



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB Membership Rises 36%

During the last six months, Individual Membership in the NAEB has risen almost 36%. On March 13, the number of Individual Members stood at 1,217, an increase of 321 over the September 15 figure of 896.

March Busy Month for NAEB

March saw two regional meetings of NAEbers, plus a meeting of NAEB officials and ETV station managers in connection with the affiliates' meeting of the NETRC in New York on March 19. The latter was set up with the cooperation of the NETRC and its affiliates committee, as a follow-up to recommendations at the Philadelphia NAEB convention that such a session be arranged.

As we go to press, some 200 delegates are expected to attend the Region II meet in Tampa March 29-30. This will be reported in the next *Newsletter*. The Region III meeting is reported elsewhere in this issue.

Brown Heads Industry Relations Committee

W. S. Brown, AT&T product marketing supervisor, has been named chairman of the NAEB Industry Relations Committee. John Wentworth, manager of educational electronics for RCA, will fill Brown's unexpired term on the committee. Former committee chairman L. L. Lewis has resigned from RCA to establish his own consulting firm.

Who Are Individual Members of NAEB?

An informal survey of occupations of the 1,083 Individual Members on January 22, 1963, indicated a heterogeneous membership, with the largest group comprising only 25 per cent of the total. Following are the figures for the 778 Individual Members whose occupations are known:

Educational station personnel	197
College instructors (mostly radio-TV & allied fields)	103
Students, graduate & undergraduate	85
A-V or radio-TV consultants for schools & colleges	49
CCTV & production center staffers	46
Electronics industry & telephone company personnel	41
Commercial station staffers	29
Personnel of associations in allied areas (NAB, school boards, teacher organizations, etc.)	27
Public & private school administrators	27
College administrators	23
ETV association personnel	21
Military ETV personnel	18
State & county education department personnel	18
ETV teachers	11
U. S. Government employees (HEW, USOE, etc.)	11
NAEB staffers	10
Religious radio-TV personnel	8
Advertising, PR, legal firm personnel	8
Foreign station personnel	7
Elementary & secondary school teachers	6

TOTAL

778

Miller Gives NAEB \$1000

On March 11, Harold C. Miller, president of Miller Associates, Inc., presented the NAEB with \$1000 to help support the general activities of the association.

Instructional Broadcasters to Meet Next Month

The NAEB is sponsoring a national conference on instructional broadcasting May 13-15 at the University of Illinois. Co-chairmen Charles J. McIntyre, University of Illinois, and Leslie P. Greenhill, Pennsylvania State University, have asked those with specific suggestions for topics for the conference to notify McIntyre immediately. Announcements were sent to all NAEbers in mid-March; *Newsletter* readers who would like to attend the conference but have not yet notified McIntyre should do so at once. Each participant will pay his own expenses plus a \$5 registration fee. Anyone who is interested in the field may attend, and professional practitioners are being encouraged to invite administrators, school board officials, and legislators so that they may learn more about instructional broadcasting.

Other members of the conference committee besides the co-chairmen are: William Ewing, Ohio State University; Bart Griffith, University of Missouri; Stephen Hathaway, Miami University of Ohio; Roy J. Johnson, University of Miami; Lynn Kalmbach, South Carolina ETV Center; Robert Lesher, Hagerstown; and Lt. Col. Robert E. Wood, Air University, Maxwell Air Force Base.

These are the people who met in Washington to discuss such a conference, and who were named in the Washington Report of February 8, 1963. New members of the committee are Robert R. Suchy, Milwaukee Public Schools, Mrs. Kathleen Lardie, Detroit Board of Education, and Clair R. Tettemer, Sr., Twin City Area Educational Television Corporation, St. Paul, who were chosen to give adequate representation from the schools.

Convention Session Topics Needed

For two successive years, NAEbers who have attended the national convention have voted the special-interest sessions as the most popular feature. These sessions are currently being planned for the Milwaukee convention this fall, and the committee needs suggestions for specific topics, as well as suggestions as to who should be asked to present the papers. Please send all such recommendations to Jack McBride, chairman of the Permanent Convention Committee, at KUON-TV, University of Nebraska, Lincoln, with a carbon copy to NAEB Vice President Harold Hill.

