

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

NAEB and the OHIO STATE AWARDS

NAEB member's radio programs walked off with many of the Ohio State Radio Awards this year.

The University of Chicago won a first award in the special interest group of programs heard nationally for "The Sacred Note," a program of religious music. "To Make Men Free," produced by WUOM, University of Michigan, won first in the special interest programs heard regionally. "America On Stage," produced by WHA, University of Wisconsin, won honorable mention in the cultural category.

NAEB members almost made a clean sweep in the field of in-school programs. First award for primary programs went to WYNE, New York's Board of Education Station for "Tales from the Four Winds." Two honorable mentions in the same class went to "Story Time," by WOSU, Ohio State, and "Old Tales and New" by Minnesota's School of the Air and KUOM, University of Minnesota. The latter also won a first award for in-school intermediate programs with "Let's Take a Look at Our Minnesota and It's People."

For local stations, first award in the special interest category went to "In Spirit and In Truth" by WAER, Syracuse University. Honorable mention in cultural programs was given to "Behind the Scenes in Music" by WNYC, New York, and the National Orchestral Association, Inc.

Winning first in the children's out-of-school programs was the University of Michigan's Department of Speech and WWJ, Detroit, for "Down Story Book Lane." Honorable mention in the same class went to "Little Orchestra Society Children's Concerts" by WNYC and the Little Orchestra Society.

For locally aired in-school programs for primary grades, "Just Why Stories," KSLH of the St. Louis Board of Education, and "Fun and Fancy - Listen Awhile," by the Stanislaus County Schools in Modesto, California, and KBEE, won honorable mentions.

NAEB Newsletter

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June, 1957

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., \$5 a year, edited by Mrs. Judith Stevens. Application for 2nd class mail privileges pending at Urbana, Illinois.

First award in the intermediate grade category went to "What's News" produced by the School District of Philadelphia and WFIL. Honorable mention went to "Music for You," by the South Dakota School of the Air and KUSD, University of South Dakota.

"Out of the Past - Listen Awhile," produced by the aforementioned Stanislaus County Schools, won first award for in-school programs for junior and senior high level. Honorable mention went to "Tales from Medicine Lodge and Kiva" by the Indiana School of the Sky, Indiana University. Many of these fine programs can be heard now over the NAEB Radio Network.

We were also pleased to note the many awards won by NAEB members in TV. Leading all stations as top winner was KQED, San Francisco, for "Hop, Skip and Dance," "The American Economy," and "Personal and Social Adjustment."

The University of Wisconsin's "Friendly Giant" won its third first place award. Other NAEB TV stations winning Ohio State Awards were: WOI-TV, WGBH-TV, WQED, WKNO-TV, WTTW, and KETC.

- N A E B -

The Fund for Adult Education has announced the 1958-59 fellowship and scholarship program for the mass media. Applicants write for further information to: Leadership Training Awards (Mass Media), The Fund for Adult Education, 320 Westchester Avenue, White Plains, New York.

Total AM stations	- 3031	(includes 36 non-commercial)
Total FM stations	- 660	(includes 131 non-commercial)
Total TV stations	- 539	(includes 24 non-commercial)

GREETINGS FROM THE PRESIDENT

—BURTON PAULU

The spring meeting of the Institute for Education by Radio-Television provides us of NAEB with our best chance of the year to get together, except for our own annual convention.

As those of you who went to Columbus last month know, a good many NAEB activities were scheduled in connection with the Institute, and many of our members contributed in an important way to the Institute, itself. To start off, the NAEB Board of Directors met for several hours Monday evening, May 6, and during most of May 7.

Wednesday noon, under the capable direction of Gale Adkins, ably assisted by Gertrude Broderick and other members of the Utilization Committee there was an NAEB-sponsored luncheon at which Dr. Alexander J. Stoddard addressed a capacity group of 150. Then came an afternoon session on utilization arranged by NAEB, in the tradition begun by AERT in previous years. These first fruits of the NAEB-AERT merger were very successful.

Wednesday evening the Organizational Liaison Committee had a dinner at the Maramour Restaurant, attended by our officers and headquarters staff, and representatives of some of the broadcasting and audio-visual education groups with which we have frequent professional contacts. Special guests included Don McGannon of the Westinghouse Broadcasting Company, one of the speakers at the opening session of the Institute, and Dr. and Mrs. I. Keith Tyler. On Thursday noon we held an NAEB luncheon and open business meeting, with short reports from officers, committee chairmen, and headquarters personnel.

