

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

NAEB-SUPPORTED TV SUMMER WORKSHOPS

The University of Nebraska, Lincoln, Neb., and the East Carolina College, Greenville, N. C., have announced the opening of their NAEB-financed summer workshops for in-school teaching by TV. Classes started June 17. The purpose of these workshops is primarily to insure the best possible professional training for the staffs and management of U. S. educational TV stations.

Both schools will feature in their two-week programs a number of distinguished speakers in the field of ETV. The U. of N. makes its own station, KUON-TV, available for the workshop while ECC has been given access to the facilities of WNCT-TV, Channel 9, in Greenville.

Other institutions which established NAEB-sponsored workshops are the University of New Mexico, Purdue University, Michigan and Florida State Universities, WKNO in Memphis, Tenn., the University of Miami, the University of Minnesota and the Toledo (Ohio) Public Schools.

The total amount granted by the NAEB for the establishment of workshops is \$17,000.

WALDO ABBOT RETIRES

Prof. Waldo Abbot, longtime NAEBer and longtime Director of Broadcasting at the University of Michigan, retired from the Wolverine staff on July 1, 1957. Waldo was the recipient of a special NAEB Citation at the Convention last fall in Atlanta. He is a former Board member of the Association, and is the author of the *Handbook of Broadcasting*, the most recent edition published with the assistance of Richard L. Rider.

In his years of service, Waldo has seen, and supervised, the growth of Michigan's radio service. He established station WUOM which produces numerous series of programs each year for broadcast by com-

NAEB Newsletter Vol. XXII, No. 6 July, 1957

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., \$5 a year, edited by Hans J. Massaquoi. Application for 2nd class mail privileges pending at Urbana, Illinois.

mercial stations throughout the state and provides a special school programming service for these stations. Later, he added another station, WFUM, at Flint.

More important, in a personal way, is his lovely wife who with Waldo resides on Washtenaw Avenue in Ann Arbor, where we assume NAEBers may visit Waldo and Em if they can find them at home. Waldo tells us that he expects to spend the summer at his cottage near Omena, Michigan.

—Frank E. Schooley

NEW TV LEGISLATION

After three defeats in the California state legislature, a bill was passed early last month giving school districts and state colleges the right to contract for TV programming services. The bill was supported by various school and civic groups.

▶ A bill, restoring budget funds for continued operation of WHA-TV, Madison, Wis., has been sent to Gov. Vernon W. Thomson after it passed the state Senate 22 to 7.

The Bill also provides for a transfer of the ETV station's operation from the State Radio Council to the University of Wisconsin.

—N A E B—

The American Assn. of Colleges for Teacher Education has released its fourth issue of a series of bulletins discussing the uses of TV in education. Persons interested in obtaining copies may write to: The American Ass. of Colleges for Teacher Education, 11 Elm St., Oneonta, N. Y.

GREETINGS FROM THE PRESIDENT

—BURTON PAULA

On June 3, the NAEB filed with the Federal Communications Commission a statement opposing the Commission's proposal of April 26 to abandon the Television Allocations Table which has governed the assignment of TV channels since 1952. Our position was determined by a mail vote of the Board of Directors. Since the future of ETV may be affected by these proceedings, I should like to review the situation briefly for *Newsletter* readers.

On April 11, 1952, in its *Sixth Report and Order*, the FCC set up the present Allocation Table. This provided for 2,053 stations, of which 242 were to be noncommercial educational stations. Subsequently the number of educational reservations was increased to 258. In its proposal of April 26, 1957, the Commission summarized as follows the reasons for originally preferring fixed assignments to proceeding on a case-by-case basis:

"The Table would make for a more efficient use of the available channels. It would better protect the interests of the smaller communities and rural areas by preventing preemption of available channels by the larger cities. It would be an effective means of reserving channels for educational purposes. It would expedite the processing of applications."