California Approves NAEB Membership

At its meeting in Los Angeles on February 14, 1963, the California State Board of Education passed a resolution approving the NAEB for membership by schools and by county superintendents of schools. The resolution carries specific approval for the school years 1962-63, 1963-64, and 1964-65. Representatives of school systems in the state have reported in the past that California schools could not join an organization without such approval.

94 Register for Region III Meeting

—by Henry H. Mameit

Informality was the order of the day at the sessions of the NAEB Region III conference at the University of Chicago Center for Continuing Education March 17-19. Mendel Sherman, president-elect of DAVI, keyed the convention for which there were 94 official registrants, with his address on "The Challenge of Change." The theme pervaded the conference. General discussion areas included administration, facilities, relationships and programing, the team approach to preparation of materials as well as the responsibilities of the various representatives of the elements of production.

In the session on broadcasting facilities, discussion included the new low-priced videotape recorders, the 2000 mc band, and the progress of state networks. The problem of finding available UHF channels for future ITV translators in Chicago and Detroit was discussed. Reports were given on the Illinois School Problems Commission-sponsored bill calling for a microwave link connecting ETV stations throughout the state. Indiana reported on a proposed microwave link connecting Purdue and Indiana universities and others. Wisconsin has proposals for connecting 7 ETV stations by microwave with 4 of them acting as production centers. Ohio has a 29-station plan under way.

"How to do it" discussions shared time with discussions of philosophy. In one buzz group, participants talked about the need for more experimentation, utilizing TV to its fullest potential in terms of its ability to express immediacy through the extended use of mobile units and film. This concept was also discussed as it related to radio. One suggestion was that all educational broadcasters might well agree to work jointly on special projects for the year. This would be particularly applicable in attacking social problems and problems dealing with the welfare of the nation. It was agreed that a principal problem was public apathy, not only toward mass media but toward other elements of society as well. It was reported that affiliates are now discussing a concerted effort toward programing in the general area of the "Environmental Revolution."

A half-day session in which NAEB members asked questions about the organization concluded the conference. President Harley presented a proposed change of structure for the NAEB which is being developed; this seemed to meet with a considerable amount of favor from the group. A financial report was presented.

Questions were raised about NAEB's participation in distribution of TV as well as radio programs. President Harley pointed out that the emergence of many closed-circuit operations, 2000 mc band operators, and nonaffiliates of NET provides a market for program materials outside the Center. He indicated that the NAEB is considering this problem.

Other items discussed in this meeting were problems of the tape network, an FM live network, stereo, and the possibilities of a radio seminar. The publications policy of the NAEB was discussed and a vote was taken on the nature of the type of journal or magazine which would be preferred by the membership. The vote indicated that the members present felt there was need for a "professional" journal, but that there was a greater demand for more of the "how to do it" types of material.

On the lighter side, one of the highlights of the conference was banquet entertainment by Art Hodes, noted jazz authority and pianist.

Intern-Teacher Program Receives Support

Glen H. Traw, director of the SouthWestern Indiana ETV Council, writes of the intern-teacher program in which sixteen students from four colleges in Indiana will do practice teaching both in ETV classes and regular classroom situations. As the first four students completed their work, Traw says that the reaction from receiving teachers and all concerned seems to be one of enthusiasm for the project.

The students' schedule includes TV studio orientation, on-

camera teaching, directing, camera work, lighting, eight weeks of classroom teaching, and a trip to another TV project to compare techniques. Cooperating institutions are Evansville College, Indiana State College, Indiana University, and Oakland City College. The project is financed by a Ford Foundation grant.

ETV Promotion Tapes Available

The South Carolina ETV Center has announced a willingness to provide at nominal cost copies of promotional tapes and films produced there for RCA. The recordings are suitable for use in training teachers and promoting ITV. For information, write: Mr. Henry J. Cauthen, Program Director, South Carolina ETV Center, 2712 Millwood Avenue, Columbia, South Carolina.

