



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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APRIL, 1964

ETV Positions Open in Samoa

As the NAEB's ETV project in Samoa moves toward realization, more positions are opening for broadcasters and teachers. These are all two-year appointments. Prospective applicants should write to Vernon Bronson, 7400 S.W. 100th Street, Kendall, Miami, Florida, 33156.

The following will be needed in June:

1. Transmitter engineer to handle six transmitters for eight hours in the evenings.
2. Videotape men (2) to keep three machines in operation.
3. Projectionist.
4. Cameramen (2) capable of doing own adjustment.
5. Producer-directors (3) with in-school or ITV experience.
6. Research teacher (1) and studio teachers (4), all certified elementary teachers with TV experience.

In September, the following will be needed:

7. Principals-TV supervisors (8). Must know utilization and/or have experience.
8. Top-grade teacher with M.A. or supervisory or utilization experience.

Offer Summer 1964 R-TV Courses

● *Both graduate and undergraduate in both radio and TV*—Universities: Fordham, Georgia, Indiana, Kent State, Maine, Marquette, Michigan, Minnesota, New York, Ohio State, Pennsylvania State, Southern California, State U. of New York at Geneseo, and Wisconsin. Colleges: Eastern Washington State, Emerson, Morehead State, Towson State, William and Mary.

● *Both graduate and undergraduate in TV only*—Universities: Arizona State, Bowling Green State, Chattanooga, Colorado, Denver, Detroit, East Tennessee State, Eastern New Mexico, John Carroll, Lehigh, Miami (Ohio), Northwestern, Pacific, Purdue, Redlands, Rhode Island, Seton Hall, Toledo, Utah, Washington State. Colleges: Chico State, Colorado State, Orange State, San Diego State, Winthrop.

● *Both graduate and undergraduate in radio only*—Colleges: Ball State Teachers, Rhode Island.

● *Graduate only in both radio and TV*—Universities: Boston, Florida, Hofstra, Iowa, Kentucky, Massachusetts, Nebraska, North Carolina, West Virginia. Colleges: Appalachian State Teachers, Virginia State. Also Pacific School of Religion.

● *Graduate in TV*—Universities: Arizona, Columbia, DePauw, Eastern Michigan, Hawaii, Kansas, Missouri at Kansas City, Notre Dame, Oregon State, Wayne State. Colleges: Chapman, East Texas State, Murray.

● *Graduate in radio*—Universities: Duquesne, Northwestern. Colleges: Montclair State.

● *Undergraduate only in both radio and TV*—Universities: Illinois State, Miami (Florida), Omaha Municipal, Southwestern Louisiana. Colleges: Central Washington State, Fresno State, Grand Canyon, San Jose State, Weber State.

● *Undergraduate in TV*—Universities: Loyola of Los Angeles, Texas Woman's, Utah State, Washington, Western Illinois. Colleges: Brooklyn, Los Angeles State, Montana State.

● *Undergraduate in radio*—Universities: Bradley, Missouri at Kansas City. Colleges: Alice Lloyd, East Texas State, Kansas State Teachers, Kearney State, Western Washington State.

History & Archives Committee Seeks Home

The NAEB History and Archives Committee is preparing plans for the collecting and housing of historical data and materials related to the development of educational radio and TV in this country. Currently the committee is seeking an agency qualified and willing to assume the responsibility of gathering, evaluating, and preserving the material. There have been volunteers, but the committee will welcome others. Write to the committee chairman, Harold Engel, at WHA, University of Wisconsin, Madison.

ITV Conference Draws 200

Some 200 persons attended the recent NAEB-University of Missouri conference on the improvement of teaching by TV. Participants came to the national meeting at Columbia from 30 states and 4 foreign countries.

Representatives of the military services, prisons, business, and video engineering were among those outside the elementary-secondary and higher education fields who sat in on the sessions. Participants viewed samples of telecourses, inspected University of Missouri ITV, and toured the new learning center at Stephens College, in which there are facilities for group or individual viewing and listening for every type of audio and visual learning resource material.

