

newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB Comments on Translator Proposal

In comments concerning the FCC proposal to liberalize its rules regarding authorized power and available frequencies for TV translator use, the NAEB expressed general support for the principles and aims of the proposal. However, the NAEB filing also explored some doubts about certain aspects of the plan.

The proposal would permit secondary use by high-power (up to 100 watts) TV translators on all unoccupied unreserved assignments in the Table of Assignments.

The NAEB questioned the wisdom of linking the proposal to the present Table of Assignments when a modified Table is currently being considered in another docket. The NAEB proposed that the FCC resolve the over-all UHF docket proceeding first, and then provide opportunity for additional comment in the current proceeding in light of those conclusions.

ECS Enters Design Phase

Under a new contract with the U. S. Office of Education, the NAEB ECS project will design three model systems to test the feasibility of furthering academic cooperation by multipurpose electronic networks. One system will emphasize intra-state cooperation, one will be regional, and one will concentrate on use of non-university resources such as leading cultural and research institutions. The USOE contract will support the 18-month design phase at a cost of nearly \$145,000.

Sole Radio Peabody Award Goes to WRVR-FM



NAEB-NER Receives Grant

For the second year, the National Home Library Foundation has awarded funds to NAEB's educational radio stations. NER will use the \$30,000 grant for production grants-in-aid; to distribute programs from domestic and foreign sources, with emphasis on literature and drama; and to provide program consultation services.

In making the grant announcement, NHLF officials indicated that they were pleased with the use to which the funds granted last year were put. The initial grant made possible the production of more than 100 programs, which are being released via NERN this year.

Attention Speakers, Consultants, Evaluators!

The NAEB is developing a list of outstanding professional resource personnel for ETV, to be published in a "Personnel Resource Guide" for members, educators, and laymen. The guide will *not* be exclusively a speaker's guide. It will include names of people who can serve as consultants, evaluators, and specialists as well.

This will not be exclusively a source for free assistance. Where expenses and/or honoraria are required, the guide will so indicate.

The committee of NAEBers working on the project is asking for recommendations. Please submit names and the topic area or areas in which each can best serve to NAEB Washington by August 1, 1965.

Two "firsts" were established recently with the awarding of the 1964 George Foster Peabody Award to WRVR-FM, Riverside Church station, New York City. It was the first time in the 25-year history of the awards that an entire radio station received such recognition, and it was also the first time that only one radio award was made.

In the photograph, Jack D. Summerfield (center), WRVR general manager and chairman of the NER Board of Directors, accepts the award from John F. Drewry, dean of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the annual awards. Paul Porter, Peabody Board member and former FCC chairman, looks on.

Summerfield expressed appreciation to the affiliates of NERN and to the NAEB, as well as to those directly involved with WRVR. The Peabody was WRVR's ninth award in thirteen months.

The citation noted that "Riverside Radio WRVR-FM has become one of the most influential factors in the expanding use of FM radio. It not only serves the discriminating metropolitan New York listeners, but its tapes have been used by 105 radio stations from Alaska to Florida, and by networks abroad. This process of cross-fertilization is lifting the entire moral, intellectual and cultural levels of radio."

Among the 1964 television winners were NET's "The French Chef" and "Intertel."

FCC Notifies MPATI

An FCC notice of May 12 instructed its staff to draft a document that would deny MPATI's petition for regular use of that service on six channels in the upper UHF. The document will point out that the FCC would permit continued MPATI operation on six frequencies of the 2500 mc band.

Appalachia Committee Meets

The special Appalachia committee organized at the NAEB Region II conference in March met in Atlanta May 7. In its report the group urges establishment of a regional educational communications task force to develop a regional plan for development and operation of radio and TV programs and facilities. The regional plan would be based on state plans of the eleven states.

