

newsletter

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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MAY, 1965

NAEB Appoints Four Directors at Large

Following are the first Public Member Directors to be appointed to the NAEB Board: *C. Scott Fletcher*, management consultant, former president of the Fund for Adult Education, Miami; *Dr. Fred Harrington*, president of the University of Wisconsin, chairman of the special committee on federal legislation of the National Association of State Universities and Land-Grant Colleges, Madison, Wisconsin; *Irving Harris*, president of Standard Shares, Inc., member of the Chicago Educational Television Association, Chicago; and *Leonard Marks*, communications attorney, member of the board of Communications Satellite Corporation, Washington, D.C.

Schlaak Named to Board

Otto F. Schlaak, manager of WMVS and WMVT, Milwaukee, has been appointed to the NAEB-ETS Board of Directors to fill the vacancy left by Keith M. Engar. Engar resigned from the Board when he left his position with KUED, the University of Utah ETV station.

Samoa Needs ETV Personnel

Those in charge of the NAEB Samoan ETV project would like to hear from persons who qualify as producer-director, photographer, engineer, chief engineer, cameraman, supervisor of adult education, supervisor of physical education, supervisor of guidance, supervisor of in-service teacher education, and librarian. Appointments would be for a minimum of two years in Samoa. Address inquiries to Vernon Bronson, NAEB, Washington.

Copyright Hearings Postponed

Congressional hearings on the proposed revised copyright law are scheduled to begin May 12. They were postponed from the earlier named date of April 28.

Raise Funds for Robert Bohan

Some friends of Robert Bohan have started a fund to help him and his family financially during his long recovery period following a knife attack in mid-February. He was attacked in his own yard by a man living with a neighbor.

As we go to press he is reported to be recovering from serious abdominal and other wounds, but it is expected to be a long, slow process. Surgery, several blood transfusions, special nursing care and medications have already been required.

He has been at St. Petersburg Junior College, where he is chairman of the radio-TV department, for about five years. Prior to that he was at Auburn University.

Those who would like to help should send contributions to Kenneth B. Hobbs, 3052 S. Dorchester Road, Columbus, Ohio 43221. Hobbs requests that checks be made out to: K. B. Hobbs for Robert Bohan.

State ETV Officials Plan Meet

Some officials of state ETV organizations plan an all-day meeting in connection with the IERT in Columbus, Ohio. All such state ETV representatives are invited to attend, beginning at 9 a.m., Wednesday, June 2.

Among the items scheduled for discussion are these highlights: a proposed membership classification for NAEB affiliation, developments in ETV assistance contained in new federal legislation, and a plan for action to acquire further funds for state agencies for ETV development. For further information, write to Larry Frymire, Room 1149, State Capitol Building, Sacramento, California 95814.

NAEB Staff Changes

- John Witherspoon, formerly associate director of NER and also of ECS, has been named director of the ECS project.
- Coy Ludwig, assistant director of the NAEB Office of Research and Development, has resigned effective May 31 to return to school to work on an advanced degree. Jack Brown, who has been working on a Great Plains ITV Library project, will join the NAEB research and development staff.
- Frederick Breitenfeld, Jr., who has been directing a special seven-month project for NAEB-ETS, has been appointed associate director for ETS.

NER Board Meets

At the invitation of the Johnson Foundation, members of the NER Board of Directors met March 25-28 at Wingspread, the foundation's conference center in Racine, Wisconsin. Highlights of the meeting were—

- Preliminary discussions with foundation officials which may lead to national conferences on educational radio, tentatively scheduled for this fall.
- Plans for future cooperation—such as NERN use of audio materials on file at Wingspread and Johnson Foundation use of NERN duplicating facilities.
- Discussion of NER membership, including the merits of an incentive plan for Class C (under 1 kw) stations, plans for commercial station use of NERN programs, and the review and retention of present rates for educational stations.
- Creation of a special committee of the Board to further explore many of the items discussed. Members of the committee are E. G. Burrows, representing the Board; Dick Estell, chairman of the NERN program committee, and Robert Underwood, network manager.