In addition to these NAEB-arranged meetings, there were many Institute sessions in which our members had major roles. There were many NAEB committee meetings, too. For example, the Professional Advancement Committee met all day Saturday to draw up plans for the Television Management Seminar scheduled for Allerton House on August 20-25.

On Saturday and Sunday, a number of ETV station managers and program directors went from Columbus to Ann Arbor for a meeting of ETRC affiliates. On Tuesday afternoon, May 14, the NAEB-ETRC Liaison Committee met with ETRC President Harry Newburn.

It seems to me that NAEB's contributions to the Institute were outstanding. What do you think? Nevertheless, I'd like to hear from all NAEB officers and members as how we might better organize our contributions to future IERT meetings. At the same time, let's look forward to our own convention from October 30 to November 2. Let our motto be: "See you in St. Louis!"

MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIJA

This month, like May, is a busy one for your Headquarters staff. The Radio Programming Seminar was, indeed, a great success. So, we believe, will be the Seminar to be held in late August for ETV station Managers and Directors which we are working on now.

The assistance given the whole movement by the generosity of Foundations like the W. K. Kellogg and Ford Foundations would be difficult to exaggerate, for they have provided many of the essential rungs in the ladder to what we hope will one day be a strong national movement of which the entire American public will be aware and proud.

The Board meeting at Columbus was well-attended and expeditiously handled. President Paulu will undoubtedly report more fully on that.

The evening of May 9 and a part of May 10, Frank Schooley and I spent with Dr. Maurice Seay of the Kellogg Foundation in discussions of our program and general possibilities for the future. We were graciously received, had a fine discussion, and had the pleasure of spending some time with Dr. Emory Morris, President of the Kellogg Foundation.

Frank Schooley, as Foundation Committee Chairman, has more recently conferred with Ford Foundation officials on plans for the future, and we have reason to believe that these conferences, too, were both pleasant and useful to all concerned.

Because of our crowded agenda, we were forced to miss the NAEB's IERT luncheon on Thursday of that week. From all we've heard, however, it was a success, and Harold Hill more than adequately handled the Headquarters reporting provided for those in attendance.

I know that the Wednesday NAEB luncheon and the Liaison Committee meeting, handled by Gale Adkins and Gertrude Broderick, respectively, were enthusiastically received. One of the highlights of the former, as we expected, was the address of Dr. Alexander Stoddard of the Fund for the Advancement of Education.

The Institute was also generally agreed to be another very successful one, and we were pleased to note, once again, the number of awards won by

NAEB members in the International Exhibition conducted in connection with it each year. We believe this speaks well for the constantly rising quality of our output and efforts, as well as increasing recognition of the service we provide.

The Individual Membership fliers sent out by Frank Schooley are beginning to bring in a significant number of new members from the staff of members institutions. Has your staff sent yours in yet?

As you have perhaps heard, Fred Siebert, Director of the School of Journalism at Illinois, and long-time NAEB friend, has resigned to accept a similar appointment at Michigan State. We shall miss him seriously here, but we're glad to see that he's going to a good school (our alma mater), and we wish him Godspeed and all success. MSU is getting a mighty fine scholar and gentleman.

Within the next few weeks: UNESCO National Commission Meeting for new appointees, an address at the Indiana University Audio-Visual Education Conference, and then, we hope, vacation.

Our thanks for the many kind words many of you have taken the trouble to pass on to members of the staff. They greatly appreciate them, as I do, and we'll all try to continue to deserve the support of the fine membership which "the NAEB" represents. Have a good summer!

NETWORK NEWS

—BOB UNDERWOOD

The Radio Network School Committee has met and selected the offering for the 1958-59 school year. This offering will be distributed during the fall and winter of this year while the 1957 offering is being aired.

The Committee held its deliberations in the Del Prado Hotel, Chicago, May 31 and June 1, at which time they discussed additional major points relative to in-school broadcasting. A report of the meeting and details of the new offering will be announced later.

We were quite pleased at the number of submissions we had this year for the in-school offering. Naturally, not all of them could be chosen; network production capacity would not permit it. However, on behalf of the School Committee, I want to thank those who sent in series, and remind everyone that submissions for next year's offering will be accepted at any time.

