



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Fellows Named to New Post

James A. Fellows has been appointed to the newly created post of assistant to the NAEB president, where he will serve as liaison between the president's office and the expanding number of projects under NAEB supervision. He will also serve on special assignments for the president, such as the ECS project mentioned elsewhere in this *Newsletter*.

Fellows has been serving as associate director of the Office of Research and Development since he joined the NAEB staff in 1962. Prior to that he was executive secretary of the Empire State FM School of the Air.

TV Division Provides Sample Grant Applications

Potential grant applicants under the ETV Facilities Act may obtain sample applications from the NAEB TV Division, called "Educational Television Stations," in Washington. There are two types of sample applications—one for activation of a new station, and one for an expansion grant for an existing station.

The new station application is based on a mythical state university, but should be of equal assistance to other types of qualified applicants. The expansion application is based on a mythical nonprofit community corporation.

Sample applications are available *on loan* to all interested parties and may be obtained by writing to Educational Television Stations, NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036. The ETV program staff in the Office of Education has cooperated to make this service possible.

Music Conference Highlights Revealed

NER music personnel attending the conference at the University of Minnesota September 30 and October 1 will hear a talk by Maestro Stanislaw Skrowaczewski of the Minneapolis Symphony Orchestra; they will meet with Lynn Tilley of the 3M company to discuss the latest developments in magnetic tape recording; and they will attend a performance of *Henry V* at the Tyrone Guthrie Theater.

In announcing these highlights of the third annual music personnel meeting, Harry Welliver, conference chairman and music director of WUOM, University of Michigan, said that registration materials and program details will be mailed the first week in September. Any NER member not receiving a copy should write to Russell Walsh, Music Director, KUOM, University of Minnesota, Minneapolis.

Walsh is in charge of local arrangements for the conference, which will be hosted by Burton Paulu, director of radio-TV broadcasting at the University of Minnesota. Assisting in program arrangements are Welliver and Ann Burns, WBAA, Purdue.

NER Sets Up Washington Offices

The NAEB Radio Division—reorganized as "National Educational Radio" earlier this year—opened its divisional offices within the NAEB in Washington, D.C., September 1.

Jerrold Sandler heads the operation as executive director, assisted by John P. Witherspoon as associate director.

Sandler has been working in the NAEB offices for six months, as director of the Educational Communications System project, administered under a grant from the U. S. Office of Education. A veteran of twenty years in educational broadcasting, film, and theater, he left the production management of WUOM, University of Michigan, to join the NAEB staff in March. James A. Fellows, assistant to the NAEB president, has assumed the ECS duties.

Witherspoon comes to the NER post from San Diego State College, where he was program director of KEBS and associate professor of speech.

Programs and Records Available

- Songs, slogans, and major issues of ten presidential races have been put together in a series of five-minute programs by New York University's department of TV, motion pictures, and radio. Radio stations may use the series, which costs \$20 postpaid, with no fees or license charges. Write for "Campaign!" information: Prof. Irving Falk, New York University, Washington Square, New York, New York, 10003.

- "The Studio Teacher," a 47-minute kinescope showing and explaining equipment and techniques used in an ITV presentation, is available through the Great Plains TV Library, Lincoln, Nebraska. Prints are \$5 plus return postage on a one-week loan or \$68.50 postpaid for purchase.

- San Diego State College announces a record album of interpretive choral readings by the college's Verse Choir. For information on "Sounds to Remember," write Thomas Macklin, Aztec Shops, Ltd., San Diego State College, San Diego 15, California.

- "Milestones of the Century" films may be used by ETV stations for unlimited telecast over a three-year period for \$15 per film. The films range from the Theodore Roosevelt era to the present. Write John C. Smith, Sales Manager, Pathe News Inc., 245 W. 55th St., New York 19.

51 Exhibit Booths Taken

As we go to press, 51 of the possible 60 booths available for industrial exhibits at the NAEB national convention have been sold. The exhibits will be in Austin's \$3 million Municipal Auditorium, where most of the convention sessions will meet. More information about the Auditorium and other convention matters is in the special "Convention Supplement" in this *Newsletter*.