Radio Stations May Obtain Free Programs

Public-service documentaries on human and intergroup relations themes are available to radio stations as a free service of the Anti-Defamation League of B'nai B'rith. "Conversations with Dr. Spock" is a series of four quarter-hours featuring Dr. Benjamin Spock. In these, prejudice in children and the role of parents and teachers in teaching good and bad habits of interpersonal relations are discussed. The second offering is a quarter-hour show, "Some of My Best Friends . . ." Quentin Reynolds narrates this dramatization of actual cases of discrimination in social clubs, housing, and resorts. For information, contact your area ADL office, or write: Anti-Defamation League of B'nai B'rith, 515 Madison Avenue, New York 22.

NAEB Exhibits at ASCD

Marguerite Fleming and her staff from KSLH, St. Louis, manned an NAEB exhibit at the 1963 conference of the Association for Supervision and Curriculum Development. Participants in the national conference met in St. Louis March 10-14.

South Dakota ETV Group Organizes

The South Dakota Educational Television Association has been organized to conduct a feasibility study of the potential for ETV in the state. The association is also negotiating for reservation of TV channels for education; two channels are reserved now, and two more are being sought. Various state education organizations are contributing funds for the survey, which is to begin this spring, and hopefully will be completed by the end of the year.

Martin Busch, general manager, KUSD, University of South Dakota, was elected president of the association at its organization meeting. Other directors are: Mrs. Virginia Simpson, Rapid City, vice president; Tom Kilian, Sioux Falls, secretary; F. R. Wanek, Pierre, treasurer; Elgie Coacher, Pierre; Mrs. Kathryn Wilson, Hot Springs; Robert Hald, Pierre; and Robert Black, Sioux Falls.

NITL Announces 272 Courses Available

In its second guide, the National Instructional Television Library lists 272 telecourses (11,814 separate lessons) now available for exchange. This is over a hundred more courses than were listed in the first guide, described at length in the September, 1962, *Newsletter*.

The new guide also indicates the extent to which the courses have already been exchanged. While elementary science is highest in the number of courses available (35), it is third in exchange use with 43 "other" users. Elementary foreign languages, for which 30 courses are available, leads in exchange rate, with 81 users besides the original. Second is the adult course group, in which a single literacy training course has had 46 "other" users.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Phone 333-0580. Area Code 217. Reporters: Region I—Michael Ambrosino, Ruane Hill; Region II—Shirley Ford, Lou Penegy; Region III—McCabe Day; Region IV—Richard Vogl.

Summer Studies Offered in ETV

Indiana University. For the first time, the I.U. radio-TV department will offer a special 8-week workshop in ETV. The plan is to offer school teachers and administrators, industrial personnel, and graduate students an opportunity to work in depth in organizing, developing, and performing for ETV.

Stanford University. A special program in ETV will be offered June 24 to August 17 by the 21st Radio-Television-Film Institute, the School of Education, and KQED, San Francisco ETV station. Participants will study communication in society, ETV operation, teaching by TV, and production, and may elect one of the ten regular institute courses, which provide training in writing, production, and performance for all three media, and programing and management.

New NAEBS

ASSOCIATES

Colorado Educational Television Commission, Denver, Colorado; Rochester Area Educational Television Association, Rochester, New York.

SUSTAINING

Station KYA, San Francisco, California.

