



# NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 30, NO. 7

WASHINGTON, D.C.

JULY, 1965

## NAEB Convention Notes

NAEBers have received the first of several mailings concerning the NAEB national convention October 31-November 3 at the Sheraton-Park Hotel, Washington. Another will be mailed later this month.

Exhibit Coordinator Frank Masters has announced that all exhibit space has been sold; there are twice as many booths as there were the last time the convention was in Washington, in 1961.

## CALL FOR RESEARCH PAPERS

Presley D. Holmes, chairman of the NAEB Research Committee, is requesting papers for presentation at the research session on November 1. The intent of the convention session is to represent each division of the NAEB—ETS, NER, Instruction, and Individual Member—with at least one paper from each. Send papers by September 1 to: Dr. Presley Holmes, Ohio University, Athens, Ohio 45701.

## Lynn Kalmbach Dies

R. Lynn Kalmbach, general manager of the South Carolina ETV network, died June 14 of a heart attack. He was 51 years old.

He was nationally recognized as a leader in educational television, and was responsible for the development of the South Carolina ETV system. He was current chairman of the ETS CATV committee and had been preparing testimony for an FCC hearing on CATV.

His interest in communications began early. When he was a school boy in Toledo, Ohio, he learned radio repairing, the Morse Code, and short-wave radio operation. As a master's degree candidate at the University of South Carolina in the mid-1940s, he often talked about using TV as a teaching tool.

In 1958, while director of special services with the Columbia (S. C.) schools, he was appointed to membership in the original supervisory committee for the state experiment in education by CCTV, and in 1960, when the ETV network became a state agency, he was named general manager.

## 1,840 Have Joined

As we go to press, the NAEB Individual Member count is 1,840. Over 300 have joined in the last six months.

## NAEB Supports

### Higher Education Act

In statements submitted to the Education Subcommittee of the Senate Committee on Labor and Public Welfare, a number of NAEBers endorsed the objectives of the bill, but requested that educational radio and TV be specifically included—as they have been in legislation for elementary and secondary education and for arts and humanities.

Statements were submitted by NAEB staffers William G. Harley, Jerrold Sandler, and Chalmers H. Marquis, and by NER Board members E. G. Burrows, Frank W. Norwood, and Marjorie Newman, and by Frank M. Woolsey, Jr., chairman of the post-graduate medicine department of Albany Medical College.

## Music Personnel to Meet

### In September

Plans for the fourth annual music personnel conference have been announced by Harry Welliver, chairman of the informal organization of music programming personnel from educational radio stations of the country.

Host station for the 1965 conference is WGUC-FM, the University of Cincinnati, where Joseph Sagmaster is director of broadcasting. George Brenzel, program supervisor, is in charge of local arrangements and programming, assisted by Russell Walsh, of KUOM, who arranged the 1964 meeting on the campus of the University of Minnesota.

The two-day session will begin at 9:00 a.m. Tuesday, September 28. Scheduled are sessions on programming of contemporary music, on recording techniques, and a panel session on station public relations—in addition to sessions involving all conferees in discussion of everyday problems. Program planners promise "a rare and most unusual treat" for the entertainment feature the first night.

Detailed programs and registration materials will be mailed on or about September 1. Before then, additional information may be obtained by writing Brenzel at WGUC-FM.

## Testify on Copyright

A panel consisting of William G. Harley, NAEB president, E. G. Burrows, vice chairman of the NER board, and Eugene Aleinikoff, chairman of the ETS-NET Copyright Committee testified on June 4 before the House Subcommittee on Copyright to urge exemption from copyright restrictions for educational radio and television. Also testifying for educational broadcasting were: Donald Quayle, Eastern Educational Network; Raymond Hurlbert, Alabama ETV Stations; and John Schwarzwalder, KTCA, Minneapolis-St. Paul.

The proposed revision to the Copyright Law exempts educational TV and radio performances of non-dramatic or musical works or exhibitions of a work—but only if the program is *primarily* intended for classroom consumption or a similar place "normally devoted to instruction" and is "a regular part of the systematic instructional activities of a nonprofit educational institution." The spokesmen said that this narrow concept would severely limit producers of educational programs. They also pointed out that the small staffs of educational stations cannot cope with the often long, arduous tasks of obtaining copyright clearances.

All urged the adoption of a revision written by the Ad Hoc Committee on Copyright Law, a committee representing some thirty national education organizations.

## Californians, Please Note

The California State Board of Education has approved the NAEB for membership by schools and by county superintendents of schools for the years 1965-66, 1966-67, and 1967-68.

