

**N A E B**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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FEBRUARY, 1964

## Taverner Elected to Board

Donald V. Taverner, general manager, WQED-TV, WQEX, Pittsburgh, has been elected to the NAEB TV Board of Directors, replacing Hartford N. Gunn, who resigned. Other members of the Board are listed in the enclosed *Washington Report*.

## Region II NAEBSers to Meet

NAEB Region II's annual conference will be April 9, 10, and 11 at the Wade Hampton Hotel in Columbia, South Carolina. Lynn Kalmbach, general manager, South Carolina ETV Center, is chairman of the conference, and he has appointed Arch Lugenbeel of his staff to handle conference matters for the host operation. Conferees will be able to see outstanding programs from throughout the region over closed-circuit television. Any Region II member who has not received a conference announcement should write to Lugenbeel, 2712 Millwood Avenue, Columbia, to be placed on the mailing list.

## Instructional Division to Meet

Organizational meetings of the NAEB's Instructional Division will take place at the University of Missouri March 2-4, in conjunction with a national conference co-sponsored by the NAEB and the university. Announcements and registration blanks were mailed to all NAEB members last month. Any interested reader who did not receive a copy may do so by writing to the NAEB Urbana office.

## FM Stations May Obtain Programs

WTHI-FM, CBS affiliate in Terre Haute, Indiana, is producing a series of six half-hour programs on prison life and prisoner rehabilitation. Each show is an open-ended discussion of a specific topic such as juvenile delinquency, parole, and post-release experience. Tapes will be available to any FM station interested in carrying the programs. Producer of the series is Sheldon Fisher, operations director for WTHI-FM, with the cooperation of the warden and associate warden at the U. S. Penitentiary at Terre Haute.

## Fellowships Available for 1964-66

NDEA Fellowships for doctoral study in instructional technology are again available beginning in September at Michigan State University, University of Southern California, and Syracuse University. The fellowships pay \$2000, \$2200, and \$2400 for the first, second and third years respectively, plus \$400 for each dependent. Completed applications must be received by March 16. Write to respective program directors for forms and further information: Dr. Donald Ely, Director,

Audiovisual Center, Syracuse; Dr. James Finn, Professor of Education, University of Southern California; Dr. Charles F. Schuller, Director, Audiovisual Center, Michigan State University.

## NASA Offers Free Materials

Materials available for free loan to ETV stations and CCTV systems from NASA include film clips, still photos, audio sound effects and audio highlights of all major NASA space programs, in addition to more than 40 films. Catalogs of these aids may be obtained from National Aeronautics and Space Administration, Code AFE4-4, Washington, D. C., 20546.

"Space Story," a weekly five-minute taped report on space activities, is available free to all radio stations. Send requests for the series to NASA at the above address.

## Publications

● A 40-page booklet has come out of the New York exhibit, "Television U.S.A.: 13 Seasons," of The Museum of Modern Art Film Library. Shown in the exhibit are fifty-four programs, major past works of the television art, "to give the television industry, its artists, and its audience a much needed opportunity to stand back and gain a fresh perspective on the medium and its accomplishments—an evaluation devoid of commercial consideration." The booklet gives summaries and information on each program, shots from many of them, a mention of best-of-the-commercial, and a short history of the medium by Gilbert Seldes. The Museum's address is 11 West 53rd Street, New York 19.

● A new source of information about university research in journalism and mass communication is *Journalism Abstracts*, edited by Professor Wayne A. Danielson of UNC. This first edition of what is to be an annual paperback summary of the Ph.D., M.A., and M.S. theses written at U. S. universities contains abstracts of 158 theses accepted at 27 universities during the past year. \$2.50 from the School of Journalism, University of North Carolina at Chapel Hill.

● A new four-page, two-color bulletin from Ampex Corporation describes and illustrates the Videotape Mimicruiser, a new compact mobile television studio in a Studebaker station wagon. Features of the Mimicruiser are described along with its key component, Ampex's VR-660 broadcast Videotape television recorder. Ampex Corporation, Mail Stop 6-1, 401 Broadway, Redwood City, California.

● TIO is circulating a rebuttal to Stanford psychologist Albert Bandura's October 22, 1963, *Look* article, "What TV Violence Can Do to Your Child."

● With its fall, 1963, issue, *N.E.T. News* has ended publication. The staff time thus freed is to be used in "direct efforts to build the audience for [N.E.T.] programming."

● *Motion Picture Production Facilities of Selected Colleges and Universities*, a survey by the University Film Foundation

reported by Don G. Williams and Luella V. Snyder, costs \$1.25 from the U. S. Department of HEW (OE-51005).