Dr. Burton Dies

Dr. May Elizabeth Burton, producer-director and assistant professor in the School of Journalism and Communications at the University of Florida, died unexpectedly at age 39 on July 28. She joined the broadcasting staff at the university in 1957, and for the past six years she directed a summer workshop for TV teachers. She co-produced the series *Far Eastern Art and Religion and the Arts* for NET.

Publications

- L. Lane Wells, assistant professor of speech at Georgetown College, Georgetown, Kentucky, writes that he will make available to anyone considering establishing an educational FM station a copy of the handbook developed for Georgetown's WRVG, which has been on the air since November, 1963. The 53-page book contains details on the staff organization and some of the basic premises under which WRVG operates.
- *Instructional Television in Western Pennsylvania* is a new publication developed for the Center for Library and Educational Media Studies at the University of Pittsburgh with Jack McBride as chief consultant. The publication is being distributed by the university's Book Center at \$2.25 per copy.
- Stephens College has published a 52-page report on the use of the telephone as a medium for interviews and discussions with off-campus authorities. Details are included on how each of Stephens' telephone lecture courses was planned, how interviews were conducted, etc. Copies are available at \$1 each (payable to Stephens College) from: Office of Educational Development, Stephens College, Columbia, Missouri.
- *Wireless Observation* is the title of a pamphlet published by the Bureau of Publications, Teachers College, Columbia University. Authors of the 32-page booklet are John Herbert and John Swayze. Price \$1.
- The TIO has published an annotated bibliography on television in government and politics. Single copies free to libraries, educational institutions, and religious organizations from Dept. NA, TIO, 666 Fifth Ave., New York 19.

News Notes

PERSONNEL

- ▶ **Correction:** In the August *Newsletter* an item appeared announcing that B. Eugene Koskey had left Northern Illinois University to join the Peace Corps. This was in error, because Koskey is still the supervisor of radio and TV at Northern; the Peace Corps position is in addition to his regular duties.
- ▶ Marshall McLuhan, director of Toronto University's Centre for Culture and Technology, recently received the first annual Fordham University Communications Award. The award cites him for his outstanding contributions to communications theory.
- ▶ Patrick Callihan has resigned his post at NET to become president of a firm in real estate development in Lansing.
- ▶ Thomas B. Petry has been appointed executive director of the ETV Council for Central New York. Petry said he will seek to encourage and increase presentation of ETV programs on local commercial stations. He will also take immediate steps to activate a UHF channel in central New York. Petry comes to New York from Washington, D.C., where he has served as assistant director of the ETV program of the USOE for the past year. Earlier he was acting general manager and program manager of WQED and WQEX, Pittsburgh.
- ▶ Michael H. Pengra has recently joined the staff of KOAP-TV, Portland, Oregon, as a producer-director of educational programs. For the past two years he has been a producer-director, writer, and cameraman at KLRN, Austin, Texas.

