

**NAEB**

# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL

URBANA, ILLINOIS

## NAEB TO PRESENT SESSIONS AT COLUMBUS INSTITUTE

Two clinics on instructional uses of television and radio will be sponsored by the NAEB on opening day of the Institute for Education by Radio-Television in Columbus, Ohio, May 12-15. A luncheon program featuring a distinguished speaker is also planned for May 12 as a third event organized by the NAEB Utilization Committee under the chairmanship of Gale R. Adkins.

The two clinics, scheduled as simultaneous meetings, will concentrate on actual problems encountered in the use of television and radio for instructional purposes. John Henderson will conduct the radio clinic, and Clair Tettermer will be in charge of the television session.

The Monday luncheon, which drew a capacity crowd last year, will be the only general NAEB luncheon at the 1958 Institute. Because it is scheduled for the opening day of the Institute, those planning to attend are urged to send in reservations to NAEB Headquarters. A deposit is not needed for the reservation. The luncheon is set for 12:15 p.m. with the afternoon sessions beginning at 2:30.

## GRANTS-IN-AID APPLICATIONS DEADLINE NEARS

Applicants for 1958 program grants-in-aid are reminded that the deadline for receipt of applications at NAEB Headquarters is May 1, 1958. Since announcement of the project was made earlier this year than last, the deadline is correspondingly earlier.

These grants-in-aid are part of a three-year plan of support for educational radio programming sponsored by the ETRC and NAEB. The general theme of the plan is "The Twentieth Century American." Necessary information concerning topics and procedures for prospective grant applicants may be obtained from Headquarters.

NAEB Newsletter

Vol. XXIII, No. 4

April, 1958

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill. \$5 a year, edited by Jane Lombard.

## NAEB DISTRIBUTES "DECLARATION OF CONSCIENCE"

The NAEB network facilities have provided people of this country with their first opportunity to hear a broadcast of Dr. Albert Schweitzer's "Declaration of Conscience." Although Dr. Schweitzer's text has been broadcast by all other major free nations of the world, as far as it is known, until this time the United States, Soviet Union, and Communist China were the only major nations which did not broadcast it.

NAEB has distributed a half-hour tape-recorded reading of the Declaration as a special program offering to its network member stations in the United States, Hawaii, and Puerto Rico for an estimated listening audience of 40 million. This reading was done by Dr. Emory Ross at station WNYC, New York.

Stations were also provided printed texts of the Declaration, made possible by the *Saturday Review* which first published it in this country.

Dr. Schweitzer's Declaration is an appeal to peoples of the world to realize the implications of nuclear warfare and experimentation. His statement was read last April 24 over Radio Oslo and released to all nations under the auspices of the Nobel Prize committee.

-N A E B-

## GREETINGS FROM THE PRESIDENT

—BURTON PAULY

Now more than ever before, we of NAEB are educators who broadcast, rather than broadcasters who educate.

One of our problems in maintaining this emphasis is to free ourselves from the attractiveness of the instruments we use. Microphones and cameras are fun to work with; what is more, sooner or later most of us must personally learn to operate them. For a period during World War II, I had to man the main control room at KUOM several hours each week, although I am no engineer, and I have produced many broadcasts, although production has never been one of my primary responsibilities.

Have you ever noticed how educators and subject matter experts often are intrigued with the mechanics of broadcasting? It is not at all unusual to find educators, with no knowledge whatsoever of technical procedures, spending more time talking about the sound pick up, lighting, picture quality and visuals on programs than about their basic educational values.

But despite the challenging technical problems that confront us, we have come more and more to realize that microphones, cameras and programs are only the means to the end, and not the end itself. We broadcast to provide educational services for our listeners and viewers, not just for the sake of broadcasting. That is the reason NAEB conventions now feature more talks by educational leaders and fewer roundtables on techniques. This also explains the increased interest of our members in the overall educational process. NAEB "oldtimers" are doing more general reading and accumulating more degrees. New staff members frequently have backgrounds in the humanities and education, as well as in announcing, writing and production.

At the same time that we are extending our educational horizons, it is encouraging to note that teachers and educational administrators are gradually developing greater regard for the broadcasting process. Many—perhaps most—of them do not yet appreciate how many types of knowledge and skill besides our own are involved in educational radio and television. The planning and production team at a minimum must include administrators, content authorities, teachers, producers, research workers and engineers. But progress is being made. On the national front, NAEB contributes through its work-

shops, seminars and conventions. Locally, our individual members are developing themselves as educators, while always advancing their proficiency in broadcasting techniques. Taken together, all this is leading to better understanding among the several groups involved in educational broadcasting.

## MEMO FROM THE EXECUTIVE DIRECTOR

—HARRY SKORNIA

The NAEB is a pretty amazing organization. Within our ranks we have TV and radio; closed circuit and open-circuit; school, college and university stations; production centers, individuals, and on and on.

We also are a busy organization. I am amazed at the number of projects we sometimes have going on at the same time. For instance right now we have in the planning stage:

A Children's Program Seminar (which will be over by the time you receive this)

A Video Recording Workshop

A Utilization and Teachers' Workshop and Seminar

An ETV Managers' Seminar  
IERT Sessions

A Washington meeting with various related groups.