To NAEBoers of the Midwest

Midwesterners are reminded that June 1 is the deadline for receipt of bids for the 1968 national NAEB convention. Information to be included in the bid is outlined on page 1 of the March *Newsletter*.

SAA Invites Research Papers

The radio-TV-film group of the Speech Association of America has invited researchers to submit papers on recent studies in the field. June 15 is the deadline by which titles and one-paragraph explanations should be sent to Dr. James B. Tintera, Director, Division of Mass Communications, Wayne State University, Detroit, Michigan 48202.

A submission will be considered only if the individual plans to deliver a synopsis of his paper at the SAA national convention in New York City December 26-31, 1965. Particularly encouraged are papers centering around the use of radio-TV-film in a college-level, formal course—and presentations which, in themselves, use the communications media.

ACBB To Meet June 2

Continuing its plan of meeting just prior to the IERT, the American Council for Better Broadcasts will convene June 2 at the Neil House, Columbus, Ohio.

George Steiner, coordinator of ETV, San Francisco State College, and member of the NAEB Instructional Board of Directors, will speak on "Commercial Television: The Teacher's Enemy or Friend?" Roy Vogelmann, news director for WHA, Madison, Wisconsin, will tell "How to Make Local Pundits Popular," and Theodore F. Koop, CBS vice president and director of news and public affairs, Washington, will talk about "Whither Television Programming?" There will be reactors to discuss each of the speeches.

Gerard L. Appy will be the luncheon speaker, on the topic "Can ETV Be the Brilliant Cultural Fourth Network?" Appy, former vice president of NAEB's TV division, is now director of field services for NET.

Freda Koch will moderate a panel discussion on "Truth and Newscasting."

Registration for the ACBB day is \$1—except for IERT members and those with ACBB luncheon tickets (\$3.25), to whom registration is free. Checks for luncheon reservations should be sent to Mrs. George Nelson, 329 N. Randall, Madison, Wisconsin—until May 26. After that, to Dr. Leslie Spence, Neil House, Columbus.

Seek Info on Dr. Von Neumann

The *Newsletter* has received a request to help in the search for information leading to the discovery of film, taped lectures or interviews, or still photos of Dr. John Von Neumann, a mathematician who died in 1957. NAEBers having such information may call collect (Area Code 212, LT 1-3140) or write: Amram Nowak Associates, 55 West 45th Street, New York, New York 10036.

NAEBer Needs Information on Teacher Education by CCTV

James L. Laswell is working on a research project surveying teacher education by CCTV. NAEBers who would like to help should send material to him at 4030 West Imperial Highway, Inglewood, California.

Region III NAEBers Meet

Some 155 persons attended the Region III annual meeting at Miami University (Oxford, O.) March 21-23. The three-pronged program carried concurrent sessions on ITV, radio, and ETV.

ITV personnel heard discussions on research, the instructional role of TV, and special problems of ITV production. Radio sessions were on research, community service, instruction by radio, instruction for radio, and national radio networking. The ETV program was divided into university station programming, school station programming, state ETV networks, and new government projects and ETV financing.

In his banquet address, NAEB President William G. Harley talked about the recent inclusion of educational radio and TV in federal education bills. Stephen Hathaway, director, Miami University broadcasting service, chaired the conference.

NHK Announces Japan Prize for Programs

The Japan Broadcasting Corporation is sponsoring a contest for educational radio and television programs in three categories: primary, secondary, and for adults, including university programs. Programs must last from 10 to 60 minutes, be free from advertising, and have been broadcast or produced for broadcasting since October 1963.

May 31 is the deadline for filing the first form, which is an application for participation. The second one, the actual entry form, is not due until August 31, together with the entry and accompanying materials.

Forms and booklets with more information are available from the ETS office, NAEB Washington.

Region II Members Meet

—reported by Len Press

Most of the states in NAEB's Region II are in Appalachia, and there was considerable discussion at the recent annual conference about how the region might work toward an Appalachian regional communications system. The first steps are to investigate the needs and media potential and to estimate the stations and interconnection required, with costs, for such a system.

To explore this further, a steering committee, representing radio and TV, was set up, with John Young (director of TV, WUNC-TV) as chairman. The committee met during the convention and will meet again May 7 in Atlanta.

