



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NER Announces Program Grants

As announced at the convention, the following NER stations have received production grants: KFJC for *Age of Thunder*, about events that shook the world in the first half of this century; WBUR for *Hall of Song*, on the history of the Metropolitan Opera House; KUSD, for *Ruffled Feathers*, on contemporary problems of the American Indian; WBKY for *Songs Lincoln Loved*, based on the book by John Lair and featuring the author; KBYU for *Under Western Skies*, a mosaic of the Western mode of life; WUOM for *The American Town: A Self Portrait*, the history of six distinctive communities through voices and reminiscences of citizens; WHA for *This Heritage, This Land, This People*, on words, songs, yarns, and people on the scene at pivotal times in American history.

These grants-in-aid were made possible by a \$30,000 grant to NAEB-NER from the National Home Library Foundation. Under another special contract with NHLF, WRVR (New York), the Goldovsky Opera Institute, and NER will share production costs for *Opera Onstage and Backstage*, a series of 13 half-hour programs featuring the outstanding opera authority, Boris Goldovsky.

- One of last year's grant-in-aid programs won a special prize of \$500 from the Japan Broadcasting Corporation in an international competition involving entries from more than 40 countries. WBG (Newark) produced the program—"Harriet Tubman," one in a series of 14 programs called *Glory Road* which dramatizes the role of the Negro in American history. The series will be aired by NERN stations early in 1966.

- Under a grant from the U. N. Association, NER is recording the entire White House Conference on International Cooperation, taking place in Washington November 28-December 1. NER plans to hire someone to produce a series for the NER Network.

Convention Notes

The highlight of the NAEB's most successful convention to date was a surprise visit by Vice President Humphrey, who



Vice President Hubert Humphrey chats with C. Scott Fletcher (center), executive consultant to NAEB-ETS, and William G. Harley, NAEB president, before addressing the NAEB national convention. Photo courtesy of News Bureau, Sheraton Park Hotel.

spoke informally before a standing-room-only group during a public affairs programming session. His visit had been hastily announced to conventioners earlier in the day. The Vice President had been scheduled to be on the program originally, but he had to cancel because of a planned official trip to the West Coast; this trip was in turn canceled by President Johnson's surgery, which kept the Vice President in Washington.

- General session speeches, including the Vice President's remarks, will be printed in the January-February issue of the *NAEB Journal*. Other sessions will not be transcribed from tape unless there are 25 or more requests for a single session, at \$1 each. Those wishing to order mimeographed copies of these, if there is enough demand, should send (by February 1, 1966) \$1 for each session desired to: Convention Transcriptions, NAEB, 119 Gregory Hall, Urbana, Illinois 61803.

- Tapes of sessions may be obtained for \$3.50 per half hour, including the tape (\$3 for NER members). Tapes are recorded full-track at 7½ inches per second.

- Total registration for the convention was 1153. This does not include those exhibitors who did not register, and there were 417 exhibitors.

- During the convention, 57 persons joined the NAEB as Individual Members. As of November 15, there were 2102 Individual Members.

- Next year's convention is slated for Kansas City, October 23-27.

WTTW Opens Playwriting Contest

WTTW, Chicago, will award \$1,000 each to winning scripts in five categories—mystery, musical, drama, comedy, and adaptation. April 1, 1966, is the deadline for submissions, and competition is open to any resident of the continental United States.

Scripts may be 30 or 60 minutes in length, must be previously unproduced and be typed in English in TV format. There are no restrictions on subject matter other than meeting the standards of good taste of the broadcast industry and fitting the production capabilities of WTTW.

Katharine Cornell, Lynn Fontanne, Nancy Hamilton, Alfred Lunt, and George Shaefer will make final decisions on winning scripts; preliminary judging will be by a local Chicago committee.

For official rules, write: WTTW Playwriting Contest, Chicago ETV Association, 5400 N. St. Louis, Chicago, Illinois 60625.

This is the first such contest to be conducted by a Chicago TV station. Earlier this year, another ETV station, WQED Pittsburgh, ran a similar contest and received over 600 entries.

Carnegie Sets Up National ETV Commission

The Carnegie Corporation of New York has established and will finance a national commission to study ETV and make recommendations for its future, including how to meet financial problems.