For us educators, of course, the Table was of particular importance for its reservation of channels for noncommercial educational stations. The JCET was created to secure these reservations, and continued in order to safeguard and activate them.

Then, on April 26, 1957, the FCC proposed the abandonment of the Allocations Table on the grounds that the reasons given in the *Sixth Report and Order* were no longer valid. In its place, the Commission proposed a variation of the so-called "Craven Plan," which would accept applications for new TV stations on any channel, subject only to specified mileage separation rules and some other technical requirements. But there were to be two important qualifications: all educational reservations were to be retained, as were fixed assignments for stations within 250 miles of the Canadian and Mexican borders.

Because of education's tremendous stake in TV, any changes in the Allocations Table become a matter of great concern to the NAEB. The FCC's April 26th proposal was the principal item we discussed at the JCET meeting of May 22, in Washington. The next day I reviewed the entire matter with Leonard Marks, one of our attorneys. On May 28, I requested the reactions of all NAEB officers and directors. Those Board members replying (Adams, Broderick, Bronson, Coleman, Hiller, McBride, Schenkan,

Schooley and Weld) agreed with me that we should oppose the deletion of fixed assignments. Accordingly, Marks filed the NAEB's Comments on June 3. The high points of our statement are briefly summarized below.

At the outset, we noted with approval that the Commission had agreed that it was necessary to continue the educational reservations, and we pledged ourselves to do everything possible "to make the fullest use of these reserved channels with the greatest speed possible." Nevertheless, we still felt that our "interests and the interests of the public at large are jeopardized by the abandonment, even in part, of the television Table of Assignments. Particularly the Commission's proposal would abandon the reservations, established in 1952, for smaller communities of the United States. The Association feels that the abandonment of these reservations would be viewed by some as the first step toward abandonment of reservations for educational broadcasting."

We pointed out that, in establishing the Table of Assignments, the FCC had indicated "that it viewed the reservation of educational broadcasting," and that we believed the adoption of this proposal could well be "the first step toward the abandonment of these principles."

We also stated that the elimination of the Allocations Table would lead to increased pressure for VHF stations, and the lessening of protection for UHF. The elimination of UHF would make it impossible for many educational broadcasters to have TV stations at all. Finally we said that, even though the Commission proposed no lowering of technical standards, we feared that, without fixed assignments, the pressure for new stations would lead to the degradation of service through the lowering of mileage separation requirements. In any event, we concluded, nothing should be done to alter technical standards until the TASO study is completed.

The JCET has also filed comments opposing the Commission's proposal. We knew this when we drew up our brief, but decided to file anyway in order to become a party to the proceedings.

Commercial broadcasters are divided in their reactions. CBS stated that the proposal is "a substantial step in the right direction," and urged that it be carried out as soon as possible, though with strict observance of present mileage separations. NBC, on the other hand, took a stand in opposition. ABC supported the proposal in principle, but counseled delay. The Westinghouse Broadcasting Co. asked for further study, particularly in view of the current TASO inquiry. Individual station reaction is divided about 50-50.

It, of course, is impossible to forecast the eventual outcome. Nevertheless, the NAEB took a position,

after careful consideration of the entire matter, which I think you will all support. Members who would like to see the full text of our *Comments* may obtain copies from Headquarters.

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

By the time this reaches you I hope to be somewhere in Northern Michigan. I expect to take most of July and perhaps part of August for vacation. In previous years, a consecutive period has been hard to come by. However, I think Harold Hill and the rest will be able to keep the shop open to serve you while I am away.

Recent days and weeks have been devoted to the preparation of various reports, principally the *Kellogg Annual Report*. These, of course, go also to the NAEB Board. Because of expense, size (and a good deal of statistical material, which most of you are familiar with or would only "file" anyway) we have not gone to the expense of making a large number or sending this to members generally. However, we'll have some extras available and, if you really want to see one and will return it, we'll be glad to send one to you. We are proud of it and of the progress it traces.

