



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. XXV NO. 10

OCTOBER 1960

Convention Program Changes

Copies of the preliminary program for the NAEB convention, October 18-21, Jack Tar Hotel, San Francisco, have gone to all NAEB members. The only changes as the *Newsletter* goes to press are as follows:

- Playwright Rod Serling will participate in the session on "Too Hot to Handle?: Controversy in Broadcasting." Kenneth Adam will *not* be on that program, as listed.
- Kenneth Bridson will *not* participate in the session on "The Integrity of Sound."
- Dr. Frank C. Baxter will be toastmaster at the convention banquet, at which Steve Allen will speak.

Industrial Associates Exhibit at Convention

Among the exhibitors at this year's NAEB convention are eight of the nine NAEB Industrial Associates: RCA, GE, 3M, Ampex, GPL Division of General Precision, Inc., Adler Electronics, Dage, and Sarkes Tarzian. Motorola was unable to exhibit because of other trade show commitments for the same dates.

Conventioners will have ample time this year to visit all exhibits and they are urged to do so. Industrial Associate representatives will be willing to help with any problems NAEBers may want to discuss with them.

Booth numbers for these and other exhibits will be listed in the convention program to be distributed at the convention.

Tettemer Heads Utilization Project

The NAEB has received support from the U. S. Office of Education for a project leading toward better utilization of educational broadcasts. Kits of materials to help schools improve or initiate the use of such broadcasts will be made available on short-term loan to school systems, colleges, universities, broadcasting stations, and others.

Members who would like to submit ideas for the kits should send them to Clair Tettemer, Director of School Programs, KTCA-TV, St. Paul 8, Minnesota. In general, the kits will contain all the information and material necessary to carry on a utilization demonstration, workshop, or meeting. All

types of A-V material can be used, either individually or in various combinations of film, slides, printed material, tape recordings, models. Pilot kits have been prepared by the staff of KSLH, St. Louis, and the Chicago and Minneapolis public school systems.

NAEB Washington Office News

Being mailed with this *Newsletter* is a supplement to keep members abreast of developments from the NAEB Washington office opened September 1 by William G. Harley.

Headquarters and Network Moves Accomplished

During the month of September, the NAEB offices were moved from 14 Gregory Hall to two houses several blocks away. The network operation proceeds from 55 East Armory, Champaign, Illinois, while other Headquarters personnel work at 59 East Armory. There is one intervening house occupied as a residence. Items misplaced during the move keep popping up every day, and all involved hope that by convention time things will be relatively serene once more.

Please note that the *mailing* address is 119 Gregory Hall, Urbana, Illinois.

NAEB Passes 1,000-Member Mark

In September, total NAEB membership, including all categories, passed the 1,000 mark.

FCC

Ohio University's application for a commercial TV station at Athens has been dismissed.

- The Moody Bible Institute of Chicago has been granted a noncommercial educational license for WMBI-FM.
- Walla Walla College, College Place, Washington, has applied for an FM license.
- Applications have been granted for FM radio stations for Central University of Iowa, Pella, and San Mateo Junior College, San Mateo, California.

JESSE TRUMP DIES

Jesse Trump, assistant manager in charge of production of the NAEB Network, died at his home on Sunday, October 2, after a long illness. He had been with the NAEB for over four years.