## Brown Joins NAEB Staff

Jack Brown joins the NAEB staff in Washington on July 1 as assistant director of research and development. He formerly worked on the Great Plains ITV Library project.

## ETV Mail Privileges Sought

A bill which would extend second-class mailing privileges to publications of state ETV agencies has been introduced into the Senate. Senator Donald Russell of South Carolina authored the bill.

## Roeth Named to ECS

Harold W. Roeth, assistant manager in charge of programs for WRVR, New York City, has been appointed associate director of the Educational Communications System, effective August 1. He will be regional director for the northeastern United States, and will be responsible for the development of one of three pilot systems which the NAEB project is designing under a USOE contract.

● ECS Director John P. Witherspoon has announced members of an advisory committee for the third or design phase of the project. Members are Jack D. Summerfield, general manager, WRVR, New York City, chairman; Bertram Berenson, research professor of architecture, Louisiana State University; Leslie P. Greenhill, director of the Division of Instructional Services, Pennsylvania State University; Donald Larson, assistant chancellor, Oregon State System of Higher Education; Carl Menzer, director of broadcasting, University of Iowa; James G. Miller, Mental Health Research Institute and Inter-University Communications Council, University of Michigan; George E. Probst, Broadcasting Foundation of America; Frank Schooley, director of broadcasting, University of Illinois; C. Walter Stone, director of university libraries, University of Pittsburgh; Donald Taverner, president, Eastern Educational Network; and Robert Tschirgi, university dean of academic planning, University of California.

## ITV Conference Deemed Success

—by Bob Boston

The third NAEB national instructional television conference attracted 175 persons to Miami Beach May 8-11. All sessions were at the Deauville Hotel except for one day which conferees spent at the University of Miami's Learning and Instructional Resources Center.

Keynoter E. L. Chalmers, Jr., dean of Florida State University's College of Arts and Sciences, stimulated the conferees with his address, "An Educator Challenges Instructional Television." After listing four key variables related to adult learning, he told the group that in all four, television is less advantageous than a live teacher in a classroom. The principal asset of TV in instruction cited by Chalmers is financial economy.

Commercial broadcasters whose programs appear on CBS and NBC presented samples of their work and explained how their programs are produced. Jerry Schnur discussed the *Chronicle* series and Don Herbert concluded the conference with background information about *Meet Mr. Wizard*.

At the NAEB Instructional Division business meeting, Chairman Charles J. McIntyre

reported that no executive director for the division had yet been selected and hired. He invited all members to tell him of candidates who might be qualified to fill the new post.

McIntyre also announced that he will appoint a division committee to study the availability of 2500 mc television.

Date and place for the next ITV conference was not announced, but will be forthcoming in a future *Newsletter*.

## ETV Stations Offer Short Courses for Adults

KTCA-TV, Minneapolis-St. Paul, which first presented short courses for adults in open broadcast for tuition in the fall of 1961, says that an increasing number of ETV stations have been using these courses, offering them on a tuition basis.

South Carolina's ETV center presented a course in supervision in the spring of 1964 over its state network to 3500 paid enrollments. Later they offered "Efficient Reading" to 1000, "Basic Letter Writing" to 500, and "Psychological Aspects of Supervision" to 1500.

The Educational Resources Foundation was incorporated by a committee from industry with a full-time executive, Campbell Sanders, to develop and present short courses for industry. They have developed several short courses and are in the process of developing more.

The Virginia chamber of commerce has presented KTCA's "Modern Supervisory Practice" course to 3500 paid enrollments, using three commercial and three ETV stations. Through WMEB-TV, Orono, Maine, the course reached 900 paid enrollments.

KTCA's "Conversational Spanish" was broadcast by Delta College with 300 enrolled, WETA-TV, Washington, with 650 enrolled, and KFME, Fargo, N. D., with 75 enrolled.

A new course, "Advanced Concepts and Techniques of Supervision" is currently being offered over KTCA and WDSE, Duluth, to 750 paid enrollments.

KTCA has developed a new short course in conversational German for travelers, which is available for use elsewhere.

## Your Zip, Please!

So that you will continue to receive your NAEB publications without delay, we must have your zip code. Please check the envelope for this *Newsletter*; if your zip code is not there, please send it to: Mrs. Dotty Templeton, NAEB, 119 Gregory Hall, Urbana, Illinois 61803.

## Board Actions

In Columbus the board approved a general budget for the Association of \$135,000 not including division or project funds. It

also voted to hold the spring meeting of the board in Washington; to reduce the International Associate fee to \$100; to establish a category of Military Associates; and to permit a reduction of 50% normal fees for first-year members.