James R. Killian, Jr., chairman of the corporation of the Massachusetts Institute of Technology, will be chairman of the commission. Other members are: James B. Conant, former Harvard University president; Lee A. DuBridge, president, California Institute of Technology; Ralph Ellison, author; John Hayes, president, Post-Newsweek Stations; David Henry, president, University of Illinois; Oveta Culp Hobby, president, *The Post*, Houston, Texas; J. C. Kellam, president, Texas Broadcasting Corporation and president, Board of Regents, State Senior Colleges of Texas; Edwin Land, president, Polaroid Corporation; Joseph McConnell, president, Reynolds Metals Company; Terry Sanford, former governor of North Carolina; Rudolf Serkin, concert pianist; and Leonard

Woodcock, vice president, United Automobile Workers of America.

Hyman H. Goldin, assistant chief of the FCC's Broadcast Bureau, will resign his post to become staff adviser to the commission. He and other members of the special staff will conduct investigations and prepare reports for the use of the commission.

The commission came about as a direct result of an ETV long-range financing conference last December convened by NAEB-ETS, in cooperation with the USOE. Such a commission was one of the chief recommendations of the group of 200 conferees, which included representatives of governing boards of ETV stations as well as station managers.

After that conference, C. Scott Fletcher, executive consultant to ETS-NAEB, invited Ralph Lowell of Boston, a leader in educational broadcasting, to organize a national committee to develop plans for the commission. It was this committee which first approached Carnegie.

President Johnson commended the corporation for sponsoring the study, and in a letter to Dr. Killian, he said, "The stature of the citizens who have agreed to serve as Commission members indicates the great importance of this study. . . . I believe that educational television has an important future in the United States and throughout the world."

ETV Facilities Program Actions

In November, the USOE announced approval of a \$316,000 grant for the expansion of KOKH-TV, Oklahoma City Public Schools. The USOE also accepted for filing applications from the University of New Hampshire and the Greater Washington ETV Association. The university wants to establish a new ETV station on Channel 28, Hanover, at a total estimated cost of \$225,272. GWETA plans to expand operation of WETA-TV, at a total estimated cost of \$999,489.

Have You Broadcast Social Studies Courses?

The ETV committee of the National Council for the Social Studies wants to know what ETV stations and school systems have telecast courses in social studies (i.e., history, civics, geography) for credit during the summer. Address replies to: Mrs. Lucy Ducharme, chairman, NCSS ETV Committee, Polk County BPI, Bartow, Florida.

News Notes

PERSONNEL

▶ Harold A. Engel, University of Wisconsin, is on his way to a one-year assignment

in the Philippines as specialist in broadcasting. He will work with radio-TV in the new mass communications institute being established at the University of the Philippines, teaching and developing programs for the university broadcasting station.

▶ Clayton A. Roehl has been named director of TV for Central Michigan University; he was formerly a producer-director with the university and the Central Michigan ETV Council.

▶ William Hawes has moved from North Carolina to Texas. He is associate professor of communication arts and manager of KUHF (FM), University of Houston, formerly visiting assistant professor in radio-TV-film at the University of North Carolina.

▶ David Weinkauff, instructor in speech and dramatic arts, has replaced R. Hector Currie in the speech department at the University of South Dakota. Currie is at Cincinnati University.

▶ After seven years with the Alabama ETV Commission as director of public information and network programing coordination, Louis Peneugy has resigned to accept a similar position with the Georgia ETV network.

▶ Charles W. Hamilton has joined the University of Hawaii ETV staff as graphics supervisor. He was formerly TV graphics studio manager for Florida Atlantic University, and had been art director for WUFT, University of Florida, for three years.

▶ Richard J. Goggin, chairman of the TV-motion picture-radio department at New York University, has been elected executive vice president of the University Film Producers Association, 1966 and 1967, and vice president and member of the Bureau, International Liaison Center of Schools of Cinema and Television, Paris, 1965-66. He also headed the U. S. delegation to the XIIth annual Congress of the International Liaison Center of Schools of Cinema and Television, Moscow, June 28-July 5.

▶ Catherine O. Rydesky, formerly an intern at NAEB headquarters, is now a consultant in television education for the North Carolina Department of Public Instruction.

▶ William F. Snyder has been added to the staff of WCNV-TV, the new central New York UHF station, as program developer.

▶ Russell Colber and Richard Rofman, graduate students at Syracuse University, have been named editorial assistants for *Television Quarterly*, the journal of the National Academy of Television Arts and Sciences. Colber was art director for KUOM-TV, University of Minnesota, for the last two years.