PLACEMENT SUPPLEMENT

- October 1** — Desires to manage ETV station, MFA Speech and Dramatic Art. Taught five years in university, followed by six years in all phases of commercial TV. Male, 38, married. Will locate anywhere for a good opportunity, \$8000 minimum. Employed as program manager of TV station.
- October 2** — Ph.D. candidate, married, age 30, winner of FAE Mass Media Leadership Training Award, desires position with a future. Experience in production, programming, and administration in radio and TV. Four years director of broadcasting for northeastern university. Open location and salary.
- October 3** — Single young man, MS, seeking employment as program or music director. Experienced in both classical and jazz, and has fine personal record library. Stereo broadcasting expert. Skilled announcer, recording engineer, editor, writer. Willing to go anywhere, \$5200.
- October 4** — Qualified, versatile, creative veteran, 25, single, with B. S. in speech and five years of experience in radio, wants responsible position in educational broadcasting. Can do anything but engineering. Will go where opportunity is, \$5200.
- October 5** — Single man, 27, M. S. in communications, looking for ETV producer-director position. Year and a half of experience, also some technical operations and engineering. Will teach, go anywhere, \$5000. Loyal, hard working and responsible.
- October 6** — Married man, 33, with Ph.D. in music and teaching experience, as well as experience with A-V equipment. Holds first-class commercial radio telephone license. Searching for engineering or management position, or music director, in educational radio or TV anywhere. \$6000 minimum.
- October 7** — Eight years part-time and full-time experience in radio and TV staging, acting, writing, producing, and lighting. Looking for position on production staff of ETV station, preferably in western United States. Single man, 27, \$5100.
- October 8** — Married man, 27, with master's degree and major in Educational Broadcasting, seeking position as producer-director, announcer, program director, cameraman, or news director in ETV or radio. Will locate anywhere. \$5000 minimum.

Attention Employers and Employees: Please let your Placement Office know when you hire one of our applicants, or when you wish to be placed in the inactive files.

JOB NEEDED

Miss Astrid Walter, a sound technician and tape editor for RIAS (Radio in American Sector) in Berlin wants a year of training employment in the U. S. in the technical side of radio. Interested persons should write or telephone John Wiggan, at the Voice of America, 330 Independence Avenue, SW, Washington, D. C.

OPPORTUNITY IN EDUCATIONAL COMMUNICATIONS

The New York State Department of Civil Service will conduct on January 21, 1961, an examination for Associate in Educational Communications. Salary \$8220-\$9870. Four vacancies in Education Department. Open to any qualified citizen of United States. Requires a master's degree and specialization in educational communications education and five years of experience in education including two years in educational communication education. Completion of the requirements for a doctoral degree in educational communications education may be substituted for some experience.

For details contact the Recruitment Unit, Box 4M, New York State Department of Civil Service, The State Campus, Albany, N. Y.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, edited by Betty McKenzie.

Meetings

October 12-14: Conference of representatives from 20 states on educational use of TV, Ohio State University. Sponsored by North Central Association of Colleges and Secondary Schools under contract with U. S. Office of Education.

October 16-22: 5th international congress on high-speed photography, Washington, D. C.

October 27-28: Teaching with TV — an institute for medical educators, University of Florida, Gainesville.

News of Members

GENERAL

► The University of Wisconsin this fall has inaugurated a new long-distance CCTV course in electrical engineering. Three classes will meet simultaneously — one in Madison and two in Milwaukee.

► Kenneth Harwood, head of the department of telecommunications at the University of Southern California, and R. A. Collison, librarian of the BBC, are planning an international association of research libraries that specialize in radio and TV. As a follow-up on these plans, the BBC has presented rare books on TV and radio to the University of Southern California library. Among them were two 5-language dictionaries of radio published in 1924.

► On September 26, KQED, San Francisco, went off the air for an hour, advising viewers to watch the Nixon-Kennedy debate on the commercial channels.

PROGRAMS

► NAEbers may well want to watch "The Thread of Life" on NBC-TV on Friday, December 9. It is an hour-long colorcast discussing the work of scientists in the field of genetics, and "it shows a distinctive technique in the presentation of scientific information on TV."

► WTTW, Chicago, this fall is presenting for its young viewers a book review program illustrated with shadow puppets. Also on WTTW is a program featuring foreign guests who are visiting Chicago under an adult exchange program. The visitors will discuss the way of life in their countries, compared with the American way, and the disadvantages and advantages to be found in both cultures.

► The Alabama ETV network is broadcasting a 17-week electrical telecourse primarily for home owners. Those taking the course should be able to immediately start repairing their small household appliances.

► WEDU, Tampa, is presenting a series of instruction on horseback riding.

► KQED, San Francisco, recently broadcast a discussion between the owner-teacher of a Berkeley nursery school and the chief deputy director of the

California department of social welfare, which had ordered the nursery school closed because of technical violations.