Coming in daily are applications for any of another half dozen projects for which applications and screening are necessary:

The Workshops and Seminars mentioned above  
Workshop Grants-in-Aid

Radio Program Grants-in-Aid

Scholarships

Other deadlines, such as for Research Grants-in-Aid, and meetings, such as the Region VI meeting and the Research Seminar, are now past for this year, of course.

These are mentioned so you will not be surprised if no one of us has time to read all the applications. With all the reports, correspondence, and other pressures, there simply isn't time. You'll also understand why applications have to be sent with the proper number of copies. If we began to make copies here for distribution to the far-flung committee and sub-committee members who make the selections, it could easily run to hundreds of copies.

In addition to this, I will personally have been out of the office on NAEB business twenty-nine days during the first three months of 1958. Harold Hill

and Cecil Bidlack have also been on the road a good deal for meetings at which they best represent the NAEB. This helps explain why, particularly at such a time, you may not necessarily receive a reply from the person you address.

None of this is by way of complaint. I think it proves that we're growing. Certainly all of us, including president, committee chairmen, officers and directors, are very busy.

We think all this is a good sign. We hope you agree and understand.

## NETWORK NEWS

—BOB UNDERWOOD

During the past few weeks we have offered and sent quite a few special programs to member stations. Foremost among these programs was a reading of Dr. Albert Schweitzer's "Declaration of Conscience." (To my knowledge we are the only American network to make this Declaration available to its listeners, and I think we should be proud of this fact.)

Some of these special programs are made available to us by member stations; however, the vast majority of them come from independent producers who either have access to certain individuals who would not otherwise appear on the air or who have produced programs which the commercial stations either can not or will not carry. We feel that the programs we offered to you were appropriate material for educational stations.

In connection with these special programs the only request we make is that stations broadcasting them so inform us. We assume that stations ordering a given special program will broadcast it; however, when a program of great importance and general interest (like the Schweitzer program) comes along, we send it to all network stations without going through the routine of offering and ordering. It is the broadcasting of this type of special program with which we are concerned.

Consider the Schweitzer program: when the announcement about its distribution went out, it carried a simple form stating that Station So-and-So broadcast the program. Stations which did broadcast the program were requested to return the form. Now, over two weeks later, the number of forms returned is negligible.

If we are to continue offering special programs of this nature we must have some evidence that they

are being broadcast and heard throughout the country. It is imperative that we have something concrete to show the producers so that they will continue to make their programs available to us; and we ourselves must determine if the time and tape utilized in distributing these programs is worth the effort.

Time and time again we have been approached by members requesting that the network make every effort to obtain programs of special interest to listeners to educational stations. We are happy to do this, and we have succeeded in obtaining such programs. However, we cannot continue to obtain such programs unless you are going to broadcast them and *inform* us of your actions. May we have your cooperation? If you broadcast or intend to broadcast the Schweitzer Declaration please let us know by returning the form we supplied. Thank you.

## PUBLICITY AND PUBLIC RELATIONS

—WILLIAM BENDER, JR.

*WUOM, University of Michigan*

One critical phase in any publicity operation comes after your research is finished, your information is all organized and your story is written. Now, who can you get to print it? How far will it go?

Each additional outlet you find for a given story has the same functional effect as researching, organizing and writing an entirely new story. Hence the problem of distribution—or "mileage"—takes on considerable importance.

Most broadcasting stories peter out after distribution to local newspapers. A few are pushed along to out-of-town papers and to publications like *Broadcasting-Telecasting*, *Variety*, *TV-Guide*, *Radio-TV Daily* and our own *NAEB Newsletter*. Occasionally, there will be one worth sending to the wire services for regional, state or national distribution.

Your story might find a home in campus publications, too: the yearbook, student paper, alumni magazine or faculty newsletter. In larger colleges and universities, a flurry of special publications originate in the various schools and departments. Often the editors welcome items about the broadcasting work of their faculty and students.

One of the most challenging and richly rewarding outlets for your stories may be found in the field of trade journals.

The September 1957 issue of *Pride*, published by ACPRA, had a stimulating article on this subject.

Pointing to the two-thousand-plus trade journals in the USA, author Vic Danilov concluded that "Almost every story . . . is a potential item for some special publication."

Trade magazines are more varied than radio-TV programs, and that's saying a bit. They cover agriculture, business, foreign affairs, professions, scholarship and technical fields beyond belief. (Example: if your transmitter catches fire, one group of magazines is interested in how you put out the blaze; half of these are devoted to volunteer fire-fighting operations, the rest to full-time professional firemen.)

Trade journal readers, explains Danilov, are a breed apart for the publicity man. "They read nearly all the advertising and editorial copy, and they file—rather than discard—each issue."

Some of the major references to the trade press are: *N. W. Ayer's Directory, The Writer's Market* (annual), and *The Working Press-Magazines*.

## FUND FOR ADULT EDUCATION ANNOUNCES FELLOWSHIP AWARDS

Fellowships totaling \$205,000 were recently awarded to 40 broadcasters, educators, and newspapermen by the Fund for Adult Education, enabling them to study for up to one year at institutions and agencies of their choice.