▶ WETA-TV, Washington, announces two new appointments: George N. Koutsoukos

as director of film production and Eleanor Beth Smith as assistant director of school television services. Koutsoukos has supervised the film centers at the Universities of Massachusetts and Maryland, and he also headed the audiovisual service unit at the NEA for five years. For the past ten years, Mrs. Smith has been a classroom teacher, speech therapist, and supervisor in the Fairfax County (Va.) public schools. For WETA she will coordinate the station's instructional programs for classroom use with teachers and administrators in the seven-teen participating school systems, and she will also work directly with studio teachers in preparing and producing school telecasts.

▶ Delaware's ETV network announces the following engineering staff changes: Guy R. Chesser has been promoted to field supervisor for the net, replacing Roger W. Williams, who resigned. Donald A. Littleton, formerly with the Federal Aviation Agency, has been named studio supervisor; and Ivan Piercy, new video recording supervisor, comes to the station from WJLK, Flint, Michigan.

INSTRUCTION

▶ The Center for ITV of KUSD-TV and the South Dakota education school is coordinating a network of seven commercial TV stations and KUSD-TV to provide ITV over the state to more than 10,000 elementary students in grades 3 to 6. Two science courses, a phonics course, and a literature course are being broadcast.

▶ Raymond G. Wilke, director of the ITV office, Villanova University, writes to echo the positive results mentioned in the October *Newsletter* about the use of CCTV in a beginning speech course at Ball State University. Wilke says that these results are available to other speech departments for about \$1500 invested in the new Sony home "Video Recorder."

▶ More than 23,000 Catholic school pupils in Dade County (Miami), Florida, began receiving classroom instruction by TV in November, as Miami became the nation's first Catholic Diocese to use the new 2500-watt TV service. According to the Rev. Joseph H. O'Shea, Diocesan director of the radio and TV commission, transmitting facilities will be augmented within a few months to relay programs to an additional 17,000 Catholic school pupils in neighboring counties.

PROGRAMS

▶ "Canal Water and Whiskey," a newly published collection of Erie Canal stories by Marvin A. Rapp, was the subject of WMHT's *Forum 17* recently. Rapp gathered the stories for his book over many summers as he traveled the canal on walking tours and sailing trips.

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NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

▶ WTTW, Chicago, celebrated its tenth year of telecasting and the dedication of its new home with two live hour-long programs. The first, "Ten Years Old and Twice as Bright," featured a concert and interviews following a prededication dinner attended by area business, social and civic leaders. The second was the telecast of the dedication ceremonies.

▶ WFBE, Flint, Michigan, has announced that many copies of its *News of the Week* program have been requested following the offer in the *NAEB Journal* [July-August, 1965, page 22]. Commercial WJRT, Flint, has given time weekly for the program to be done on TV.

▶ WFBE broadcast the entire proceedings of the first regional Foreign Policy Conference to be held in the Midwest. The conferences were held to introduce principal assistants to the Secretary of State to citizens to outline our foreign policies and their goals on a non-partisan basis, reviewing and evaluating the current international scene. This conference was the fifth and final session held in various parts of the country this year.

▶ "Pullman Street Signs—How Not to Get There," one program from *Channel 10 Reports*, Washington State University's KWSC-TV community problems series, was honored by being shown at the national meeting of the Radio and Television News Directors' Association.

▶ WOSU-TV, Ohio State University, was awarded an "Emmy" for the first time for its first three-hour documentary. The Columbus chapter of the Academy of Television Arts and Sciences presented the award for "Ohio Has Saved the Union." The program commemorated Ohio's vital support of the Civil War and the contribution made by Ohioans, and was in production for one year.

▶ WBUR, Boston University, recently devoted two consecutive evenings to recordings of the twelve pianists from five countries who won the competition at the International Piano Festival in Montreal. One program was devoted to the two musicians who shared first place: Albert Lotto of the United States and Jean-Claude Penneter of France.

▶ WBUR has a new series, *Conference Call*. It is a telephone program, new to educational radio, and will contact experts anywhere in the country. On the first program, officials of the National Educational Radio Network and others concerned with educational broadcasting spoke.

▶ KRMA-TV, Denver, began a new, daily, one-hour children's program this fall. The series is varied and covers such subjects as animals, nature, music, stories, adventure, and fairy tales.

