



# NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WASHINGTON, D.C.

JUNE, 1966

## NAEB Directors Meet

Members of the NAEB Board of Directors met April 20 in New York City. Some of their decisions and discussions have been reported in separate items in the *Newsletter*; others are presented here. The Board will meet again on October 22 in Kansas City, and in the spring of 1967, in Washington.

● *NAEB financial status.* The Board reviewed and accepted a report by Arthur Young and Company, national accounting consultant firm, calling for realignment of the NAEB's fiscal structure and new book-keeping methods to take into account its complex division structure. The report showed specific calculations of a deficit that had been accumulating over a period of years, and the Board authorized the staff to take steps to alleviate the deficit by means of a bank loan and solicitation of special gifts. The deficit comes from the need to align calendar-year and fiscal-year accounting procedures, and does not affect the annual budgets, which have been in balance over the past several years.

The Board approved a draft budget for 1966-67, subject to revisions that will be made following approval of division budgets and final review by the Executive Committee.

● *Convention and conferences.* The Board recommended a move to schedule annual conventions more regularly in Washington and Chicago after 1970. (In 1966 the convention will be in Kansas City, 1967 in Denver, and 1968, 1969, and 1970 conventions will all be in Washington.)

The Board received a report that the president has appointed a committee to consider a closer relationship between the spring regional meetings and the annual convention, as well as the need for more effective liaison with meetings affecting educational radio and TV conducted by other associations.

● *Research and development.* The Board approved the principle of apportioning overhead funds from NAEB projects to strengthen the Office of Research and Development. The intent is to provide a more adequate staff to conduct projects which the NAEB is called upon to handle, so that the general staff does not have to spend an inordinate amount of time on such activities.

## FULBRIGHT GRANTS

Persons interested in research or lecture-ship grants for 1967-68 should write now for information and application forms to: Committee on International Exchange of Persons, Conference Board of Associated Research Councils, 2101 Constitution Avenue, Washington, D.C. 20418.

## IMD Votes Dues Increase

The NAEB Individual Member Division directors, meeting in New York in April, voted to increase individual-member dues to \$15 as of July 1, 1966. The additional \$5 will go to the division, to provide better service to members—especially to the professional interest sections. This is the first increase in Individual Member dues in several years.

Under the new arrangement, NAEB Vice President Harold Hill will devote part of his time to coordinating the activities of the professional interest sections, developing greater personal contact with IMD members to learn what services they desire, and planning IMD sessions at NAEB area meetings, to serve professional interests of members in their own geographic regions.

● Dues of NAEB institutional members will be increased by 30 per cent on July 1, 1966, as approved by the NAEB Board of Directors in New York.

## Newsletter to Move

Effective with the August issue, the *NAEB Newsletter* will be written in the headquarters office in Washington, rather than in the publications office in Urbana. After June 20, members should send material for the *Newsletter* to: Newsletter Editor, NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036.

The *NAEB Journal* will still be edited in the Urbana office.

## Wrong Applications for ETV Facilities Aid

Staffers of the ETV Facilities Program report that they are still receiving new applications on the old yellow-covered application form. Applicants who wish to avoid delays in processing should use the *green-covered form* which replaced the old one in the fall of 1964. Copies may be obtained from: ETV Facilities Program, Office of Education, HEW, 400 Maryland, S.W., Washington, D.C. 20202.

## Witherspoon to Leave ECS Post in Fall

John Witherspoon, director of the Educational Communications System Study, will leave the NAEB staff in September to join the Brooks Foundation, Santa Barbara, Calif., as associate director for telecommunication. James S. Miles, director of radio-TV at Purdue University, will take over the ECS project as acting director.

The changeover in command will coincide with the end of the project's third phase, in which three model systems—intra-state, interstate, and "educational resources"—are being set up. Phase IV will demonstrate the system.