## Publications

● Kenneth Sparks, Syracuse University, has compiled *A Bibliography of Doctoral Dissertations in Television and Radio*. These are for sale through the NAEB Publications Office, Urbana, at \$2 each, \$1.50 to NAEB Individual Members.

● Available on a first-come, first-served basis to NAEBers are some copies of the March issue of *Programmed Instruction*, published by the Columbia University Center for Programmed Instruction. Included are articles on using a programed text with TV, "empirically validated" ITV, structuring ITV programs, and teaching via TV.

● A 57-page booklet reporting on Phases I and II of the NAEB Educational Communications System project has been published. \$2 each, \$1.50 to NAEB Individual Members. Write NAEB Publications Office, Urbana.

● While the supply lasts, NAEB Individual Members may receive, free, a copy of the president's and financial report for the NAEB for the period July 1963 through December 1964. NAEB Publications Office, Urbana.

● The NAEB has acquired a limited supply of copies of a report by Donald L. McCaleb, *A Survey of the Uses of Television in the Public Relations Programs of Colleges and Universities in California*. NAEBers may obtain copies of the 53-page report without charge by writing to the Publications Office. Some may have received the report direct from McCaleb, as it was first announced in the December 1963 *Newsletter*.

● *New Education* is a monthly magazine about the new techniques of education, published in Britain since November. \$6 subscription rate. Bracken House, Cannon Street, London EC4, England.

● TPEC, 600 Lewis Road, King of Prussia, Pennsylvania 19406, will send a leaflet about their CCTV facilities for rental and other requested information, free, to NAEBers asking for it.

● *American School & University* for May 1965 carries an article by Lee Campion, director, division of educational communications, New York State Education Department. His article is "Value of an Educational Communications Center for Multi-Media."

## Here and There

● The American Management Association has scheduled a meeting and exhibit on The Impact of Educational Technology, July 12-16, 1965, at the Americana Hotel, New

York City. Managers, educators, government officials, and communications specialists will participate in the conference. Among the speakers are Peter G. Peterson, president, Bell & Howell; John H. Fischer, president, Teachers College, Columbia University; C. R. Carpenter, University of North Carolina; James A. Finn, University of Southern California; George Probst, Edison Foundation; John F. White, NET; J. W. Kiermaier, WNBT; Seymour Siegel, Municipal Broadcasting System, New York; and Louis Forsdale, Columbia University.

## News Notes

### PERSONNEL

▶ Walter P. Sheppard, assistant director of broadcasting, WBUR, Boston University, will become program director for WRVR, New York City, on August 1. He replaces Harold Roeth, who is leaving WRVR to become associate director of NAEB's ECS project.

▶ Alexander J. Friedman, coordinator of instructional resources, University of Miami, will leave that post August 1 to be a producer-director for WTHS-TV, Miami.

▶ Two new TV staffers at the Communication Center, Ball State University, are George Howard, TV engineer, and Charles Hernan, graphic artist and set designer. Howard was previously crew chief at the Army Guided Missile School, Huntsville, Ala., and Hernan was a floor manager and design technician with BBC at Glasgow, Scotland.

▶ When Sister Mary Helene attended the National Catholic Education Association meeting in New York recently, she also appeared as a guest on NBC's *Today* show. She demonstrated the Westinghouse teacher-operated closed-circuit system in use at her school, St. Margaret of Scotland Convent, Chicago.

▶ Warren A. Kraetzer, manager of WHYY-TV, Philadelphia, spent a week in England last month observing program and production techniques of the BBC. He met with BBC officials to discuss mutual problems faced by ETV broadcasters in the U. S. and the ETV department of the BBC. He also explored possibilities for international exchange of programs. His trip was under a Ford Foundation grant.

▶ Among seven directors-at-large elected by the American Women in Radio and Television at their recent national convention were Margaret Kilian, program director for WABE, Atlanta Board of Education, and Rose Blyth Kemp, director of TV, radio and film activities in the public relations department of the California Institute of Technology.

▶ KTCATV, Minneapolis-St. Paul, has appointed George W. Dean as community development coordinator. In the newly created position, his duties will include establishment of new and broader financial bases for expansion of present facilities and acquisition of new facilities.

## TV Teachers Visit Classrooms

In what may be the only utilization of its kind in the country today, the Great Neck (Long Island) school system sends its TV teachers out of the studio to visit classrooms daily.

French has been taught to all 5th and 6th grades via television since October, 1962. The two TV French teachers leave the studio after the completion of the telecast each day. They visit in person all of the 5th and 6th grade classes once a week in a 20-minute live follow-up to the TV lessons.