- ▶ Boris Frank has returned to the University of Wisconsin to become production supervisor for WHA-TV. During the nine years since he left WHA, Frank has been executive assistant to David Susskind; production supervisor and coordinator, Talent Associates-Paramount Ltd., New York; director of Caribbean Operations for Bartell Broadcasting, Inc.; and he has helped produce various series, including one for the NBC network.
- ▶ Harris S. Greenberg has resigned as radio-TV production supervisor for the Tucson public schools to accept an internship in TV production while working for his master's degree at the University of Texas and KLRN-TV, Austin.
- ▶ Dave Berkman, director of public relations and education for District 65, Retail, Wholesale & Department Store Workers, AFL-CIO, has left the union to become assistant professor of speech for radio-TV at Nassau Community College, Garden City, Long Island, New York.
- ▶ Richard J. Meyer has left Kansas to work as a free-lance TV producer in New York City while completing his doctorate at New York University. He was formerly director of ETV at Wichita University, and during the summer he served as consultant for a group of citizens planning to start an ETV station in central Kansas.
- ▶ David P. Allen has assumed the duties of the newly created post of director of engineering services at WQED and WQEX, Pittsburgh. He left a sales position with RCA.
- ▶ Robert Whitham has been named chief engineer for WQED and WQEX, where he has been a staffer since 1959.
- ▶ Norbert H. Nathanson has left his post as instructor at New York University to become an ETV associate in the state education department's division of educational communications.
- ▶ Lee Frischknecht, manager, WMSB (TV), Michigan State University, has left the station to join the NET staff as assistant director of field services.
- ▶ Anthony Cherubini, program manager of WNED-TV, Buffalo, has left the station to become program manager for the Eastern Educational Network, where he is in charge of program exchange and station coordination. He is also in charge of production of a current affairs series for the network, from Washington, D. C. While EEN's headquarters are now in Boston, there are plans to move to Washington in the near future.
- ▶ William J. Lesko has resigned as director of ETV at Saint Louis University to accept a position as coordinator of production and distribution of instructional materials and services for Pennsylvania's public instruction department.
- ▶ Colonel Robert E. Wood has been named chief of a new Air Force organization in which all responsibilities for TV have been consolidated. He says his staff will be working closely with civilian educators in all aspects of TV and motion pictures. Anyone requesting information may write to him as Chief, Audio-Visual Systems Group, Directorate of Operations, Washington, D.C., 20330.
- ▶ Harry Ratner, formerly of California State College, has been hired as producer-director of school projects for KCET, new Los Angeles ETV station.

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

Convention Supplement

NAEB to Meet in Austin, Texas, October 25-28, 1964

What to Expect Weatherwise

According to the Texas state climatologist, the mean daily temperature for Austin for October is 71 degrees. The latter part of October should be moderate, a little nippy at night, generally fair.

Advance Registrants Receive Free Insurance Coverage

NAEB will pay the premiums on an insurance policy for advance registrants for the convention. Only those whose paid registrations are received in the Washington office on or before October 1 will be covered.

Coverage includes:

1. \$10,000 accidental death and dismemberment with \$1,000 medical expense for accidents. (The first \$25 expense is deductible.)
2. You are covered three days before the NAEB convention or whenever you leave home to travel to the convention, whichever period is shorter.
3. You are covered all during the 40th annual NAEB convention.
4. You are covered three days after the convention or until you arrive home, whichever occurs first.

Industrial Associates Announce Plans

Coinciding with the opening of convention exhibits on Monday morning will be an industrial session to present new and improved equipment in the educational broadcasting field. Representatives of NAEB's Industrial Associates have planned the program.

R. N. Vendeland, sales manager of the Conrac Division of Giannini Controls Corporation, will talk about the "Conrac Almanac of Useful Approximates." Stanley Lapin, director of the industrial products division of Adler Electronics, Inc., will speak on "The Role of 2500mc TV in Today's Education." Don Andersson, director of information for the National Community Television Association, has named his talk "CATV in ETV—A Community Service."

Following the speeches, there will be a panel discussion by representatives of 3M, Sarks Tarzian, General Electric, and AT&T.

William S. Brown, Jr., chairman of the Industry Relations Committee, has coordinated the program. He is product marketing supervisor for American Telephone and Telegraph.

Bystrom to Lead General Session

John Bystrom, ETV assistant in the Department of Health, Education, and Welfare, will be in charge of the last general session of the convention, "Educational Broadcasting and Contemporary Problems." Among the problems to be discussed will be welfare, poverty, retraining, adult education, and vocational guidance.

OTHER GENERAL SESSIONS

- "Copyright"—A panel of people from the Copyright Office, a book publisher, music publisher, and a copyright lawyer will discuss copyright.
- "Educational Broadcasting and the National Purpose."
- Keynote session—Lester F. Beck, professor of psychology, Oregon State System of Higher Education, currently on leave with the USOE to complete a demonstration film about an inter-institutional approach to college teaching by TV. He has made a number of other films and is on the editorial board of the *AV Communication Review*.