## ETS Recommends Changes in Facilities Act

In a report recently compiled at the request of Senator Warren G. Magnuson, chairman of the Interstate Commerce Committee, NAEB's TV Division asks for several changes in the ETV Facilities Act. Among them is the request that the one-million-dollar-per-state ceiling be raised, to allow full development of ETV in the states prepared to use it.

The report names 12 states—Alabama, California, Florida, Georgia, Illinois, Kentucky, Massachusetts, Minnesota, Nebraska, New York, Ohio, and Pennsylvania—which have already reached the one-million mark and thus are not eligible for additional federal funds, while two states have not attempted to use any funds under the act, and several others require substantially less.

The report also recommends a matching formula of 75% federal and 25% local funds, instead of the present 50-50; and that unlimited use of the funds for interconnection be allowed.

All ETV stations in the country were questioned, and the report is based on their responses.

## Win Ohio State Awards

Seven educational stations were among the 1966 Ohio State Award winners announced May 19 in Columbus. There were 22 TV and 23 radio winners from a total of 565 entries. Among them were: WHA-TV, University of Wisconsin, for "Speech Correction: Impaired Motor Coordination"; KLRN-TV, University of Texas, for "Na-

tionalism in Music"; KNME-TV, University of New Mexico, for "Elementary Science-5" and "Zoology-Fish"; WETA-TV, Washington, for "Deadline!" and "What Are the English Language?"; WNDT(TV), New York, for "Where There's Smoke, There's Danger"; WNYE-FM, New York, for "The Negro in America" and "Giving Away Suzanne"; and WOSU, Ohio State University, for "Conrad Weiser, Master of Delay."

The IERT, which sponsors the awards, devoted its full effort to the awards this year, since there was no spring meeting. Created in 1930, the IERT's annual meetings served as a meeting-ground for commercial and noncommercial broadcasters during a time when there were no formal membership organizations in broadcasting. Now that many specialized groups have developed, the IERT's national advisory committee has recommended that the IERT concentrate on making the Ohio State Awards the most comprehensive evaluation possible of educational-informational programming in broadcasting and other forms of electronic program distribution.

## Pierce Named Director of New Education Commission

Wendell H. Pierce, superintendent of the Cincinnati schools, has been named executive director of the Education Commission of the States. The Commission was established recently by the Compact for Education, and will meet in Chicago June 13-14 to discuss its initial study projects and to choose a permanent headquarters for the Compact.

Seven delegates (normally including the governor, a state senator, a state assemblyman, and four top educators) from each member state form the Commission.

Proposed study projects include financing elementary and secondary education, community-centered education after high school, vocational and technical education, coordinating state higher education systems, attacking special problems of urban schools, improving communications between educators and politicians and public, and the problems resulting from consolidation of school districts.

## NERN Stations Cover MET's Closing

WBUR, Boston University, produced a special program for NERN distribution covering the closing night of the Metropolitan Opera in New York City April 16. Walter Slezak, who flew to New York from Switzerland for the closing, anchored the program. WBUR is also producing a grant-in-aid series for NER on the history of the Metropolitan Opera.

## NAEB Personnel Service

### POSITIONS AVAILABLE

(For information, write Miss Yasmine Mirza, Personnel 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 Personnel Service. Non-members can save time by sending the \$10 annual dues and \$10 placement registration fee at the time of inquiry.)