Some 160 persons registered for the conference in Williamsburg, Virginia, March 19-21. John Young was conference chairman, and co-hosts were the College of William and Mary and Colonial Williamsburg.

John Whisman's banquet speech inspired much of the discussion about the Appalachian communications system. He is executive secretary of the President's Appalachian Region Commission and assistant for area development to the Kentucky governor.

In his keynote address, Harold Essex (president and general manager, commercial WSJS-TV, Winston-Salem) talked about the responsibilities that go with rights. He said that if the broadcaster is not to be interfered with or regulated, he has to substitute self-regulation; he must impose upon himself standards of taste and concern for the public interest. The implication for the noncommercial broadcaster was that he has an obligation to do a good, sound professional piece of work whenever he takes to the airwaves. Sloppy production and inept performances do not add up to respectable broadcasting.

Memphis will host next year's meeting, with the Memphis Community TV Foundation and Memphis State University as cosponsors. Howard Holst, WKNO-TV, will be chairman.

Region II members also established an executive committee for the region. It is composed of the NAEB regional directors for the divisions (with one person internally elected to represent TV stations if one of the national TV Board members is not from Region II) plus the host for the subsequent year's regional convention. Thus the executive committee currently consists of the regional directors for radio, instruction, and individual members—plus Holt Riddleberger, of WEDU-TV, Tampa, and Howard Holst. The executive committee will elect its own chairman.

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WQED Hosts 7,000 Persons, Over 600 Scripts

As shown in the photograph, hundreds had to wait in line to tour the facilities of WQED, Pittsburgh, during the annual open house March 13 and 14. Some 7,000 visitors observed station operations, saw themselves on TV, and talked with TV personalities such as Miss Frances Jordan, WQED's kindergarten teacher.

● WQED can boast another overwhelming success—its playwright contest, in which 615 writers submitted scripts. Although publicized only in Pennsylvania and in trade journals (such as the *NAEB Newsletter*, January issue), the competition pulled scripts from all over the world and from all ages and walks of life. WQED hopes to announce the winners shortly after May 1, and the selected plays will be produced this summer.



NYSERTA To Meet

The New York State Educational Radio and TV Association will meet May 3-4 in Syracuse. Chalmers Marquis, executive director of NAEB-ETS, will keynote the conference, speaking on the new federal education legislation and its potential for educational communications. There will be panel discussions on CATV and the future of networking in educational radio and TV.

ETV Facilities Applications Accepted

The following applications for federal assistance in the construction of new ETV stations have been accepted for filing. Figures represent total estimated project costs.

Nebraska ETV Commission, Ch. 16, Omaha (\$215,949); Georgia State Board of Education, Ch. 20, Wrens (\$1,643,703), Ch. 14, Pelham (\$592,711), Ch. 25, Dawson (\$575,180), and Ch. 15, Cochran (\$592,711); WGBH Educational Foundation, Ch. 44, Boston (\$976,836); and the Greater Washington ETV Association, Ch. 50, Washington, D.C. (\$557,395).

Summer ITV Workshops Offered

Boston University. July 13 to August 20. Half lectures, half practical projects. In latter, small groups, will plan a 13-week series in a specified curriculum for specific grade level. Each group will complete one program. Write: Dr. Murray R. Yaeger, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, Massachusetts 02215.

San Francisco State College. June 21-25. In cooperation with KQED. Write: Dr. John Fell, Chairman, Radio-Television-Film Dept., San Francisco State College, 1600 Holloway, San Francisco, California 94132.

SUMMER STUDY ABROAD

New York University. June 1-30. International ITV field workshop—including Montreal, Rome, Munich, Paris, London. \$1259 cost includes tuition, university fees, transportation, room, breakfast, dinner, gratuities. Communication Arts Group, New York University, Washington Square, New York 10003.

Boston University. June 14 to August 31. In-depth study of cinema and TV in Great Britain, France, Italy. Boston University School of Public Communication, Film Department.

NEW SUMMER COURSE

Indiana University. For the first time this summer, a course will be offered in the planning and administration of closed-circuit TV systems.