A book covering the proceedings is in preparation and will be on sale in the future.

Radio Programs in Spanish Available

Stations interested in receiving, at a nominal sum, 20-minute programs in Spanish about Spain should write to: G. L. Vazquez, Jr., Educational Programs, Musica de Fondo Motivacional y Para Deleitar, Jose Antonio, 57, Madrid (13), Spain.

Tip for Owners of RCA TT-5A

Charles L. Widney, executive secretary of the Columbus chapter of the Academy of TV Arts and Sciences, writes that there are a number of new and used 8D21's gathering dust at commercial VHF stations that have converted to "air" from the water-cooled 8D21. He says that interested ETV stations should contact David I. Green, 3711 South Latawah Street, Spokane 36, Washington, to find out where these might be obtained.

Publications

- *ETV Across Canada*, the second annual report of the Metropolitan ETV association of Toronto, has just been released from the association's office at 84 Queen's Park Crescent, Toronto 5.
- The third edition of Capitol and Angel Records *Education Catalog* is available from the Education Department, Capitol Records Distributing Corporation, 1750 North Vine Street, Hollywood, California, 90028.
- The fifth edition of *Free and Inexpensive Materials on World Affairs* is now ready from the Bureau of Publications, Teachers College, Columbia University, New York. Leonard S. Kenworthy lists 78 pages of books and pamphlets all costing 65¢ or less.
- *The Report of the 1963 Sigma Delta Chi Advancement of Freedom of Information Committee* takes issue with the attitude of the Federal Government. Minnesota's Robert Lindsay, in the November 15, 1963, issue of *Static*, takes issue with the attitude of the *Report*. The 60-page SDX booklet, which also criticizes state and Latin-American governments and the American Bar Association, may be obtained from 35 E. Wacker Drive, Chicago, Illinois, 60601. *Static* is done for the AEJ Council on Radio-Television Journalism at the School of Journalism, University of Wisconsin, Madison, 53706.
- A listing of U. S. Government films makes up the second supplement to the 1962-1963 Norwood Films catalog, available free from 926 New Jersey Avenue, N.W., Washington, D.C.
- Edward G. Hudon, in *Freedom of Speech and Press in America*, analyzes First Amendment rights and includes the story of major Supreme Court decisions regarding freedom of speech, press, and the movies. Public Affairs Press, 224 pages.
- *Using Current Curriculum Developments*, a 118-page report of ASCD's Commission in that area, costs \$1.75. Order from Association for Supervision and Curriculum Development, NEA, 1201 Sixteenth Street, N.W., Washington, D.C. 20036.
- Two reprints are newly available from TIO: "The American Family and Mass Communications" by Roy Danish, and "A Summary of Yearly Studies of Televiewing—1949-1963" by Paul A. Witty. The Danish article appeared in the August, 1963, *Marriage and Family Living*, the Witty article in the October, 1963, issue of NCTE's *Elementary English*. Write to TIO, Department NA, 666 Fifth Avenue, New York, 10019.
- The 250-page *National Compendium of Televised Education*, Volume 10, compiled and edited by Lawrence E. McKune for the Michigan State University Continuing Education Service, is available from The University of the Air, Kellogg Center, East Lansing, Michigan, for \$4, payable to Michigan State University. Earlier *Compendiums* are still available: Volumes 5 (which includes all listings of previous volumes), 6, and 7 at \$2, and Volumes 8 and 9 at \$4.
- An outline of ITV work among California colleges and universities is available from the Television Committee of the California Commission on Teacher Education. Write to Edwin H. Lombard, Television Coordinator, Fresno State College, Fresno.
- *Preparation of Inexpensive Teaching Materials* (102 pages, \$2.25) by John Morland and *Planning and Producing Audiovisual Materials* (232 pages, \$6) by Jerrold E. Kemp, both of San Jose State College, and *Operating Audio-Visual Equipment* (73 pages, \$1.75) by Sidney C. Eboch of Alameda State College, are available from Chandler Publishing Company, 604 Mission Street, San Francisco 5, California.
- A 240-page report, "Designing New Apparatus for Learning," has grown out of a conference of experts in audiovisual education. Their report, which calls for a "systems" approach to the design and use of A-V devices, has recently been put in final form by the Society of Motion Picture and Television Engineers under contract with the U. S. Office of Education. SMPTE's December *Journal*, containing conference highlights, is available for \$2 from SMPTE Headquarters, 9 East 41st Street, New York, 10017.

