



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB Team Studies Trinidad and Tobago

An NAEB team headed by Vernon Bronson is completing a report on the application of educational technology to the developing school system of Trinidad and Tobago. Others on the team are Harold Wigren, William Harley, Edward Wegener, James Fellows, and William Kessler.

The report will include an appraisal of the present school system, an analysis of its most pressing needs, and a detailed plan for applying educational technology—including multi-channel TV—to improve instruction and enlarge educational opportunities both in and out of school. Plans include a learning resources center large enough to serve all school and adult education needs and to be a significant instrument in the development of an effective teacher education system.

The study was made in cooperation with the government of Trinidad and Tobago and with the assistance of General Telephone and Electronics International. Trinidad and Tobago is now an independent nation with a forward-looking and progressive government that is making every effort to raise the educational standards and economic level of the people.

La Penna Joins NAEB Staff

Robert J. La Penna, former assistant county superintendent in Northampton County, Pa., has become project associate with the NAEB's National Project for the Improvement of Televised Instruction. He will develop and administer in-service workshops in production, utilization, and presentation.

NPITI obtained his services through a cooperative arrangement with the Washington Internships in Education Program. Other WIE interns work in various national educational organizations in Washington and vicinity.

DAVI Schedules 1st International Meeting

Following DAVT's national convention (April 24-29 in San Diego) will be an East-West Media Conference in Honolulu. The three-day (April 28-May 1) meeting will be sponsored by DAVI, the NEA, the University of Hawaii, the East-West Center, and the Hawaii AV Association.

NAEB Board to Meet

Members of the NAEB Board of Directors will meet April 20-22 at the Statler Hilton Hotel in New York City, following a meeting of NET affiliates.

Enclosure Describes Kits

Enclosed with this *Newsletter* is a flyer describing the NAEB demonstration kits for utilizing instructional TV, and how to obtain them.

George McConaughy Dies

Former FCC Chairman George McConaughy died last month, of cancer. He was 69. He headed the FCC from 1954 to 1957, and had practiced law in Columbus, O., since then. He addressed the NAEB convention in New York City in 1954.

ETV Facilities Program Reports Actions

In a notice dated February 26, HEW approved grants to expand four ETV stations, and accepted for filing applications for two new ETV stations: Channel 35, Morgantown, W. Va., and Channel 10, Waihuku, Hawaii. Total estimated project costs are \$1,287,213 and \$155,601 respectively.

Expansions and grants approved are: KNME-TV, University of New Mexico, \$397,465; WJCT, Jacksonville, Fla., \$90,660; WETA-TV, Washington, \$387,541; and KRMA-TV, Denver, \$187,831.

Seeks Script Writers

The Broadcasting Commission of the Chicago Board of Rabbis is looking for writers for its weekly children's TV series *The Magic Door*. The programs are for primary grade children, and teach such religious ideas as morality, history and customs, and ceremonies. Puppets dramatize the stories.

Writers will be paid for scripts used. For information, contact Henry H. Mamet, Executive Director, Broadcasting Commission, 72 East 11th St., Chicago 60605.

NAEB Supports Shenandoah Valley Petition

In a recent filing with the FCC, the NAEB supported a petition in which the Shenandoah Valley ETV Corporation seeks reserved frequencies in order to go ahead with ETV plans for the Valley. Conflicting with the need for ETV facilities is the need for adequate protection for two radio observatories located in the "radio quiet zone" which includes a large part of the Valley. In its comments the NAEB urged the FCC to promptly consider the educational needs of the region and examine reasonable means to satisfy those needs.

TV Awards To Be Announced

The ETS Program Service committee is reviewing entries in the Reader's Digest Foundation competition and expects to announce the winners on April 20. Six winners will receive awards of \$1,000 each when their programs are produced.

These awards were made possible by a \$6,000 grant from the Reader's Digest Foundation to NAEB-ETS. In studying the proposed programs to select winners, the committee is considering whether the program offers the opportunity to attract new audiences to ETV stations, whether it emphasizes originality of program concept and purpose and the station's creativity in carrying them out, and whether the program is suitable for national distribution through the ETS Program Service.

ECS Committee to Meet

The advisory committee for NAEB's ECS project will meet April 18-19 in Racine, Wis., at the Johnson Foundation's conference center, Wingspread.

Membership Records Move to Washington

Beginning April 1, all membership records will be maintained in the NAEB Washington office. NAEBers should send address changes and other such correspondence to Miss Sandy Olson, NAEB, Washington, rather than to the Urbana office.