- June 1 Producer-Director for VHF University station in southwestern market. Prefer person with minimum of BA degree, some directing experience in ETV. Must be capable of working with both faculty, community leaders, and aiding in training students. Prefer someone who has had experience in set building and graphics.
- June 2 Need July 1 two experienced producer-directors. Strong in producing-directing-lighting. Faculty staff status. One position requires some news background. Both require minimum BA degree. Expanding ETV station going full power and complete color in new building. Excellent state benefits and working conditions. Salary open.
- June 3 Commercial Artist for ETV. To produce graphics, mock-ups, models, signs, sets, and other similar materials for use on various programs. This person would work with the Producer-Directors at the direction of the senior Producer-Director and/or the Coordinator of Educational Television.
- June 4 TV Producer-Director for Northeastern college CCTV system. Minimum qualifications include 15 hours beyond a bachelors (MA degree preferred), and three years experience with educational institutions. Salary range: \$5960-\$8,000 for 9 months.
- June 5 Large Eastern University has opening for an ITV production specialist to be responsible for assisting, advising and guiding faculty members with their televised courses. BA degree required. Applicant should have taken courses in radio, television and film production. Additional courses in education and psychology very helpful. Salary depends on qualifications and experience.
- June 6 Coordinator of ITV Programs. In addition to the usual producer-director television skills, the individual should be fundamentally concerned with student learning. He should enjoy working with university faculty and be interested in the opportunity of working in a strongly multi-media, research oriented activity. The position is at a large midwestern university with extensive and varied television programs and facilities. Some teaching is possible. Salary: plus or minus \$9,500, depending upon qualifications.
- June 7 Audio-Visual Coordinator. Newly established Instructional Resources Center in Northeast college has opening for a person with strong background and training in film, TV, and transparency production. MA degree preferred. Applicants must have general academic knowledge for working with faculty.

## Marie Speer to Leave ETS

Marie Speer, assistant to the executive director of NAEB's TV division, will leave June 15 to join her husband in Guantanamo, Cuba. She has been with the NAEB about two years.

## Turkish Radio-TV Wants Tape Excerpts

The Turkish Radio and Television Organization is launching a magazine type program covering subjects in social developments, arts, science, technology, education, sports, amusement, medicine, human interest. They would like to receive tape excerpts and scripts from American broadcasters to use on the program. They would also like recordings of sound effects and folk songs and dances peculiar to this country. Write: Central Programing Department, Mithat Pasa Cad. 47 Ankara, Turkey.

## Summer Workshops & Courses

*Boston U.* July 11-August 20. 9th ITV summer workshop. 6 graduate credits in either broadcasting or education. Write: Dr. Murray Yaeger, School of Public Communication, Boston U., 640 Commonwealth Ave., Boston, Mass. 02215.

*New York U.* July 25-September 2. 9th summer motion picture workshop. 8 credits, graduate or junior-senior level. Write: Dept. of TV, Motion Pictures, and Radio, New York U., Washington Square, New York, N.Y. 10003.

*Northeastern U.* June 20-July 30 and June 20-August 13. Summer TV internships, ETV-ITV, TV production, film, radio, graduate research. Write: Dept. of Radio, TV, and Film, School of Speech, Northwestern U., Evanston, Ill.

*Stanford U.* June 20-August 12. 24th radio-TV-film institute. Write: Dept. of Communication, Stanford, Calif. 94305.