- In this country over the past year there has been a 15 per cent increase in the number of recorded telecourses reported by owners as available to others for broadcast use. These 312 telecourses are described in the 1964 edition of *Instructional Television Materials: A Guide to Films, Kinoscopes, and Videotapes Available for Televised Use*. Free copies are ready at the U. S. Office of Education-sponsored National Instructional Television Library, 10 Columbus Circle, New York, N. Y.
- "Readings in Public Communications," an 18-page bibliography for candidates for the M.S. in television and radio at Syracuse University, gives suggestions for readings in art, philosophy, history, economics, and American culture, in addition to straight communications. The readings were compiled and edited by A. W. Blum, editor of *Television Quarterly*, at the request of the Syracuse University Television and Radio Center.
- The American Council on Education has issued its 1963-64 *Publications Catalog*, available from 1785 Massachusetts Avenue, N.W., Washington, D.C., 20036.
- The monthly report of the Japan Broadcasting Corporation, *It's Not Is NHK Doing*, is free from the Public Relations Board, Nippon Hoso Kyokai, Tokyo, Japan.

News Notes

PERSONNEL

- ▶ Lewis A. Rhodes, formerly director of TV at Central Michigan University, has been appointed director of the Central Michigan ETV Council. He replaces Martin G. Atkins, who resigned to become superintendent of schools, Bridgeport, Michigan.
- ▶ James M. Pettyjohn has been appointed executive producer, WHY-TV, Wilmington, Delaware. He has been associated with Philadelphia TV and radio stations for over fifteen years.
- ▶ WHY has also announced the appointment to its board of directors of Richard P. Gousha, newly appointed state superintendent of public instruction for Delaware, and Mrs. John Biggs, Jr., well-known civic leader in the state and in Philadelphia.
- ▶ Robert Petranoff, assistant professor of radio and TV at Indiana University, has been appointed to a new position with the university news bureau as coordinator, radio-TV. The new post was set up in response to a request from state broadcasters for more news and features from the university prepared especially for radio and TV use.
- ▶ Harvey Herbst, manager of KLRN-TV, southwest Texas ETV station, has been named associate director of radio/television at the University of Texas. In addition to his KLRN duties, he will have executive responsibilities in connection with the Texas Educational Microwave Project, KUT-FM, closed-circuit classroom instruction on the university campus, and radio and TV production for educational and commercial broadcasters.
- ▶ Robert R. Leu has been promoted to the post of senior producer-director at WHA-TV, University of Wisconsin. He received his B.A. from the university in 1960.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Editorial assistant: Skip Robinson. Phone 333-0580. Area Code 217.

Reporters:

- Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.
- Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville.
—Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
- Region III —McCabe Day, WVSH, School City of Huntington, Ind.
- Region IV —Richard Vogt, KTCATV, 1640 Como Ave., St. Paul, Minn.

▶ Hartford N. Gunn, Jr., general manager of WGBH, Boston, was recently awarded a trophy by the New England Chapter of the Public Relations Society of America. The annual award is to "the citizen whose work has made the most beneficial and lasting impact on the region." Last year Boston's mayor was the recipient.

STATE AND REGIONAL

▶ Maine's ETV network is well under way. WMEM-TV, Presque Isle, became operational February 17, joining WMEB-TV, Orono, which went on the air in October. Both stations are VHF, have effective radiated power outputs of 316,000 visual and 150,000 aural watts. The network's third station, to be in Calais, will be operational later this year. Production facilities for the three stations are nearing completion in Alumni Hall at the University of Maine.