If you get your submissions in early, the Committee's work will be easier, as will the Network staff's job of dubbing your audition tape for listening by Committee members.

The offering for the third quarter is currently in distribution, and we trust those stations remaining on

DIRECTORY CHANGES

- | | | | |
|-------|---|---------|---|
| p. 1 | Active | 125 | |
| | Associate | 87 | |
| | Affiliate | 79 | |
| | Total | 292 | |
| | Radio-FM Only | 86 | |
| | Total Active Membership | 125 | |
| | These 125 members operate for 158 stations. | | |
| p. 5 | Under Florida: | | |
| | WFSU | Delete: | Radio-TV
Ext. 6661 |
| | | Add: | University Broadcasting Service
Ext. 7-4831 |
| p. 7 | Under Indiana: | | |
| | | Add: | WPSR 90.7 mc
(Evansville)
School City of Evansville
Claude B. Smith
Director of Radio,
200 N. W. 7th St
Evansville, Ind. 4-5492 |
| p. 14 | WAER (FM)* | Delete: | 76-5571 |
| | | Add: | GR-6-5571 |
| p. 15 | KFJM | Delete: | 1440 kc
500 w Night
1370 kc |
| | | Add: | 1370 kc |
| p. 15 | Under North Carolina: | | |
| | | Add: | WWWS (FM) 91.3 mc
(Greenville) 3 kw
East Carolina College
Miss Roulston, Station Manager
Greenville, N. C. |
| p. 20 | Under Virginia | | |
| | | Add: | WRFK (FM) 91.1 mc
(Richmond) 10w
Union Theological Seminary
in Virginia,
Robert White Kirkpatrick
Director, Audio Visual Center
3401 Brook Road
Richmond 27, Va. |
| p. 26 | Under Indiana: | | |
| | | Delete: | School City of Evansville |
| p. 29 | Under Missouri: | | |
| | | Add: | St. Louis Public Library
(St. Louis)
Charles B. Gilbert Television
Producer 1301 Olive St.
St. Louis 3, Mo. |
| p. 31 | Under New York: | | |
| | | Add: | State University Teachers
College
(New Paltz)
William L. Millard
Ass't Prof. Educ.
New Paltz, N. Y. |
| p. 37 | Under Florida: | | |
| | | Add: | Raymond D. Chydleur
Ext. 4831 & 2351 |
| | | Delete: | Ext. 7-4831 & 7-2351 |
| p. 46 | Under Wisconsin: | | |
| | | Add: | Milwaukee Public Library
Serials Section
814 W. Wisconsin Ave.
Milwaukee 3, Wisc.
Broadway 6-7578 |
| p. 52 | After WWKS: | | |
| | | Add: | WWWS (FM) East Carolina
College,
Greenville, North Carolina |

the air during the summer have placed their orders. We attempted to maintain a full schedule for the summer months, although about one-fourth of the stations

do not take Network service then. Naturally, your comments on our summer programming will be appreciated.

I really am sorry I didn't get a chance to meet and talk with more Network people at the recent IERT meeting in Columbus, but if you were there you know how fast the time passes. I truly hope at least one representative from each Network station can manage to come to the NAEB convention in St. Louis this fall. Make plans for it now; the dates are October 29 - November 1. I'll be seeing you there.

With the summer offering now in distribution, our thoughts are turning to the fall offering for this year and the winter offering for 1958. We could stand some more submissions for these offerings; so if you have one or more good program series scheduled for either or both of these periods, be sure to send them in. There are a lot of submission forms; don't hesitate to write for some.

RADIO MEN REPORT

Henry Bartkowski of WSPE, Griffith Institute and Central School in Springville, N.Y., sent a program of his FM station's activities. The station serves the community with a signal of 15-25 miles and is the focus of activity for the high school radio-speech program. Students have an opportunity to work and give speeches in a professional radio atmosphere.

Harry Brawley, of WCHS in Charleston, W. Va., wrote to tell about the WCHS-Morris Harvey College Radio Classroom. They are now completing their 7th year offering credit courses over radio. Latest station figures are:

Number of courses offered	25
Total enrollment	1186
Average per class	47.45

Let's have some more response from active radio men for the *Newsletter*!

