



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Convention Highlights

Following are some of the decisions coming out of the NAEB convention October 18-21 at San Francisco's Jack Tar Hotel.

- Richard Hull, director of radio and TV broadcasting at Ohio State University, was named Region III TV Director and also Chairman of the Board of the NAEB. In both positions he replaces William Harley, who became NAEB President on November 1.
- Philadelphia was selected as the convention site for 1962. Bids were submitted on behalf of Pittsburgh (later withdrawn in favor of Philadelphia), Washington, and New York City.

- Regarding the proposed transfer of the NAEB Radio Network to the NETRC, the membership directed the NAEB Board to continue negotiations with the NETRC Board. For the foreseeable future, therefore, the network will continue to chart its own course, along the lines of better and more programming.

- A resolution was passed honoring Miss Frieda Hennock:

"Whereas the late Frieda Hennock gave unstintingly of her time, effort and ability to promote the establishment and use of educational television and whereas without her efforts, in conjunction with those of others, it is doubtful that either the present number of stations would exist or the strength of the educational movement would be as great as it now is; Now therefore be it resolved that the NAEB hereby recognizes and gratefully acknowledges its debt to her . . ."

- Another resolution recognized the outstanding contributions to educational broadcasting by the Fund for Adult Education. The FAE will discontinue operations within the next few months.

- A plaque was presented to Dr. Harry J. Skornia in recognition of his outstanding service to educational broadcasting and to the NAEB as Executive Director and President for the years 1953-1960.

- The Board of Directors voted to increase dues of NAEB Individual members from \$7.50 to \$10 a year, to take effect July 1, 1961.

- There were 370 people who officially registered at the convention; 330 attended the NAEB banquet.

Washington to Be 1961 Convention Site?

NAEBers in Milwaukee, slated to host the 1961 NAEB convention, have indicated that they would prefer to postpone having the convention there, because of personnel changes. Many people attending the San Francisco convention expressed a desire to have the next one in Washington, D. C., in view of the new NAEB offices there. Provided that hotel space can be obtained at this date, and that the membership does not object, the Board of Directors and staff hopes to proceed with plans to have the 1961 convention in Washington.

Directory Changes

Work will soon begin on the 1961 NAEB directory. Any member whose listing is wrong should notify Mrs. Dorothy Templeton at NAEB Headquarters.

ATTENTION: FM AND TV STATIONS

For several years, the directory has carried *rated* transmitter power for member stations. However, some members have submitted *ERP* rather than rated power, causing considerable confusion. After this was discussed at the Live Radio Networking seminar this past summer, it was decided that *both* should be listed in the next directory. Therefore, will each NAEBer operating an FM or TV station please send in a postal card indicating *both* ERP and rated power? Please send to Mrs. Templeton before January 1.

File Service No. 7 Study Ready

NAEBers may obtain copies of File Service No. 7 — on the use of vidicon cameras for live broadcasts — by writing to Headquarters. The questions considered were listed in the June *Newsletter*.

NAEBers to Elect

Within the next two weeks, the following will receive ballots for the Board of Directors election: all Individual and Associate members, and Active radio members in Regions I, III, V, and VI. Deadline for voting will be December 1.

Although the By-Laws call for election this year of TV Regional Directors in Regions II, IV, and

VI, no ballots will be distributed, as in each case there is only one nominee, who will be automatically elected. They are: Region II. Raymond D. Hurlbert, general manager, Alabama ETV Commission; Region IV, John C. Schwarzwalder, general manager, KTCATV, Minneapolis-St. Paul; Region VI, Loren B. Stone, manager, KCTS-TV, Seattle. (Keith Engar, KUED, withdrew.)

Following is a list of nominees, all of whom have accepted, except as noted.