A flurry of committee planning activity has also marked this period: Radio Program, Grant-in-Aid deadlines and meetings, planning of the Seminar for ETV station managers and others. Hill and I have combined a trip for a meeting in St. Louis, to meet on 1957 Convention plans, with a (week-end) state convention of the National Exchange Club in which we both and Frank Schooley are active.

* * * * *

I'd like to supplement my regular "column" this month with an informal and very personal essay which might be called: "I Don't Want To Hurt Anyone's Feelings, But . . ."

Here's the problem for which I beg your indulgent understanding: Each week I receive a large number of letters which begin: "I know you have a Placement (or Network, Traffic, Engineering, *Newsletter*, *Journal*, etc.) Director, but in just this one case I'd appreciate it if you personally would . . . etc" Many of these letters are marked "personal."

Now I am grateful for your confidence (as is Harold Hill, when he receives similarly addressed ones), but.

If I'm to do the writer any good, I generally have to turn such a request over to the person who can provide the answers, for in many cases I don't know them and can't even find them, except by going to the person in charge of the appropriate files. I don't mind doing this, and *must* do it, if I'm to be of any

help to the writer. But I thought it might be well to explain *why*, a little more fully, since in many such cases I've received vigorous protests for not "doing it myself."

I believe the NAEB is still one of the friendliest associations I know. And our staff still is one of the smallest of any such national office. We do know, and want to know, as many of you personally as possible. But, let's face it, we have grown considerably (see my reference in this column to our *Annual Report*, which runs to over 50 pages (just to *list* what we do). Hence, specialization, form replies, assignment of duties and other characteristics of a growing operation (and of efficiency) had to be introduced. Since we have a Placement, Network, Engineering, Traffic, *Newsletter*, or other Director or Editor, I can't feel that "the boss" should be reaching over the responsible individual's shoulder every few minutes to alter his routine. Anyway, as I said earlier, with so many full-time "branches" to our activities now, my personal knowledge of each is increasingly superficial. At the risk of boring you, let me mention a few of the regular services which your NAEB regularly provides. I've asterisked those which I *can't* fully delegate (though "staff work" goes into many things I get credit for). Inquiries in areas not asterisked are likely to be referred to appropriate individuals.

The Radio Network (including program planning, content traffic, in-school, technical, shipping, billing etc. (handled by Bob Underwood, who in turn refers traffic inquiries to Margaret Enderby and technical problems to Jess Trump)

The *Newsletter* (delegated to the editor, though I pass on to him all items which come to my attention and check a good deal of copy, as does Hill. We also both check copy when we are here before it goes to press)

The *Journal* (handled principally by the *Journal* editor and Schooley)

* The *Fact Sheet Service*

The *NAEB Directory*

Some other 20 publications and brochures per year
Program *Grants-in-Aid* (though I'm "in on" all policy planning, Harold Hill handles most of this)

Seminars, Workshops, Conferences

* The *Scholarship Program* (General inquiries, however, are handled by staff available and screening is done by a sub-committee)

The *Engineering Service* (handled by Cecil Bidlack)

* *Managements Consultant Relations* (I handle policy and referral problems with M. S. Novik - difficult decisions being referred also to the Board)

Consultation Services generally (handled by Bidlack, Hill and myself)

* *Legal Counsel Relations* (some also are handled by Hill—in all cases this is with the guidance of the President and/or the Board)

* *Relations with the NAEB Board, Executive Committee and Officers*

* *Operational relations with the JCET, ETRC, CNO, AEA, UNESCO, the American Council on Education and various other organizations* (58 in all, as listed in our *Annual Report* with which we have continuous relations and exchanges (In the case of some twenty of these, other staff members are also involved)

* *Relations with some twenty foreign associations, journals, research groups, plus routine contacts with the BBC, CBC, French, Japanese, Korean, Australian, New Zealand, German, and other radio systems and the U. S. Information Agency* (much of this is also handled by Seymour Siegel and Bob Underwood of course)