HAIL AND FAREWELL

—MRS. JUDITH STEVENS, EDITOR

This Newsletter marks my last session as Editor, and I'm taking this opportunity to thank all of you for your comments and criticism of my work.

My successor, Hans Massaquoi, who is taking over the Editorship this summer, will undoubtedly appreciate your interest as much as I have. Be sure to keep the news coming; and pictures, please!

Thanks again for all the help and encouragement you've given me. It's been a rewarding experience, and a very pleasant one.

REPORT FROM REGION II

The NAEB Region II meeting was held in Columbus May 7. Several topics were discussed, among them the idea of a regional radio program exchange among and between Region II stations. The problems of radio-TV relationships, cooperative multi-station program series production for the tape network, and NAEB membership status were also discussed.

Members present were: Vernon Bronson, Dade County Board of Public Instruction; Ed Wegener, Alabama Polytechnic Institute; Raymond Cheydlur, Florida State University; Stephen Buell, Marshall College; Rae Weimer, University of Florida; Kenneth Wright (ETRC), University of Tennessee; John Young, University of North Carolina; Graydon Ausmus, University of Alabama; Lucille Ruby, Louisiana State University; and Robert Schenkan, University of Texas.

The meeting was also attended by: Harold Hill, Bob Underwood and Cecil Bidlack of NAEB, Ralph Steeltle of JCET, and Seymour Kreiger of the Washington legal staff of JCET.

UNESCO AND TV

UNESCO became interested in TV in 1951, and called an Advisory Committee of TV Experts from 8 countries to help in its work. The Committee recommended UNESCO enter the TV field because of the widespread influence TV was gaining and its possibilities of serving the cause of world peace.

UNESCO is now serving as a clearing house for TV information, promoting the use of TV for educational purposes, and promoting international cooperation among TV organizations and producers or distributors of educational films. It also assists countries planning or starting TV broadcasting and promotes the production of TV programs on UNESCO and UN teams.

In short, UNESCO serves as a world source of TV information, as a source of ideas about its cultural or educational use, and as a source of material for cultural program production.

AWARDS

▶ Two educational broadcasting stations won the Alfred P. Sloane Radio-TV Awards for 1956, given for the best traffic safety programs.

WKAR, Michigan State, produced "You Are the Jury," a distinguished radio series combining audience participation with expert technical analysis to clarify many common traffic programs.

WTTW, Chicago's ETV station, telecast a 15-week series called "The Man Behind the Wheel." The program represented a successful pioneering effort to teach techniques and principles of good driving over TV.

FCC ACTIONS

▶ The FCC has voted to consider a revised plan for authorizing new TV stations. In general, the new plan would disregard the present fixed city-by-city table of TV channel assignments.

The Commission said the assignment table, published in 1952, had served its purpose of getting a nationwide TV system into operation in orderly steps, and that a more flexible procedure is now possible. They invited comment on the idea, to be submitted by June 3, after which they will proceed to final consideration of the change.

The proposal would not affect any of the fixed channel assignments reserved in specified locations for noncommercial, educational outlets, and could not be applied to areas within 250 miles of the Canadian and Mexican borders where the assigned channels are tied to international agreements.

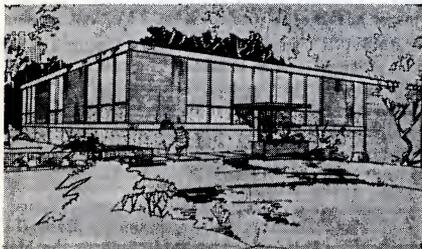
▶ The University of Washington's radio station KUOW, operating on educational FM channel 213, asked the FCC for authority to change over to commercial channel 235.

NEWS OF MEMBERS

GENERAL

▶ Expansion in TV teaching and rehearsing facilities has been made in the Radio-TV-Film Department of the University of Miami by installation of a Dage closed-circuit vidicon TV system.

The University of Miami still has classes and programs at elaborate commercial station WTVJ, but new equipment on campus greatly facilitates handling the present larger number of students in the department.



Miami University hopes to start construction soon on a new home for its radio-TV studios, represented here by this architect's sketch.