NOMINEES

- *Region I, Radio Director:* Albert P. Fredette, station manager, WAMC, Albany Medical College; Ruane B. Hill, general manager, WAER, Syracuse University; and Harold E. Nelson, general manager, WDFM, Penn State University.
- *Region III, Radio Director:* E. G. Burrows, assistant director of broadcasting, WUOM, University of Michigan; Lawrence Frymire, manager, WKAR, Michigan State University; Archie M. Greer, manager, WOUB, Ohio University; James S. Miles, director, WBAA radio-TV unit, Purdue University; and Buren C. Robbins, director, radio-TV (WSRV-FM), Southern Illinois University. (Withdrawals: Lee Dreyfus, WDET; Arlene McKellar, WHA; and Frank Schooley, WILL.)
- *Region V, Radio Director:* R. Edwin Browne, director, KFKU-KANU, University of Kansas, and Robert F. Schenckan, director, radio-TV, University of Texas.
- *Region VI, Radio Director (one-year term only):* Catherine Cory, manager, KPFC, Pacifica Foundation, Los Angeles; Burt Harrison, manager, KWSC, Washington State University; and Ken Kager, operations Manager, KUOW, University of Washington. (Withdrawals: George D. Goodrich, KHSC, and Patricia Green Swenson, KBPS.
- *Director-at-Large* (representing Associate members): Neal Balanoff, chairman, TV, radio and film department, Stephens College; Paul Borge, director of TV-radio, University of Omaha; Kenneth A. Christiansen, director of television, University of Florida; Martha Gable, director, radio-TV, Philadelphia Public Schools; Bart Griffith, supervisor, instructional TV, University of Missouri; E. A. Hungerford, Jr., New York University; Colby Lewis, professor of TV, radio and film, Michigan State University; Wanda Mitchell, TV department, Evanston Township High School; E. G. Sherburne, Jr., statewide coordinator of ETV, University of California; and Arthur Weld, Jr., department of TV and radio, Michigan State University. (Thomas J. Brophy, NYU, withdrew.)
- *Individual Member Director:* Gale R. Adkins, University of Kansas; Graydon Ausmus, University of Alabama; Rudy Bretz, University of California;

Vernon Bronson, ETV consultant; Chris Donaldson, KTCATV; Lee Dreyfus, Wayne State University; Florence B. Freedman, Hunter College; Herbert V. Hake, Iowa State Teachers College; Halas L. Jackim, Corning (N. Y.) City School District; Vincent Jukes, Ohio University; Bill Mavrides, University of Akron; Lewis V. Peterson, University of Illinois; Elmer F. Pflieger, Detroit Public Schools; Edward W. Rosenheim, Jr., University of Chicago; Harry J. Skornia, University of Illinois; Edward Stasheff, University of Michigan; and Gertrude E. Stein, Springfield, Ohio.

(Withdrawals: Gertrude Broderick, U. S. Office of Education; Kenneth Christiansen, University of Florida; Edgar Dale, Ohio State University; Keith Engar, University of Utah; Marguerite Fleming, St. Louis Public Schools; Ken Harwood, University of Southern California; and E. A. Hungerford, Jr., New York University.)

FCC

The commission is considering a request by the Milwaukee Board of Vocational and Adult Education which would add UHF Channel 36 to the city's assignment. The Board now operates WMVS-TV.

The FCC has refused to reconsider its order making Fresno, California, an all-UHF city. (Channel 30 was substituted for Channel 12.) Reconsideration had been asked by the city and county of Fresno, and the County Unified School District.

News of Members

GENERAL

- ▶ Albany Medical College has begun its sixth season of the two-way radio medical conference network. A record number of thirty hospitals in four northeastern states is taking part.
- ▶ The University of Michigan and the public schools of Ann Arbor have established a TV-equipped demonstration school to evaluate the use of airborne TV programs. Edward Stasheff, professor of speech at the university, is coordinating the project.
- ▶ Noting its second birthday, WEDU, Tampa, claims 2,500 public school classrooms receiving its tele-lessons, an increase of more than 200 per cent over the first year. The station also claims to be the only ETV station presenting four foreign language programs to its audience.
- ▶ WGBH-FM, Boston, has been awarded the first annual Mass Media Citation of the World Affairs

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, edited by Betty McKenzie.

PLACEMENT AD

November 1 — Graduate of radio and TV school, with degree in production, desires a position as TV cameraman or radio announcer. Male, 27 years old, single. Prefers West, but will consider other locations. \$4800 minimum.

Council, for outstanding contributions in support of U. N. activities. WGBH recently covered "live" the General Assembly sessions via U. N. Radio.

▶ The 2014 individuals enrolled for credit in the nine courses currently being offered over Chicago City Junior College's *TV College* represent a 48 per cent increase over the 1959 total.