- * Workshop Grants-in-Aid
- * Research Grants-in-Aid
- * Foundation Relations (handled principally by Foundation Relations Committee Chairman, Frank Schooley, with assistance and reports prepared by Skornia and other staff)
- * Reports and questionnaires (many sections for reports are prepared by others, of course, and many questionnaires are assigned or referred)
- * Press Relations (providing materials and guidance on request for national magazine articles, such as the recent *Reporter* article, *Reader's Digest*, *Life* etc.) (mostly by Skornia and Hill)
- * Research Exchanges and Liaison with other Research groups
- * Committee Relations with some of the following committees are handled by various individuals, depending on the problem involved, or the action or data required. For instance, technical data for any committee would be supplied by Bidlack.
 - Organizational Liaison (mostly Skornia with Chairman Broderick)
 - Advisory Committee to the President of the ETRC (chaired by Skornia to Paulu)
 - Associate Members Committee
 - Engineering Committee (Liaison is principally through Cecil Bidlack)
 - Program Grants-in-Aid Committee (principally handled by Hill except for policy)
 - International Relations Committee (Chairman Sy Siegel handles far more of the load in this area than a committee chairman should have to)
 - Membership Committee (except on knotty problems, these relations are delegated to our Traffic Manager, Margaret Enderby, and to Frank Schooley, who also handles voting on membership, for individual members)
 - Professional Advancement Committee (and sub-committees) (generally Skornia and Hill, with Bidlack for engineering and technical)
 - Public Relations Committee (liaison now handled principally by Harold Hill)
 - Permanent Financing Committee (Harold Hill does most of the Headquarter work)
 - Research Committee (principally Skornia)
 - Television Development Committee (Skornia with Hill)
 - Regional Meetings (Hill and Skornia principally with participation also by Bidlack)
 - Convention Committees (both Hill and I serve here, as do Schooley and many others)
 - Utilization Committee (principally Skornia, to date)
 - Publications Committee (most of the work with this committee is done by Schooley)

* * * * *

In addition to the regular on-going activities involved in the above (and the list is not exhaustive) there are many requests for "everything you have" on ETV or radio, several hundred letters a year from students, researchers and the general public, letters from a good many of our now over 1,300 members and some of the 2,000 or more additional staff members at their stations (we wish they would become individual members!), requests for data on clearance, copyright, postal (and postal legislation) problems and various others which occur on a fairly frequent basis. Many of these have to be handled by all of us cooperatively, depending on the problem.

Finally, I might mention the foreign journals, foreign language correspondence, and other foreign research and other reports which I must handle, since there are no other linguists on the staff.

When you consider also the several score days each year when three of us especially, (Skornia, Hill and Bidlack) must be "on the road" for meetings, conventions and other NAEB business sometimes for

as long as ten days or two weeks at a stretch, and the fact that I teach one course the first semester of each year, I trust you understand even more why you will sometimes receive a reply from a person other than the one addressed. We believe you want delays minimized and only in this way can we make sure that you get what you need as promptly as possible.

I hope you all know me well enough to know that I'm not trying to impress you with how "busy we are," or "how hard we work." That definitely is not the intention. The purpose is to give you a perspective on what we do, which we've always been too busy to take time to give you before. I assume you could all draw up equally impressive lists for yourselves, for I know you, too, are busy—in fact, we too, often hear through different people from those we address at many of your shops. But if you write me, and someone else answers, I trust you'll now understand.

That's it! Thanks for allowing me to put it on this personal a basis. And thanks to non-member *NAEB Newsletter* readers for understanding this "house-organ" use of our publication on this one occasion to answer many queries at once.

NETWORK NEWS

—BOB UNDERWOOD

The 1958 In-School Offering has been selected at a meeting of the NAEB Radio Network School Committee in Chicago. The offering, together with audition tapes, will be in the hands of member stations not later than Sept. 1 (Issue #35). The deadline for orders is Nov. 1, and actual distribution will begin with Issue #48 (Dec.1).