▶ WTTW, Chicago, telecast its 4000th show May 2 with the presentation of "Ticker Tape" a weekly series on investments. Since it began telecasting from its

Museum of Science and Industry studios in December, 1955, WTTW has presented 4000 programs in co-operation with 200 Chicago area organizations. The station reaches an estimated half million people with its current schedule of 49 hours a week.

▶ Plans for an Ohio ETV council, perhaps leading to a network between 9 Ohio cities, were announced by Uberto Neely, general manager of WCET, Cincinnati. Eventually, according to Mr. Neely, WCET should be exchanging programs with Akron, Athens, Bowling Green, Cleveland, Columbus, Dayton, Oxford and Toledo. It would give Ohio one of the largest ETV networks in the nation.

▶ Full-time ETV broadcasting in New York City moved one step nearer reality when the META announced it will initiate a daily half-hour educational program over station WPIX in the fall.

▶ KQED, San Francisco, has been cited as the leading producer of programs for the ETRC. Notice appeared in the May 17th New York *Times* to the effect that KQED has 9 individual program contracts for TV series to be distributed nationally. Two or more additional contracts are expected. The total will be about 200 half-hour programs.

KQED productions now being distributed by the ETRC are: "Buckskin Bob, The Atom, The Elements, Tempest in a Test Tube," and "The American Economy."

▶ The Junior League of Memphis, Tennessee, has been praised by their National Association for their excellent assistance in establishing and developing WKNO, Memphis' community ETV station. The job was accomplished by dint of much hard work and donations over a 6-year period. May we add our congratulations to Memphis Junior League!

PERSONNEL

▶ The appointment of Hartford N. Gunn, Jr., as general manager of Boston's WGBH-FM-TV, has been announced. Mr. Gunn, formerly assistant general manager, replaces Parker Wheatley, who has resigned. Resigning at the same time as Mr. Wheatley were E. G. Sherburne Jr., director of programs, and Lawrence Creshkoff, assistant director of programs.

Mr. Gunn named three assistant general managers: Paul Rader, Jack D. Summerfield, and David M. Davis.

▶ Dr. Herman B. Wells, president of Indiana University, was elected for a 5-year term to the Board of Directors of the ETRC. The Center's Board elected

the university president at its spring meeting. His term begins immediately.

► Mrs. Meryle Renie Evans has been named Administrative Assistant in Promotion and Public Relations for the Metropolitan Educational TV Association, New York City.

PROGRAMS

► For what is believed the first time in history, high school students competed in an oratorical contest on a state-owned TV network.

Cooperating with the American Legion's 20th Annual Oratorical National Contest, the Alabama ETV Network cleared a scheduled hour to carry the judging of three state finalists.

The Alabama Legion in the past had staged its competition in auditoriums, limiting attendance to immediate friends, family and instructors of those in the contest (about 3,000 students enter each year). By utilizing TV for the finals, it is estimated a minimum of 150,000 watched and cheered their favorites.

► WBUR, Boston University, has produced a unique radio series, "Project Moonwatch," in cooperation with the Smithsonian Observatory and the satellite tracking program. The series features discussions with the observatory staff and members of the satellite tracking organization, and they will be heard this summer on the NAEB network.

TEACHING

► In a questionnaire given teachers who took the telecourse "Art Skills for Elementary Teachers," WKNO-TV, Memphis, found the group agreed that subjects could be successfully taught on TV: 92% thought personal contact with instructor was good, 70% felt the home classroom was equal to or better than the college classroom, and 86% said you can see and hear better on TV (assuming perfect reception).

However, when asked if a complete curriculum should be offered on TV and degrees awarded, 68% of the group said, "No."

—N A E B—

Miss Judith Waller, long-time NAEB friend, and honorary member, retired from her position as NBC Public Affairs representative on April 30. Miss Waller was the first manager of radio station WMAQ, and has been in the broadcasting business 35 years.

—N A E B—

Dr. Bert Donnep, director of the Adult Education Center in Westphalia, Germany, paid a visit to Headquarters on May 1 to visit Harry Skornia and Frank Schooley.

TV TECHNICAL TIPS NO. 33

—CECL S. BIDLACK

NAEB TV Engineer

New arrivals are always news! The NAEB Network is proudly displaying a new Ampex 300 Magnetic tape recorder which arrived May 6. This new equipment will permit a thorough overhaul of our present Ampex machines, in constant service since March, 1953 and gives us a feeling of security in that we now have a spare.