John Young, WUNC-TV, chairman of the committee, has scheduled another meeting for June 3 in Columbus, Ohio. Others who attended the Atlanta session are: Hill Belmont, Henry J. Cauthen, David Chapman, Jr., Charles Drake, Tom Eden, Lee E. Franks, E. H. Gillis, Jr., Gregory Heimer, Robert M. Henderson, Presley D. Holmes, W. Frank Martin, Marjorie Newman, Louis Peneguy, O. Leonard Press, Jerrold Sandler, Odell Skinner, Ronald B. Stewart, and Kenneth D. Wright.

Region III Talks Available

Photocopies of the following presentations from the 1965 Region III meeting may be obtained from the publications office for 10c a page to cover duplication and postage; payment must accompany order. These will not be published in the *NAEB Journal*.

1. *Briner AND Bretz: The Professional Training of ITV Personnel*, by Lewis A. Rhodes. 6 pages.
2. *The Theory-Practice Dichotomy in Instructional Television*, by Egon G. Guba. 11 pages.
3. *Closing the Gap—Research and Practice*, by Lee S. Dreyfus. 13 pages.
4. *Fulfilling the Instructional Role of TV, Viewpoint of a School Executive*, by H. R. Cromwell. 9 pages.
5. *An Appraisal of Current Developments in ETV Equipment*, by Roger E. Peterson. 7 pages.
6. *I Wanna Be a Disc Jockey*, by Robert F. Smith. 9 pages.

Insurance Over \$3,000,000

NAEBers have more than \$3 million of accident insurance in force under the group plan for NAEB Individual Members, which was begun in January 1964.

Management Tapes Available

ETV stations may receive free of charge a series of 36 videotapes on the subject of management. The tapes, each approximately a half-hour in length, are primarily lectures by leading practitioners in the subjects covered. Write Daniel C. Cady, Assistant Vice President, American Management Association, 135 West 50th Street, New York City 10020.

Tennessee Seeks ETV Info

Tennessee's education department is interested in ETV courses with emphasis on children pre-school through third grade. Officials would like to hear from NAEBers who have offered courses concerning child growth and development, materials and methods of training the young child, pre-school equipment and arrangement and techniques. They would like to know the name of the teacher, whether the course is on videotape, whether credit was offered, whether it was considered successful. Write to Mrs. Alice Kousser, supervisor, ETV, 102 Cordell Hull Building, Nashville, Tennessee 37219.

Correction!

In the list of committees included with last month's *Newsletter*, Zoel Parenteau, member of the ETS CATV Committee, was listed with an incorrect station affiliation. He is with KCS-D-TV, Kansas City, Missouri.

News Notes

PERSONNEL

▶ Stanley D. Handleman, of the TV Center at Brooklyn College, City University of New York, has been appointed director of the Peace Corps ETV project in Colombia.

▶ Joseph L. Manch, superintendent of schools, Buffalo, N. Y., has become chairman of the board of trustees of the Empire State FM School of the Air. He succeeds the late Paul C. Reed.

▶ Burt Harrison, manager, KWSC, Washington State University, is back on the job following recuperation from extensive surgery.

▶ Henry R. Cassirer has been named chief of a UNESCO unit for Educational Use of Mass Media. In his new position he will assure close integration of the use of such media as radio, TV, film, and the press into the education effort of UNESCO member states, especially in adult education. He joined the UNESCO staff in 1952.

▶ The president of Colby College, Robert E. L. Strider, was elected president of the Colby-Bates-Bowdoin Educational Broadcasting Corporation at its recent annual meeting in Augusta, Maine. The corporation is the licensee for WCBB, Lewiston, Maine.

STATE AND REGIONAL

▶ Nebraska ETV Network plans were aided recently when the state legislature passed a law imposing an additional two cents a package on cigarettes; ETV will receive 35% of the revenue. September 1 is the target date for completion of two channels—3 at Lexington and 16 at Omaha.

▶ The Connecticut House has allocated to the Connecticut ETV Corporation a needed \$50,000 to carry ETV programs for classrooms through June. This is in addition to an appropriation in 1963 of \$200,000 for the biennium.

▶ The South Dakota legislature this year created an ETV Board of Directors and appropriated money to establish an office in Pierre, but failed to pass the money bill to establish the first phase of the state ETV network. The Board will direct its primary efforts to submitting another bill next year.