▶ Ohio's ETV network offices have been moved to Room 301, 21 West Broad Street, Columbus—a state-owned building which houses several other agencies and commissions.

▶ The Delaware Governor's Committee on ETV hopes to have a state ETV network by September, 1965. A group of 27 members of the state's legislative assembly, plus other state officials and educators, visited Columbia in January to study South Carolina's closed-circuit network.

▶ Utah State University inaugurated KUSU-TV last month, to put Utah's fourth ETV station on the air.

GENERAL

▶ Gale Adkins, director of radio-TV research at the University of Kansas, has released a preliminary report on a survey of the FM audience in Lawrence, Kansas. One of his findings is that the educational station, KANU, is listened to more than twice as much as its nearest competitor. There are a dozen commercial FM stations which can be received in Lawrence.

▶ The mayor of Pittsburgh proclaimed the month of February 19 to March 19 WQED Month. During that time the station was seeking \$250,000 from local business and residents to help finance its operations for the next year.

▶ Leonard Berkowitz, professor of psychology at the University of Wisconsin, wrote in *Scientific American* recently that filmed violence is potentially dangerous. He said that his experiments indicate that aggression depicted in TV and motion picture dramas can arouse certain members of the audience to force or assault.

▶ Technical papers discussing the expanding roles of motion pictures and TV in education will be presented April 13 during the 95th SMPTE conference April 12-17 in Los Angeles.

▶ The University of Oklahoma will host, April 21-25, the fourth annual TV Newslife Workshop. Other sponsors are the National Press Photographers Association, Field Enterprises Educational Corporation, and the U. S. Air Force.

INSTRUCTION

▶ WGTE-TV, Toledo, reports that 1700 7th-graders are voluntarily viewing French courses before school starts in the morning. Interested volunteer teachers assist the students in classroom exercises following the 15-minute telecourses.

▶ WFUV-FM, Fordham University, will soon carry a test program of the TuTorTape programed instruction in basic education and vocational training. The hope is that this method of instruction will fight unemployment and give the dropout an opportunity to learn under a different technique than the classic lecture study format, which he rejected once. WFUV-FM was selected for the test because of its years of testing with FM multiplexing. Normal transmission of the station's programming will not be affected, since the instructional material will be broadcast on four FM subcarrier channels.

▶ *Cinderella* was recently presented in Spanish by some 50 2nd-graders of Lake Silver, Florida. The production was

staged in conjunction with a beginning-Spanish TV program, and featured costumes, original music composed by a local teacher, and dance routines of a local choreographer.

▶ Oregon educational broadcasters hosted the second annual West Coast ITV conference March 23 and 24 in Corvallis.

▶ The Tri-County ETV Council has announced a new plan, to be initiated in September, which will provide four channels to transmit ETV courses for Chicago-area pupils. Leaders of the Chicago ETV Association and MPATI helped with the plan. A daily schedule on CETA channels 11 and 20 and MPATI airborne channels 72 and 76 will bring 38 courses of instruction to the schools.

PROGRAMS

▶ KLRN-TV, southwest Texas, has a weekly program spotlighting local museums. One program featured the life and times of John Wesley Hardin, Texas desperado, using rare photographs and items from the museum at Southwest Texas State College, San Marcos. Another program showed antique cars from a private museum at Geronimo, Texas. Deck Yoes produces the Museum series.

▶ WQED, Pittsburgh, is presenting a 13-week TV course in religious studies for the layman.

▶ A bulletin from WUNC-TV recently announced "An Altogether Engaging and Uncommonly Entertaining Program of Readings of Poems and Essays by one of our most distinguished writers, Mr. Thad Stem, Jr., of Oxford . . . read with a personal note or two by the author himself." The 53-minute program was shown twice within two weeks—once to be seen and once to be "savored."

