



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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OCTOBER, 1965

Witherspoon Announces ECS Model Systems

John Witherspoon, director of the NAEB-USOE Educational Communications System project, has announced the composition of the three model systems set up under the third phase of the project. He also said that design operations are moving into high gear with the start of the new academic year.

Oregon is the site of the intrastate model, with Kenneth L. Warren serving as associate director. The interstate model has been set up in the Midwest, in cooperation with the Committee on Institutional Cooperation (the Big Ten plus the University of Chicago). James S. Miles and John Glade, both of Purdue University, share responsibility for conducting the Midwest project.

The educational resources model is based in New York City and covers the northeastern Atlantic seaboard. Harold W. Roeth is in charge of this project, which will study linking research groups, cultural and scientific institutions and other non-university resources with institutions of higher education.

Phase III, which began last May, is scheduled for 18 months, to be followed by Phase IV, which will demonstrate the system.

SREB to Investigate Interinstitutional ITV

The Southern Regional Education Board, under a USOE grant of over \$300,000, will investigate and develop procedures and techniques for interinstitutional use of ITV. Duff Browne will head the new project.

These broad areas will be studied:

1. Problems and possibilities associated with administering interinstitutional use of TV and related media, including state, institutional, faculty, and financial arrangements necessary to a continuing, regional effort.

2. Identification of curricular needs in the various disciplines and development of procedures for producing instructional materials.

3. Procedures for establishing high media standards, in terms of both content and technical quality.

Rhodes Joins NAEB Staff

Lewis A. Rhodes has joined the NAEB staff in Washington as assistant director of the project to improve instructional TV, set up under a three-year \$600,000 Ford Foundation grant. He was formerly with the Central Michigan ETV Council and had recently been named chairman of the state's ETV advisory committee.

Lester Nelson is acting director and Richard H. Bell is associate director of the ITV project. Bell is also executive director of NAEB's Instruction Division and acting director of the Individual Member Division.

Leonard Directs ETS Program Service

David H. Leonard, former network program manager for TV at KOAP and KOAC in Oregon, has been appointed director of the ETS Program Service recently established on the Indiana University campus. The service will collect high-quality ETV programs and distribute them to ETV stations.

Grants from the Kellogg and National Home Library foundations have made it possible to begin the service—which is aimed at self-support in six years.

Members of the ETS Program Committee—supplemented by Leonard, Chalmers H. Marquis (ETS executive director), and James R. Jordan (assistant to the Indiana University president)—will be responsible for selecting and screening programs for the ETS Program Service.

Leonard, who assumed his new post October 1, has been associated with Oregon's ETV stations since 1960. Before that he was an instructor in telecommunicative arts at Iowa State University, and had worked in TV at WMSB, East Lansing; WTTW, Chicago; WOI, Ames, Iowa; and KMTV, Omaha.

ITV Center Established

The Indiana University Foundation will operate the new National Center for School and College Television, being set up under a two-year USOE contract of \$1,104,652—largest ever awarded under Title VII B of the NDEA. The NCSCT will acquire outstanding school and college courses and distribute them to TV facilities serving classrooms throughout the nation.

This will continue and enlarge the NITL demonstration begun in 1962 by NET, and Edwin G. Cohen, former NITL director, will move to the IU campus as executive director of NCSCT.

After the two-year contract expires, the center will continue on an increasingly self-supporting nonprofit basis, with initial assistance from the I. U. Foundation and sustained support from course users.

• Kenneth Winslow, coordinator of ITV, University of California, Berkeley, will operate a West Coast office for the NCSCT, on a half-time basis. He will retain his position at the university on a half-time basis, and also will be director for the Western Radio-TV Association.

NAEB Board to Consider Multiple Division Membership

At their meetings during the national convention October 31-November 3, members of the NAEB Board of Directors will consider, among other topics, the matter of institutions belonging to more than one NAEB division. The NAEB staff has proposed the following as a change in the By-Laws: "Licensees of standard educational broadcasting stations must relate to the NAEB first in support of the appropriate NAEB broadcast division, but may elect to participate additionally in another division of NAEB if they are eligible to do so."

This will be the only item involving an amendment to the Constitution or By-Laws which can be decided at this meeting.