INDIVIDUALS

William E. Abel, Montgomery, Alabama; Donald L. Albritton, Boston; Mrs. Robert M. Allen, Arlington, Virginia; Capt. Robert W. Anderson, Fairborn, Ohio; Rudolph W. Ashby, Wichita Falls, Texas; Capt. Helen C. Atkinson, Brooks AFB, Texas; Jackie Bastiani, Milwaukee; Capt. Dean E. Bates, New York; Mrs. Cynthia F. Birrer, Philadelphia; Roger A. Booth, Chicago; Tom Borden, San Francisco; Al Brezgel, Milwaukee; Carol Bruss, Milwaukee; Barbara Bryant, Adelphi, Maryland; Leonard C. Buysse, Ithaca, New York; Milburn R. Carlson, Palo Alto; Capt. Edmund P. Carr, Biloxi; Lynn E. Cato, Washington; Gordon Claycombe, San Francisco; Sally Hutchison Clyde, Sioux City, Iowa; John Coney, San Francisco; E. Dana Cox, Jr., Mt. Pleasant, Michigan; Capt. Charles J. Curry, Vance AFB, Oklahoma; Major John E. Devlyn, Lackland AFB, Texas; Raymond R. DiMeo, Pittsburgh; Paul Doll, Milwaukee; Vernon J. Elslager, Montgomery, Alabama; Capt. Jack N. Farmer, Gunter AFB, Alabama; Stanley Field, Falls Church, Virginia; Lisa Fillman, New York; William T. Fortune, Wichita Falls, Texas; J. Edwin Foster, New York; John V. Gaemman, Brooks AFB, Texas; Rita H. Gentile, Philadelphia; William Graf, Milwaukee; Judy Grages, Milwaukee; David Grieve, San Francisco; J. Anthony Grosboll, Jacksonville, Florida; Robert Hagopian, San Francisco; Paul E. Harrison, South Arlington, Virginia; Warren Haushalter, Milwaukee; Jim Heiss, Milwaukee; Capt. Ross Hernandez, Gunter AFB, Alabama; Capt. Anne T. Hines, Maxwell AFB, Alabama; Sister Mary Jeanelle, Chicago; Charles Jenz, Milwaukee; Dr. Bettye U. Johnson, Commerce, Texas; Kenneth F. Lam, Louisville; Joseph O. Lawson, Wichita Falls, Texas; C. H. Logan, Milwaukee; Donald L. McCaleb, San Louis Obispo, California; Donald E. Madden, Wichita Falls, Texas; George Edward Manno, Floral Park, New York; Gerald Marans, San Francisco; Penny Martin, Rockville, Maryland; Dr. Roland M. Meffert, Maxwell AFB, Alabama; Fred Meyer, West Allis, Wisconsin; Loyde Middleton, Nashville; Don Mills, San Francisco; William Gene Moll, Austin; Richard Moore, San Francisco; Rudolph Morris, Washington; Terry Muehleisen, Milwaukee; Winifred Murphy, San Francisco; Jerry Natrop, Hales Corners, Wisconsin; Oguz Nayman, Washington; Daniel C. Niemyer, Philadelphia; Thomas E. O'Brien, Denver; Bernard E. Park, Fairbanks, Alaska; James E. Parsons, Myrtle Beach AFB, South Carolina; George Peters, Milwaukee; Ronald Phelps, Milwaukee; Billy J. Phillips, Rantoul, Illinois; Joseph Plesh, Milwaukee; David

Port, Milwaukee; Tom Radai, Milwaukee; Mary Raitt, Washington; Jane Redlin, Milwaukee; Jonathan C. Rice, San Francisco; Clayton A. Roehl, Mt. Pleasant, Michigan; Daniel A. Rose, Boston; Bob Rosenow, Milwaukee; Jules Rossman, East Lansing; Nora Rowley, Washington; Stanley Sabik, Plymouth, Michigan; Irving Saraf, San Francisco; Dave Scheinemann, Milwaukee; Steve Siehr, Milwaukee; 2/Lt. David P. Slater, Amarillo; Duane R. Smith, Monroeville, Pennsylvania; R. L. Smith, San Francisco; Mrs. Dinah Spindler, Buenos Aires, Argentina; Irwin P. Starr, Ann Arbor; Theodore Steinke, Milwaukee; Marvin L. Thall, Philadelphia; Lt. Col. Thomas R. Cook, Jr., Maxwell AFB, Alabama; Boake C. Thompson, Champaign, Illinois; Raymond A. Toth, Wichita Falls, Texas; William Triest, San Francisco; J. H. Warf, Nashville; Capt. James I. Wiedenfeld, San Antonio; Dale W. Wile, Eugene, Oregon; Paul A. Williams, San Francisco; William B. Willingham, Bloomington, Indiana; Ken Winslow, San Francisco; Steve Woida, Greendale, Wisconsin; Everett L. Woodcock, Damascus, Maryland; Hassan M. El Zein, Bloomington, Indiana.

News Notes

PERSONNEL

▶ William Balfour Macdonald has been appointed to a newly created position at WTTW, Chicago, as producer responsible for long-range development and production of local and network ETV programs. He was a staff member of WTTW in 1955-56; most recently he was writer and producer-director for several commercial and government film projects in New Mexico.