Meanwhile, a Center for ITV of the state's ITV Council has been set up at the University of South Dakota, as a cooperative service of KUSD-TV and the school of education. Purposes and activities are: exchange and distribution of TV programs among the state's TV stations and CCTV facilities; production of new TV series; holding utilization workshops; curriculum development of new ITV courses; informational services; preparing future teachers to use TV effectively; and development of experimental programs under federal grants. Staffers are: Martin Busch, director; Ernest Phelps, associate director; Raymond Schroeder and Fred Peterson, curriculum consultants; Dell Colwell, audio-visual consultant; Gaylord Ayers, TV production; and James Prusha, technical director.

▶ A Wisconsin legislative finance committee has approved the idea of Saturday broadcasting for the state's radio network, but allowed only \$14,700 for the biennium—enough to cover operating expenses for about four hours each Saturday. If the legislature approves the committee recommendation, the limited Saturday broadcasting will begin.

▶ An ETV network for Illinois awaits decision by the assembly and governor. The bill calling for the first phase of

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construction and operation has been voted out by the house education committee.

GENERAL

- ▶ The University of Alabama has won three certificates of excellence from the Southern Speech Association. Graydon Ausmus, director of broadcasting services, received the group's first professional award for his contributions to educational broadcasting, and certificates were awarded two ETV series—*Capstone Concert* and *Music Time*.
- ▶ Only one ETV facility was cited by the Edison Foundation this year—the University of Michigan TV Center. The citation was for "creative educational television."
- ▶ KVCR-TV, San Bernardino Valley College, is now carried on Channel 6 by the CATV system; this covers an additional 2,000 homes in the California city.
- ▶ KTCI-TV, sister station of KTCA-TV, Minneapolis-St. Paul, has gone on the air. The KTCA staff, including General Manager John Schwarzwaldner, will serve KTCI also.
- ▶ The Northeastern Pennsylvania ETV Association is receiving a gift from the Taft Broadcasting Company of the complete TV transmitter of WNEP-TV, valued at over \$350,000. It is hoped that the gift will advance the beginning of ETV in northeastern Pennsylvania by three years.
- ▶ WTVS, Detroit, presented a special schedule for the week of May 9 in honor of the city's ETV Week and also celebrating WTVS's first decade of broadcasting.
- ▶ WGBH, Boston, broadcast a special program on radio and TV on May 1 to celebrate its tenth anniversary.
- ▶ WMVS, Milwaukee, pioneer in ETV color telecasts, showed an hour-long NET program in color on May 3. This was the first NET program to be shown in color on an affiliated station and WMVS was the only NET station to carry it in color. WMVS has been carrying color films and showing colored slides on the air since January 28.
- ▶ The Texas Educational Microwave Project is making long-range plans to use its system to full capacity. Only a portion is used by TV, and TEMP could expand its services by providing instructional material by high-quality audio presentations as well as by TV. In addition, the system could transmit computer-based data up to four million bits per second (equivalent to transmitting the entire *Encyclopedia Britannica* in 30 seconds).
- ▶ Plans of the University of Mississippi to operate a commercial FM station have run up against strong opposition from the Mississippi Broadcasters Association, which says it is unalterably opposed to any state-supported institution operating a commercial radio or TV station. The association offered to help the university in securing and operating a noncommercial station.
- ▶ KLRN-TV, San Antonio-Austin, is showing the *CBS Reports* by special agreement with CBS.
- ▶ The Nashville Public Library (licensee of WPLN, NAEB FM station) has a new building, which the telephone company is featuring on the Nashville directory cover.
- ▶ Included in a \$750,000 three-story addition at Morehead State College, Kentucky, are facilities for ETV production, including a 1220-square-foot studio.