WUNC-TV Covers Hearings on Speaker Ban Law

In 1963, the North Carolina General Assembly passed a law prohibiting the facilities of state-owned educational institutions to Communist speakers. The law has been consistently opposed by such organizations as the American Association of University Professors, the Southern Association of Colleges and Schools, and by the University of North Carolina and other institutions of higher education in the state. The American Legion and some other organizations in the state have supported the law.

The 1965 General Assembly authorized a commission to study the law. The commis-

sion was set up and scheduled hearings, which WUNC-TV covered in their entirety live and without comment. WUNC also re-broadcast each session during the evening. The coverage attracted a great deal of attention throughout the state, and a number of commercial stations rebroadcast the programs.



NER COVERS GERMAN ELECTION. Willy Brandt, West Berlin mayor, talks into the microphone of Jerrold Sandler, NER executive director, who interviewed key political figures in Germany prior to the September 19 parliamentary election. Some 60 NER stations joined together for simultaneous, live broadcast of the election returns which reported Brandt's Social Democratic Party losing to Chancellor Ludwig Erhard's Christian Democratic Union.

Fulbright Awards Deadline Nears

October 15 is the last date on which candidates may mail requests for application forms for Fulbright awards for 1966-67. Write the Institute of International Education, 809 United Nations Plaza, New York, New York 10017. Completed applications must be submitted to IIE no later than November 1.

ETV Facilities Program Actions

In September the USOE announced approval of a \$68,923 grant to WCET, Cincinnati, for station expansion. WCET will enlarge and modernize its studios, adding new TV equipment, including a second videotape recorder.

The USOE also accepted applications for grants for a new ETV station on Channel 21, Pensacola, Florida, and for expansion of KWCS-TV, Ogden, Utah. Total estimated project cost is \$355,536 and \$151,190 respectively.

NER Plans National Conference

Jerrold Sandler, executive director of NER, has announced that discussions are under way with experts in industry, government, education, and the mass media re-

garding the proposed national conference on educational radio. He said that at least two significant position papers will be presented at the NAEB convention on November 1. Plans for such a conference developed during the NER Board of Directors meeting last March at Wingspread, Johnson Foundation conference center in Racine, Wisconsin.

News Notes

PERSONNEL

► Thomas B. Petry, former executive director of the ETV Council of Central New York, has been named vice president of the council and general manager of WCNY-TV, Channel 24 (call letters and channel subject to FCC approval, presently WHTV, Channel 43), Syracuse, New York.

► Marie McCormick, former music assistant at WUOM, University of Michigan, has been named music director at WBAA, Purdue University.

► Joe N. Gwathmey of George Washington University has joined the radio-TV staff at the University of Texas as radio production supervisor and station manager for KUT-FM.

► Donald N. Wood has left San Diego State College to become director of ETV for the Hawaii education department.

► Ron Polcy has left Kent State University after three years as producer-director in ITV, to join the ITV staff at the University of Wisconsin, and to work on his Ph.D.

► Martin J. Neeb, Jr., general manager of WNUR, and recently named University Fellow at Northwestern University, has been awarded a research grant from the university to direct a study of noncommercial radio stations owned by religious groups. He will spend a week at each of some twenty AM stations, interviewing personnel and studying the facilities in action. The work will provide the initial definitive history and analysis of such stations and will make a contribution to the history and folklore of American broadcasting.

Neeb is on leave from his post as director of public relations and associate professor of speech at Concordia Teachers College, while finishing his Ph.D.

► Gale R. Adkins, director of radio-television research at the University of Kansas, will spend this academic year in London as a Fulbright research professor. He will head a cooperative project in which recommendations for the use of instructional television will be developed for ten colleges and universities in the greater London area. He will also be associated with the Experimental Development Unit of the British National Committee for Audio-Visual Aids in Education.

► William Swisher has been named director of radio broadcasting in the department of speech and dramatic arts at Eastern Michigan University, Ypsilanti. He will be in charge of operations of the new FM station, WEMU, scheduled to go on the air about October 1. Swisher has been supervisor of program operations at WUOM, University of Michigan.

► Robert C. Glazier has been named general manager of KETC, St. Louis. He was formerly general manager of WDCN-TV, Nashville.

► Saul N. Scher, recent Ph.D. in mass communications from New York University, has been appointed director of TV broadcasting for the School of Education, University of Massachusetts, Amherst.

► Recent changes in the radio and television department of the Dade County Public School System (WTHS and WSEC), Miami, Florida, include: John P. McIntyre, director of learning resources; Charles Azevedo, manager of radio and television operations; George Dooley, supervisor of community television production; and Mrs. Mitzi Miller, supervisor of radio and instructional television production.