ETS Program Service Reports on Survey

In a recent program interest survey, 89 ETV stations showed interest in program categories in roughly this order, preferred ones first: for children 5-8, for pre-schoolers, performance (music, drama, etc.), for teen-agers, vocational (for profit), how-to-do-its (for pleasure), for children 8-12, series about politics, programs on community affairs (urban renewal, city beautiful, health, etc.), music series, science series, art series, history series, women's programs (cooking, sewing, child care, etc.), professional education (doctors, nurses, lawyers, etc.), literature series, sports (how to play or watch), series for discussion groups.

Conferences

ITV EVALUATION

Prominent educators from across the country will help establish guideposts for developing effective ITV materials in a series of evaluation conferences being conducted by the NCSCT. NAEbers Colby Lewis, professor of radio and TV, Michigan State U., and Raymond L. Smith, director of ITV for San Francisco's KQED, recently joined musicians and the NCSCT staff for the first one, TV in music education. Other conferences are scheduled in art, mathematics, language arts, science, and social studies.

NORTH CENTRAL ASSOCIATION

One of the open meetings of the North Central Association's 71st annual meeting March 28-30 dealt with the association's obligations in educational communications. Richard B. Hull (NAEB Board chairman) chaired the session, at which Chalmers H. Marquis, Jr., (executive director of ETS), spoke. Reactors were Presley Holmes, director of broadcasting at Ohio University; Marjorie Vaseff, executive secretary, Chicago Area School Television, Inc.; and John Makowski, Milwaukee Vocational and Adult School.

COUNCIL ON MEDICAL TV

The 8th annual meeting of the Council on Medical Television, April 25-27, in San Francisco, will be the first the group has had west of the Great Lakes area, and those in the Midwest and Far West are invited. A workshop designed exclusively for small groups of newcomers will be repeated three times. General emphasis of the meeting will be on the solution of problems important to all health sciences, featuring the use of TV for teaching and the evaluation of its effectiveness. Fees: \$20 for non-members.

Joining the Army?

Men with college training and ETV experience who plan to join the Army as enlistees or draftees may be eligible for special positions in the ITV Center at West Point. Those with experience as video equipment specialist, studio equipment repairman, or producer/director are in special demand. Send a resumé of TV and education experience, expected date and location of entry into military service, to: Lt. Col. William F. Luebbert, Associate Professor and TV Center Director, United States Military Academy, West Point, N.Y. 10996.

News Notes

PERSONNEL

▶ Kenneth Harwood, general manager of KUSC (FM), University of Southern California, became a member of the NAB Radio Board March 30. He is the first educational broadcaster to be on an NAB board.

▶ Frank W. Norwood, former NAEB Board member and manager of KEBS (FM), San Diego State College, has been appointed program associate for higher education in the program department of the National Center for School and College Television (NCSCT), in Bloomington, Ind. He will work throughout the country with TV course owners, producers, content authorities, TV teachers, and NCSCT committees.

▶ David C. Stewart, former executive director of the JCEB, has been named director of educational programs for the National Endowment for the Arts. He will be responsible for projects and programs in radio, TV, and motion pictures.

▶ Presley D. Holmes has been appointed chairman of radio-TV and director of broadcasting at Ohio University. He will be responsible for the radio-TV academic curriculum and for closed-circuit ITV and operations of WOUB AM-FM and WOUB-TV. He joined the Ohio faculty in 1962 and was named director of TV in 1964.

▶ Richard J. Goggin, chairman of the TV-radio-film department at New York University, will serve as curator of the New York branch of the National Library of Television, recently established by the university and the Academy of Television Arts and Sciences Foundation. In connection with the library and with film and TV training, Goggin recently attended meetings in London at the British Film Institute, the film department of the Slade School of Fine Art, and the TV and film department of the Royal College of Art.

▶ William R. Burns, announcer at the University of Cincinnati's WGUC (FM), has been promoted to program supervisor, succeeding George Brengel, resigned.

▶ Gregory Heimer, assistant general manager of WQED, Pittsburgh, for the past three and a half years, left recently to seek a master of fine arts degree at the University of California.

▶ Betty Ward, recently from Massachusetts, is the new promotion director for KFME, Fargo, N.D.

▶ Douglas Howe has joined the engineering staff of WMUK, Western Michigan University.

▶ Mrs. Marianne B. Sharbel has been named director of information and program coordination for the Alabama ETV network. She has been a staff writer for the *Birmingham News* for several years.

