of these series. Also, network members may wish to program some of our more successful past series. Several of these, too, are available under our usual terms. Please write for details.

Lastly, we of the network staff extended to all NAEB members and friends our best wishes for the coming holiday season and good luck in the coming year.

ETV WINS OVER OTHER TEACHING METHODS IN TEST

ETV won out over "old-fashioned" teaching methods in the first scientific test of results, held in Detroit, Michigan. The victory was clear-cut, with proof that TV cuts down tardiness, absenteeism and bad behavior, and with TV also bringing better progress in learning. The report on the experiment was made to the Detroit Board of Education by Dr. Robert S. Lanston of its Department of Instructional Research.

About 3500 pupils in three elementary, three junior high and three senior high schools were enrolled in TV courses; a "control" group was selected from comparable students who were instructed in the usual manner. All were tested both before and after the TV courses. The experiment continued for a year. All TV classes improved over the "control" classes, Lanston reported.

He cited classes in American literature, 8th grade science, elementary science, world history, in all of which educational television was the victor.

NEW IDEAS . . .

An excellent idea has been relayed to Headquarters, and we are now passing it on to you. If you can use it, it would make an interesting program. It is soon to be adopted by KING in Seattle.

It is an on-the-air program in which a group of citizens—different ones each week—meet with some of the station management and talk about the station's programs and program policy. Viewers and listeners can ask why the station does this or that or why it does not do something else. This sort of program has many advantages. First of all, you can make your audience feel more a part of the station in this way. Not only can those who participate feel this way but, by inviting letters from other viewers and listeners to be answered on the air, everyone in the audience can be made to feel a vital part of the station. Secondly, this gives management a chance to state its point of view and to clear up many little-understood factors in broadcasting - especially educational broadcasting. Also, by selecting opinion leaders in the community to participate on some of

the programs, additional interest in and audience for the station can be developed. And, in addition to all of this, the station management might even learn something from this informal sort of discussion with members of the audience.

FREQUENCY MODULATION BROADCASTING IN INDIANA

(A summary of a preliminary report by Elmer G. Sulzer, Chairman of the Department of Radio-TV of Indiana University, and Jean C. Halterman, Associate Professor of Marketing, Indiana University School of Business.)

This study is based on the results of a survey by mailed questionnaires and personal visitations among all 14 of the existing Indiana FM stations. The study presents a summary of the thoughts, practices and proposed plans of the managers of these stations, in the hope that such experiences may serve as a guide for other Indiana broadcasters taking a closer look at FM.

A chapter is also devoted to a discussion of some of the interesting possibilities for FM's future development in the state. FM has returned in popularity for a number of reasons. Among them are the increased interest in high-fidelity musical reproduction, interest in stereophonic programs, and the desire of minority groups for more "upper level" programming.

In general, the programming of commercial FM broadcast stations in Indiana parallels the programming of AM stations, with the FM operation helpful in extending coverage beyond the AM signal area, extending the hours of the broadcast day beyond local sunset, and providing an opportunity for broadcast of certain educational programs and special events not otherwise covered by AM.

To serve the FM homes of the state, broadcasters are providing a variety of programming materials that ranges from classroom educational presentation to popular "rock and roll" music. Yet a balanced programming is available on FM channels, and the listener has perhaps an even wider choice of programs than on competing media. FM stations are able to provide wide-range sound reproduction, too, with virtually no static. And recent developments aid FM stations in moving toward stereophonic broadcasts.

The profitability of FM broadcasting will depend on the ability of the stations to raise rates or increase the number of sponsors concurrent with the increases in audience size. And the expansion of audience size must come either from more listeners or from more listening hours per day per listener, both of which seem definite prospects.