► Warren A. Kraetzer, executive vice-president and general manager of WHY-TV, Philadelphia, has announced the promotions of David Kaigler from station manager of the Wilmington studios (WHYY-TV) to the newly created position of development officer; and Edward S. (Sid) Shaw, formerly news director, to manager, operations—Wilmington.

Jonathan Lang, veteran newscaster and reporter, joins the WHY-TV Wilmington studios. He has been with WNCN-TV, New Haven, as newscaster and sportsman.

► Roger J. Houglum, manager and chief engineer of KRVM, Eugene (Oregon) Public School station, has been appointed chairman of the division of radio, television, and electronics at the Lane Community College in Eugene. He will continue as manager of KRVM.

► John R. Morison, recently radio-television producer and director at Ohio State University, has assumed the duties of programming operations manager for West Virginia University's department of radio, television and motion pictures. He will be responsible for program planning and for broadcast productions prepared by the department.

► William M. Shimer, formerly with KNME-TV, Albuquerque, is now programming and operations manager for KTXT-TV, Texas Technological College, Lubbock.

► Larry Laswell has become producer-director of instructional television with the Santa Ana, California, School District ITV Center, and he will be director of special

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BOX SCORE

| | | |
|-------------------|------|---------------------------------------|
| Total AM stations | 4136 | (includes 38 noncommercial stations) |
| Total FM stations | 1688 | (includes 307 noncommercial stations) |
| Total TV stations | 685 | (includes 108 noncommercial stations) |

Convention Supplement

NAEB to Meet in Washington, D.C., October 31-November 3, 1965

Humphrey Can't Come

Vice President Hubert Humphrey has notified NAEB headquarters that he will be unable to speak at the convention banquet because of a recently scheduled trip to job corps camps on the West Coast at that time. Confirmation of his replacement has not yet been received.

State Department Announces Communications Briefing

The U. S. State Department will have a foreign policy briefing October 28 and 29, to which over 200 NAEB radio and TV station managers have been invited. This is one of the Department's semiannual communications media briefings, and it was especially arranged to fall just before the NAEB convention. Leading State Department officials, including the Secretary of State, will participate in the sessions, and plans are being made for a White House reception by the President for all who attend.

Special Interest Sessions

In order to meet increasing requests for additional specialized sessions at the convention, the convention staff, with help from the division staffs, has organized eighteen such meetings for this convention, more than ever before. In all cases, the staff has tried to schedule sessions of related content at different times so that a member can participate in all meetings concerned with his special field.

Meetings planned for this year are:

1. Career Planning and Employment in Educational Broadcasting.
2. New Equipment in Educational Broadcasting.
3. ETV Facilities Act Counseling.
4. Report on the National Conference on Educational Radio.
5. Building a Local ETV Program Schedule.
6. Research.
7. Current Problems in Radio Programming.
8. Utilization.
9. Educational Broadcasting and the FCC.
10. Children's Television Programs.
11. Public Relations & Promotion.
12. Interconnection & Networking.
13. New Federal Legislation & Educational Broadcasting.
14. Cooperative Production at the Great Plains Instructional Television Library.
15. Professionalism in ETV Production.
16. Copyright.
17. A Survey of International Broadcasting Activities.
18. Educational Broadcasting & the NDEA.

NAEB To Honor Past Presidents

The men who have served as NAEB president will be invited to a luncheon at the Washington Broadcasters Club on Wednesday, November 3. On the roster are: Graydon Ausmus, Harold Engel, William G. Harley, Richard B. Hull, H. B. McCarty, Carl H. Menzer, Burton Paulu, Frank E. Schooley, Seymour Siegel, and Harry J. Skornia.

NAEB Staff Prepares For Largest NAEB Convention

NAEB Headquarters announces that it expects over 1,000 delegates to attend the 1965 convention—the largest attendance in the history of the association. Nearly 400 representatives of Armed Forces TV installations will also be on hand for the Armed Forces Television Conference which will be held in conjunction with the NAEB Convention. NAEBers and military personnel are invited to attend both conferences.

Exhibit space for the 1965 convention has been filled since late spring. The 78-booth display represents an increase of 18 booths over the Austin Convention show.