▶ Four radio programs on international arms control and disarmament have been developed by the University of Michigan broadcasting service. Interviews with some of the world's top experts in the field were taped during a symposium at the university, and have been scheduled for rebroadcast over 37 Michigan stations, the English language service of the Voice of America, and other educational stations.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Miss Julie Hunt, Placement Service, at the NABE office in Washington.)

April 1 Engineer, BEE degree, 29, married, 2 children, is seeking position as engineer for new ETV station, presently employed. Wide range of engineering experience; color TV design and development, television maintenance, construction supervision, electronics instructor, FCC 1st class license. Salary required \$10,000, location open.

April 2 Ph.D., male, age 40, married, wants executive position as educational radio or TV station manager, or as broadcasting service director. More than 25 years experience in commercial and educational radio-TV in production and administration, as well as college teaching and administration in broadcasting. Work anywhere except in South, South-Atlantic, Texas, or Florida. Minimum salary: \$12,000.

April 3 Married male, age 33, currently working on Ph.D. in communications, with emphasis in TV and education, is looking for an institutionally-based ITV and/or ETV operation. July 1964 graduation will mark 13 years of teaching and professional broadcasting experience. Wants to produce televised educational programs and to teach in TV. Would prefer Midwest or West Coast progressive department, with potential for advancement. Asking salary of \$8000.

April 4 Experienced international broadcaster-teacher is searching for imaginative post in university as director of broadcasting services. Ph.D. late this summer; many articles; one book. Specialties: communications writing and international broadcasting (comparative systems). Age 41, presently teaching and on major station. Salary: \$10,000 level.

NABE Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington, D. C., 20036. Phone 667-6000. Area Code 202.

- April 5** Army Chief Warrant Officer, retiring April 1, 1964, desires career in ETV. Long experience in personnel supervision and electronics, five years experience in television, including studio and control room operation. Graduate Advanced Television Course, National Schools of Los Angeles. Salary \$5000-\$6000 depending on educational benefits available.
- April 6** Mature engineer with 16 years experience in broadcasting and electronics seeks responsible position in educational broadcasting or allied electronic-oriented systems. Will accept additional responsibilities to justify salary.
- April 7** Single male, 26, M.S. expected June 1964 in Educational Radio and TV, taught high school speech and English three years, desires position in college speech department to teach, direct, produce on ETV or CCTV. Experience in commercial radio. Will consider all areas and salaries; the experience is all important.
- April 8** Male, 29 years old, married, with one child, is available in June for position as producer-director. Three years commercial TV experience. Qualified in all phases of production, especially producing, directing, and talent. Experience in film work and some photography. Two years commercial radio experience as announcer. Has ETV experience and one year teaching. Holds B.S. in Speech-Radio-TV. Presently working toward Masters and would like to continue. Prefer West Coast but location open.
- April 9** ETV producer-director and assistant director of public relations, with 5 years of experience in both radio and television, commercial and public affairs broadcasting, wants position in production/management or administration with university radio or ETV station. Married, 25, B.S. in Journalism-Public Relations-Radio-TV. Produced radio and TV series for ETV and commercial radio and TV. Documentary film writer and director. Now working at major university. Midwest or West location; salary minimum: \$9,000.
- April 10** Male, 28, single, seeks position as ETV producer-director, radio-TV, and/or college instructor. Background includes "live" film, videotape production in ETV and commercial TV; telecasting and announcing in commercial radio. Recent M.A. with broadcasting major, technical theatre plus stage crew, 4 yrs. Program planning, supervision, direction. Midwest or South, but will consider any locale with growth potential or chance for future work toward Ph.D. Salary open. Available summer or September 1964, or sooner if necessary. Will consider all positions, as broadcasting has become his avocation as well as vocational interest.

POSITIONS AVAILABLE

(In order to be considered through these channels, the reader must be an Individual Member of the NABE, with credentials on file with the NABE Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.)