## Here and There

● Leonard Feist, president of Associated Music Publishers, Inc., is chairman of a committee directing a fund drive to insure the installation of a bust of composer Edward Macdowell in the Hall of Fame of Great Americans. Stephen Foster is the only other composer to have been elected to the Hall.

● A note for ITV thinkers: Of the nation's 125,000 public schools, more than 25,000 have only one teacher.

● Two notes for financial thinkers: "The total program cost of educational television stations nationwide is about equivalent to one network series on commercial television." "The total annual budget of most educational stations is far less than the cost of a single commercial television 'spectacular'."

—from a report to the U. S. Commissioner on Education

● One inescapable weakness of ITV, according to Wilbur Schramm: "The absence of intellectual give and take . . . the opportunity to adjust to individual differences, rates [of learning] and needs." "ITV 'doesn't stop to answer questions. It doesn't readily permit class discussion. . . . It tends to encourage a passive form of learning rather than an active seeking.'" ("Educational TV—What It Is, Where It's Going," *Changing Times*, February 1963. 1729 H Street, N.W., Washington 6, D.C.)

## New NAEB Institutional Members

### RADIO DIVISION

Otterbein College, Station WOBN, Westerville, Ohio. (Also Network member).

### TELEVISION DIVISION

Clover Park School District #400, Channel 56, KPEC-TV, Tacoma, Washington; Educational Broadcasting Corporation, Channel 13, WNDT, New York; South Carolina Educational Television Commission, Channel 29, WNTV, Columbia, South Carolina; University of Maine, Channel 12, WMEB-TV, Orono, Maine.

## News Notes

### PERSONNEL

▶ George L. Follansbee, president of Shady Side Academy, has been elected chairman of the board of directors of Metropolitan Pittsburgh Educational Television, WQED-WQEX. He succeeds Leland Hazard. New president of MPET is Donald V. Taverner.

▶ Lloyd Kaiser, formerly with the Rochester Area Educational Television Association, Inc., has moved to Hershey, Pennsylvania, to become general manager of the educational television facilities due to open in September to serve south-central Pennsylvania.

▶ Warren S. Park, Jr., has been named program director of WOSU-TV at Ohio State University. He leaves the teaching of high school algebra and geometry at Pinkerton Academy, Derry, New Hampshire, where he has been for the past two years.

▶ The FCC and "its Newton Minnows and E. William Henrys who haul out their guns and their swords and go into action" have been sharply reprimanded by Assistant Professor Edward C. Christ of Boston U. Writing to U. S. Senator Leverett Saltonstall of Massachusetts, he calls for legislative action against the "harassment of the industry" and for a "long-overdue analysis and reevaluation of the FCC and FCA."

▶ Recent additions to the television staff of the A-V center of the Elmira, New York, city schools, are Mrs. Ruth Barenthaler, producer-director; Mrs. Mary Mann and Norman Hosey, teacher-directors; and Richard Fortune, technical director.

▶ Mrs. Gertrude Hoffsten is to become station manager of

KSLH (FM), in St. Louis, replacing Marguerite Fleming, who is retiring to live in Columbus, Ohio.

▶ President of Adler Electronics Benjamin Adler has now become vice president of Litton Industries. Adler is also vice president and director of the Electronic Industries Association and a fellow of the Institute of Electrical and Electronic Engineers.

▶ B. William Spiller, chief engineer and operations manager of commercial television station KATC in LaFayette, Louisiana, has been appointed general manager of the Richmond area's new ETV station, to be operated by the Central Virginia Educational Television Corporation.

▶ William J. McCarter has become general manager of WETA (TV), Washington, D.C. He leaves NET where he has been development officer.

▶ Walter E. Whitaker has recently been named director of the Educational Television and Radio Program, National Aeronautics and Space Administration. Prior to joining NASA, Whitaker was television coordinator for the U. S. Army Signal School, Fort Monmouth, New Jersey.

▶ In Argentina, NAEB Dinah Spindler is doing her own educational show for adolescents, translated as "The Arc of Captain Tifon," sponsored by book publishers over commercial TV in Buenos Aires.

## STATE AND REGIONAL

▶ Martin Busch, director of KUSD and KUSD-TV and president of the South Dakota Educational Television Association, reports that the state-wide ETV feasibility study made by a St. Paul ETV association has been completed and accepted by the SDETA and is now being printed. It will next be presented to the South Dakota Legislative Research Council for study and possible recommendation for legislative action. If a state ETV network is established as indicated in the present study, 96 per cent of the school population in South Dakota could be reached by in-school ITV.