Twelve series comprise the new offering. All are brand new, there being no re-issues as in former years. A few of the areas covered in this offering are Community Life, Social Studies, Poetry Appreciation, Citizenship, and Health and Safety. Also included is the first in-school grant-in-aid series, *When Men Are Free*, produced by station WHA, University of Wisconsin. This series deals with the concepts of democracy and should be of great interest to all members. After hearing two sample programs, I can say that this series would interest adult audiences, too.

The fall regular offering is in the finishing stages, and we hope to get it to the stations well in advance of the ordering deadline. This offering will be one of the largest ever made by the network, and we look for wide acceptance from member stations. Release of new grant-in-aid series will begin in the fall offering; so you can see that there are some good series ahead. We hope you will like them.

At this time we are checking and re-checking our tape inventory balances before sending statements to

the stations. If you feel you have been wronged when you receive your statement, please feel free to tell us so, and we'll try to trace the source of our differences.

INTERNATIONAL MUSIC COUNCIL

—KEITH ENGAR

The Annual Conference of the International Music Council was held May 22 to 25 in Paris at UNESCO. The purpose of the IMC is to promote the broadcasting of contemporary music in many countries. The major motive is to provide encouragement for young talent by giving it a hearing on several broadcasting systems through major, live concerts. Fourteen nations sent delegates representing major radio organizations. With the able assistance of Mr. Noel Lee, a young composer touring Europe, and qualified to pass on technical musical problems, I represented the NAEB.

The conference was divided into two parts called "Selection" and "Tribune." "Selection" was a competition to choose the best contemporary symphonic, medium ensemble and chamber work broadcast during the preceding year. Each country was entitled to submit one work in each category and the delegates acted as jury. According to IMC rules, the three pieces chosen were to have been given a major "live" broadcast concert in each country during the coming year, but no work in any category received the essential two-thirds majority vote, so the IMC had to be content with recommending that the works be performed.

"Tribune" was designed to give young composers an opportunity to be performed in several countries. Each delegation was entitled to submit scores of five works placed within the three categories (symphonic, medium ensemble and chamber). The delegation examined the scores, then arranged submissions into eleven concert programs in a concert for broadcast, or as an alternative, choose selected works from among the total list for the equivalent of two concerts. IMC rules require that all music should be performed "live," and whenever possible, in public concerts introduced by a spoken commentary. However, it is permissible to broadcast a recording of the entire concert.

Details of the compositions will be available shortly from the IMC. Since this is the NAEB's first year, the project needs to be explored very carefully. Obviously there is a great promise in it.

Total AM stations - 3065	(includes 136 non-commercial)
Total FM stations - 668	(includes 136 non-commercial)
Total TV stations - 543	(includes 24 non-commercial)

NEWS FROM MEMBERS

GENERAL

Three officials from neighboring states recently visited the Alabama ETV Network in Birmingham to conduct studies in educational television.

They are Hill Bermont, production manager of the University of Georgia 3-million-dollar Kellogg Center for Continuing Adult Education; Mrs. Wanda Johnston, supervisor of audio-visual education of the Knoxville (Tenn.) Board of Education for City Schools, and from the same Board, Mrs. Penny Windham, director of radio education broadcasting instruction and city-owned FM station.

Mr. Bermont commended those Alabama officials who "had the foresight and initiative to design a network for ETV across the state as soon as the FCC made the channels available."

He also expressed confidence that the pattern set by Alabama will be followed throughout the nation.

► The Metropolitan Educational Television Assn. in New York City reports the receipt of a \$100,000 grant from the Fund for Adult Education. The money was given for the purchase of TV equipment for META's production center now under construction in the Carnegie Endowment Building.

The grant has a provision whereby META can qualify for an additional \$50,000 if it proceeds toward an on-the-air operation.