Mrs. Lilian Lazar visits some schools and Mrs. Juliann Grandchamp visits the rest. So that they are equipped to handle the live follow-up in both grades in their respective schools, the teachers switch about once a month in their instruction by television, i.e., the one who has been teaching 5th graders changes to teaching 6th graders and vice versa.

Currently this system is being evaluated to determine whether a television French teacher should only teach one grade level throughout the year and visit only those classes which receive her lessons.

In the photos, above, Mrs. Lilian Lazar teaches the lesson from the studio at South Junior School. Below, the 5th grade class of Eugene Hanson at Lakeville School receives the telecast.



▶ Ian N. Wheeler, special TV consultant to the USOE, ETV Facilities Program, has resigned to accept the position of station manager of the first ETV station in Kansas, to be located in Topeka.

▶ John H. Worthington has left MPATI, where he was secretary and assistant to the chairman, to join the Detroit *News* staff as administrative assistant to the general manager.

▶ Richard J. Meyer, TV and educational communications consultant, has announced the opening of a new office at 240 West Fourth Street, New York, New York 10014.

### STATE AND REGIONAL

▶ The West Virginia Educational Broadcasting Authority has hired its first executive secretary: Harry Brawley. He comes to the post July 1 from WCHS, Charleston, where he has directed public affairs and promotion.

▶ The governor's advisory committee on ETV met at Fresno, Calif., recently to hear proposals from various consulting firms for a statewide study of ETV.

▶ Delaware's state ETV network expects to start transmitting material in mid-September. Because the production center will not be complete until early 1966, the first

programming will be videotapes and films of educational material from around the U. S. The Delaware system will serve all the public schools in the state.

### GENERAL

▶ NAEBer Richard Burdick is one of the six winners announced in the Alcoa-WQED TV playwright contest. His winning script is entitled "The Tin Whistle." Burdick, now general manager of Boston Broadcasters, Inc., Boston, was general manager of WHYIY, Philadelphia until January, 1964, when he left to accept the Boston post.

The prize-winning scripts will be produced at WQED and the six writers will each receive \$1,000. The station received over 1600 letters of inquiry when the contest was announced, and 615 scripts were entered.

▶ At its May 25 public meeting, the board of education, Newark, N. J., reversed an earlier decision to eliminate funds for the operation of WBGO from the 1965-66 budget. The money has been restored.

▶ The Student Government Association of the University of Massachusetts recently voted \$1,000 to support WFCR. Station Manager Al Hulsen said the gift will make it possible for WFCR to broadcast some of the outstanding musical programs to be recorded at European festivals this summer.

► This summer Harvard University is installing a special \$100,000 network of coaxial cables and amplifiers to provide multi-channel distribution throughout the university of computer information, TV signals, and other electronic data. Making use of technical facilities in the WGBH-TV studios, the system will eventually link libraries, laboratories, and classrooms of the university for prompt interchange of information and demonstrations.

► The local Kiwanis Clubs recently presented \$3,588 to KRMA-TV, Denver, as a grant for production and recording last year of the six-program series *Count Down on Crime*.

► Marvin Rapp, president of the Long Island ETV Council, hopes to have Channel 53 on the air before the end of the year. CBS has given equipment valued at \$115,000 to the council.

► June 3 was the date for raising a 200-foot antenna tower atop a 612-foot building to give WTTW and WXXW trouble-free reception over a 60-mile radius around Chicago. This is reported as the first time that a UHF and VHF helical antenna have been united in a single tower, transmitting two TV broadcast signals from a single point.

The Chicago ETV Association also recently accepted its 37th member, the first to be admitted in several years: Barat College of the Sacred Heart.

► WCET, Cincinnati, has received \$25,000 for new equipment, from the Crosley Foundation.

► Prominent New Yorkers met May 17 to inaugurate the Friends of Channel 13, a group supporting WNDT.

#### INSTRUCTION

► The Tri-State Instructional Broadcasting Council has announced that it was serving about 400,000 elementary and secondary students in Pennsylvania, New Jersey, and Delaware at the end of the school year.

► FM educational programs reached an estimated 300,000 students in elementary grades of 185 school systems in New York last year, according to the Empire State FM School of the Air. The school offered fourteen different programs weekly through a network of 14 FM radio stations.

► With a recent program including a performance by the 26th Air Division Band, Miss Katherine Turnbull completed her sixth year of *Understanding Music*. Students throughout the Schenectady, N. Y., area view the programs, for which WMHT provides preparatory and follow-up material for teachers.