▶ Current address of the Kentucky Authority for ETV is: Medical Center, University of Kentucky, Lexington, 40506. Staffers are O. Leonard Press, executive director; Ronald Stewart, chief engineer; and Ronald Russell-Tutty, administrative assistant.

▶ The South Carolina ETV Commission plans to apply for a CP for an ETV station in the Midlands, R. M. Jefferies, Jr., commission chairman, announced recently. Two ETV stations are on the air in the state—Channel 29 in Greenville, which went on in October, and Channel 7 in Charleston, which began broadcasts last month.

▶ The Alabama ETV Commission has filed with the FCC for permission to build a new ETV station in Huntsville. This would be the sixth TV station to be operated by the AETC.

## INSTRUCTION

▶ The "personal touch" is the emphasis of Donald Bucklin's zoology course shown over University of Wisconsin's WHA-TV. Instead of standing and lecturing from a blackboard, Bucklin sits behind a desk with the camera close up, by which he feels that the emphasis is placed on his teaching the individual student rather than lecturing to an audience. To insure better effect, director of the series Theodore L. Nielsen runs

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### Reporters:

Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.

Region II —Shirley Ford, WUOT, University of Tennessee, Knoxville, Tenn.

—Lou Penegay, AETC, 2151 Highland Ave., Birmingham, Ala.

Region III —McCabe Day, WVSH, School City of Huntington, Ind.

Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

a full-dress rehearsal before each taping. This is UW's first full-scale TV course in undergraduate science.

► Several prominent Canadian school authorities who visited Chicago's TV College within the past year have become enthusiastic about the Chicago Board of Education's success with ETV. Canada is facing a college expansion crisis very similar to ours. On the authorities' recommendation, a CBC television crew has filmed a day in the operation of WTTW, the TV College station, to be part of a CBC documentary on the higher education crisis, showing one American response.

► Stanford University's intern teachers from the school of education are using videotape recordings of their high school classroom presentations to view and improve their performances, thanks to a Ford Foundation-supported project directed by Robert N. Bush. Two former teachers working toward their doctorates in education, Keith Acheson and Alan Robertson, form the camera crew, which visits high schools where Stanford interns are in action. The 20-minute recorded segment of the class period is shown to the intern in private, after which he discusses his performance with his supervisors. Another use of videotape was to tape Richard Gross teaching a group of his intern teachers, to serve as the basis for a second lecture by Gross on his own methods of teaching captured on the first film.

► A teachers' meeting via closed-circuit television gave music teachers who receive the fine arts program on Austin's KLRN-TV an opportunity to visit informally with TV teacher Janet McGaughy, professor of music at the University of Texas. Professor McGaughy was telecast from the KLRN-TV studios in Austin, where a group of Austin teachers had gathered. Another group of teachers watched in San Marcos at Southwest Texas State College, a third group saw the show at San Antonio College. After Mrs. McGaughy's presentation, everyone was able to ask questions directly through a specially designed talk-back system from the two receiving rooms.

► To help update mathematical thinking and teaching, Richard Vinson, Huntington College professor of mathematics, is doing two series of telecasts over the Alabama ETV network, one for teachers and another for classroom instruction. The need for updating: present junior high subject matter was taught 15 years ago only in grad school.

► WHYY-TV, E. R. Squibb and Sons, and the Philadelphia College of Pharmacy and Science have joined to bring the 7,000 pharmacists in the area a ten-week half-hour series of seminars designed to inform them of the latest developments in pharmaceutical science and therapeutic progress. All of the seminar lectures will be videotaped and made available to other ETV stations.

► Through her ETV program, Alabama teacher Alma Bates acts on her theory that student dropouts are usually ones who have had early spelling and reading problems, with other learning impeded more and more through each passing year because of this lack of skill. Her idea (that students, once they become thoroughly confused by the tricky relationships between spelling and pronunciation, tend to fall further and further behind the class in spelling and reading, then in other subjects as reading becomes the basis for study) led her to design a diagnostic spelling test which she annually gives during her now eight-year-old telecourse, "Improve Your Reading." Classroom teachers grade the papers, make note of who needs additional work, and forward the results to her. Although her telecourse, which emphasizes lower-grade speech study and letter-picture association charts, is geared basically to grades two through six, several high schools schedule it for their students having English problems.

► Radio programs broadcast over WABE-FM are being used to supplement the televised Spanish course for fourth grade students in Atlanta and Fulton County public schools. Short radio lessons review the vocabulary heard on WETV during

"Nuestros Amigos," the television Spanish course. WABE broadcasts the radio programs in the afternoon and evening preceding the broadcast for classroom listening.