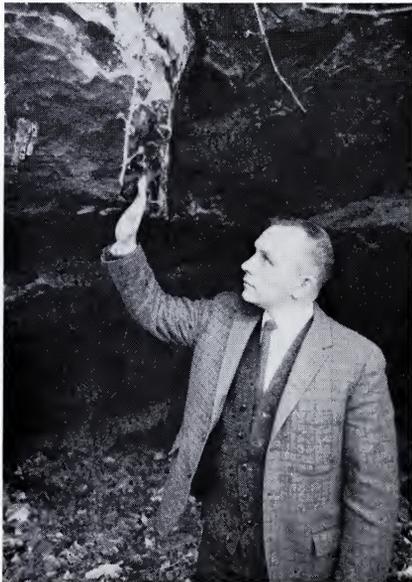
PROGRAMS

▶ "What IS a College Education?" is the name of a graduation special to be distributed in June state-wide in Washington. The KWSC-TV documentary film unit spent spring vacation traveling across the state interviewing the governor, educators, parents, high school students, for the special. Robert Davy headed the unit.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

- ▶ WETA-TV, Washington, broadcast live the entire day's teach-in re the Vietnam situation, from 9 a.m. to midnight.
- ▶ About 75 NERN affiliates are broadcasting the 26-program radio series based on the International Convocation on Pacem in Terris. The programs were produced by the Johnson Foundation.
- ▶ The Wisconsin 1965 *Legislative Forum* series includes lawmakers talking on such subjects as: "Lie Detector—Tool or Monster?" "Constitutional Conventions for Wisconsin," "Your Tax Dollars," "Fair Housing Legislation," "Water Pollution and Boating," and "Shall We Legalize Gambling?"
- ▶ WBFO, FM station of the State University of New York at Buffalo, played an active part in the recent Buffalo Festival of Arts by broadcasting three of the avant-garde concerts live, plus recording talks for later broadcast. WBFO was the only Buffalo station to cover the festival completely. The station has also broadcast six live concerts by the Budapest String Quartet this semester.

Jack Boone Visits Site Named for Forebear Daniel



Jack Boone, TV director at WOUB-TV, Ohio University, and third generation descendant of Daniel's brother Joseph, is shown at Boone Rocks in southeastern Ohio. He is engaged in photographing points of interest in twenty-one counties in the area for a telecast in support of President Johnson's Area Redevelopment Program.

It is hoped that the series of ETV programs will focus attention on the tourism potential of the southeastern part of the state. It was at Boone Rocks that Daniel was held prisoner by the Shawnee Indians and forced to work with the squaws boiling down salt. It was here that he hunted with braves and, allegedly, planned his escape to Boonesborough from whence he directed the defense activities which saved the settlement from Indian attack.

Remote Van for Sale

WFSU-TV, Florida State University Broadcasting, has a 32' tractor-trailer unit, minus equipment, for sale. It has been converted for TV usage and includes a shooting platform on top, a winch, collapsible stairs, interior and exterior cabinets, wood paneling, and equipment racks. The tractor is a Ford V-8. Contact Edward Herp, WFSU-TV director of broadcasting.

NASA Offers TV Programs

The National Aeronautics and Space Administration is offering a new series of six half-hour TV programs, *Space: Man's Great Adventure*, without cost to ETV stations. Film prints are available for closed-circuit and direct projection.

NASA also has a new section on still photos and additional film clips to be added to their *Radio-Television Production Aids Catalog*, and a new folder describing all of NASA's educational programs and services.

Send requests for all materials to NASA, Television and Radio Branch, Code AFEE-4, Washington, D.C. 20546.

Medical TV Broadcasters Organize

The Association of Medical Television Broadcasters was formally organized recently at a meeting of prominent physicians from throughout the United States and individuals interested in organizing a national program of continuing postgraduate medical education through ETV. Dale Groom, director of postgraduate education at the Medical College of South Carolina, was elected president.

Summer ETV Offerings

Eastern Michigan University. TV utilization workshop, August 4-17. 2 hrs. graduate credit. Write Graduate School, EMU, Ypsilanti, Michigan 48197.

University of Hawaii. Two 3-credit graduate courses: Television in Education—use, history, research, production, teaching, utilization of ETV; Ronald Bornstein instructor. Educational Television—learning principles and motivation, ITV design and development, multi-media design, ITV production; Robert Reed instructor.