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

News Notes

PERSONNEL

▶ Mark Damen has been named program manager of WUFT-TV, University of Florida. Prior to coming to WUFT in 1963, he was a free-lance writer and producer for TV, and had been director of special projects for WQED, Pittsburgh.

▶ Robert A. Mott is the new chairman of the Washington State University communications department, replacing Allen Miller who resigned and went on a sabbatical leave to Europe April 1. Miller will continue as director of information services and professor of communications when he returns in September. Mott joined the WSU staff in 1956 as news director of the radio station; since 1962 he has been radio-TV services manager.

▶ James Etheridge, Jr., executive secretary of the Florida ETV Commission since its inception in 1957, has resigned to enter private business. William W. Galbreath has been appointed to the post.

▶ Frank R. Jamison, director of ETV at Colorado State College, has been appointed broadcasting consultant to the Wyoming Fish and Game Commission. He will conduct a workshop and help evaluate a weekly radio and TV series.

▶ Lawrence M. Clamage, director of TV for Wayne State University, was one of five recipients of a 1965 award from the Detroit American Women in Radio and TV. The awards are for outstanding initiative, creativity, and responsibility.

▶ William J. Hanford, of the Wayne State University humanities department, has been appointed director of Delaware's newly established ETV network. He will assume his new position July 1, after completing his Ph.D. in mass communications.

▶ Mrs. Elizabeth Marshall has been appointed director of radio-TV for the Chicago Board of Education.

▶ Keith Engar has left his position as director of radio-TV services at the University of Utah to become chairman of the department of theatre and ballet and executive director of the Pioneer Memorial Theater. Rex Campbell, formerly assistant director of radio-TV services, succeeds him.

STATE

▶ Recent action in the Texas Legislature brings state support for ETV closer. Identical bills in the state Senate and House were unanimously voted to the floor, without being sent to subcommittee; this amounts to a suspension of the rules requiring all bills to go to subcommittee. The bill would allow money being spent by local school districts for ETV services from ETV stations to be matched up to 75¢ per pupil in average daily attendance.

▶ In New York, it looks as if the plan for a state-wide ETV network may suffer a setback if the \$625,000 for the first leg of the network has to be cut from the governor's budget.

This possibility was mentioned by Samuel Greenberg, chairman of the finance committee of the state Senate, in a recent interview.

▶ Hopes were sparked for a return to Saturday broadcasting by the Wisconsin State Radio Council network at a recent legislative hearing. Questioning by the legislators concerned what kind of programing could be offered, rather than challenged the proposal that the service be restored.

INSTRUCTION

▶ Two series of ten half-hours each have been produced in Florida to aid in instructing studio teachers and utilization teachers. The series are available on videotape or 16mm film; a study guide accompanies each series. They were produced at WEDU, Tampa, by the radio-TV division of the Florida Institute for Continuing University Studies. For information, write: Florida ETV Commission, 303 Dodd Hall, Tallahassee.

▶ Texas A&M University is setting up a TV studio and distribution system. Meantime, the university has contracted with TEMP to produce a series of lessons in English composition.

▶ Reporting on a study of the Peace Corps ETV project in Colombia, Nathan Maccoby, Stanford University professor of communication, said that ETV, coupled with the ancient Socratic method of teaching, is apparently the most effective learning method for youngsters in less privileged countries. On the Huntley-Brinkley program April 14, in a report on the same ETV project, the statement was made that it has been so successful that a number of other countries are interested in starting such projects.

GENERAL

▶ WKVR, New York City, was the only radio station selected this year for a 1964 George Foster Peabody award. The award, presented April 26 at a Broadcast Pioneers luncheon, was for "distinguished and meritorious service."

▶ KFME (TV), Fargo, N. D., plans to have new equipment installed and operating in its studios and control rooms by June 1. The station, which celebrated its first anniversary in January, will then have complete studio facilities for live and recorded programs. KFME has contracted with Concordia College, Moorhead, Minn., to produce and broadcast the college's freshman and sophomore English courses; this marks the first major use of educational broadcasting by any institution of higher learning in the area.

▶ Construction is scheduled to begin this month on Alabama's sixth ETV station, in Huntsville.