▶ John D. Abel has been appointed program director of KDSU, North Dakota State University's new FM stereo station. He has been news director and announcer at commercial stations in Ohio and North Dakota.

▶ WLVT (TV), Bethlehem, Pa., announces two new staffers: Donald L. Robert as program director (formerly production supervisor for the Maine state ETV net) and Kenneth F. Gardner as producer/film manager (formerly on staff at WFIL-FM, Philadelphia).

▶ James W. Coldsmith, former newsman, has been named director of community and informational services for WETA, Washington.

▶ Zoel J. Parenteau has been promoted from program manager to station manager of KCSB-TV, Kansas City, Mo.

▶ Milton R. Bass has been named program manager for WMHT, Schenectady. He has been TV editor of the *Berkshire Eagle*, Pittsfield, N.Y., for 15 years.

▶ Robert W. Pirsehn, former CCTV coordinator for Marquette University, has been appointed ITV coordinator for New Trier Township, six elementary and one high school district in Chicago's North Shore area. He will be responsible for development and programming for the four 250mc channels recently granted the township.

GENERAL

▶ South Carolina's ETV network will present a series of eight one-hour programs on food service sanitation to restaurant workers in the state. The U. S. Public Health Service is spending \$15,080 to determine if ETV can effectively teach better food sanitation practices, and if the method is found useful, it may be used in other states.

▶ John Burrell, executive art director of

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CBS-TV, addressed a recent seminar on set design at the South Carolina network. This was the third in a series of seminars to keep personnel up-to-date in the latest production techniques; others have dealt with directing and lighting, and engineering and production are scheduled for this spring.

▶ In its March program bulletin, WGBH, Boston, invites viewers to come to the studio to watch *The French Chef* produce one of her programs. Tickets are \$5 each.

▶ When WGBH's sister station, WGBX, goes on the air, it will devote part of Sunday nights to "experimental" programs. The station will also supply color programming to NET stations, and plans to buy three live color cameras and two color tape recorders.

▶ KRMA-TV, Denver, is modifying its transmitting and purchasing equipment to allow it to telecast films, slides and videotape programs in color. Completion is expected in about a year.

▶ During March, WMHT, Schenectady, is phasing out much of the off-air pickup from Boston because of persistent transmission difficulties. The station has tried a variety of ways to correct the problem, including putting up a microwave link to pick up the signal 40 miles closer to Boston, but it still is not good enough.

▶ In a recent program bulletin editorial, John C. Crabbe, general manager, KVIE, Sacramento, talks about the problems of broadcasting in an election year. He points out to his station's audience that broadcasts of press conferences of the governor and legislative majority leaders can create impossible demands for "equal time" from opposing candidates—and asks his readers to express their feelings to those in government who can help resolve the dilemma.

▶ Minnesota's fourth ETV station—KWCM-TV, Appleton—began broadcasting the first week in February. Programming of KTCA-TV, St. Paul, is available to the Appleton station via a microwave relay system.

▶ WQED, Pittsburgh, and WMHT, Schenectady, have both begun Saturday programming.

▶ The Jerrold Corporation is doubling its production capacity; offices will move from 15th & Lehigh to 401 Walnut St., Philadelphia.

STATE AND REGIONAL

▶ Kentucky expects to have instructional programs reaching every school and home in the state by 1968, with foundations of the state's proposed ETV network to be laid this summer. The net will include twelve transmitters and eight production centers. Unlike other ETV systems, the Kentucky network will not charge schools for programs they receive.

▶ Plans have been authorized for the seventh transmitting station of the Alabama ETV network. It will allow seven additional

counties access to the net, which now covers over 85 per cent of the state.

INTERNATIONAL

▶ Natives of such countries as Holland, Israel, Yugoslavia, West Germany, and Britain now living in New York City will soon be able to hear a day of radio programs from their native land in their native tongue. WRVR (FM) will devote a day to each country that participates (over 30 have been invited), suspending its regular programming from noon each day. Walter P. Sheppard, WRVR program director, conceived of the project, for which WRVR has designated May as International Broadcasting Month. The station formed a panel of leaders in international communications to advise it on its unique project, and NABE President William G. Harley is among the panel members.

▶ The Technological Institute of Monterey, Mexico, is moving ahead with ETV operations. The latest additions are two courses in accounting and one in psychology.

▶ Wilbur Schramm, director of Stanford University's Institute for Communication Research, predicts that in 10 to 20 years, it should be possible to broadcast TV directly from satellites to home receivers.