▶ Science Research Associates, Inc., Chicago, have announced the appointment of William W. Cobbs, II, as director of the company's newly created audiovisual materials department. Cobbs formerly was director of education programing for Louis De Rochemont Associates, Inc.

▶ Colonial Williamsburg's Radio-TV Manager Hugh DeSampner reports that the public service institute sponsored by NAB and American University recently was a "solid" seminar and that he gleaned many new programing ideas from it.

GENERAL

▶ Philadelphia's educational TV (Channel 35) and radio stations have switched call letters from the former WHYY to WUHY-TV and WUHY-FM. The WHYY call letters have been assigned to the recently acquired Channel 12, which is scheduled to begin broadcasts in September. Channel 35 has discontinued its evening programing, but continues to broadcast its daytime, in-school programs.

▶ On April 15, WOAK, Royal Oak (Mich.) 10-watt school station, will begin its seventh year of live broadcasting of the city commission meetings.

▶ Iowa State University's WOI has combined with eighteen commercial and educational stations in the state to form the Iowa State University Radio Concert Network. Stations will broadcast twice a month until July; programs will consist of taped concerts originating on the university campus.

▶ Beginning in September, University of Texas CCTV videotapes are to be given Spanish soundtracks for viewing in classrooms at the Monterrey (Mexico) Institute of Technology and Higher Studies. A freshman chemistry course will be the first to receive a Spanish soundtrack, and a professor from Monterrey will work in the studios at the University of Texas to supervise the dubbing. The three-year project is being financed under a new Ford Foundation grant.

▶ WMHT, Mohawk-Hudson ETV station, is soon to receive a new transmitter allowing an increase in power to twelve times what it is now. The gift is from commercial WTEN, switching from UHF to VHF.

▶ The University of Wisconsin has approved allocation of funds to establish an FM station on the campus at the University of Wisconsin-Milwaukee. Formal application is to be filed with the FCC soon.

▶ Latest means of obtaining TV receivers for Alabama classrooms is through merchandise trading stamps. Recently a

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington 6, D. C. Phone 667-6000 Area Code 202.

Birmingham class purchased a set for \$9 tax—plus 47 trading stamp books.

▶ Charles W. Joiner, associate dean of the University of Michigan Law School, says that TV is giving a big assist to the law school in training better lawyers with more professional responsibility. He was reviewing the first year of operation of the CCTV link between the circuit court and the law school; this was described in the July-August, 1962, *NAEB Journal*.

▶ KBPS (AM), Portland (Ore.) school station, celebrated its 40-year anniversary in March.

▶ The University of New Hampshire has received \$14,900 from the Air Force Cambridge Research Laboratories for antenna research.

▶ In a recent statement before the North Dakota House of Representatives, W. Ferron Halvorson, director of educational communications for the state department of public instruction, said that North Dakota "... is one of the few remaining areas in the United States where some VHF channels are still left. Perhaps our state is the only area remaining where there could be an educational television network of VHF channels entirely. . . ."

▶ A press release from Wayne State University says that that institution's *Television Theater* is the only locally produced dramatic series in Detroit.

ice TV experience. Male, 37, married/children. Location preference: Midwest, California, Washington.

April 8 Responsible young man seeks responsible position in TV and/or film production and/or direction with ETV station or university. B.A. radio-TV-film; M.S. TV-film early summer 1963. Teaching experience and considerable experience in TV-film production and direction. Married, 26. Location and salary open.

April 9 Director of radio-ETV with 12 years production background wants to create and develop radio and ETV in your institution. Location no barrier.

April 10 Television production and/or instruction in established college or university television facility. Wishes to teach in educational TV area. B.A., M.A., summer 1963. Teaching experience in and out of TV; professional TV experience. Male, 31, married.

April 11 Seeks college-level teaching position in radio-TV area beginning September 1963. M.A. radio-TV; 2 years commercial TV experience as writer and assistant promotion director with major market net affiliate; familiar with all areas of radio-TV production. Married, one child, age 27. Prefers West Coast but will consider all areas. Minimum salary, \$6,200.