► Lee Dreyfus, general manager, WHA-TV, University of Wisconsin: "I'm negotiating with the commercial people who hold the most popular programs to get some of them for foreign language teaching. Almost all our top commercial programs are being put out in a lot of different languages—like *Guns Smoke* and *Huckleberry Hound*. And *Father Knows Best*, but that wouldn't work so well, it's a 'concept' program. For learning language fast you need a lot of action. I got this idea in Detroit, found the foreign-born were learning plenty of English from watching action programs—sporting events, cowboys. (I knew some Hungarians who always used the word 'partner' for 'friend'). We're just going to reverse the process and use it for high school students. College too."

#### PROGRAMS

► The University of Wichita, in cooperation with the YMCA and the Community Committee on Social Action, began a seventeen-week non-credit course January 18 in contemporary race relations entitled "Race: Myth and Reality." The series, produced by Richard J. Meyer, director of ETV at the University of Wichita, will be seen over a special four-station, four-city hookup.

► The European Broadcasters Union has chosen a new NET "What's New" production as an outstanding example of U. S. children's television programming. Directed by University of Texas' Earl Miller, produced by KLRN-TV, Austin, and narrated by Chill Wills, the three half-hour films explore the Rio Grande through a thousand-mile filming expedition which left from Presidio, Texas, in small, flat-bottomed boats, and arrived at the Gulf of Mexico six weeks later. The crew filmed such sights as pre-historic pictographs painted by unknown Indians, ghost towns on both the Mexican and American sides of the river, and paintings and other records of the Alamo, as well as their own record of how the expedition was made.

► University of North Carolina faculty members are discussing *Personal Finances* over WUNC-TV. Directed at the North Carolina citizen of average means, the 16-program series studies wills, estates, trusts, taxes, credit buying, investment, savings, and the matter of getting one's money worth.

► Music programming at WBUR is making a major shift toward thorough coverage of local performances by adding the live broadcasts of Boston Symphony Orchestra concerts and the Symphony Hall organ recital series, as well as the taping of 20 on-campus concerts and recitals for later broadcast.

► What is reported to be the first statewide diabetes public information TV program series in the U. S. is currently being telecast over Alabama's Channels 2, 7, 10, and 26. Originating in the network's Birmingham studio, it is produced in association with the Alabama Diabetics Association and the University of Alabama Medical College.

► "Spotlight on Schools," a weekly radio series heard over WABE-FM, Atlanta, allows administrators from Atlanta and Fulton County schools, on alternate weeks, to discuss the operation of the schools, curriculum studies, budget matters, experimentation, and general school needs. Plans are being made to release the tapes from this series to a commercial station for rebroadcast.

#### GENERAL

► Ampex Corporation is now offering its low-cost, portable instrumentation recorder in a 7-channel version as well as the original 4-channel model to allow recording of a wider range of data. The SP-300 is one-sixth the size and half the cost of previous magnetic tape instrumentation recording systems of comparable performance and is designed for use in research and applied areas of medicine, education, and industry.

► Two students at the University of Michigan have formed a Rachmaninoff club to advance the music of the great classical composer. The club is issuing recordings of Rachmaninoff

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

preludes to radio stations with a request that they be played. The new, strictly non-profit, organization now has about 40 members.

► Educational broadcasting in New York City celebrates its silver anniversary this year. Twenty-five years ago, when the daily school broadcasts began, there were only 62 radios in the city schools. Today there are close to 5,000 radios plus 2,000 television sets. For the future, school officials set two main broadcasting objectives about to become realities. One is the completion of the board's \$2,300,000 TV production center, which is under construction and which will permit the system to produce its own television programs. The other is acquisition of a television station by the board for transmission of its programs.

► KVIE (TV) in Sacramento, California, is celebrating its fifth anniversary this February. Support for Central California ETV began a dozen years ago.

► Among the recipients of this year's National Safety Council Public Service Awards for exceptional service to farm safety are educational stations WKAR, Michigan State University, and KUOM, University of Minnesota.

► The A-V center at Syracuse University has a new name: Center for Instructional Communications. Among the responsibilities added to the center's activities in the last few years are operation of a 195-position electronic learning lab, custom designing of classrooms for automated instruction, and a program of research and experimentation in programed learning, teaching machines, and computer-based instruction.

► Educational television tapes compatible with the Ampex VR-1500 portable videotape recorder are available for ETV stations and closed-circuit systems from two major tape libraries. The Midwest Program for Airborne Television Instruction, Inc., in West Lafayette, Indiana, and Great Plains Regional Instructional Television Library in Lincoln, Nebraska, are now offering course material from their libraries on 2-inch tape for use by educational institutions equipped with the Ampex portable videotape recorder.