▶ Syracuse University's TV-Radio Center recently conducted a five-week international broadcasting seminar for sixteen broadcasters from thirteen nations. After attending lectures and discussions at Syracuse, the broadcasters scattered throughout the country to observe and study networks and other broadcasting organizations here.

▶ Marquette University, Milwaukee, is planning "a comprehensive program of community education through radio and television," and has appointed a new committee on radio and TV. Raymond T. Bedwell, Jr., head of the radio-TV department of the Marquette speech school, was named staff assistant to the committee and will act as program administrator for radio and TV in the division of continuing education.

▶ WHYY-FM, Philadelphia, this month began airing two college credit courses: History of American Democracy and The English Language. These are said to be the first such college credit courses presented on FM radio.

▶ The Empire State FM School of the Air this fall is broadcasting one hour per day throughout New York State. The School has received an extra half-hour per day from all the commercial FM stations through whose facilities the broadcast is carried.

▶ *Glamour* Magazine featured Station WUOM, University of Michigan, in its September issue.

▶ The Corning (N. Y.) City School District has received a \$50,000 grant from the Corning Glass Works Foundation to continue its experimental ETV project. This month the project will provide one hour of daily evening cultural, adult education, and civic programming for the community. This is in addition to the three hours of in-school programming carried for the past year. The school-owned facilities distribute through a community cable system.

▶ Theodore O. H. Karl, director of the Department of Speech at Pacific Lutheran University (formerly *College*), Tacoma, Washington, will be in charge of the CCTV program at the university, and he and two other professors will teach entirely via TV. The CCTV system was installed during the summer, and

includes seven sources of pictures distributed about the campus and two new studios and control rooms. The system comprises a five-channel chain with one camera fixed in the auditorium.

▶ RCA has announced a new low-cost portable tape recorder, built to withstand prolonged use in schools and language laboratories.

▶ WJCT, Jacksonville, Florida, hopes to be operating from its new studio building by January 1, with new studio equipment received under a \$100,000 grant from the Fund for Adult Education. For the past two years WJCT has operated from facilities of two local commercial stations.

▶ Ohio State University has appropriated \$25,500 to equip a studio and classrooms on the campus as they would be used in an ETV teaching situation. The project will attempt to answer the question of what part the teacher's presence plays in the learning process.

▶ Thompson Ramo Wooldridge Inc. (parent company of Industrial Associate Dage Television) has formed an Educational Electronics Division to market its electronics products for use in schools. These include CCTV systems, language laboratories, teaching machines, special disc tape and tape magazine recording systems, tape magazines, tape duplicators, and electronic classrooms.

PROGRAMS

▶ Radio stations of the Wisconsin State Broadcasting Service will air a survey course on the history of the religions of the world.

▶ Executives and businessmen have agreed to appear on a program over the Alabama ETV network on "Human Relations and Personnel Management." The executives will tell how they have obtained their positions and will offer advice for those entering the management field.

▶ WNYC and WNYC-FM on October 24 broadcast live from Geneva, Paris, and New York the annual United Nations Day Concert, featuring world-famous orchestras and soloists. This was in keeping with a tradition of many years.

▶ WTTW, Chicago, recently told the story of a neighborhood's struggle to keep from slipping into the slums. Interviews with neighborhood leaders and filmed sequences of the community's growth were used.

▶ WOI and WOI-FM, Iowa State University, have instituted a Sunday afternoon program offering subjects under such headings as light music, history, science, arts, social studies, and stereo concerts. Called "Seminar," the program lasts four and a half hours.

▶ KQED, San Francisco, recently broadcast a special half-hour documentary, "Main Street — San Francisco," using a montage of still photographs reflecting the atmosphere, past and present, of the waterfront.

- ▶ The Alabama ETV network is telecasting a series of thirty-five programs on life in Alabama during the Civil War.
- ▶ WEDU, Tampa, says its new program, "House Party," is "unlike anything yet presented to our viewing audience." A full staff of home economists will take the viewer around the home, pointing out the newest features in electrical equipment . . . how to select proper detergents and other cleaning aids . . . flower arrangements . . . color coordination in decorating.
- ▶ KQED, San Francisco, is presenting a series of programs on the rise and growth of American musical movies. Excerpts from thirty-two different musical hits of the past will illustrate the story of the American musical films.