April 12 Radio-TV station director seeks similar position in an established or new operation in west or southwest. B.F.A., M.M. and M.A. 8 years experience in educational broadcasting; experience in all phases of radio-TV programming and production; will consider some teaching in radio-TV. Married, age 40. \$9,000 minimum.

April 13 New York network TV engineer with more than 13 years exhaustive experience in TV, and excellent references, desires chief engineer position at college or university. Can completely design, build and efficiently operate ETV station of any size at minimum expense, train personnel in all phases of engineering and production. Salary negotiable, depending primarily on community.

April 14 Graduate of RCA Studio Production School of NYC, interested in obtaining position as camera man, audio, boom operator or projectionist. Anxious to start work to gain experience. Male, 19 years of age, single. Prefers southern states or New England states.

April 15 Radio-TV major wishes to work in radio or TV station for experience. Male, 19 years of age, single. Willing to relocate.

April 16 Candidate for M.S. in communicative arts seeks position as producer-director or production manager. Male, age 23, single. Prefers midwest or southwest location. Salary open somewhat, but expect \$5,000-\$6,000.

April 17 TV writer-producer-program executive, just back from contract position overseas, desires creative post in ETV operation heavy on documentary. B.A. in drama, Yale University. 13 years experience includes 3 years as operations manager regional network, 5 years writing-producing in major Florida markets, 5 years directing in Detroit. Male, 37, married. Will relocate for creative challenge and \$10,000 plus.

POSITIONS AVAILABLE

(In order to be considered by these institutions, 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 \$5 Placement registration fee at the time of inquiry.)

A-1 Experienced TV Producer. M.A. Must be able to teach in California. Open immediately. West coast college.

A-2 Experienced TV Engineer. Must be able to teach in California. 7 years experience required. West coast college.

A-3 Faculty member opening in radio-TV area. Ph.D. required. Must be particularly strong and experienced in creating, producing, and directing educational radio and TV programs for both public consumption and for college-level closed circuit instructional TV using college students and college faculty for the production crews and talent. Open September 1963. West coast college.

A-4 Producer-director. Open near future. Salary, \$4,200 to \$4,500. Southern community.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Mrs. Jacqueline Swain, Placement Service, at the NAEB office in Washington.)

April 1 Desires position as music director with ER or ETV station, planning programs of live and recorded music, doing air work and giving courses in radio-TV and music departments. M.A. in music, 10 years experience in commercial and educational radio in all phases of music programming, production, continuity and announcing. Also experience in college teaching and adult education. Location anywhere; salary open.

April 2 Ambitious and energetic broadcaster seeks challenging production-direction position in ETV. B.S., Radio/TV; FCC 1st Class Radio telephone license. Five years experience in all phases of radio and TV; presently employed in major market commercial TV station. Age 28, married, available immediately. No geographic restriction; salary, \$6,500 minimum.

April 3 M.A. candidate in Radio-TV with unusual wide technical/practical experience background desires ETV opportunity; willing to consider any possibilities, but prefers production-direction. B.S. in distributed studies; telecommunicative arts (TV), English, technical journalism, and industrial admin. FCC 1st Class radio-telephone license. Age 30, married male, available on or after July 1. Location open; \$5,500 minimum.

April 4 EDUVIDEOCATOR (a person experienced in both television and education) seeks executive position with educational station. M.Ed.; 9 years in TV as director, producer and program manager; 3 years in education as teacher. Male, 37, with wife and daughter. Salary should be commensurate with position.

April 5 Challenging work in ETV programming and/or production wanted by B.S. in radio-TV. Working toward M.S., airwork, writing, news. One year educational radio supervisor; 5 years commercial radio-TV in writing, production, sales. Male, 27, single. Minimum \$5,800.

April 6 Producer-director position. M.A. in radio-TV this June from University of Michigan. Extensive musical background with junior and senior high teaching experience. Male, 27, married. Any location.

April 7 Commercial/educational broadcast executive in market for new opportunity. Looking for top, permanent location where significant ETV effort is in demand. M.Ed. in radio-TV-education, 10 years commercial/public serv-

Remember 1963 dates for IERT: June 12-14

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."



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