DIRECTORY CHANGES

P. 1		98 Associate Members 63 Affiliate Members 320 Individual Members
		Radio - FM Only 92
		Due to operation construction permits for, 182 stations.
P. 5		(under WTUN)
	Delete:	W. Ernest Vincent
	Add:	John von Szeliski
P. 7		(under Indiana)
	Delete:	WYSN (FM), New Castle
P. 8		(under WBKY)
	Delete:	Mrs. Camille Halyard, Director
	Add:	Leonard Press, Acting Director
P. 10		(under WMCB)
	Delete:	Wade S. Jones
	Add:	Robert Dye
P. 11		(under KUOM)
	Delete:	Burton Paulu, Director
	Add:	Sheldon Goldstein, Acting Director
P. 17		(under WKNO-TV)
	Delete:	Harold Martin
	Add:	Ernest C. Ball
		(under KUHF)
	Delete:	Roy Barthold, Acting Director
	Add:	John Meaney, Director
P. 22		(under Indiana)
	Add:	New Castle-Henry Township High School
		(New Castle)
		Miss Juanita J. Rucker, Director
		New Castle, Indiana
		Phone—374

ETV SHOWS INCREASE IN PROGRAM QUALITY

An increase in the quality of programming—both in technical production competence and in the realization of educational objectives—is the most noteworthy trend in educational television throughout the country. This was the opinion of Prof. Edward Stasheff, of the University of Michigan Department of Speech, who spoke at the annual Michigan Speech Association meeting held November 7.

Stasheff based his views on visits to 16 ETV stations and production centers in the Midwest and occasional trips to Boston and New York last year. During that time, he was on leave from the University as program associate for the ETRC.

"The great majority of ETV stations which I visited revealed a considerable rise in ability to put programs on the air which either matched or often surpassed local programs originated by nearby commercial stations. Associated with this development has been a small but significant movement of people from the commercial stations, even on the network level, into the ranks of educational broadcasting," he said.

The most readily apparent trend in ETV is the increase in activity, he said. The number of ETV stations went from 27 to 33 during the past year, with two more going on the air in November and five more fairly sure to begin broadcasting by Christmas. Another development he noted was that two stations each will be using two channels, one on UHF and one on VHF, to accommodate both general and school-room audiences.

Most ETV stations have increased broadcast hours, with some on the air seven days a week for totals of 60 and 70 hours. Other forms of non-commercial television which have been growing in significance include closed circuit television with 119 institutions now using some form of non-broadcast TV for teaching purposes.

"Simultaneously, the great increase in systematic instruction, whether received in the classroom or in the home, whether broadcast over open channels or sent out over closed circuit lines, has brought a new phrase to the vocabulary—instructional television," Stasheff added.

Developments of particular interest to teachers of speech are courses such as oral interpretation, parliamentary procedure, and the increase in production of dramatic and operatic programs.

KQED INAUGURATES LARGE-SCALE TV TEACHING PROJECT

The most ambitious TV teaching project ever undertaken, encompassing elementary, secondary and in-service education involving 140,000 students, 4500 teachers and 40 public school districts of the San Francisco Bay Area began early in November, as KQED initiated the first systematic TV instruction in California schools. The project is open circuit and runs Monday through Friday.

To help meet expenses incurred during the first year of the project, San Francisco's community sponsored station is the recipient of a grant of \$25,000 from the Fund for the Advancement of Education, an independent agency of the Ford Foundation. This additional gift brings the total financial support raised for the TV teaching project to \$80,000 with \$55,000 resulting from contracts for this service from the 40 school districts and three independent institutions that have subscribed. An extra capital outlay in schools for TV sets and other costs more than equals the amount of money allocated to contract for the TV service.

Raymond L. Smith is KQED's director of school broadcasting. He will supervise fourteen hours of teleclasses a week, which amounts to an increase of nine hours of programming per week of the station. This also marks the first time KQED has taken to the airways in the morning.

Eighteen new Bay area instructors are making their TV debut by teaching seven individual teleclasses. All live programs are being viewed once or twice a week. Six courses are on film, repeated two or more times a week.

KQED's new service allows parents their first opportunity to share in their children's classroom instruction. In order to evaluate the effectiveness of Channel Nine's teleclasses for students, teachers and parents, the California Teachers Association and the Educational Television Research Association are cooperating on a follow-up project.

BOX SCORE

Total AM Stations	3290	(includes 39 non-commercial)
Total FM Stations	711	(includes 164 non-commercial)
Total TV Stations	590	(includes 35 non-commercial)

—N A E B—

The 1959 National Convention of the NAEB will be held October 27-30 at the Sheraton-Cadillac Hotel in Detroit, Michigan.