Publicity and promotional activities for the convention have been stepped up in an effort to reach non-NAEBers in fields indirectly related to educational broadcasting. This year, for the first time, the staff prepared a special convention invitation which was sent to over 1,000 university presidents, government officials, foundation heads, engineering and legal consultants, association directors, international broadcasters, foreign embassies, research services, and equipment manufacturers.

Airlines

Washington, D.C., is serviced by three airports and is easily accessible by air at any time of the day or night. Washington National Airport, which has no jet traffic, is only about 15 minutes from the city and is most convenient to the hotel.

Jets will land at either Friendship Airport, which is near Baltimore, about 45 minutes from Washington—or Dulles Airport, which is one hour away, in Chantilly, Virginia. Limousines will take passengers from both airports to the Washington air lines terminal at 12th and K Streets for \$2.50.

Weather

The average temperature in Washington in early November is about 50 degrees. Daytime temperatures will climb to 58 degrees, and the minimum at night should be about 41. Days will be fair, according to the Washington climatologist.

REGISTRATION HOURS

Because some NAEB members will be in Washington for the State Department briefing prior to the convention, the registration desk will be open from noon to 5 p.m. on Saturday, October 30. If you plan to be in Washington early, you are urged to register on Saturday afternoon, since you can then avoid waiting in line on Sunday or Monday.

The registration desk will be located on the Florentine Foyer of the Sheraton Park Hotel. Registration on Sunday will begin at noon and the desk will be open until 8:00 p.m. On other days, the schedule will be as in previous years—8:30 a.m. to 5:00 p.m.

Division Day Programs Planned

NAEB division activities will be concentrated on Tuesday, November 2. Individual Members will meet Tuesday morning, and division luncheons and business meetings will follow.

● INDIVIDUAL MEMBER DIVISION

To open this meeting, the Board of Directors of the division will report on actions taken on such items as membership, services to Individual Members, professional interest sections, division financing, Placement Service, division staffing and publications. Following this report, members will be urged to express themselves on these particular issues, and on the future role of this division.

Based on the response to a questionnaire to NAEB Individual Members, seven professional interest sections have been set up. These groups will meet Tuesday afternoon to decide the kind and extent of future activities which they wish to undertake.

These sessions mark the beginning of efforts by the division to meet the needs of specialized interest groups. The meetings planned for this year are: engineering, graphic arts, classroom teaching, television teaching, research, production-direction, and music direction.

● EDUCATIONAL TELEVISION STATIONS DIVISION

NAEB-ETS will have a business meeting on Tuesday, starting with a luncheon and lasting the full afternoon. Attendance promises to be heavy, and issues discussed will be of importance to all educational television stations.

ETS committees will report, new legislation will be discussed, and the new ETS Program Service will be explained. In addition, information will be disseminated on possible international exchange of ETV program material.

● INSTRUCTION DIVISION

The Instruction Division will have a luncheon Tuesday, after which members will be free to attend the professional interest sections of the Individual Member Division from 2:00 p.m. to 3:30 p.m. At 3:30, the Instruction Division will reconvene for a session on "The Application of Programing Principles to Televised Instruction."

● NATIONAL EDUCATIONAL RADIO DIVISION

NER's luncheon speaker is yet to be announced. At the business meeting during the afternoon, members will hear talks on NERNPAC and long-range program needs, the in-school broadcasters committee, network membership and the new fee structure, the present status of live networking, and the first annual report by NER's executive director, including developments in international broadcasting. These speeches will be followed by general discussion.

Related Meetings

The following organizations will have meetings during the time of the NAEB convention:

- Eastern Educational Network.
- Midwestern Educational Television.
- Western Radio & Television Association.
- International Radio & Television Society.
- Joint Council on Educational Broadcasting.
- State ETV Authority Associates.

"Viewings and Listenings"

During this year's annual NAEB convention, there will be an opportunity for convention attendees to listen to or view outstanding radio and television programs which have been produced by members of the NAEB. These presentations will be from 8:00 p.m. to 10:00 p.m. on Monday and Tuesday, and all delegates are invited to drop in as convenient. Rooms and program titles will be announced in the official convention program.

Committees Meet

As we go to press, the following committee meetings have been scheduled:

Sunday, October 31—International Relations Committee. 3:00 p.m.

Monday, November 1—*Breakfast meetings*, 7:30 a.m.
Central Committee of the Illinois ETV Council.

ETS Labor Committee.

ETS CATV Committee.

ETS Program Committee.

Luncheon meeting, 12:15 p.m.