▶ KUID-TV, University of Idaho, was scheduled to begin on-air broadcasting by the end of April, forming the first link in the proposed Idaho ETV network. Stations in Boise and Pocatello will complete the net, which will cover 90% of the state. KUID-TV operates on Channel 12, 115 kw visual and 58 kw aural power. Northern Idaho, eastern Washington, and northeastern Oregon are in the coverage area, which includes 150,000 adults and 40,000 school children.

▶ Construction has begun on the Lehigh Valley ETV station, Bethlehem, Pennsylvania. The target date for scheduled programming is September, serving a 70-mile radius and broadcasting over Channel 39.

▶ KWSC-TV, Washington State University, now has a UHF repeater station in operation in Clarkston, which adds a potential 45,000 new viewers.

▶ WMVS-TV, Milwaukee, is broadcasting two or three hours a week in color.

▶ Beginning June 1, KUHT-TV, Houston, will operate a new full-power transmitter which can carry programs into 23 Gulf Coast counties which have at least 600,000 students. The University of Houston has created a new coordinating agency to plan expanded programing with school officials. Mrs. Dorothy Sinclair, a supervisor of radio, TV, and film production for the Houston schools for 13 years, will direct the agency. KUHT's coverage will increase from the current average radius of 30 miles to one of 80 to 90 miles.

▶ A new company, Colorado Video, Incorporated, has entered the electronic communications and instrumentation field, as announced by its president, Glen Southworth. Initial emphasis will be on specialized large-screen oscilloscopes, available in three or four months.

▶ KWSC-TV, Washington State University, sent a cameraman with the university student body president to Selma, Alabama, to cover the march from a student's point of view. Transportation was financed by contributions received during a one-day campaign.

▶ The University of Michigan and Time-Life, Inc., Broadcasting, have jointly established a graduate radio-TV internship program, claimed as the first in the nation. Under the plan, the student will continue to be enrolled at the university while working at WOOD-WOOD TV, a Time-Life station in Grand Rapids. The station will give the intern all-around training and responsibility at current salary rates.

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.)

May-1 Experienced TV producer-director sought by northwestern university with well-equipped film and TV facilities. Requires man who can teach TV production courses at university level as well as produce quality programs for both CCTV and state-wide distribution. Opportunity to associate with growing, energetic department of film and TV production. M.A. required. Salary: \$6800 to \$7200 per year, rank according to qualifications. Open July 1, 1965.

May-2 Cameraman with at least two years experience in camera operation, lighting, and set erection needed by Washington, D.C., noncommercial TV station. Salary open. Position available immediately.

May-3 Instructor or assistant professor with Ph.D. or strong M.A. needed for rapidly developing radio-TV department at northeastern university. Duties include teaching broadcasting courses and serving as faculty manager of FM station; ample opportunity to use both ETV and CCTV facilities on campus. Salary and rank according to experience and academic background.

May-4 North suburban Chicago area ITV system seeks coordinator for township-wide activities; strong background in public school education and administration. Should be an enthusiastic and effective communicator, open-minded individual, fair-sighted in ability to determine opportunities for creative advancement in pursuit of education. Background in TV techniques desirable. Twelve-month contract; position open September, 1965.

May-5 Curriculum director and program director needed by developing 250mc ETV service with public school system in Northeast. Salary and rank dependent on education and experience.

May-6 Instructor of speech/assistant director of radio-TV for public relations sought by New England university for September, 1965. Position will carry double title and double responsibilities, i.e.: teaching basic speech courses, assisting in supervising two student-operated campus radio stations, and production of radio and TV programs for release to educational and commercial stations. Campus ETV station in planning stages. Salary: \$6,200 to \$8,000 for nine months, twelve-month appointment probable by 1966.

May-7 Assistant professor sought by major Midwestern university's radio-TV department, predominantly teaching assignment. M.A. required, Ph.D. desirable. Salary range between \$7,400 and \$8,500 per year.

May-8 Instructor in speech/forecasting needed by Midwestern university with expanding EIV program. Master's degree necessary. Salary and rank open, dependent on individual's background and experience.

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