► The Abilene Christian College in Texas has just completed its 17th consecutive year of broadcasting activity, according to Dr. Lowell G. Perry, radio director of the College.

Among the accomplishments mentioned in his cumulative four-year Report for 1953 through 1957, Dr. Perry announced the providing of educational programs to schools and communities, the placement of students in the radio industry and plans for the addition of TV.

PERSONNEL

► Two prominent men in the radio-TV field received professorships at the Michigan State University's Department of Speech.

They are Walter B. Emery, general consultant for the Joint Council on Educational Television and J. Colby Lewis III, production manager of WTTW-TV in Chicago. Their appointments will take effect August 1 and September 1 respectively.

TEACHING BY TV

To determine whether typing can be taught as effectively on TV as in the classroom, the Indiana University in Bloomington, Ind., has begun an eight-week typing course on WTTV (Channel 4). The course is

taught by Prof. T. J. Crawford of the University School of Business' office training department.

"Classes," which started June 17, are held from 1:30 to 2 p.m., Mondays, Wednesdays and Fridays. Viewers in the WTTV area who are enrolled, received their instructional material through the I. U. Division of Adult Education. No college credits are offered for the course.

One group of university students participates in the TV course while another group is taught in the classroom. At the end of the summer, both groups' typing skill will be compared to test the relative effectiveness of each instruction method.

► The Educational Television and Radio Center in Ann Arbor, Mich., reports having contracted with WCET, its noncommercial affiliate in Cincinnati, for the production of a series of programs introducing science to youngsters from 4 to 7 years old. Production of the twenty-six 15-minute programs, entitled *Uncle Wonder's Workshop*, was estimated at \$23,000.

► The University of Nebraska has been offered a grant of \$115,050 by the Fund for the Advancement of Education to continue its TV-correspondence instruction in Nebraska high schools.

The grant will enable the expansion of a "first-year algebra" course now offered by KUON-TV to six high schools. If formally accepted by the University's Board of Regents, the new financial support will probably be used to offer additional courses in plane geometry, American history and "senior English."

► The nation's oldest ETV station, KUHT, at the University of Houston, Tex., has extended its services to include the animal kingdom.

In a weekly series of 15-minute programs, Harvey B. Richards, American Kennel Club licensed obedience judge and experienced trainer, offers a course to dog owners in how to train their pets. Richards uses his titled obedience-trained Weimaraner and Miniature French Poodle for his demonstrations.

► Beginning July 7, WBJB-TV in Roanoke, Va., will inaugurate a church school of the air to supplement classroom instruction in churches. The project, which was hailed by the National Council of Churches and TV industry spokesmen as a "precedent for the nation," is the first attempt to teach church school by TV.

—N A E B—

The New York University received a plaque from the Federation of Hellenic American Societies for its TV series "*Our Nation's Roots*." The series depicts the contributions of immigrant settlers to the growth of the United States.

TV TECHNICAL TIPS NO. 34

—CECIL S. BIDLACK

NAEB TV Engineer

News of the month centers around publications of the Engineering Service. A two-page mailing of additions to the NAEB Test Equipment Inventory was sent to all chief engineers on our mailing list on June 12. The *June Engineering Newsletter* is at the printers and should be in the mail by the end of the week.

Included with the *ENL* is a four-page list of additions and corrections to the *NAEB Technical Directory*. This brings the February 1 directory up to date as of June 1. We urge you to help us keep this directory up to date by keeping us informed of changes on your technical staff. Many times, the only notice we have of a person's departure is the return of mailing by the post office. When this happens, we delete the name from our mailing list.

The June *ENL* also features an article by James R. Leonard, chief engineer of WCET in Cincinnati, Ohio. He gives constructional details of an electronic sync device for double system kinescope recordings which is incorporated in their Stancil-Hoffman S/5 Magnetic Film recorder.