PERSONNEL

- ▶ Gregory Heimer has become general manager of WJCT, Jacksonville, Florida. Jay Rayvid, formerly with WTHS, Miami, is the new production director.
- ▶ Lewis A. Rhodes is the director of TV at Central Michigan University; he remains assistant director of the Central Michigan ETV Council.
- ▶ Blair McKenzie is production manager at Central Michigan's TV production center. He was formerly with commercial WVEC-TV, Norfolk, Virginia.
- ▶ Two new staff members have joined the Arizona State University bureau of broadcasting preparatory to activation of an ETV station this fall. Phillip Rock, TV producer, was formerly with commercial KVAR, Phoenix. Jack Daniels, TV studio engineer, was formerly an engineer for WOSU-TV, Ohio State University.
- ▶ Robert F. Schenckan, radio-TV director at the University of Texas, served as a special consultant

for the Ford Foundation to the Congress of the International Association of Universities this week in Mexico City. He discussed the use of videotape in teaching by TV.

- ▶ William Bender, Jr., head of Health Sciences Relations at the University of Michigan Medical Center, and former NAEB public relations committee chairman, recently won honorable mention in the MacEachern PR Awards sponsored by the American Hospital Association.
- ▶ Don C. Smith has been appointed associate professor of telecommunications at the University of Southern California. He was formerly at the University of Alabama, as associate professor of radio and TV.
- ▶ John M. Kittross has been promoted to assistant professor in the department of telecommunications at the University of Southern California.
- ▶ Laurence C. Blenheim, senior announcer at commercial WMGM, New York, has joined the Temple University radio and TV faculty as assistant professor. He will direct the university's two radio stations and supervise the courses in announcing.

PRESIDENT'S COLUMN

—H. J. SKORNIA

This is my last column as NAEB president. It will not be unduly sentimental. It will also not contain my "farewell" message. I prefer to deliver that in person at San Francisco.

Events of the last year — in commercial broadcasting, foreign affairs, educational technology, and NAEB affairs — have come so rapidly that looking back makes one a bit giddy.

In all these developments, I have increasingly come to think how fortunate it is that there has been an NAEB, however inadequate those of us who have been responsible for its administration may sometimes have felt in implementing its objectives on your behalf.

The past year has been particularly replete with review and decision. Possible mergers with other groups were considered, and finally dismissed for now. There was much remembering of Disraeli's famous words: "Centralization is the death blow of public freedom."

Possible terms for turning over the operation of the NAEB Radio Network to the NETRC were considered. At this writing, although this problem has now been submitted to the full institutional voting membership (Actives and Associates) for decision — with discussion and voting scheduled for October 18 and 19, respectively, at our convention at San Francisco — it appears unlikely that such a transfer will be made at this time. Here, too, the factor of diversity of offering is a powerful one in influencing the feelings of your officers and board.

After years of calling for attention, it is surprising and unexpected to many radio and TV "believers" to have spotlights turned on the tools we have believed in and worked on in musty basements through lonely nights and in the face of all sorts of accusations about our being gadgeteers.

Here, we read, is a *new* movement; you and I know that it is not really so new, after all, since many of us have been in it twenty years or more. Yet we must try to behave like gentlemen to those newcomers who feel that *they* have invented all that is now known, or who believe that all that is old is bad.

As of now the membership of the NAEB is something over a thousand in all categories. Soon it will number 2,000, 3,000, 5,000, 10,000. What should these members expect to get from it? Is the NAEB a slot machine into which members pay their dues in the hope of hitting the jack pot? The answer, of course, is No. The NAEB is what members make it, by giving to it as well as receiving from it.

Is it only a "technical assistance" organization, limiting itself to helping stations to get on the air, and hire and train staffs and grind out a given number of hours a day of something which will qualify for the educational label? I don't think so.

Are we to help people, with these instruments, to do the educational job of today and yesterday? Not in my opinion. For the mere presence of these tools — and the effects they have on our culture, whether

we like it or not — profoundly *changes* the educational job that *now* needs doing.

Goaded on by members like Vernon Bronson, we have asserted that what is needed is a true profession, encompassing both those who are the professional wielders of these instruments, and the other educators, with and for whom the instruments are to be used, if education's cause is to be served by them.