▶ AID has sent a three-man team to Uganda and Kenya to study educational facilities with an eye toward improvement through the use of radio, TV, and extension teaching. On the team are William G. Harley, NABE president; Harold B. McCarty, director, WHA, University of Wisconsin; and L. H. Adolfsen, chancellor of the Center System of the University of Wisconsin.

▶ Jerrold Sandler, NER executive director, reports that in recent weeks he has had a number of visitors concerned with development of educational radio as a major resource for a number of Latin-American and African countries.

Publications

● UNESCO publishes a magazine covering such topics as "My First Steps in Space" (by Aleksei Leonov), "Women in the New Asia," "Water and Life," "Rebirth of the Eskimos," "Birth of a New Vaccine." Subscriptions to the *Unesco Courier* are \$5 a year, from: Unesco Publications Center, 317 East Thirty-fourth Street, New York, N.Y. 10016.

● The University of Washington Press has published the third edition of *Say It Safely: Legal Limits in Publishing, Radio, and Television*, by Paul P. Ashley. \$3.95.

● Dalton Levy, audiovisual director for the Plainedge schools, Massapequa, N.Y., tells readers of a recent issue of *Nation's Schools* "What an ETV Manager Can Do for Your School." He talks about a manager's mastery of equipment, imagination in camera work, ability to ease tensions of

nervous performers, and his help during planning sessions.

● In a booklet being distributed by the TIO, Charles Winick reports on a study of data obtained from 287 general managers of TV stations. He says the representative manager is in his early forties, has been in his present position for five years, and is active with more than 40 community social and welfare groups.

● Two new catalogs of 16mm films have been issued. The College Film Center catalog lists over 1400 titles; copies free from: College Film Center, 332 S. Michigan Ave., Chicago, Ill. 60604. "Feature Films on 16" contains information on 6,000 features; \$5 each, payment must accompany order, from: Educational Film Library Association, 250 West 57th St., New York, N.Y. 10019.

● Robert M. Diamond and Eleanor C. Taylor have written "Classification Index for a Search and Retrieval System for Media Libraries." Published by: Office for the Study of Instruction, University College, University of Miami, Coral Gables, Fla.

● Two recent items distributed by NAB's Television Information Office are a 26-page booklet, "How Good are Television Ratings?" and copies of an address by Burns W. Roper to the American Bankers Association. In the latter, using the Xerox UN programs and another example, Mr. Roper concludes, that "... the risks of sponsoring television shows with serious, even controversial content, are generally less than supposed, and are heavily outweighed by the probable public relations gain..."

● *Scholastic Teacher* for February 18 carries a lead story called "Educational TV and the Classroom Teacher," in which several NABE officials and news releases are quoted.

● The Atomic Energy Commission has issued a new catalog of 16mm films available for free loan, many of which are cleared for ETV stations.

● A compilation of 1000 "Films Relating to Communism" is obtainable at \$4 each from: Research Institute on Communist Strategy and Propaganda, School of International Relations, University of Southern California, Los Angeles, 90007.

● *Communications Research and School-Community Relations*, a 238-page seminar report edited by Leslie Kindred, may be obtained at \$2.40 each, prepaid, from: Temple University Book Store, Temple University, Philadelphia, Pa. 19122.

● The *Penn State Reporter* for January 24 carries a feature story on "Atop the Lonely Mountain," the transmitter site for WPSX-TV.

● The *Wall Street Journal* for January 4 carries an article by Lynn Mapes about ETV across the country and headed "Middlebrows Wanted: ETV Offers More Shows with Broader Appeal."

● Dean Archie N. Jones of the Conservatory of Music of the University of Missouri at Kansas City, writes about culture in a recent Conservatory bulletin. He

says that over the past forty years radio and TV have usurped many cultural experiences. Both media make surveys to determine what people are listening to, not what they want, he says, and the result is "more and more *entertainment*, and less and less *education*."

ETV Helps Business Education

—by Bernarr Cooper

[Ed. Note: The following was taken from an address which Dr. Cooper delivered last fall before the International Conference on Business Education. Single copies of the entire speech may be obtained from him at: Bureau of Mass Communications, University of the State of New York, Albany, New York 12224.]

Short courses on particular training needs using videotape or closed-circuit presentations have been conducted in a variety of businesses:

Bear Mountain in New York State has a fully equipped television studio which functions in these capacities on a regular basis.

The armed services have used television for training for many years. The most highly developed closed-circuit television installation of a military nature is at Fort Monmouth, New Jersey. Fort Monmouth produces 9,000 "graduates" per year. The subject fields range from the business related area of computer technology, to electronics and foreign languages.