- A-1** Radio announcer-producer. Male, Age 23-35. Pleasing voice, generalized education plus a basic knowledge of classical music. Applicant must enjoy fine arts programming. Salary \$3000-\$6000 annually plus meals and lodging or equivalent. Initial salary will be commensurate with training and experience. Open immediately.
- A-2** Experienced, qualified chief engineer and/or transmitter supervisor for new high-power UHF educational television station in Eastern major market. Must be good professional administrator with thorough knowledge of FCC procedures and systems planning. Transmitter construction ready to commence. Salary open.
- A-3** Instructor in radio-television. Must be able to teach courses in television production, writing, directing, and announcing, as well as produce and direct television programs; extensive work in area of CCTV. M.A. required. Southern college; position available July 1.
- A-4** Qualified producer for new educational television station in Mid-Atlantic region. Experience or training in quality documentaries or complex creative programming required. Open in June. Salary \$5000-\$7000.

- A-5** Qualified assistant manager to be in charge of administration for new ETV station in Mid-Atlantic region. Program background necessary so can produce special programs occasionally. Open in June. Salary \$7000-\$9000.
- A-6** Technician. Excellent opportunity in new communication center for person with experience in closed-circuit and broadcast engineering: FM and I.O. TV. First class FCC license required; maintenance and operation; as facilities expand new installations would be required. Salary OPEN.
- A-7** Director of educational television at Middle Atlantic university. Responsibility for general supervision and development of new CCTV system. Applicant must be prepared to select and supervise staff, plan for equipment purchase and use, work with faculty to promote and guide CCTV lectures and associated presentations, produce and direct programs, evaluate the effect of television on class scheduling, and assist in research planning, M.A. or equivalent. At least two years experience with competency in supervision and CCTV production. Salary \$6000-\$8000 for twelve months. Contract renewable.
- A-8** Production and teaching position in communications department for person under forty. College teaching experience and commercial broadcasting experience desired, or will consider college teaching, instructional television, and/or educational radio experience. M.A. required. Northwest university; minimum \$6000; available September 1; ten-month position.
- A-9** Middle Atlantic college desires a Ph.D. in radio and television to teach undergraduate and graduate courses and supervise programs in these areas. Rank and salary open. Position for September 1964.
- A-10** Producer-director. Community ETV station. Starting salary from \$5400 to \$6200 per year, depending upon background and experience. Position open in very near future.
- A-11** Producer-announcer for Midwestern university radio station. Salary \$5200. Open immediately.
- A-12** Producer-director for Midwestern university ETV station. An administrative, non-academic appointment, the position carries a twelve-month starting salary, with one month leave, ranging from \$6300-\$7000, depending on qualifications, beginning July 1, 1964. Applicants should have a Master's degree and experience in directing educational television programs. A person with some commercial television experience and work in 16mm film production is preferred.
- A-13** Instructor or assistant professor of television-radio at East Coast college. Persons applying for the opening should be prepared to teach communication law and courses in broadcast writing and production, and direction. Applicants should preferably have a Ph.D., with some broadcast or teaching experience, although the degree requirement may be waived under the proper circumstances. The salary range is \$6500 to \$7800.
- A-14** Associate dean for instruction of East Coast university. To qualify for consideration, an applicant must possess a doctorate and several years of successful teaching or administrative experience on the college level. In addition, his preparation and experience should reflect knowledge of the new methods of instruction in the areas of CCTV, programmed instruction, audiovisual aids, etc. Appointment effective September, 1964. Salary range: \$10,950-\$12,720.
- A-15** Chief announcer for Midwestern university radio station. Position consists of general announcing, some special program producing, assisting in the training of student announcers, regular newscasting, and some continuity writing. Starting salary \$4800 per year. Paid vacation, hospital insurance, and group life insurance. Job begins June 1.
- A-16** Graphic artist for new ETV station in South Atlantic region. Salary \$4800-\$5200 to start. Position open June 1.
- A-17** New ETV station needs young man as photographer. Will do publicity work for station and for school system. Position open June 1. Salary dependent upon experience and qualifications.

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."



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