▶ KRMA-TV is the second television station in the country to present the new U. S. Public Health Service's *Medical Self-Help* training course. Following the broadcast, viewers may attend centers for practical instruction on the information learned on the telecast.



Retirement or Renewed Life For a TV Documentary?

—by Ellen Miller

After countless hours of preparation, after thousands of feet of film footage, after a TV series is finally completed—what then? A University of Michigan Television Center production is routed to some sixty educational and commercial stations from coast to coast. But does it then come home to collect dust in the film library?

The American Negro, a documentary produced in 1964 in Ann Arbor, is enjoying prolonged usefulness because of its timely topic and over-all standard of excellence. The series looks in depth at the current Negro revolution and examines the history of the Negro, concentrating upon his problems, hopes, and fears. Nationally recognized experts join educators and local citizens in discussing such topics as the role of the Negro in American history, the Negro child's search for identity, psychological barriers to integration, the civil rights movement, the Negro church, and problems in housing, education, and employment.

The ten-program series was first televised over WWJ-TV, Detroit, on consecutive Sundays at noon. Subsequently, the series was aired on some thirty TV stations, and it is still being booked around the country, with some channels requesting reruns.

In addition to television, the series has been rented for a nominal fee and used audiovisually by public schools in Des Moines, Iowa, and Evanston, Illinois, as well as a dozen schools throughout Michigan. The St. Louis schools rented the series for in-service training of personnel involved in a summer anti-poverty program in education.

The University of Western Australia purchased the entire series for use on TV as well as in classes, and several universities—Connecticut, Syracuse, Michigan State, and Michigan—have reserved films for classes and seminars.

Various civic groups have used the

films: The League of Women Voters in several cities incorporated the films into their meetings on human resources; the Ann Arbor Human Relations Commission introduced a discussion series on civil rights and equal opportunity by presenting two of the films; and discussions were stimulated by the film in a YWCA group and a child study club. Several church groups—in Chicago, Detroit, Atlantic City—have used the films.

To encourage use of the series in group discussions, the TV Center made supplemental material available; it supplied synopses of the individual programs and recommendations for related readings to all who requested them. Recently, the University of Michigan Extension Service prepared a list of questions to be used by discussion leaders.

Future implications for the series are exciting to contemplate. According to Alfred Slot, the writer-producer, *The American Negro* has generated interest in production of a Negro history series aimed at pre-school and school-age children. Project Head-Start, the Office of Economic Opportunity program aimed at pre-school culturally disadvantaged children, and other similar anti-poverty projects might wish to use the films in their orientation plans for teachers and aides. Settlement houses, social agencies, and sociology classes seem likely audiences.

And so it seems unlikely that this documentary will soon retire into the archives to gather dust.

● The photograph shows Series Host Alvin Loving, University of Michigan professor of education (left), and Mel Ravitz, Detroit City Councilman and professor of sociology at Wayne State University, on camera for the eighth program in the series, "Where Shall We Live?"

Educational Radio & TV Stations

Two out of every three students in the nation's schools and colleges are in areas covered by ETV programs, the USOE has announced. Following is a breakdown of numbers of educational stations per state—including radio as well as TV.

These figures were compiled basically from the 1965 revision of the USOE's listing of "Educational AM and FM Radio and Educational Television Stations by State and City." However, the USOE includes commercial stations that are educationally owned and operated; it does not include noncommercial stations operated by primarily religious institutions. The figures in the table were obtained by subtracting the commercial stations from the USOE list and bringing it up to date as of November 1, 1965.

	AM	FM	TV
Alabama		1	5
Alaska		1	
Arizona		1	2
Arkansas		1	
California	25	7	
Colorado	3	1	
Connecticut	5	1	
Delaware		1	
District of Columbia	2	1	
Florida	1	5	7
Georgia		1	5
Hawaii	1		
Idaho	2	1	
Illinois	1	16	4
Indiana	1	22	
Iowa	3	8	1
Kansas	2	6	1
Kentucky		5	1
Louisiana	1	1	
Maine		3	4
Maryland		2	
Massachusetts		13	1
Michigan	1	14	3
Minnesota	2	2	3
Missouri		6	2
Montana		1	
Nebraska			3
Nevada		1	
New Hampshire		2	1
New Jersey		6	
New Mexico		2	1
New York	2	23	4
North Carolina		6	3
North Dakota	1	1	1
Ohio	2	21	8
Oklahoma		4	3
Oregon	2	5	2
Pennsylvania	1	11	6
Rhode Island		1	
South Carolina		2	2
South Dakota	1	1	
Tennessee		4	2
Texas	1	9	5
Utah		3	5
Virginia		5	2
Washington	1	6	5
West Virginia		1	
Wisconsin	2	13	3
Puerto Rico	1	1	2
		—	—
TOTAL	26	272	111

PLACEMENT

POSITIONS AVAILABLE

(For information, write Miss Yasmine Mirza, Placement Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.)