—N A E B—

CURRENT INFORMATION FOR THE NEW DIRECTORY

As you know, we are planning to publish a new Directory of Members shortly after the first of the year. In order to facilitate this and to make sure that your listing is accurate and up-to-date, please fill in the blanks and return this to us as soon as possible. The deadline is January 1, 1959.

I am an Active, Associate, Affiliate member.

For Actives only: Call letters
Channel or
Frequency
Rated Trans-
mitter power

Institution

Licensee

Contact Person

Title

Address

Phone Number

POT POURRI

The 9th annual (1959) edition of the Children's Reading Service *Audio-Visual Catalog* has just come off the press. This revised and up-to-date edition, edited by Warren S. Freeman, presents approximately 1000 carefully chosen phonograph records and filmstrips from many manufacturers. All the teaching aids listed in the catalog may be secured at the best school prices from the central ordering service of the Children's Reading Service Audio-Visual Department. Copies of this new catalog are available free to teachers, librarians, principals or superintendents, if requested on official letterheads—otherwise 25c in coin or stamps.

—N A E B—

College Teaching by Television, the report of a conference sponsored jointly by the American Council on Education and Pennsylvania State University, was published in October by the Council. This volume brings together the varied and sometimes conflicting experiences of teachers who have used broadcast or closed-circuit television for instructional purposes. The papers and discussions reported cover a range of opinion of faculty and research experts in appraising televised instruction, examining its broader implications, and suggesting improvements for the future.

Experts discuss such questions as—How does instructional television compare with conventional methods of teaching? What are its advantages and limitations? How have students and teachers in general responded to its use in academic centers? What research has been done, and what does it reveal? Where has televised instruction been tried, for what courses, and with what results? What principles and conditions of learning are involved in the effort to improve televised instruction? What are some of the significant concepts of educational television? What relation do they bear to our cultural patterns and educational philosophy as a whole?

Copies of the book are being sent to heads of institutional members and the secretaries of constituent members of the Council. Additional copies of this 233 page volume may be obtained from the Publications Division of the Council at \$4.00. The address is 1785 Massachusetts Ave., Washington 6, D. C.

—N A E B—

Voluntary Listener Sponsorship, written by the late Lewis Hill, has been published by the Pacifica Foundation (Berkeley, California) under the sponsorship of the Fund for Adult Education. The book is available in either hardbound or paperbound by application to KPFA-FM (Berkeley) at no cost to

the recipient. Requests may be addressed to Harold Winkler, President, KPFA, 2207 Shattuck Ave., Berkeley 4, California. The supply is limited, so please request copies only if you have a serious interest in the subject.

—N A E B—

Five new publications of the ETRC are now available through the Center.

Educational Television Today, a twenty-three page booklet, describes the growth and scope of ETV. It explains in some detail the Center's program service, and the type of programming which is available through National Educational Television. A final section is devoted to the obtaining and distribution of N.E.T. programs.

A revised edition of *National Educational Television Programs For Your Community on Extended Services* has been prepared and covers N.E.T. programming available for commercial stations through December of 1959.

Research Report, No. 581, a 1958 Educational Television Program Survey, has been prepared by the staff of ETRC. The purpose of the survey was to measure the growth and identify changes in ETV programming during the year. It covers the stations broadcasting during the week of April 13-19.

The ETRC is also preparing a brochure on "Heritage", the WQED continuing program series which presents conversations with prominent people of our times. This is a six-panel, two-color, self mailer, designed to acquaint the viewer with the "Heritage" programs.

To promote "Children Growing", a N.E.T. offering produced by WTTW, Chicago, the ETRC has prepared a brochure. The publication features Schulz's "Peanuts" cartoons, which are also used as illustrative material on the programs.

—N A E B—

A report entitled *Closed Circuit Television Installations in Educational Institutions* has been prepared by the Joint Council on Educational Television and the Committee on Television of the American Council on Education.

The report is dated July, 1958, and gives information on 133 closed circuit systems used by 119 educational institutions. Class instruction over these systems ranges from first grade through college post-graduate. There is also a report on military closed circuit installations.