PERSONNEL

- ▶ Ted Nielsen has joined the staff of WHA-TV, University of Wisconsin, as producer-director. He has worked at WTTW, Chicago, as producer-director, and at WQED, Pittsburgh, as director.
 - ▶ Douglas O. Wardwell has joined the University of Connecticut staff as the radio-TV specialist. He has had four years of commercial broadcasting experience and three years in educational radio.
 - ▶ Three appointments to the broadcasting service at the University of Michigan have been announced. Harry Welliver has replaced Marjorie Lundin as music director of WUOM, and Robert Debrödt and Fred Steingold have positions on the TV production staff. Welliver previously was dean of the Millikin University school of music.
 - ▶ Miss Marguerite Fleming, manager, KSLH, St. Louis, is on the professional advisory committee of the Better Radio and TV Committee of the Metropolitan Youth Commission of St. Louis. This is a new committee set up to study programing, the FCC, license renewals, misleading advertising, and a proposed White House commission on broadcasting.
 - ▶ Donald R. Quayle has been named assistant general manager of WGBH-FM, Boston. Formerly he was program director at WOSU, Ohio State University.
 - ▶ Andrew McMaster has been hired as chief engineer by the Nashville ETV Foundation to work with Edward Wegener in getting Channel 2 activated as Nashville's community ETV station. McMaster has been at WJHL-TV, Johnson City, Tennessee, for six years. Wegener is on leave from Auburn University, Alabama.
 - ▶ Charles Callaci, production manager, Anaheim City School District CCTV project, discusses the need for showmanship in ETV in the September issue of *Film World* and *A-V News Magazine*.
 - ▶ William H. Tomlinson, of the TV department at Michigan State College, will serve as visiting instructor in the radio, TV and film department at Stephens College this year. He will also assist in planning new uses of CCTV for instruction.
- ▶ Raymond Cheydleur, Manatee Junior College communications division chairman, is lecturing at the University of Damascus this year on a Fulbright award. He plans to return to Manatee at the end of the academic year.
 - ▶ The 1960 Year Book of Education, *Communication Media and the School*, carried two articles by NAEBers. Dr. Harry J. Skornia wrote on the impact of radio and TV on U. S. education. Clifford G. Erickson wrote on closed-circuit and open-circuit TV courses for college students.

Here and There

- At the organizational meeting of the New York State Educational Radio & Television Association, Donald E. Schein, director of the Mohawk-Hudson Council on ETV, was elected president. Purpose of the new organization is to extend benefits of educational radio and TV throughout New York, and to foster development, utilization, and acceptance of these media.
- Tulane University, New Orleans, won one of four TV awards from the American Bar Association recently. Tulane's award was for the program "With Justice for All," which explains the functions of legal aid in helping indigent persons.
 - A new competition for exceptional plans for TV research has been announced. The competition is concerned with problems of human behavior and TV, either TV by itself or in relation to other communication means. For booklets explaining the specifications, awards, etc., write to Mark A. May, chairman, Competition on Plans for Television Research, 1 Rockefeller Plaza, New York 20, New York.
 - WFSU-TV, Tallahassee, Florida, has begun program tests. The station is headed by Roy Flynn, director of broadcasting services for Florida State University, who also heads WFSU-FM.
 - A visiting professor at the University of Texas from Stuttgart says that radio is a more important source of entertainment in Europe than in America. Dr. Hans Beyer has been associated with Radio Stuttgart since 1946, and he recalls that following World War II radio was the only source of entertainment in Germany.
 - A program is under way at the University of Nevada to study just how effective teaching machines are. The research will last three semesters and is being conducted by the psychology department.

Publications

- "ETV Starts with a CECO RF Distribution System," free from CECO, P. O. Box 824, State College, Pa.
- "Educators Guide to Free Science Materials," \$6.25, and "Educators Guide to Free Tapes, Scripts, and Transcriptions," \$5.75, Educators Progress Service, Randolph, Wisconsin.
- "World Affairs Film Guide," single copies free, Audio-Visual Extension Service, 115 TSMa, Minneapolis 14, Minnesota.

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