* * * * *

A second issue of a *Staging, Lighting and Graphic Arts Newsletter* was also mailed this month. This we published with Dick Lawson of the WILL-TV staff. The June 10 issue contains an article by Bob Peary of the TV staff of the University of Alabama on the "Selection of Title Printing Equipment for TV." It also has a revised edition of an article by George Murphy of the TV Studios of the Alabama Polytechnic Institute on "Slide Making for Television."

We know that our mailing list of staging, lighting and graphic arts personnel is far from complete. Additional copies of this newsletter are available which we'll be glad to send to those interested. If you wish your name on the mailing list, we'll be glad to include it.

* * * * *

During the past month we've received copies of the thirty-one technical papers presented at the 1957 NARTB Broadcast Engineering Conference in April. If any of our readers are interested in the list, we'll be glad to send them a copy. Most of these papers are available from the authors upon request.

* * * * *

The new Spectra C-3 Brightness Spot Meter, just announced, should prove to be a very useful tool for TV studios, especially for those making a serious attempt to control brightness ratios. This instrument is entirely self-contained, being battery operated. A maximum battery life of over 400 hours operating time is claimed due to an automatic switch in the

pistol grip which turns the meter on when it is picked up and turns it off when it is put down.

The meter measures an approximate three degree angle of view although an area several times that being measured is seen through the eyepiece surrounding the black dot which indicates the measured area. Spectral response closely matches the C.I.E. luminosity curve. Full scale readings of 50, 500, 5000 or 50,000 footlamberts can be obtained by the use of a range control on the side of the instrument. Its cost is slightly less than \$400.

* * * * *

RCA tube engineers are working on a new one-inch vidicon tube similar to existing types but which will have much higher sensitivity. The new tube can be operated at higher signal electrode voltages than current types and thus provide an appreciable increase in sensitivity. The new tube can be used for color or monochrome TV and also in industrial cameras. Samples have been provided to equipment manufacturers.

FCC ACTION

The FCC issued a grant, authorizing the Centenary College for Women, Hackettstown, N. J., to operate a noncommercial FM radio station on Channel 220.

► Butler University in Indianapolis, Ind., has applied to the FCC for permission to set up a TV station. The station is to operate on commercial Channel 39.

A REMINDER TO EMPLOYERS

Since the NAEB established its free Placement Service, many qualified persons in the field of educational broadcasting have benefited by this Service through gainful employment in suitable positions. Not only has this Service helped applicants, but employers have benefited equally through obtaining qualified personnel for their organizations.

We at the NAEB would like to remind employers who lack information about our Placement Service that it is to their interest to take advantage of the opportunities which it provides. So far, our available placement facilities are far from being fully used.

Employers who would like to make use of our free placement Service have the assurance that all job applicants who seek placement through the NAEB are carefully screened by us before we include them in our files. Only persons with experience and suitable educational backgrounds are considered.

HURLBERT REPORTS ON EUROPEAN TRIP

TV in the U. S., both ETV and commercial, is far advanced in production quality as compared with its European counterparts, according to Raymond Hurlbert, Alabama ETV Commission general manager.

Hurlbert returned recently from a 4-week vacation in Europe where he visited the BBC in London, and the French, Swiss and Italian TV centers in Paris, Zurich and Rome.



Raymond Hurlbert, General Manager of the Alabama ETV Commission

"England, France and Italy," Hurlbert commented, "are in the midst of a huge construction program of massive TV studios as if to rival old Hollywood film studios."

After questioning those Europeans "who could afford to buy TV sets and pay the annual tax on them," he found that they were as critical of TV programming as TV viewers in this country.

—N A E B—

Following a request by one of our readers who became confused, we would like to point out that the story and picture featured on page 5 of the June Newsletter under the heading "NEWS OF MEMBERS," involves two separate institutions, the University of Miami in Florida and Miami University in Oxford, Ohio.