NAEB Research Committee.

Evening meetings, 8:00 p.m.

NAEB Convention Site Committee.

NAEB Awards & Citations Committee.

NAEB Rights Committee.

Tuesday, November 2—*Breakfast meetings*, 7:30 a.m.

ETS Program Practices Committee.

ETS Copyright Committee.

ETS Interconnection Committee.

NER Network Program Advisory Committee (8:00 a.m.).

Evening meetings

NAEB Permanent Convention Committee, 8:00 p.m.

NAEB Publications Committee, 8:30 p.m.

Sheraton Converts to UHF

The convention hotel, the Sheraton Park, will convert to UHF following an NAEB staff suggestion that hotel sets be able to pick up Channel 26, the local ETV outlet. Sets will be ready to receive Channel 26 when the NAEB meeting begins on October 31.

Bill McCarter, WETA-TV station manager, has announced that his station will carry the banquet address live on November 3, and that WETA's mobile van will be at the hotel during the convention for programing. Plans are underway for David Susskind's *Open End* program during convention week to cover the growth of educational broadcasting in the U.S., possibly using NAEB conventioners as participants.

Women's Activities

As outlined in an early convention announcement, three tours have been planned for wives during convention week. On Monday, a chartered bus will take the group to Mount Vernon and through Alexandria and old Georgetown. The Tuesday tour is of the White House, Arlington, and the Smithsonian Institute, and Wednesday's activities will include a stop at the Moslem Mosque, the Washington Cathedral, and an embassy tea.

If there are not enough convention wives interested in the regular tours, hostesses will be available to help plan informal tours throughout the city. Those interested in the tours are urged to stop by the registration desk on Sunday, October 31, for further information.

Professional Football Game

NAEBers in Washington on Sunday, October 31, might be interested in attending the football game between the Washington Redskins and the Philadelphia Eagles. The game will begin at 1:30 p.m. Those who want tickets should purchase them immediately from the Redskin Ticket Office, Redskin Building, 9th & H Streets, N.W., Washington 1, D.C. All tickets are \$6, tax included.

and in-service telecasts. The center reaches some 30,000 students and 1,000 teachers from the third grade through junior college.

► Richard W. Russell has been named to the newly created position of director of special projects for Buffalo's WNED-TV. He will work with community organizations, schools, and government agencies to determine how television may be used to help provide services in connection with the Economic Opportunity Act, the Manpower Development and Training Act, and the Elementary and Secondary Education Act. He comes from WCBB, Augusta, Maine.

► James R. Treble has been awarded the Loeb award for 1965 by the faculty of the Television-Radio Department of Syracuse University. The award is presented to the outstanding graduate student of the department each year. Treble has been a graduate assistant to Lawrence Myers, Jr., chairman of the department, working on a USOE-sponsored study to determine qualities which make for effective television teaching. He taught for four years in the Niagara Falls schools where he was active in introducing television to the classrooms.

► Surgery forced Allen Miller, director of information at Washington State University, to cut short his sabbatical leave this summer. He was studying broadcasting in England, Italy, France and other European countries.

► C. M. Jansky, Jr., has retired as chairman of the board of Jansky & Bailey Division of Atlantic Research Corporation, but he will remain as consultant. A nationally recognized radio electronics engineer, Jansky's broadcasting experience goes back to the days when he worked with Professor Earle M. Terry on 9XM (WHA—"oldest station in the nation") at the University of Wisconsin.

► C. H. Logan, director of educational broadcasting at North Dakota State University, Fargo, has been elected vice-chairman of the Governor's Commission on Educational Television. The commission was created in 1961 to coordinate development of ETV in the state.

GENERAL

► A monthly program guide carrying complete listings for WTTW and the new WXXW, Chicago, began in September. Marti Ross, WTTW staffer, edits the publication which also carries information about developments at the new headquarters for WTTW and WXXW.

► WUNB-TV, Columbia, North Carolina, was dedicated September 15, with full-scale evening programming beginning that night.

► KDPS-TV, Des Moines, has announced that public reaction—through cards, letters, and phone calls—to its first summer of operation indicated overwhelming approval of its evening summer programs.

► October is the target for WHIQ, Huntsville, Alabama.

► The ETV Council of Central New York has received a \$50,000 grant from the Rosamond Gifford Charitable Corporation. The



Ball State Offers Beginning Speech Students Chance on Closed-Circuit TV

Does putting a beginning speech student before a TV camera for one of his first speeches make him more at ease or still more nervous?