Syracuse University. Seminar/workshop on design and use of learning spaces for new educational media. July 12-23. Write Donald P. Ely, 121 College Place, Syracuse, New York 13210.

Publications

- *Experiments on Mass Communication*, by Hovland, Lumsdaine, and Sheffield, has been issued as a paperback by John Wiley & Sons. The original copyright date was 1949. The paperback version, published April 30, 1965, sells for \$1.95.

- Supplement No. 1 to the National Tape Recording Catalog has been published by DAVL. 38 pages. \$1.

- "8" is the name of a new newsletter of 8mm film in education. Published by Teachers College, Columbia University.

- *One Week of Educational Television* is an analysis of subjects broadcast over all ETV stations in the U. S. during April 19-25, 1964. \$1 each from: Morse Communication Research Center, Brandeis University, Waltham, Massachusetts, 02154. This is the third in a series of examinations of ETV programming by Brandeis. The study reports an effort by ETV to broaden its popular appeal, an increase of almost 100 per cent in news and public affairs programming during two years, and a decrease in local programming despite an average three-hour per station in weekly broadcast time.

- A 68-page *Handbook for Studio Teachers* is available from: Division of Radio & TV, Florida Institute for Continuing University Studies, 703 Seagle Bldg., Gainesville.

Here and There

- S. I. Hayakawa is program chairman for the 9th International Conference on General Semantics, San Francisco State College, August 9-13.

- The Japan Broadcasting Corporation is celebrating this year the 40th anniversary of broadcasting in Japan.

- The nation's first master FM antenna, which will permit 17 FM stations to broadcast simultaneously, is to be installed atop the Empire State Building.

- The American Management Association will sponsor a five-day conference on the "Impact of Educational Technology," July 12-16 at the Americana Hotel, New York City.

- It is reported that on April 1 the BBC inaugurated "smelovision" by putting coffee beans, then onions into a machine and telling viewers to sniff and phone if it worked. Some viewers called to complain of tears caused by the onions. BBC's reply: "April Fool!"

- The latest exhibit to tour Russia under the U.S.-U.S.S.R. cultural exchange agreement included a Telstar satellite which relayed a live TV image and a laser beam which carried a human voice. But the display most popular with the Moscow visitors was one with hundreds of U. S. phone books!

- Speaking before the SMPTE recently, R. W. Hallet, a Douglas aerospace engineer, said TV transmission to space-ships roughly 200 million miles from earth is considered possible. Speaking of the problem of feelings of total isolation and loss of purpose that spacemen may experience when away from earth for long periods, he said he believes that TV can play a major role in solving the problem by televising from earth to each member of the crew the things that are important to him.

PLACEMENT

POSITIONS AVAILABLE

[For information, write the Placement Service, at the NAEB office in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.]

June 1 Radio producer for Big Ten AM operation. Responsibilities include general announcing and production with opportunity to do sports play-by-play. Position open immediately.

June 2 Director of in-school programs for ETV station. MA degree or equivalent with experience in curriculum development, classroom teaching (elementary-secondary level); proven leadership in working with administrative and teaching personnel. Salary open.

June 3 Director of nursing education TV project. MA in nursing or equivalent experience in directing educational project. Communications background desirable. 3-year project.

June 4 Cameramen with at least 2 years experience in camera operation, lighting, and set erection wanted by non-commercial TV station.

June 5 Assistant to executive secretary for state educational broadcast authority. Should be experienced in ETV, as the person will be expected to help set up educational system for state. Will work directly under executive secretary and will be expected to stay in home office. Salary based upon qualifications, but will run from \$6,000 and \$8,000 for 12-month contract. Must have good secretarial skills.

June 6 Assistant producer-director needed for northeastern state teachers college. Must have BA plus 15 hours and 3 years experience in field. Salary range: \$5,500-\$6,200. Position open September 1965 for 10 months.

June 7 Technician sought for northeastern state teachers college. No experience necessary, although preferred. Must have First-Class Telephones license. Contract for 11 months. Salary \$5,300-\$6,000 dependent upon background.

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