Single copies are available free through the JCET to educational personnel. Bulk and business orders are 30 cents per copy.

—N A E B—

The Readers' Library Association, Inc. in the Philippines has sent in a request for books. Once be-

fore NAEB members helped them. If any one would like to donate books to the library, the Asia Foundation has agreed to collect and forward all provided. The only requirements are that the books be in good condition, published after 1945, and are works of standard authors. You may contact Mr. Carlton Lowenberg, The Asia Foundation, 550 Kearny St., San Francisco, advising him how many and when he may expect them. Your support will be greatly appreciated.

—N A E B—

Another request for information has been received at Headquarters. Are there any stations which offer courses in business or commercial law? This request has come from the American Bar Association. They would appreciate it very much if you would write and tell them what law courses are being offered on your educational station. The person to contact is Mr. James M. Spiro, Director of Activities, American Bar Association, 1155 East Sixtieth Street, Chicago 37, Illinois. If you could, please send a copy of your letter to Headquarters, so that a list of references can be compiled. Thank you for your cooperation.

—N A E B—

Nobel Prize winner Glenn Seaborg says combining the advantages of television with increased leisure time may enable Americans to catch up with the demands of the age. Seaborg, University of California chancellor, said that through TV "more than 90 percent of American homes can become centers for the continuance of intellectual development."

In an address prepared for a luncheon of business leaders at KQED (San Francisco), Seaborg remarked that TV has not been used as widely as it should. Believing that TV can educate more people with less teachers, Seaborg added that TV instruction has been proved as effective as conventional methods.

—N A E B—

The first effort at forming a statewide FM radio network was a success. A joint project of the Indiana Broadcasters Association and the Indiana University Radio and Television Service, the FM network provided statewide coverage for the Indiana Sports Network football broadcasts during the past football season, and is being used to send the basketball broadcasts to virtually all of Indiana this winter.

"The success of the network is largely due to the fine co-operation of the state's broadcasters," said Elmer G. Sulzer, Chairman of the Indiana University Department of Radio and Television, and of the IBA's FM committee. He explained that fourteen stations in the state got together to relay the sports broadcasts originating from WFIU. About a dozen AM stations have also picked up the broadcasts from the nearest FM station and re-broadcast them on AM frequencies. More stations are expected to carry

the basketball schedule. He added that the network may have uses other than the relaying of sports broadcasts around the state.

—N A E B—

NEWS OF MEMBERS

GENERAL

► The academic year 1957-1958 marked the twenty-fourth consecutive year of broadcasting of Indiana State Teachers College over radio station WBOW, one of the longest records of educational service over a commercial radio station for any college or university in the United States.

► WTVS, Detroit, recently celebrated its third anniversary as an educational television station in Michigan. Our congratulations and best wishes are out to all connected with WTVS.

► The Georgia State Board of Education has filed an application with the FCC for permission to construct an ETV station which will utilize Channel Nine in Savannah, Georgia.

PROGRAMS

► The University of Alabama is transmitting television and FM simulcasts on a number of live programs. In some instances special radio programs are being designed to supplement the telecasts.

One of the new programs being offered on Alabama television is a large-scale series entitled "World Home." It is a live production which takes the viewers on tours of homes of people around the world, exhibiting their customs and culture and explaining their way of life.

► Closed circuit takes the limelight with 120 Chemistry labs being taught this year at the University of Texas.

"Science Close-Up", a 26-program series of half-hour kines, is being prepared in cooperation with the Physics, Chemistry, Astronomy and Biology faculties and the staff of the Defense Research Laboratory. The first program, "Space Flight," sets the pace for an exciting series. It will be distributed by Radio/Television to Texas TV stations.

Another production of the film crew is a major effort showing blind people working in Texas industry. It is produced in cooperation with the State Commission for the Blind.

► Each Monday, Wednesday, and Friday morning at 11 o'clock North Carolina elementary school children have a "Rendez-vous en Francais" with Mrs. Marian Walter on Channel 4 (WUNC-TV, Chapel Hill). Mrs. Walter is teaching French in a novel way - without reading, writing or translation. From the first day of television class she has spoken only French, and with the help of impromptu chalk drawings and songs, and two little puppets, Jean and Marie, who also speak only French, she teaches

her young viewers to think in French and to speak it properly. She repeats a great deal, and then pauses to allow the learner to repeat after her. At times the camera moves in very close so that the shape of her mouth as she forms each syllable is clearly visible. She makes the language simple and exciting . . . for adult learners, too.