► A massive 9½-foot polished brass sculpture, created by the noted Minneapolis artist, John Rod, was recently donated to KTCATV, the Twin Cities Area Educational Television Station. The sculpture, "From Telstar," which is now mounted at the entrance to the KTCATV studio building and which is believed to be the first artistic creation of its kind inspired by and dedicated to an ETV station, is said to symbolize television as an international cultural and educational force of world-wide significance.

► KCET, Los Angeles' long-awaited educational television station, moved into its permanent studios early in January.

► A member-solicitation letter sent out during recent months by KQED, San Francisco, drew editorial comment from *Broadcasting* to the effect that KQED seemed to be "anti-commercial" instead of non-commercial. In responding to the trade magazine's "finger shaking," KQED Manager James Day said that KQED is not anti-commercial—that it was the *intrusiveness*, not the commercials themselves, that were objected to. He also said, "Significantly, the solicitation letter was the most effective ever sent out by KQED, and prompted some of those solicited to write us 'fan letters' on the letter itself, an almost unheard of phenomenon in fund raising."

► Boston University's School of Public Relations and Communications has announced the expansion of its undergraduate program from two to four years, with a thorough stiffening of its content. Now during the freshman year, students will begin the program with twice-weekly seminars supervised by eight senior professors.

► New York City's Educational Broadcasting Corporation, which operates the ETV station, WNDT, has asked the FCC to assign Channel 14 for educational use. The plan is to operate the second UHF station for adult illiterates and high school drop-outs.

► New headquarters for the BFA have been established at 52 Vanderbilt Avenue, New York City. Solveig Sletteland, former station relations director for BFA, has been appointed acting executive director.

## PLACEMENT

### PERSONNEL AVAILABLE

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

- February 1** Returned Peace Corps volunteer, 26, who was a university lecturer in journalism (including a course on radio and television) at an African university, desires position either as newswriter, reporter or production assistant—researcher in public affairs division. Male, single. Master's degree from an Ivy League institution in international relations. Wishes to locate in or near large urban center or university town. Has experience in several of the journalistic media; radio ties go back to college days. Salary \$90-125 per week depending on cost-of-living in community.
- February 2** Program director or assistant operations director for radio or television. Seven years experience in radio and television sales, administration, publicity, production, programming, and personnel. For last four years has been operations director for FM station. Experienced public speaker. A.B. in teaching of social studies. M.S. in television production and direction. Both degrees from University of Illinois. Married. Two children.
- February 3** Radio-TV engineer. Male, 38, single. B.S. in TV. FCC first class license. Location open; North preferred. Salary: \$5-8,000.
- February 4** Producer/director (British) with long experience of educational television in England would like similar assignment in this country, preferably in the Detroit area. Salary range \$150-200 per week. Age 43, female, single.

### POSITIONS AVAILABLE

(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 \$5 Placement registration fee at the time of inquiry.)

- FEB-1** Transmitter-control room operator for Midwestern university radio station. First class radio-telephone license required. Starting salary \$4700 per year plus group insurance and hospitalization. Annual increases usual, though not guaranteed.
- FEB-2** Radio-TV writer-producer. University-based educational radio and TV station seeks individual with demonstrated ability to write and produce programs for both media. Position includes teaching basic courses in radio-TV. Experience in film and promotion helpful. Position includes faculty status. Optional health program and mandatory retirement program. One month vacation. Salary \$7,200.
- FEB-3** Producer-director for new ETV station. Must be experienced in commercial or ETV. Position open June 1. Salary determined by qualifications.
- FEB-4** Technician: Experienced man for operating and maintaining studio and transmitter equipment in new ETV station. VTR experience desirable. Salary \$6,000-\$7,000.
- FEB-5** Middle Atlantic college desires a Ph.D. in radio and television to teach undergraduate and graduate courses in these areas; to develop and supervise a program in these areas. Rank and salary open. Position open September, 1964.
- FEB-6** Chief engineer with first class license and audio production background. Salary \$6,000 to \$6,500 per year.
- FEB-7** Chief engineer for a large Eastern university. Will be responsible for planning, designing, and engineering the ETV station. Later will aid in electronic learning research. Salary in five-figure bracket. Open immediately.

### State Department Has Opening for ER Specialist

Wanted: Educational radio specialist to assist in Laos with developing and writing course material at the elementary level. Should be able to train local educators in both writing and producing radio lessons which will be designed to supplement the instructions presently offered in village schools. Fluency in French required. One year assignment open immediately. Interested persons should contact Miss Martha Geesa, Department of State, Washington 25, D.C.

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