- Appointment for 9 or 11 months. Opportunity for advancement. Salary \$6,000 minimum.
- June 8** Large midwestern university is seeking a Supervisor of ITV Production to work in its CCTV system. Applicant should have had experience in production of ITV materials at the collegiate level. He will supervise CCTV producer-directors, handle various administrative duties involved in the scheduling of studios, crews and other facilities and assist the production manager. He will be expected to direct one or two courses per term. Salary range from \$7,200 depending upon experience. MA degree desirable. Open July.
- June 9** Large university in the south has immediate opening for a TV Production Manager. This person would be responsible for all live and video tape productions, and crew scheduling. Salary up to \$8,000 for the right person.
- June 10** Instructor in Speech and Assistant Radio Program Manager. To teach basic course in radio announcing and equipment operation and assist in scheduling of programming. Possibility of television production. MA in Broadcasting and experienced in announcing, programming, production and supervision of radio personnel. Salary \$6,800-\$7,500 for 9½ months. Open September.
- June 11** Music Director for large university's 70 KW FM station. This person will be responsible for the major portion of programming, predominantly serious music. Position calls for some imagination but at the same time involves a lot of detailed work. Applicant should have a BA degree. Salary dependent upon experience and education—will range between \$4,500-\$6,000 plus university employee benefits. University is an Equal Opportunity Employer.
- June 12** New community ETV station in Northeastern metropolitan area has these openings: Two Producer-Directors, positions beginning summer. Recent graduates acceptable. Salary open. Liberal benefits. Good chance for rapid promotion; Two Studio-Transmitter Engineers. Must be familiar with operation of modern klystron UHF transmitters as well as studio equipment and microwave link. First-class license required; Graphic Artist to be responsible for coordinating all visual elements both on-the-air and publication responsibility.
- June 13** Television Science Teacher to teach grades 5-8 for regional EIV Council in the Midwest. Salary \$9,000-\$10,000. Position open immediately.
- June 14** Chief engineer needed for large northwest VHF-ETV project. Technical competency must span entire range of full power operated equipment and systems; full responsibility for federal and state agency negotiations, personnel supervision, design, installation and maintenance. No teaching, no students.
- June 15** Program-operations manager needed for large northwest VHF-ETV project. Must have prior experience in programming sources, control systems, traffic, production directing and coordination. Guides publications for staff scheduling-supervision. MA will be considered. Consider only those who have a personal commitment to educational broadcasting.
- June 16** ETV station—mid-atlantic state is expanding staff and operation. Have openings for engineers (2), technicians (2), cameramen (2), and photographer (1).

## Publications

- Free subscriptions to *Broadcast Management/Engineering* may be obtained from: Mactier Publishing Corporation, 820 Second Avenue, New York, N.Y. 10017.
- Jerrold Electronics has a new 36-page booklet on the basic types of TV systems for instructional use. Write for "1966 Schoolman's Guide to ETV Communications" to: Jerrold Electronics Corporation, 401 Walnut Street, Philadelphia, Pa. 19105.
- In April, the Hollywood Chapter of the National Academy of Television Arts and Sciences issued Vol. 1, No. 1 of its newsletter, *Forum*. In the feature article, Ted Post recommends training professional artists, research and experimentation in the performing arts, encouraging criticism. He says that ETV should have taken the lead in realizing these goals, but that instead it has accepted a pat on the back and gestures of financial aid from commercial TV.
- The Broadcasting and Film Commission of the National Council of Churches has issued a catalog of programs for radio and TV. Write to them at 475 Riverside Drive, New York, N.Y. 10027.

- Allen E. Koenig has an article in the second issue (March-April 1966) of *Preaching: A Journal of Homiletics*, called "What the Preacher Should Know About the Effects of the Mass Media."

## Programs & Recordings

- CBC is offering a radio art series, "Listening to Pictures," to interested stations. The series contains 13 talks (7 to 10 minutes each) by Dr. Jean Sutherland Boggs, Steinberg Professor of the History of Art, Washington University, St. Louis. Supplementing the talks is a booklet containing the texts, plus color photographs of the paintings discussed. (These may be inserted in the booklet, next to the text concerned.)
- Cost of the programs is about \$50, while the books and pictures are to be sold to the public as a package at \$2.50 each. Discounts will be allowed to stations wishing to purchase the material for their own distribution to listeners.
- For information, write: A. H. Partridge, Overseas and Foreign Relations Officer, CBC, 354 Jarvis Street, Toronto, Ontario.
- Western Michigan University's broad-

casting department has produced six LP records—Chaucer read in Middle English, folk songs, and four in a poetry series featuring American poets reading their own work. Records are \$5 each. Write: Aural Press, Western Michigan University, Kalamazoo, Mich. 49001.