The Articulated Instructional Media program at the University of Wisconsin (AIM) offers a state-wide system of business-education instruction, much of which is college credit. Adult industry trainees use a variety of media for business training including radio, television, telephone, programmed instruction, and correspondence courses.

Bank employees have been trained in Pittsburgh and New York City using television.

Courses in small business management have been broadcast in several communities such as Phoenix, Arizona, and Los Angeles.

Neighborhood solicitors for United Fund have been trained by television in San Francisco.

An institute for business development was conducted using the closed-circuit television facility of Hagerstown, Maryland.

In Boston a professional marketing seminar has been conducted using television in part.

In Washington a course in shorthand was broadcast by the local educational television station to help upgrade the quality of government stenographers.

In several municipalities teachers have received in-service training in business subjects by means of local broadcast television.

Television has made possible the bringing together of consultants and other resource persons in conjunction with business conferences, conventions, public gatherings. The Bell System Communications Seminars conducted in Chicago on a regular basis make use of television and other media in training top level and lower echelon administrators.

Within the schools television has been used in a variety of business subjects. In teaching touch typing, for instance, it has been established that the learning time for the comprehensives of touch timing fundamentals may be reduced as much as 60-80% over conventional teaching when television is used, as in New York State by open-circuit and by closed-circuit at the University of Miami and San Fernando State College. Accounting, business management, banking,

and financing and a host of other business-oriented academic programs are offered by most of the large universities that employ television on a closed-circuit basis on their campuses. Many universities such as Michigan State, Ohio State, the University of Illinois, and the University of Miami broadcast such courses under the auspices of their respective extension divisions.

The use of video tape in conjunction with television has opened up wide diversification of use for student observations of hazardous or complicated procedures which can be replayed again and again, or where direct observation is impossible or dangerous, or where practicum on the part of the student may be televised, recorded, and immediately replayed for evaluation. The teaching of shorthand is one notable subject area using this technique.

PLACEMENT

POSITIONS AVAILABLE

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

- April 1** Instructor in Radio-TV-Film. Master's degree in Radio-TV-Film preferred. Broadcast experience desirable, also announcing, TV production, FM station operation and copywriting. Duties will require some teaching in those areas and supervision of FM student station operation. Salary \$6,750 min. for 9 months.
- April 2** Director of Instructional Resources with faculty rank of Associate Professor to supervise and coordinate CCTV operation, audio-visual area, language labs and other learning spaces, programmed learning, etc. Administrative position. Advanced degree and teaching experience important. 11 months for \$12,500 plus.
- April 3** Technical assistant to Director of Instructional Resources. Training in audio-visual and/or TV important, but experience not necessary. Job will provide opportunity for growth. B.A. degree acceptable. Salary \$5,200 with liberal benefits.
- April 4** Leading lighting firm has opening in its Sales Engineering staff that will enable the candidate to deal with both educational and commercial TV personnel and will offer the opportunity to design lighting and lighting control systems for a variety of TV applications. Good technical background essential although a degree in Engineering is not required. Salary open.
- April 5** Northeastern College has position for an Electronics Specialist qualified to operate and maintain both TV and AV equipment and systems. This person will serve as assistant to the CCTV Chief Engineer, and will have special responsibility for supervision and maintenance of campus audio-visual equipment. Applicant must have general academic knowledge for association with faculty, first-class license, experience and personal maturity. Salary \$8,000 with excellent benefits.
- April 6** Private liberal arts university in Northeast seeks someone to plan and operate a campus-wide closed-circuit system and to provide maintenance of audio-visual equipment. Must be capable of planning budgets, selecting equipment, and administering department. Starting Summer 1966. Salary open.
- April 7** Communications Arts department of large western university responsible for theatre, TV, film, speech, debate and radio needs man for Sept. 1966 to teach multiple sections of basic public address and direct two stage production in a fall production season. Opportunity for someone with diversified media interests and talents. Required M.A. degree and teaching experience. Rank and salary depends on experience.
- April 8** Electronic Technician with full technical and limited management responsibility for all operations and maintenance involved with a closed-circuit TV playback facility utilized in the distribution of ETV programs. Applicants must have 3 years general experience in the field and 2 years specialized experience in the maintenance and operation of television equipment.
- April 9** Television Production Specialist responsible for operational control and supervision of the CCTV facilities and equipment. Applicants must have 6 years experience in the fields of radio, movie, TV or AV communication, or a combination of these fields, at least one year of this must have been in TV production.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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