A profession, I would remind you, must advance knowledge — not merely distribute it. Failing to recognize this key to professionalism would, I fear, be fatal. I am, then, not speaking only of the skills our "professionals" will have. For before we think of the training needed, we need to identify the kind of person we wish to attract. In view of developments of the last year or so, I think it is essential that we have people who *won't* do certain things for money. They must also be people who will actively oppose, not just "regret," certain uses of TV and radio — and who will speak up on behalf of what they believe.

Professionals in the sense I visualize do not confuse leadership with popularity — recognizing that the two are in fact, in a sense, opposites. Such people will not hesitate to stand by leadership responsibilities regardless of popularity effects.

The people we need in our profession are concerned about our nation and its behavior in this nuclear age.

Not long ago Norman Cousins in an editorial asked: "What do we do when we're *wrong*?" He was

referring to U. S. national policy, of course. Do we support the "party line" whether it be in politics, or diplomacy, or educational policy? How valid is "my country (organization, station, bailiwick), right or wrong"? Or do we call for hard looks, and facts, and standards to which we can all subscribe with pride as citizens of the world as well as of a great nation?

I am aware of this international responsibility particularly because of the increased requests reaching us in recent months from the nations of Africa, Asia, and other newly emerging areas. They look to us for leadership and guidance: in the kinds of facilities they need, the kind of people they must have, and the kinds of tasks which these media can best handle. Do we pass on to them suggestions which will soon be anachronistic? practices which are outmoded? If we are to deserve to lead, we must be sure our eyes are on the future and that our standards are high and clear and unequivocal.

If *that* line is followed, I believe the NAEB will before too long find supporters and members in every nation of the globe, including our own — in a new relationship in which truth and humanity and courage and human dignity reappear as national characteristics. This will apply in both fields — education and broadcasting — insofar as it lies within our power to bring it about.

That is the challenge that I think faces the NAEB, as I turn over to others reins which I have held proudly for over seven years.

Publications

"Needed Research in School Broadcasting" is available free from I. Keith Tyler, Bureau of Educational Research and Service, Ohio State University, 154 N. Oval Drive, Columbus 10, Ohio.

- "Teaching Through Television," a report on the current use of TV in schools in western Europe, is available at 75 cents per copy from the Organization for European Economic Co-operation, Suite 1223, 1346 Connecticut Avenue, NW, Washington, D. C.
- "The Relation of the Writer to Television" has been published by the Center for the Study of Democratic Institutions, Santa Barbara, California. Single copies are available free.
- Adler Electronics, 1 LeFevre Lane, New Rochelle, New York, has for distribution free copies of a study describing an economical method for extending the coverage of WUNC-TV, the University of North Carolina's ETV station, to major communities in the western part of the state.
- Edward G. Sherburne, Jr., head of the visual communications department at the University of California, had an article on future ETV research in the July-August issue of *A-V Communication Review*.
- Gale R. Adkins, director of radio-TV research at the University of Kansas, had an article, "Roles in

Televised Instruction," in a recent issue of the *Teachers College Journal*.

- Parts I and II of "What Is Important for the Success of a New Employee in Television" are available at 50 cents each from Mr. Adkins. (See review in September-October *NAEB Journal*.)
- "TV Transmission Possibilities for Ohio Wesleyan University" — a study financed by an NAEB grant — is available on loan from the NAEB. The report was prepared by Harold D. Gorsuch, an engineer at WOSU-TV, Ohio State University.
- A brochure called "How to Use Direct-Wire TV as a Low-Cost Educational Tool" describes how a school can begin to use direct-wire TV as a teaching aid with an investment of \$595. Copies are available from Argus A-V Systems Department, Argus Cameras, Inc., 405 Fourth Street, Ann Arbor, Michigan.
- A 97-page final report on its three-year experiment in offering college credit courses via TV has been issued by the Chicago City Junior College.
- A TV planning guide has been issued by the U. S. Army Signal School for those individuals engaged in planning, preparing, and presenting TV programs via the corps' CCTV system.

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."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.