Division Day Programs Planned

Tuesday, October 27, will be "Division Day" at the convention, with sessions planned by the four NAEB divisions. There will be division luncheons in the Stephen F. Austin Hotel for the Radio, TV, and Instructional divisions. Other plans announced prior to press time follow.

INSTRUCTIONAL DIVISION

Chairman of the day's events is Hugh Greene, TEMP project coordinator, University of Texas.

9:00-9:50 a.m. "Learning Theory and Instructional TV," a presentation of papers and a panel discussion.

10:00-11:30 a.m. Program excerpts and critique, kindergarten through higher education.

2:15-3:45 p.m. Concurrent sessions: "The 2500 mc Band," "Instructional Radio," and "Tape Exchange and the Libraries."

RADIO DIVISION

Jack Summerfield, chairman of the Radio Division board, says that half of the day will be devoted to a business meeting and the other half to a panel session on "Radio Reconsidered." He also says that there will be an "outstanding" speaker for the division luncheon.

INDIVIDUAL MEMBER DIVISION

For NAEB Individual Members who are not attending other division meetings, there will be special-interest sessions for such groups as engineers, music directors, military personnel, professional broadcast educators, medical groups, utilization personnel, producer-directors, and promotion personnel.

From 4:30 to 5:30 p.m., there will be a special session for Individual Members who attend other division meetings during the day.

TELEVISION DIVISION

There will be a full day for Educational Television Stations to receive reports and discuss matters of national concern. In addition, ETS has arranged with NET so that meeting times will be available for NET to hold sessions with the managers of affiliated stations.

Among business matters already scheduled at press time for ETS sessions are reports of discussions on the ETS program exchange library, copyright matters, CATV and subscription TV, and small tape recorders. The ETS finance committee report will receive special attention.

Special-Interest Sessions Scheduled

In addition to the special-interest sessions on Division Day, the following will be on the convention program:

- *Research*. Presley Holmes, research editor for the *NAEB Journal*, will be in charge. Three papers are scheduled for presentation.
- *Educational Broadcasting Around the World*. This will be a summary of the international broadcast situation, with panel discussion of organizations active in educational broadcasting. Burton Paul, chairman of the International Relations Committee of the NAEB, will chair the session.
- *Educational Broadcasting and the FCC*.
- *Educational Broadcasting and the NDEA*.
- *Educational Broadcasting and the ETV Facilities Act*.

Hotels and Auditorium

Most sessions will be in the Auditorium, for which free transportation will be provided by the NAEB to and from hotels. Buses will leave the hotels every ten minutes prior to sessions in the Auditorium, and they will leave the Auditorium for the hotels at ten-minute intervals after sessions.

The Commodore Perry will be the official headquarters hotel, including convention registration on Sunday, October 25. After that, registration will be at the Auditorium.

All three hotels are downtown, within a block of each other. The Driskill is Victorian or traditional in decor; the Stephen F. Austin is Western or Texas in style; and the Commodore Perry is contemporary—a convention-type hotel.

Each hotel will have a convention information center operating throughout the convention.

Groups Schedule Monday Night Meetings

International Relations Committee—8:00 p.m.

Burton Paulu, chairman.

NAEB Institutional Affiliates—8:30 p.m.

James K. Petersen, director.

Region IV radio stations—8:30 p.m.

Martin Busch, director.

Region V—8:30 p.m.

Barton Griffith, director, Instructional Division.

Resolutions Committee—8:30 p.m.

Harry J. Skornia, chairman.

Professional Development Committee—8:00 p.m.

(Also Wednesday at 10:30 a.m.)

Vernon Bronson, chairman.

About Austin

Austin—state capital and home of the University of Texas—has a population of about 200,000. It is located near the scenic hill country of central Texas.

Among points of special interest are:

- **Capitol.** This massive pink granite building covers 18 acres of floor space and is largest of the state capitols of the United States. The Capitol is downtown, within a few blocks of the NAEB convention hotels.