## News Notes PERSONNEL

- Orin D. Hood has been appointed manager of WDET, Wayne State University. A graduate of Boston University, he formerly worked for WBUR-FM there, and for WENH-TV, University of New Hampshire.
- Stanton W. Saltzman has been appointed director of Temple University's new department of medical communications. For the past six years he has served as producer-director and TV program coordinator for the office of instructional resources, University of Illinois.
- Alice Lewitin, who terminated her 19-year association with the French Broadcasting System on December 31, is now with the Coty Television Corp., a new affiliate of a French program production company—whose technical services in Paris may be of interest to NAEbers going abroad. Address: 1270 Avenue of the Americas, New York N.Y. 10020.
- Roger Houglum, manager-director of KRVM, Eugene (Ore.), since 1945 and the station's acting chief engineer, will leave that post July 1 to accept a full-time assignment as chairman of the electronics division of the Lane Community College. He will also direct broadcasting there, developing radio and TV facilities on the school's new campus near Eugene.
- The Delaware ETV network has announced the following new staff appointments: Hale Hauptman, film photography director, former CBS photographer; Joan Rebecca Scott, resources specialist, former writer-production assistant for WITF-TV, Hershey, Pa.; Malcolm Rausch, audio technician, formerly chief engineer at WATS Radio, Sayre, Pa.; Joseph H. Gaunt, traffic manager, formerly FM program and staff announcer for WFMD-FM, Frederick, Md.; and David Olson, studio technician, formerly production assistant and studio supervisor at WETA-TV, Washington, D.C.
- Jack Boone, Ohio University TV producer-director, will spend the next two years in Nigeria as TV and new media advisor at Kano Teachers College. He will spend the summer directing installation of educational CCTV in the college. ETV is expected to be in operation this fall, and will be the first installation of its kind in Africa.
- KCET, Los Angeles, has announced the following staff additions, due to increased local programming: Charles Allen, director of program operations, former program instructor, WLVT, Bethlehem, Pa.; Gregory Heimer, program associate working with



Mrs. F. L. Gmelin, assistant executive director of the Reader's Digest Foundation, presents awards to representatives from the winning ETV stations, at a luncheon in New York City on April 20, 1966. Left to right: David Davis, WGBH; Hill Belmont, WGT; John Schwarzwald, KTCB; Warren Park, WOSU; Jack Schaeffle, KRMA; John Crabbe, KVIE; and Mrs. Gmelin.

NET programs, formerly assistant general manager of WQED, Pittsburgh; Allan Muir, producer-director, formerly with KFMB, San Diego; Frank Sentry, producer-director, formerly writer-producer with ABC-TV, Los Angeles; John Steven, school producer-director, formerly with the ITV center in Santa Ana; Al Millman, stage manager, formerly with the Carousel Theatre in Covina; Doug Stiles, scenic designer, from MGM; and Steve Bingham, staff artist.

▶ Arthur J. Irons, Jr., has been appointed director of photography for WCNY-TV, Syracuse. He will be responsible for all publicity, promotional and program photography, as well as special projects, productions, and motion picture operations used by the station. He came from the NBC TV Network news department.

▶ Burt Harrison, manager of KWSC, Washington State University, and mayor of Albion, has been named president of the Whitman County Association of Cities and Towns.

▶ Jerry P. Melmed, TV producer-director for the State University College at New Paltz, N.Y., and an ex-CBS producer-director, has started a column in *The Courier*, a mid-Hudson weekly with 50,000 circulation. In his second column he looks at the responsibilities of commercial, educational, and instructional television.

▶ G. L. Bidwell, former director of ETV operations for Baldwin, L.I., New York, has joined General Precision, Inc., Pleasantville, as manager, ETV planning.

## INTERNATIONAL

▶ Marconi announces that it has supplied the first TV outside broadcasting unit designed for educational use, put into service at the University of Glasgow, Scotland, to record lectures on videotape. The four-camera unit cost approximately \$44,800.

▶ The AID team studying educational facilities in Uganda and Kenya has recommended establishment of a national educational communications center in Uganda. Initial presentations would be an English course by radio for primary school teachers, enrichment of science teaching in secondary schools by TV and correspondence, an East African history course for secondary students by correspondence with radio and/or TV, and intensification of English instruction by radio for primary students. For Kenya, the team recommended establishment of a correspondence instruction-radio unit to cooperate with an adult studies institute of University College, Nairobi.