#### PROGRAMS

► For its series *Profile: Traffic Safety* WHA-TV, University of Wisconsin, has won the Alfred P. Sloan Award, a citation for distinguished service to safety presented by the National Safety Council. Lee D. O'Brien produced the programs, which were written by Alan Chechik and William Richards. The program used films, slides, and

pictures to take a close look at the three E's of traffic safety—Education, Engineering, and Enforcement.

► "Civil and Criminal Commitment: Medicine and the Law" is the name of a one-hour report produced by WGBH-FM, Boston. Four prominent legal and medical figures discussed the dilemma of a society which seeks to aid the mentally ill yet is hampered by the fact that involuntary commitment may infringe on civil liberty.

► KOAP-TV, Portland, Oregon, is making a TV documentary about a day in the life of a state legislator.

► WTWS, Detroit, recently offered viewers 10 hours of special programs—a sampler of what ETV has offered in the 10 years WTWS has been on the air. (October

12 is actually the anniversary date.)

► WNEU-TV, Buffalo, recently presented an hour special, "Conversion: Alcoholism." Three panelists discussed the difference between the social drinker and the alcoholic, the physical effects of alcoholism, and the problem of teen-age drinking. On the panel were the executive director and vice-president of the National Council on Alcoholism and the director of the community health department of the American Medical Association. Joe Vecchione produced the program.

► KVCR-TV, San Bernardino, Calif., has taped two half-hour programs featuring M. Gerard de la Villesbrunne, counselor of the French Embassy, Washington. He discussed Charles de Gaulle's views on world affairs.

## PLACEMENT

### POSITIONS AVAILABLE

(For information, write the Placement Service, at the NAEB office 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.)

- July 1 Inter-institutional ITV network in Southwest seeks producer-director specializing in higher education. Ability to deal convincingly with faculty planning committees essential. May also produce and direct general adult programs. M.A. preferred but not essential for experienced person. Salary: \$7,000.
- July 2 Producer-director for large Midwestern university AM-FM service. Duties include daily magazine format air shift. Excellent creative opportunity with respected progressive station. Can continue education while employed full time. Experience preferred but not essential. \$6,000 to \$8,000 with top fringe benefits. September 1.
- July 3 Program manager for statewide ETV network. Assistant professor rank with possible limited teaching responsibilities. Ph.D. or at least M.A. with extensive experience in producing, directing and programming an ETV station with knowledge of cultural, community, instructional and public service programming and program sources. \$11,000 to \$11,700. July 1.
- July 4 Production-operations manager for state ETV network. Assistant professor rank with possible limited teaching responsibilities. Ph.D. preferred; M.A. mandatory. Must have extensive experience in ETV production, staff supervision and fiscal management. Must be experienced producer-director of high quality community, cultural and instructional programming. University-oriented applicant preferred. \$11,000 to \$11,700. July 1.
- July 5 Senior producer-director for ETV net. Instructor rank. Must have M.A. and extensive experience in on-the-air production and direction of in-school, public service and cultural programming over an ETV station. \$8,400 to \$9,000. July 1.
- July 6 TV graphic arts supervisor for state ETV net. Instructor position in university production center. Must have extensive experience in design and execution of TV graphics for in-school, community and cultural ETV programming. Must have supervisory and creative ability under pressure of broadcast operation. \$8,400 to \$9,000. July 1.
- July 7 Chief engineer for state ETV net. Assistant professor in university-operated ETV network; no teaching. College degree preferred. Must have practical, design and station engineering experience. First class license required. Must have extensive supervisory experience and ETV broadcasting experience. \$11,000 to \$11,700. July 1.
- July 8 Director-manager of closed-circuit installation at major university. Assistant professorship with some teaching. Ph.D. or near completion desired. Must have education background and experience in coordinating, producing and directing ITV lessons at college level. Must be capable of teaching ETV and developing ITV programs and their utilization. AV experience desired. \$11,000 to \$11,700. July 1.
- July 9 Director of program development for extension division of major university. Assistant to associate professorship. Ph.D. preferred but M.A. plus experience acceptable. Must have experience in coordinating, writing and producing adult and college level cultural and instructional programming for broadcast; also in overall packaging of adult and college level ETV program fare with creativity and academic intellectual honesty. Directing experience desired. \$11,300 to \$12,000. July 1.
- Technical institute in large eastern city has four September openings. Ph.D. or near essential. Salaries are: instructor \$5500 and up; assistant professor \$7000 and up; associate professor \$8000 and up; professor \$9000. Needed are:
- July 10 Person to teach speech fundamentals and to develop speech correction.
- July 11 Person to teach speech fundamentals and to develop drama.
- July 12 Person to teach speech fundamentals and to develop drama.
- July 13 Person to teach speech fundamentals and to develop business speech.

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



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

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



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



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