- **University of Texas.** Well over 20,000 students will be attending classes here during the NAEB convention. From the 307-foot Tower of the Main Building, visitors may view the city and surrounding countryside. The observation deck is open from 8 a.m. to 5 p.m. daily and 1 p.m. to 5 p.m. on Sundays. On the outside of the building are the complete alphabets of the Egyptians, Phoenicians, Hebrews, Greeks, and Romans.

- **Municipal Auditorium and Convention Center.** This new 3-million-dollar building, with a multi-colored aluminum dome, will house most of the NAEB convention meetings.

- **Lake Austin.** Only ten minutes from downtown Austin, this is the first of a chain of six man-made lakes on the Colorado River. The other five nearby lakes spread into the hill country.

- Stately "Old South" homes, such as the *Governor's Mansion*, built in 1856.

- **Restaurants** specializing in Mexican and Southern foods.

- **Museums** such as the O. Henry Home, Laguna Gloria Art Museum, Elisabet Ney Museum, Texas Memorial Museum.

EDUCATIONAL RADIO AND TELEVISION

Educational radio-TV at the University of Texas includes Radio/Television (including KUT-FM) for the university, and services to the Texas Educational Microwave Project and KLRN-TV.

The three-year-old Radio/Television building includes two TV studios, one motion picture studio, and three radio studios.

TV facilities at the university include two fully equipped TV studios, one 30' x 50' and the other 60' x 60'; three Ampex 1000C videotape recorders; three RCA Image Orthicon TV cameras; two Marconi 4½" Image Orthicon cameras, two Vidicon film chains, a multi-channel closed-circuit network, an electronic editor, and associated lighting and sound equipment.

Radio/Television has a new 16mm motion picture unit to produce educational, documentary, and informational films. It operates in a 33' x 42' sound stage with such photographic equipment as Arriflex, Auricon 1200s, and Cinevoices. Sound facilities include Magnasync and Stancil-Hofman dubbers and recorders, and a complete interlock and mixing studio. Editorial equipment includes a Moviola and related equipment.

KUT-FM has faculty administration and student operation. The station broadcasts 56 hours a week, from 3 p.m. to 11 p.m. daily, covering a 50-mile radius. Programming is primarily music, with some news and "talks" programs.

KLRN, Southwest Texas ETV Council station broadcasting in Austin and San Antonio, has its operational office in the Radio/Television building. The transmitter and tower are located on a hill exactly halfway between Austin and San Antonio. Potential audience for KLRN is over 1,250,000, including nearly 400,000 school pupils.

TEMP, fully described in the May-June 1963 *NAEB Journal*, offers videotaped courses to participating colleges and universities in central Texas.

Airlines

Braniff and Trans Texas operate flights from Dallas to Austin. Trans Texas has mailed its schedules direct to NAEB members. Enclosed with this *Newsletter* is a reservation sheet from Braniff.

There is no jet service into Austin, just to Dallas or San Antonio. Dallas is about 200 miles from Austin, San Antonio about 70 miles.

NAEBers Can Go to Mexico

After the convention, NAEBers can spend a week in Mexico on a specially priced tour. Plans include a party in Mexico City at which NAEBers can meet and talk with Mexican broadcasters and educators.

Brochures describing the trip in detail have been mailed to NAEB members.

ABSENTEE VOTING

Those planning to take the junket to Mexico October 30 to November 5 will need to check absentee voting regulations in their respective states. In most states, voters will be able to complete their ballots before leaving for Austin.

Barbecues and Banquets

Carl T. Rowan, director of the U. S. Information Agency, will speak at the closing banquet of the convention, Wednesday, October 28, at the Commodore Perry Hotel. Banquet price—\$6.50.

- On Tuesday evening, there will be a barbecue catered by Walter Jetton, Inc., "kingpin of the barbecue men" and caterer to the nation, from Fort Worth. After the beer and barbecue there will be a satirical revue followed by dancing to a live combo. Price for the Texas-style evening at the Auditorium—\$4.50.