More at ease, says William Tomlinson, associate professor and director of radio and TV at Ball State University. He has been putting his beginning students on closed-circuit TV, and says it helps them gain confidence and they can see the value in good visual materials. "They know the camera is coming close in on the visual aids they have prepared," he says, "and the impact of their use is very obvious." Students also realize that visuals with tiny lettering and too many concentration points fail

to make good TV material.

Classmates watch the student speaker on monitors and evaluate him.

On camera in the photo above is Clifford Robinson, getting his cue to begin speaking. Dr. Tomlinson and other students are shown at the left, watching the monitor.

Students give the CCTV speeches in a two-story TV studio in the communications building where ITV classes and other CCTV presentations also are made. On September 1, ITV at Ball State became part of the new Department of Speech and Mass Communications.

grant will be used for production and transmission TV equipment to activate Channel 24, Liverpool. The council will produce 10 in-school series for broadcast over three commercial stations this fall. Community programming on Channel 24 will begin in December, followed by school programming in February. This will be the fourth outlet of its kind in New York.

► KQED, San Francisco, will study in detail its long-range financial needs before spending any of its \$460,000 current allotment of Ford Foundation funds. Two of the station's most urgent needs are a new plant and additional facilities.

► KRMA-TV, Denver, has begun its annual campaign to raise money to produce evening TV programs. As part of the campaign, the campaign director sent a letter to local editors, beginning "Last year the working press proved to be the most influential media in helping . . . raise funds for programming . . ." and offering information and pictures for possible feature stories. The Colorado governor proclaimed the fund-drive period "Educational Television Month in Colorado."

► During the last week in August, the Metropolitan ETV Council, Knoxville, Tennessee, conducted in-service teacher train-

ing via TV. This was the first time TV has been extensively used for this purpose in east Tennessee.

► Washington State University, for the 15th year, is providing radio programs to other stations—currently nine programs on 94 stations in 59 cities in nine states, in addition to the Voice of America. The programs, which cover a variety of fields including music, science, literature, and sports, are available outside the state on request.

► The New York City Board of Education and the Television Information Office will offer "Television in Today's World," a graduate in-service course, to the city's primary and secondary school teachers during the fall term of 1965. Roy Danish, TIO director, said the course is designed to increase teacher understanding of TV.

INSTRUCTION

► The Alabama ETV Network has distributed posters showing the location of the net stations in the state—and also showing thumbnail photos of the 29 ETV teachers, with their names and subjects.

► Chicago's TV College began its 10th year this fall, and is on the air 25 hours a week. More than 60 different courses have been offered during the college's nine years. ► WNED-TV, Buffalo, has expanded its

in-school schedule for 1965-66 by using instructional courses produced outside of New York. Each of the new courses has been screened by local teachers, curriculum advisors, and administrators. This is the first time since WNET began instructional broadcasting six years ago that out-of-state programs have been used for school viewing.

PROGRAMS

- ▶ WQED, Pittsburgh, has scheduled a 15-minute weekly program of news from Congress. Neil MacNeil, chief Congressional correspondent for *Time* magazine, will report on Sunday afternoons.
- ▶ *Religious Perspectives* premiered over WHA, University of Wisconsin, last month. The series, produced by Del Smith and directed by Bob Leu, examines religion on the campus.
- ▶ WFSU-TV, Tallahassee, recently received an award for a program on alcoholism, "The Fourth Problem." The four-part production came about when the Florida Alcoholic Rehabilitation Center requested "spot" time from WFSU. Program Manager Duane Franceschi suggested the series, which was written and directed by Ron Whittaker and produced by Dick Heuer.
- ▶ Two University of Chicago law professors comment on 10 U. S. Supreme Court opinions on *Conscience of a Nation*, a TV series being broadcast over several NBC stations.
- ▶ Eastern Educational Network stations will soon broadcast the *World Theatre* series. Prints of the films for the seven one-hour programs plus funds for promotion were granted to EEN by Standard Oil of New Jersey.
- ▶ KWSC-TV, Washington State University, presented during registration week a series of three freshman orientation films, dealing with study habits, improving reading skills, and motivation for study. The presentation was part of an effort to smooth out the student's transition from high school to college.
- ▶ WHA, University of Wisconsin, is featuring Wisconsin history in a series of radio programs this fall. The hostess interviews curators and presidents of the historical societies and museums that are springing up all over the state.
- ▶ After a three-year absence, *The Storyteller* will return to WTTW, Chicago, through a grant from Marshall Field and Company. Val Bettin appears in the title role, Al Binford is executive producer, and Larry Nies is producer-director.
- ▶ "Child of the Future" was broadcast last month by CBC-TV; the program reviewed the use of teaching machines in the U. S. and Canada, and included some profound observations by Marshall McLuhan.
- ▶ WTTW, Chicago, is presenting prize-winning films from the 1965 American Film Festival. Subjects range from the isolated Hutterite sect to the origins of World War II.