New monitoring loudspeakers, too, have been purchased which will provide better reproduction and permit a better check on the quality of our output. A complete revamping of the inter rack wiring and jack field is underway to provide more flexibility, and ease of testing and checking characteristics.

For those of you who are familiar with Headquarters geography, the "back room" (18c Gregory Hall) has been rearranged and Network Manager Bob Underwood has moved his office there. With the exception of Traffic Manager Peggy Enderby, the network is now a compact working unit in one room. We'd like to rearrange the "front" office to provide more privacy and increased efficiency, but so far no one has come up with a better floor plan.

* * * * *

The 81st Semi-annual Convention of the Society of Motion Picture and TV Engineers was held in Washington, April 29 to May 3. Twenty-three of the 103 papers programmed were on TV subjects.

One of the highlights of this meeting was a visit to the Closed Circuit Color TV installation at the Walter Reed Army Medical Center, where its fine facilities were described and demonstrated. The speakers presented their talks over the TV system to those in attendance in two auditoriums, and were viewed in full color, projected on 4 x 6 foot screens.

An SMPTE Committee on Closed Circuit TV has been proposed, and 38 attended an explanatory meeting to discuss the proposal. A small "ad hoc" committee is to be appointed to further consider this proposal, which will review the discussion, draft a proposed official scope of interest and an initial proposal of work to be undertaken.

* * * * *

The 27th Institute for Education by Radio-TV was held in Columbus May 8-11. Due to the high interest in teaching by TV, the equipment exhibited was perhaps the largest display ever to be seen at this annual meeting. Beginning at the east end of the mezzanine of the Deshler-Hilton, Jerrold Electronics exhibited their distribution equipment, Dage displayed their two lines of vidicon equipment and

kinescope recorder; Transvision, its classroom receiver; Sarkes-Tarzian had a complete studio control installation and kinescope recorder; RCA displayed its new vidicon broadcast type camera with field type control units; Zenith exhibited a hi-fi combination and a remotely controlled TV receiver.

A number of engineers were present to participate in the clinic on equipment for TV teaching.

* * * * *

For those of you who are contemplating the installation of a 10 watt educational FM station, Marshall College has a 10-watt Gates No. B-F-E-10, MO-3276, with one MO-3304 set of tubes, one JR-072 crystal and oven, operating frequency 88.1 mc. Included in the package is 176 feet of new RG 18-U coaxial cable and one FM-11, MO 3429 Single Bay Broad Band Ring Type Antenna for two and one-half inch pipe with mounting clamp.

This equipment has never been used and cost new \$1,420.50. They offer the complete package for \$1000. If you are interested in purchasing this transmitter, write to Mr. Robert H. Maki, Gates Radio Company, Quincy, Illinois, since the transaction must be completed through them.

* * * * *

RCA has developed an electronic orbiting device to prevent "burn-in" on image orthicon cameras. This modification kit is available for around \$800 and can be installed within present RCA cameras to materially increase the useful life of image orthicons.

* * * * *

Anyone who has gone through the time-consuming process of installing coaxial connectors on RG-59/U cable should be interested in a time-saving connector developed by Entron, Inc., Box 287, Bladensburg, Md. It's a solderless connector which can be applied in a fraction of the time necessary to attach the conventional solder type connector. The solderless connectors are less expensive and the two necessary crimping tools sell at a very nominal price. Entron makes a complete line of solderless connectors, also, for RG-6/U, RG-8/U and RG-11/U cables as well as the tools necessary for their installation.

The NAEB Planning Committee for the TV Management Seminar met in Columbus after the IERT to plan and implement the up-coming seminar. All members were able to be present except Raymond Hurlbert. Attending were: George Arms, Jack McBride, Edwin Browne, Paul Rickard, James Robertson, ex officio Harry Skornia, Harold Hill and Don Feddersen, representing the ETRC.

WOI-AM-FM, Iowa State, and WKAR, Michigan State both celebrated a 35th anniversary this spring. It's 35 years since WOI's call letters were assigned, and it marks 35 years of continuous service from WKAR to the people of Michigan.

LETTER FROM ENGLAND

The following is excerpted from a letter to Editor Judith Stevens from Noel F. Brookes, 14, of Worchestershire, England. These are his personal opinions of what he has seen on TV.