Professional Football at Houston

Some NAEBers on their way to Austin to the convention may want to stop in Houston to see the Houston Oilers play the San Diego Chargers. Game time is 1:35 p.m. Sunday, October 25. Houston is about 160 miles from Austin.

- ▶ Lawrence W. Lichty has resigned from the speech faculty at California State College to become assistant professor of speech at the University of Wisconsin.
- ▶ David T. French has received the first T&L Productions Foundation Fellowship in Communications Arts, as announced by the radio-TV department of the Newhouse Communications Center at Syracuse University. The \$3,000 award is presented to an outstanding student for specialization in TV programming, and was established by TV producer Sheldon Leonard and comedian Danny Thomas, co-owners of T&L Productions.
- ▶ John Kiermaier has been elected president of the Educational Broadcasting Corporation, which operates WNDT, New York City. He succeeds Samuel Gould, who resigned to become president of the State University of New York. Kiermaier will leave his post as vice president of the public affairs department of CBS News on September 15. He has been with CBS five years and prior to that spent nine years with NBC.

GENERAL

- ▶ The University of Oregon has established a new Division of Broadcast Services and Televised Instruction to provide facilities for radio and TV programs from the campus to reach stations in the state, and to be responsible for closed-circuit instruction on the campus. Staffers of the new division are: John R. Shepherd, director; Arthur Jacobs and Dale Wile, producer-directors; E. A. Kretsinger, chief engineer; Robert Adams, studio technician; and Frank Murphy, engineer. Plans call for a new building designed specifically for the division, although it is currently operating out of the TV and radio studios.
- ▶ Marquette University's radio-TV service has acquired an Ampex VR 1002 equipped for dual-speed operation.
- ▶ Preparations are under way for official establishment of the new School of Communication at the University of Texas. During the 1964-65 academic year DeWitt C. Reddick, director of the School of Journalism, is serving as director of both schools. Thereafter he will be director of the new School of Communication, in which journalism will become a department with a new chairman. The new school will bring together in one administrative unit instructional programs in journalism, radio-TV and speech, all now in the College of Arts and Sciences. The school will also have a bureau of communication research and radio-TV-film production unit.
- ▶ WMHT, Channel 17, Schenectady, has begun publishing a 24-page monthly program guide, "Scene on Seventeen." In addition to program information, the guide will contain sports information, a column of "Letters to the Editor," advice on how to receive the channel, photographs, and feature articles.
- ▶ The Illinois State Fair this year contains a special display about ETV.
- ▶ "Television in Today's World" is a three-credit graduate course being offered this fall to Chicago-area teachers, to inform them on how TV can be used to enrich classroom teaching. Chicago's commercial and educational TV stations are cooperating with Chicago Teachers College-North on the project.
- ▶ The Fordham University communication arts department recently cited three educational radio and TV projects for "significant creative use of the new media in the service of education." They are: Radio-televisione Italiana for its Telescuola project which uses TV to combat illiteracy and the lack of secondary schools in Italy; the Peace Corps for its ETV project in Colombia; and Radio Sutatenza, which for many years has used radio to serve community needs in Colombia.
- ▶ Under a \$37,225 grant from HEW and the Indiana board of health, John P. Sheehan, associate professor of radio and TV at Indiana University, is studying how TV can be used to reduce the rising incidence of syphilis.
- ▶ WDET, Wayne State University, has begun an international service through which it will exchange cultural programs with other countries. "Music from Spain" was the first such program carried by WDET. In return, WDET sent to Spain a 13-program series called *American Concerts*.
- ▶ In response to viewer requests during a recent survey, KWSC-TV, Washington State University, will try to go on the air on Sundays this fall.
- ▶ WTTW, Chicago, has joined the program exchange service of the Eastern Educational Network. WTTW and KQED, San Francisco, are the only non-regional stations affiliated with EEN, which consists of eleven stations in the area from Maine to Washington, D.C., and west to the Ohio border.
- ▶ For economy reasons, WTTW has eliminated three series from its local live TV schedule, temporarily interrupted Sunday telecasts, and laid off production staff. John W. Taylor, executive director, said the measures were necessary because of delays in receiving commitments on national production contracts.
- ▶ The American Council on Education has launched a study of what students learn in colleges about the motion picture as a contemporary art form. David C. Stewart, former executive secretary of JCEB, has been appointed consultant to conduct the project.
- ▶ A committee has been formed at the University of Wisconsin to study and formulate a general policy on compensation, rights and privileges of faculty members participating in TV instruction.
- ▶ In conjunction with the wildlife management department at the University of Wisconsin, Rudy Wolff, WHA technician, is building miniature radio transmitters which are attached to collars placed on wild foxes. Research workers then follow movements of the foxes in their normal habitat, using receivers which Wolff has adapted for the purpose.
- ▶ David Susskind will be at the Joseph Horne Co., Pittsburgh, September 8 to conduct an *Open End* type show discussing "What Do the New Fashions Reveal—Socially, Economically, Politically?" His guests will be the designer of the topless bathing suit, the designer of the dress with the "see through" top, and several models. His *Open End* television program is seen in Pittsburgh over WQED.
- ▶ The FCC has approved an increase in power for WOUB-TV, Ohio University, from 14,000 to 197,000 watts.
- ▶ KCET, Los Angeles, is slated to begin broadcasting September 28 with 1,200,000 watts ERP. Expectations are that the staff, now 25, will number 40 by then.
- ▶ A recent NAFBRAT survey shows that TV crime has risen 20% since 1958. Monitoring the seven TV stations in Los Angeles during a week in June, NAFBRAT members reported 501 killings.
- ▶ Northern California's new ETV station, KIXE, Redding, starts operation in September, and during its first year will repeat via microwave the complete programming of KVIE, Sacramento.