—Editor

SPECIAL NOTE

The Executive Director Dr. Skornia, has been informed by the Conference Board of Associated Research Councils (which handles Fulbright Applications) at 1875 Massachusetts Ave., Washington, D. C., that applicants interested in the Scholarship previously held by Graham Hovey and Bernard Buck, with Radio Italiana, should be encouraged to apply for the 1958-59 academic year. No vacancy exists for 1957-58, so, don't apply for that period. However, we would hope for good applications for this fine post for 1958-59.

Blanks may be secured for submission at a later date to be specified, by writing Dr. Francis Young at the above address.

We are pleased to announce that next year's Fulbright scholar to Paris, succeeding Keith Engar is Dr. Meany, who is director of the radio, television and film unit of the University of Houston. Prior to starting his Fulbright studies, Dr. Meany expects to be in Zurich, Switzerland, by August to record some film interviews with the renowned psychologist, Dr. C. G. Jung.

DIRECTORY CHANGES

- P. 1 Active 124
Associate 88
Affiliate 52
Total 267
Radio - FM only 85
Total Active Membership 124
These 124 members operate for 156 stations.
- p. 7 Under Indiana: WGVE (FM)*
Delete: Asterisk
- p. 10 Under Louisiana:
Delete: WLSU (FM) 91.7mc
(Baton Rouge) 1.3 kw
Louisiana State University
Miss Lucile Ruby, Coordinator
Radio-TV Service
Dalrymple Dr.
Baton Rouge, La.
4-5244
- p. 14 WFUV (FM)
Program Director
Delete: Ralph M. Rourke
Add: Rev. John A. St. George
Director
- p. 27 Under Louisiana:
Add: Louisiana State University
(Baton Rouge)
Miss Lucile Ruby
Dalrymple Dr.
4-5244
- p. 47 Under Canada:
Add: University of British Columbia
Alan M. Thomas
Department of University Extension
Vancouver 8, British Columbia
- p. 51 WLSU (FM)*
Delete: Asterisk

PLACEMENT SUPPLEMENT

- July 1 - Male, married, 38, M.A., with extensive experience in administration, radio teaching, and educational station management and programming, desires position in teaching or managing high school, college or university educational station. Location open. \$6000.
- July 2 - Producer-director, 2 years experience in ETV, writing, production, coordination, 6 years teacher at high school and college. Single woman, 33, B.S. in Ed. Location open. \$85/wk.
- July 3 - Male, married, 32, B.A., with 4 years TV experience with major network and solid film background, desires position as program director or producer-director. Has extensive managerial experience (supervised Japan's first TV network) Location open. \$6000.
- July 4 - Former program director of large educational radio station wants manager or program director position in ETV, 5 years experience programming for commercial stations. Male, 34, married, B.A. Location open. \$7500.

WESTINGHOUSE HISTORICAL PROGRAM AWARD

Radio and TV stations interested in competing for the Westinghouse Broadcasting Co. annual \$1,000 radio-TV award for the best historical program will be asked to submit on film, tape or transcript a program to the historical society in their respective areas.

With the exception of WBC outlets, any station may enter the contest. Entries must be submitted by Jan. 15, 1958. Programs up to Dec. 31, 1957 are eligible.

The award will be divided between the winning station and its local or state historical society which appoints the judges. The winner will be announced in March, 1958.

TV TO AID SCIENCE PROPOSED

A proposal to let scientists use the late hours on TV for informal round table discussions to iron out problems in connection with the launching of a planned earth satellite, was made by Dr. I. M. Levitt, director of the Fels Planetarium of the Franklin Institute in Philadelphia.

Dr. Levitt said his proposal was prompted by the postponement of the satellite's launching date from September of this year to April, 1958. He feels that the delay is largely due to theoretical difficulties. These, he thinks, could be resolved if the nation's scientists in the guided missile field were permitted to discuss their problems from TV studios throughout the country.

Dr. Levitt suggested that networks pool one hour in the early morning for such coast-to-coast meetings. To permit the TV discussions, Dr. Levitt recommends the declassification of satellite work when it does not touch national defense.

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.