► The Cincinnati public schools are finding that telecasting to school screens has fine advantages for teaching. At present, the Board of Education is beaming more than 12 hours of instruction a week to various grade levels, conserving on teachers while offering better preparation and elaborate presentations in such courses as Biology, Driver Education, and Home Economics.

Biology is telecast to 70 junior and senior high school students for a half hour three mornings a week as part of a carefully designed combination of video and in-school instruction. Biology has particular advantages for TV instruction. Interesting guest-lecturers who lack the time to appear at each individual school can "visit" all involved via the WCET (Cincinnati) studios. Complex experiments can be prepared and more expensive materials used. And there's no such thing as a bad classroom seat. The TV camera gives everyone a good view as insects are studied or fish dissected.

► Chet Huntley, NBC award-winning news commentator, has accepted a new role as host for the new "Ten for Survival" series distributed by N.E.T., because he feels that "People have so little realization of the importance and urgency of what we're dealing with in the nuclear age." The series began November 13.

Well-known stage and screen artists read from John Hersey's "Hiroshima" in the first program. The program, about the dropping of the first atomic bomb, showed with dramatic impact the effects of nuclear weapons, and man's need to adjust to his environment in a way never before contemplated.

Taking a completely new approach to the problem of opening men's minds to the facts of nuclear warfare, "Ten for Survival" will demonstrate indelibly that, with knowledge, survival in a nuclear crisis is possible. The series will underscore the fact that the knowledge which is man's surest means to survival is being rejected by the American public for a variety of reasons. The series will document the reasons for this rejection and lay the groundwork for acceptance of the hard facts of nuclear weapons and radiation.

"Ten for Survival" is presented by the National Broadcasting Company and the National Educational Television network. It was produced in cooperation with the U. S. Office of Civil and Defense Mobilization.

PERSONNEL

► Dr. Glenn T. Seaborg, Nobel Prize winning scientist, has been elected to the Board of Directors of the ETRC. Dr. Seaborg has pioneered in ETV as the featured performer on the "Elements," a N.E.T. science series. The eminent nuclear scientist recently was named chancellor of the University of California at Berkeley.

► Edgar E. Willis of the University of Michigan and John Young of the University of North Carolina have been appointed to the program staff of the ETRC for one year. Willis, a member of the Michigan faculty since 1952, formerly served with the Radio Department of the Detroit Public Schools. Before joining the Michigan faculty he was professor of speech in charge of radio and television at San Jose State College in California. Young is on a leave of absence from the University of North Carolina where he has been assistant director of the University Communication Center at Chapel Hill, and of Station WUNC-TV.

► Two more pioneers have been added to our growing list. They are: Dr. Clarence Morgan, Director of Broadcasting, Indiana State Teachers College, Terre Haute, Indiana; and Richard Hull, Director of Radio and Television, Ohio State University, Columbus, Ohio.

TV TECHNICAL TIPS

—CECIL S. BIDLACK

Last month we promised a mailing of the data on modification of the galvanometer mounting platform on the GPL kinescope recorder. We don't have this data for you because the GPL and J. A. Maurer Companies haven't come to a definite decision on just how it's to be done. Here is what is involved in this modification.

First, there's no physical difference between the Model I and the I-Prime. The I-Prime is 3 db better at 7000 cycles, has 30% less distortion and gives better definition on the sound track. If your Model I galvo needs repair, an overhaul will cost you \$120 plus parts or it can be converted to the Model I-Prime for \$300. One reason for the modification of the mounting platform is to permit the use of an F-Prime (variable area) galvo. Since its snout is shorter, .270 inches of the shoulder of the platform must be milled off to permit proper focus on the film.