INSTRUCTION

- ▶ This fall the ETV stations in Pittsburgh and Philadelphia are broadcasting a 90-program series, *Electronics at Work*, which was prepared at the South Carolina ETV Center and purchased through a grant from the Pennsylvania public instruction department. The series will assist industrial arts teachers and will expose pupils to equipment and situations which cannot be acquired by each school due to cost.
- ▶ KVIE, Sacramento, is entering its second year of broadcasting a seven-lesson series on communism to the area's 12th-graders. Each week's lesson is broadcast ten times to overcome classroom scheduling difficulties. Last year some 40 classrooms used the series effectively. During the latter part of this year the two-year experiment will be evaluated.
- ▶ KVIE begins the 1964-65 school year with over 240,000

students under contract for ITV, a gain of 33% over last year. The station will broadcast 22 student in-classroom series plus three teacher in-service series.

STATION ANNIVERSARIES

▶ WKAR, Michigan State University, August 18, 42nd. The station serves an area incorporating over 90% of the state's population, and operates a state tape network providing 182 recorded programs to 90 other Michigan stations each week. Cost to the individual taxpayer for the station's entire operation is 2 1/3c annually. The station is staffed by 23 full-time employees and 10 to 15 part-time students.

▶ WNYC, New York City, July 8, 40th. Among its programs is the "Masterwork Hour," the oldest continuous program of classical music on the air. It also provides programs on public events, receptions, parades, and unique coverage of the United Nations.

INTERNATIONAL

▶ Nine staff members and three senior students from the University of Texas radio-TV staff are in Monterrey, Mexico, during August and September to assist in launching classroom TV at the Monterrey Institute of Technology. This cooperative project is described in an article by R. C. Norris in the July-August 1964 *NAEB Journal*.

▶ Four Indonesian Army officers are winding up a nine-month study tour of the United States during which time they have observed and studied educational broadcasting. When they return to Indonesia, they will be starting almost from scratch in bringing TV to the people. There is only one TV station, and educational broadcasting is only in the beginning stages.