- Dec 1** Instructor to teach fundamentals of speech and to direct technical aspects of theatre, concerts, and artist series programs in new theatre-concert hall. Junior college on west coast of Florida. Position open August.
- Dec 2** Western university seeks Ph.D. or Ed.D. in education or mass communications to be associate director of instructional communications bureau, with major responsibility for radio-TV, and to develop professional training program in radio-TV. Some teaching. Academic rank commensurate with degree and experience. University has closed-circuit, plans activation of ETV and FM stations; state-wide plan for ETV under development. Experience with ETV required, and previous university work desired. Salary \$10,000-\$12,500 depending upon qualifications.
- Dec 3** TV writer wanted to write scripts for effective ETV programs. Big Ten university with VHF operating for more than ten years. Salary open.
- Dec 4** Big Ten university ETV station seeks creative, experienced producer-director capable of major project work. B.A. required. Ability to read music desirable. Only experienced applicants considered. Salary commensurate with experience.
- Dec 5** Assistant professorship beginning at \$7,500 up depending on qualifications to teach radio-TV broadcasting in eastern university and also manage carrier-current station and plan for future FM radio station. M.A. desired with experience in broadcasting. Position open February.
- Dec 6** Immediate opening for chief engineer in large midwestern university. Position carries responsibilities of supervision of staff of three radio-TV engineers in all technical aspects of broadcast and closed-circuit operations; also supervision of maintenance of non-broadcasting electronic equipment. Must be capable of handling all technical data for FCC applications, preparing specifications for equipment purchases, and designing radio and television installations for both broadcast and campus instructional purposes. Should have administrative as well as technical competency. Salary \$9,500 annually with one-month vacation. This university is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.
- Dec 7** Large midwestern university needs producer-director fully qualified to take over existing production chore. This position is a replacement for an opening in December. Would prefer a person able to move immediately. Must have a minimum of B.A. This university is also looking for producer-director or producer-talent capable of assuming full production responsibilities plus assuming on-air roles.
- Dec 8** Large midwestern university needs someone with professional and academic background (Ph.D. or close) to serve as academic coordinator. This position entails revision and evaluation of the radio-TV academic program—coordination of that program with other university departments in the school of communications. Assignments of faculty to teaching subjects and direction of student advisement program. Salary open.
- Dec 9** State university in the Midwest needs producer-director, full or half-time for closed-circuit TV operation. Responsible for producing and directing telecourses, promotional tapes, and instructional programs. Some experience with 8mm and 16mm film production and knowledge of audio-visual materials helpful. Excellent opportunity to work full or part-time toward Ph.D. Exceptional M.A. candidates will be considered. Position will carry academic rank of assistant instructor in speech. Available June 1, or September 1, 1966.
- Dec 10** State university in the Midwest needs production assistant, half-time. Will assist producer in CCTV operation with preparation of instructional programs and supervision of undergraduate student crews. Experience and knowledge of set construction important. Some experience with film production and photography helpful. B.A. degree required. Opportunity to work full-time toward M.A. or Ph.D. Available June 1, or Sept. 1, 1966.
- Dec 11** State university in the Midwest needs assistant instructor, half-time, with a possibility for full-time after the first year. Will teach beginning courses in broadcasting and assist in upper division laboratory courses. Ideal position for the graduate student who wants to work full-time on a doctorate. M.A. and good academic record required. Available September 1, 1966.

Engineers, teachers, technicians, principals needed for NAEB's ETV setup in Samoa. Broadcast engineers and technicians for studio and transmitter operation and maintenance. Elementary teachers and principals, experienced in using TV in the classroom. Good living conditions and adequate family housing on lovely South Pacific island. Opportunity to participate in new educational development. For interview, write: Research and Development Office, NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036.

Scanned from the National Association of Educational Broadcasters Records
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