At the same time this milling operation is performed, Maurer representatives would like to see the method of mounting the galvo changed. They have machined the bottom of the galvo assembly and threaded it to permit it to be fastened by two screws from below. They feel that it is desirable to have

the galvo mounting platform machined so that the galvo is set down on the plate, pushed forward against the milled shoulder and the screws tightened. Since the height of the center line of the optical system is fixed, and the azimuth of the track is factory adjusted parallel to the base, there is but one adjustment necessary, track position, when the galvo is changed. With the present system of mounting, sound track position, azimuth, and optical axis alignment with the center of the sound roller, may be changed in an attempt to adjust any one of them. To accomplish this improved method of mounting the galvo, a filter condenser under the camera base must be relocated and the necessary holes drilled for mounting screws as well as access holes for tightening them.

We now have complete information on the adjustments necessary when the repaired or modified galvo is reinstalled in the recorder. Three major adjustments are required, in addition to focusing; (1) alignment of center line of the optical system with center of sound roller, (2) sound track position, and (3) azimuth. These are the adjustments for which a charge of \$10.00 per hour is made at GPL. The preferred way of making the azimuth adjustment requires the use of a special alignment tool, costing \$90.00. This is a slit mask which replaces the mask normally used in the recording system.

We hope to have this information on its way to you before this is published. While the cost of the alignment tool is high, a group purchase of a number of these would bring the price down. When an improved method of mounting has been settled, you will be provided with the information so that it may be done locally. Mr. Belcher and Mr. Kelley believe that by performing the machining operation locally you can save several hundred dollars as well as minimizing the time you are without the use of your recorder.

—N A E B—

For those of you who have film processors, the J. A. Maurer Co. is making a nylon film roller for use in processing machines. This newly designed roller has no metal parts and features sleeves and retaining rings of linen-base bakelite and glass ball bearings encased in nylon bearing cages. The rollers are unaffected by and will not affect industrial or processing solution or films. Prices and quantity discount schedules are available on request.

—N A E B—

We want to call attention to a paper presented at one of the briefing sessions at the NAEB Convention in Omaha, "Techniques of Off-the-air Pickup of Television Signals". It was presented by Jack Beever, applications engineer for the Jerrold Electronics Corporation. We are mailing these to Chief Engineers of

all ETV stations. We have extra copies which will be sent to others interested up request.

—N A E B—

Patricia Green Swenson, manager of KBPS, the Portland Oregon Public Schools AM Station, sends us a report by her chief engineer, Harold Potter, on methods they have used in combatting radio interference caused by fluorescent lights. She also asks whether the modernization of school lighting has caused this same problem in other cities, and if so, what has been, is being, and can be done about it.

KBPS has been using two types of filters which they have found effective in four out of five cases. They are the Cornell-Dubilier, Model IF-18 and the Sprague, Model F-400. The major disadvantages of using the filters is their cost and the labor involved in installing them either on the receivers or in the electrical outlets.

Here is a chance for our readers to help in the solution of this problem. Please send your comments and suggestions to KBPS with a copy to me at NAEB Headquarters.

—N A E B—

Another excellent paper was presented at a briefing session of the NAEB Convention in Omaha by Richard F. Vogl, manager of WOJ Radio. Its title is "Three Years of Stereophonic Broadcasting at WOJ." The paper presents their experiences in stereophonic broadcasting and we believe it is of interest to all NAEB member stations. We're having it mimeographed and are mailing a copy to all chief engineers of educational radio and television stations. If we miss any one, we're sorry. If you'll drop us a card we'll be glad to mail you a copy.

—N A E B—

We've had an inquiry from Marshall Gunselman, Director, Audio Visual Center, David Lipscomb College, Nashville 5, Tennessee inquiring where he can buy a used light weight FM transmitting antenna and also a used frequency and modulation monitor. If you have these items for sale, or know where they are available, he'd appreciate hearing from you.

—N A E B—

A new and improved Television Test Film is now available! The new film is a 35mm and 16mm television alignment and resolution test. The conventional resolution chart has been retained and both films are produced according to rigid standards as specified by the SMPTE Television Engineering Committee. The films are camera originals which completely eliminates the possibility of printer error. The target is illuminated with exceptional care and recent tests on a sample have shown that the density variation per area is less than .05. The film is available for immediate delivery through Society Headquarters, 55 W. 42nd St., New York 36, New York.

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