Needs Info on Radio Production Courses

Miss Julia James, 72 Warwick Square, London S.W. 1, England, is looking for information about running courses for teachers on educational radio production and techniques. Any NAEber who is willing to share his experience in organizing educational radio production courses can write her at the above address.

Here and There

- In Iowa, modern math experts are lecturing by telephone to more than 2,000 parents and elementary school teachers from bases at Cedar Falls and Chicago and Urbana, Ill. A phone hookup permits questions.
- The SMPTE will meet in Montreal October 31 through November 5 this year, simultaneously with the NAEB convention in Washington, D.C.
- During a year-long survey, the American Library Association found that most of the nations' libraries are ill housed, ill equipped, poorly staffed. The association said 4.3 billion dollars is needed to bring libraries up to and to maintain minimum national standards.

Recordings and Films

- "Know Your Heart" is the second radio series of ten two-minute spot announcements released by the National Heart Institute. The series is written in nontechnical language and covers such subjects as strokes, rheumatic fever, emphysema, and varicose veins. The first series of programs was requested by almost 1200 radio stations throughout the U. S. The spots are free from the National Heart Institute, National Institutes of Health, Bethesda, Maryland 20014.
- The Heart Institute has also produced a 28-minute film, cleared for television,

called "Heartbeat." Information on this is available from the Public Health Service Audiovisual Facility, Communicable Disease Center, Atlanta, Georgia 30333.

● A 50-minute dramatic reading of the play "Dr. Faustus" has been recorded by the Academic Album Company, P. O. Box 1091, Denver, Colorado 80201. A release from the company says that many FM stations have reported enthusiastic listener response.

Publications

- The University of Illinois Press has published a second edition of Dan Lacy's book, *Freedom and Communications*. There is a 15-page epilogue dealing with the period since 1959 when the lectures which make up the book were delivered. This edition is paperback, sells for 95 cents.
- Educators and librarians may obtain free reprints of two articles from Educators Progress Service, Randolph, Wisconsin 53956: "Listening—How Much and to What," by Walter A. Wittich, and "Towards More Effective Learning and Teaching," by John Guy Fowlkes. These reprints are from the 1965 editions of *Educators Guide to Free Tapes, Scripts, and Transcriptions and Elementary Teachers Guide to Free Curriculum Materials* respectively.
- *Subject Collections in European Libraries* covers some 6,000 libraries throughout Europe. Compiled by Richard C. Lewanski, the information is classified according to the Dewey Decimal system. \$25 from R. R. Bowker Company.
- A 28-page report, "Microwave Components for Communications Systems," is available from Airtroon division, Litton Industries, 200 East Hanover Avenue, Morris Plains, New Jersey.
- "Educational Communications System: A Perspective" is the edited transcript of the ECS advisory committee meeting of June 4, 1965.

PLACEMENT

POSITIONS AVAILABLE

(For information, write Miss Yasmine Mirza, Placement Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.)

- Oct 1 ETV station in the northeast needs chief engineer, assistant station manager, program manager.
- Oct 2 Western university has immediate opening for assistant station manager for 10-watt FM station. Position currently classified as technical; future plans for title change from station manager to director of radio-television. Candidate with some experience in ETV preferred. Salary range: \$6132-\$7404.
- Oct 3 Television transmitter operator needed at southwestern TV station. Full power, VHF (RCA TT-50-AH). Salary \$5200.
- Oct 4 Immediate opening for continuity writer and assistant in programing. Salary commensurate with experience and ability. ETV in major Midwest city.
- Oct 5 Large northeastern ETV station seeks a creative experienced producer-director. Excellent opportunity for right man. Must be capable of handling major project work. Right experience will be a factor. Only experienced applicants considered. Station is an equal opportunity employer. Salary \$8000.

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."



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