PLACEMENT

PERSONNEL AVAILABLE

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

- September 1** Young creative person is seeking to become part of your educational system. Over 5 years experience in commercial and educational TV. Currently working in Hollywood with 4 years experience there. Seeking positions of producer, director, and teacher of telecommunications. Male, single, 28, B.A. in theater-TV; minimum \$6500 per year starting.
- September 2** Female, 34, M.A. in art; graphic artist; proficient in hand-lettering, cartooning, set design, costume making, make-up, carpentry, model building. Minimum salary \$5,000.
- September 3** Production and/or direction. M.S. in television from Syracuse University. Married male, 25, family. Background in drama. Industrious. Creative. Will teach. Salary open.
- September 4** Producer-director with 10 years experience in commercial TV. Award winner. Familiar with all phases of TV operation—engineering and production. M.S. in TV-radio. Seeks position with educational broadcaster. \$10,000.
- September 5** TV producer-director, married, age 50, with 18 years experience in the broadcasting field (and 12 years in commercial theater) would like to get into ETV. Feels he has a lot to contribute both in know-how and enthusiasm and is very sympathetic to aims of ETV. Salary minimum \$7800.
- September 6** Learning resources, educational television, or communications position as director, dean, assistant dean, or comparable post. Ph.D. with broad educational communications background which includes 11 years administrative experience in higher education and 7 years college teaching. Pioneer in ETV (author, general manager of community station, director of campus CCTV,

chairman of department). Experience in A-V methods, in journalism and public relations and as library assistant. Prefers some teaching if possible. Prefers Southeast, but open to other offers.

September 7 Creative artist with wide experience in TV production. Wants creative position and hard work. Teaching experience. M.F.A., professional member of Puppeteers of America. Married. Prefers West Coast. Minimum salary \$8,500.

September 8 B.S. in journalism-public relations desires beginning position in ETV. Two years teaching experience, one year as classroom teacher in TV situation. Two years journalism and public relations work. Interested in coordinating programs between studio and classroom.

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.)

- SEPT-1** Twelve engineering positions: transmitter, microwave supervision, and design. Five positions are available immediately with seven additional openings in from three to six months. Salary is commensurate with background, education, and experience. Mid-Atlantic ETV network.
- SEPT-2** University seeks a director for its new central university TV service—the first of its kind to be established by a British university—for experimenting with the use of TV teaching and research. Appointment will be at a salary within the professorial range and not less than 3,400 pounds a year. Director's responsibilities will include development, organization, and administration of the service, interesting and advising academic staff on the uses of television, and investigating its place in university education.
- SEPT-3** TV producer in the closed-circuit university TV service at a salary within the range 1,400 pounds + 85 pounds — 2,505 pounds. For an exceptionally well-qualified candidate the salary may be within the range 2,400 pounds — 2,850 pounds. Candidates should have had experience in TV production and preferably have a special interest in ETV. An appointment might be made if desired on a secondment basis.
- SEPT-4** Two creative producer-directors wanted by large Midwestern university to work with faculty in constructing TV programs out of educational subject matter. Facilities include three studios, VHF channel, film and mobile unit, videotape. Salary \$7,500-\$8,900 dependent upon qualifications.
- SEPT-5** Radio-television position at southwestern college. Some teaching in business and professional speaking or fundamentals of speech. Also involves sponsoring the staff of the college FM station and supervising its operation. Prefers person with Ph.D., but for an interim appointment would consider persons with master's degree and some experience in radio station operation. Salary commensurate with degree and experience.
- SEPT-6** Reporter-producer-commentator with local news-gathering and on-air experience wanted by metropolitan TV station in northeast. Should have at least a B.A. in political science or related field. Salary depends on qualifications. Open immediately.
- SEPT-7** Experienced TV electronics technician for southern university medical center audio-visual department. Requires thorough knowledge of operational procedure with Ampex VR1100 videotape recorder and similar video and audio equipment of professional broadcasting standard. Salary dependent upon experience and qualifications. Position open immediately.
- SEPT-8** Southwestern university has opening for radio station manager January 1, 1965. Bachelor's degree required, preferably in radio, radio journalism, or mass communications. One year of experience in radio managerial, planning, and/or production experience; or, an equivalent combination of education and experience. Salary range \$6,132-\$7,404 per year.

Scanned from the National Association of Educational Broadcasters Records
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