## AWARDS & CITATIONS

▶ Winners of the Reader's Digest Foundation ETV \$1,000 awards for this year are: KVIE, Sacramento, for "Gold Was Where They Found It," a look at the early California gold rush; KRMA, Denver, for "Racing on Thin Air," based on the Pike's Peak hill climb; WOSU, Ohio State University, for "Out of the Web a Fly," on public assistance; KTCB, St. Paul, for "The Virgin of Tenochtitlan," a view of life in pre-Columbian times; WGTU, University of Georgia, for "I'll Get There—Soon's I Can," on the plight of the service industries; and WGBH, Boston, for "Joyce Chen Cooks," about Chinese cooking.

The foundation has presented ETS with another \$6,000 for use next year, which will be the third year of the ETV program competition.

▶ WRVR, New York City, received the first award given by the Alfred I. duPont Awards Foundation in its new category "Station Award—Educational or Noncommercial, Radio or Television." The station was commended for its music, its revival of live radio drama, and its "mature and candid discussion" of ideas. The cash award was \$1,000.

▶ Another duPont award went to Cecil Brown, of KCET, Los Angeles—the "News, Commentary and Public Affairs Award" to an individual.

## GENERAL

▶ An ETV producer is among the five winners chosen in WTTW's playwrighting contest. He is Luther F. Kepler, Jr., production supervisor of Pennsylvania State University's WPSX-TV. He won in the adaptation category, for "An Evening with Ambrose Bierce," a dramatization of two short stories by Bierce.

Other winners in the Chicago station's contest are two Chicago-area men, a Connecticut minister, and a novelist from California. The other categories were drama, musical, comedy, and mystery.

▶ WOUB-TV, Ohio University, will extend its broadcasts into the summer months this year, for the first time.

▶ KTXI-TV, Texas Technological College, went off the air last month to begin a \$270,660 expansion project, including construction of a 6 kw transmitter and a new transmission line. With the expansion, the station will be able to reach 75,000 public school students, compared with the present

48,000. September 1 is the date scheduled for resumption of regular programming.

▶ WPGU, campus station at the University of Illinois, expects to begin FM operations in the fall. It is only the third such station to be granted an FM commercial license.

▶ During the past year, WUWWM, University of Wisconsin-Milwaukee, has offered "marathon" weekend radio programming, 56 continuous hours of single-format program content. "Classical Weekend" explored virtually every musical style, as did two "Jazz Weekend" offerings. During "Folk Weekend," folk groups from the area participated in live presentations, interspersed with recordings. The "Talk Weekend" involved more than a hundred persons in many different fields.

▶ WUHY-FM, Philadelphia, recently began regular Sunday programming, for the first time in its 12 years. The schedule will include repeat broadcasts, plus occasional live and taped programs.

▶ Someone anonymously donated \$1250 to an organization for retarded children after viewing a program on KWSC-TV, Washington State University. The program featured interviews with teachers and parents of mentally retarded youngsters.

## STATE & REGIONAL

▶ Wisconsin's legislative finance committee recently authorized introduction of an ETV bill which would allow the state's higher education committee to apply for federal aid to construct two new stations, one in the northeastern part and the other in the northwestern part of the state.

▶ The University of Maine and the state's ETV network have applied to the FCC for permission to construct a TV translator station in Madawaska. The area is one of few in the state with poor ETV reception, and the ETV translator—the first in Maine—is expected to eliminate the problem.

▶ Last month, for the first time, five of California's ETV stations broadcast a special two-day program simultaneously. The program was "The University in America," featuring some of the nation's most distinguished educators.

## NATIONAL TEACHER CORPS

Both experienced teachers and college graduates with little or no teaching experience may apply. For information and application forms, write: National Teacher Corps, U. S. Office of Education, Washington, D.C. 20202.

Scanned from the National Association of Educational Broadcasters Records  
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