"I don't watch TV much, except *Panorama* and *Science Review*. I think the other stuff is sheer, undiluted tripe!

"In our home anyway, the family watches the children's hour, then has tea and so misses most of the 6-7 p.m. programs. They watch TV **AUTOMATICALLY!** It's part of their life.

"I like the educational films, what few there are. But I think the approach is too crude for the modern child. My brother, aged 12, remembers the more lurid incidents in the films and TV he watches. I think the approach should be more subtle; say disguise the lesson - have as an instructor a well-known figure, a cowboy or a pirate, which will appeal to the juvenile mind."

PLACEMENT SUPPLEMENT

- June 1 - Male, single, 47, M. of Public Health, with specialized training and experience in public health, community affairs, journalism and dramatics. Can write, edit, adapt, announce, direct and produce. Location open. \$5,000.
- June 2 - June radio-TV graduate, male, single, 28, desires position in educational broadcasting. At present is continuity writer for university station on hourly basis. Location open. \$3,600.
- June 3 - Producer-writer announcer for educational radio station with 8 years professional broadcasting experience. Wishes to be judged on basis of programming ideas and audition tape. Male, 32, single, B.A. Location open. \$5,500.
- June 4 - Man and wife, Ph. D. and M.A., respectively, wish educational broadcasting experience. Male, 35, currently teaching and assisting with music program production. His wife, 32, is director of women's programs on educational radio station. Location open. \$4,500 and \$2,600.
- June 5 - Radio-TV production coordinator with considerable engineering experience (1st class FCC license) wants production position in educational broadcasting. Will teach. Male, 40, married, M.E. Location open. \$5,500.
- June 6 - Experienced producer, script-writer, announcer for educational broadcasting programs, children and adults, desires position in TV production work. Female, 31, M.A. in Communications. Location open. \$4,500.
- June 7 - Free-lance writer or editor on science and technology is available for assignments. Male, single, 50, Chemical Engineer. Salary to be discussed. Prefers to work at home but will travel.
- June 8 - Film and TV production man with heavy professional experience wants ETV position. Will be glad to teach. Hopes to complete graduate training. Male, married, 34, A.B. Location open. \$450/mth.
- June 9 - Associate producer in commercial TV wants change to ETV as producer or director. Has experience in business, performing and directing children and adults. Male, 38, married, M.A. Location, salary open.
- June 10 - Director with commercial TV station desires ETV position as producer-director. Interested in teaching. Male, 23, M.S. (Syracuse), married. Location open. \$85/wk.
- June 11 - Producer-director and production manager for commercial TV desires changeover to ETV. Trains personnel, often designs and builds his own sets. Male, 28, married. Location open. \$700.

The Radio-TV Bureau of Arizona State College at Tempe ventured experimentally into color TV when they televised color slides on their "Campus Forum" program over KTVK, in Phoenix. The stu-

NAEB OFFICERS AND DIRECTORS—1957

President: Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Vice-President: Mr. Richard Hull
Stations WOSU-AM-FM-TV
The Ohio State University
Columbus 10, Ohio

Director Region I: Mr. Arthur Weld, Jr.
Station WAER-FM
Syracuse University
Syracuse, New York

Director Region II: Mr. Vernon Bronson
Stations WTHS-FM-TV
Dade County Board of
Public Instruction
Miami, Florida

Director Region III: Miss Ola Hiller
Station WFBE--FM
Flint Public Schools
Flint, Michigan

Past President: Mr. Frank E. Schooley
Stations WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Secretary: Mr. Jack McBride
Station KUON-TV
University of Nebraska
Lincoln, Nebraska

Treasurer: Mr. Robert Coleman
Stations WKAR-AM-FM
Michigan State Univ.
East Lansing, Michigan

Director Region IV: Mr. Richard A. Vogl
Stations WOI-AM-FM
Iowa State University
Ames, Iowa

Director Region V: Mr. Robert Schenkan
Director, Radio-TV
University of Texas
Austin, Texas

Director Region VI: Mr. Edwin Adams
School of Communications
University of Wash.
Seattle, Washington

Director at Large: Mrs. Gertrude Broderick
Radio-TV Section
Office of Education
U. S. Dept. of Health
Education & Welfare
Washington 25, D. C.

General Counsel: Mr. Marcus Cohn
Cohn and Marks
Cafritz Building
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