The Fund is an independent organization established in 1951 by the Ford Foundation. In 1956 grants were opened to include newsmen, radio and TV personnel, and university faculty members teaching in mass media. According to C. Scott Fletcher, president of the Fund, this extension of the program to the mass media now encompasses 50 per cent of the annual grants program.

Recipients of the awards were determined by a National Selection Committee. Among those serving on the committee were Howard Johnson, executive director of KRMA, Denver; Edward Stanley, director of public affairs at NBC; and Ralph Steetle, executive director of the Joint Council on ETV.

Those who received fellowships in mass media included: Colin D. Edwards, news broadcaster and documentary producer for KPFA, CBS, ABC and NZBS; Sam L. Becker, director of the division of Television-Radio-Film, State University of Iowa; Ethelbert A. Hungerford, director of operations at META; and John S. Clayton, production director, Department of Radio, TV and Motion Pictures, University of North Carolina.

Other mass media recipients included: James W. Sanders, radio-TV instructor at Alabama Polytechnic Institute; Richard E. Mansfield, Jr., staff producer-director, WTTW-TV; Mrs. Doris Karasov, volunteer community leader; Wayne M. Carle, journalism instructor at Brigham Young University; and Miss Dorothy E. Miniace, radio-TV coordinator for University of Wisconsin.

## EDUCATIONAL BROADCASTING MOURNS DEATH OF TWO

We deeply regret the deaths of two men who were active in educational broadcasting. Wallace Garneau, a long-time member of NAEB, died of cancer the last week of February. He was director of educational radio station WMRC at Western Michigan University, Kalamazoo.

Mitchell Gerbick, 39, of Gary, Ind., died March 2 after a lingering illness. Mr. Gerbick was a member of the faculty at the Purdue University Calumet Center in Hammond. He previously taught in the Gary Public Schools and in 1953 was named the school system's manager of the educational radio station at Lew Wallace High School.

## NEW YORK LEGISLATURE APPROVES ETV PLAN

The New York state legislature recently approved a plan for financing the state's first full-scale ETV project through the facilities of station WOR-TV in New York City. The station last month agreed to make its daytime facilities available to the state Board of Regents for educational telecasting starting Sept. 1.

Under the proposed plan, WOR-TV will be utilized as an educational station from 9 a.m. until 5 p.m. on weekdays and from 9 a.m. to noon on Saturdays. At other times the station will continue to operate as a commercial outlet. The state education department will direct the ETV programs, designed both for classroom and the general public.

With approval of the plan, it was estimated that the first year of programming will cost almost \$370,000. Thomas F. O'Neil, president of RKO Tele-radio, which owns the station, and Jacob L. Holtzman, chairman of the Regents' television committee, said that WOR-TV agreed to make no charge for time used but that the state would pay operating costs.

## NAEB SEMINARS PLANNED

Plans are currently progressing for two forthcoming NAEB seminars to be held in the summer. The Seminar on Instructional Uses of Television and Radio is set for July 21-25 at Allerton House, the University of Illinois Conference Center. Following this, in August, the Television Management Seminar will be held at the University of Wisconsin.

Announcements giving complete information on these seminars will soon be sent to NAEB member stations. Further details will also appear in future issues of the *Newsletter*.

## ETV DIRECTORS PREDICT NATIONAL NETWORK

Directors of the nation's non-commercial ETV stations predict that a national live network will be in existence by 1968, according to a report released by the ETRC and its affiliated stations. The report, based on last month's meeting of the Center's affiliates, foresees a total of 100 stations linked together to serve 80 per cent of the country's population.

Distribution of programs by live networks will be started first on the state level, as they are now in Alabama, then through regional networks and in 10 years, by a live national network. To help meet the increasing demands at all levels of education, the ETV directors envision longer on-the-air schedules for educational stations, more remote broadcasting, the use of color, and improved programming made possible by larger and better trained staffs.

The managers regard the purpose of their total service as being basically the same as the objective of education in general, but implementing it to give all people in a given area the educational and cultural values formerly communicated only to a few.

## NBC RENEWS ETV SERIES

NBC joined the ETRC last month in a third cooperative venture in national network programming for educational TV stations. Three live series, telecast in New York, started March 24, and will continue for 13 weeks. The weekly series programs, which are sent to the nation's interconnected ETV outlets, are concerned with the subjects of American jazz, American foreign policy, and medical and scientific research.

Monday evenings, educational TV enters a research laboratory at New York University's Medical

Center for the series titled "Decision for Research." This program, designed to interest more young people in research fields, examines medical and biological research in its methods, aims, achievements, and rewards.

Erwin D. Canham, editor of the *Christian Science Monitor*, is host on "Briefing Session," a Tuesday evening series which deals with American foreign policy. Manning a panel with him are political scientist Robert Straus-Hupe and radio-TV commentator Merrill Mueller. Guests from the fields of journalism and government help to review the current status of foreign policy and present varying points of view.

"The Subject is Jazz" on Wednesday, with host Gilbert Seldes, author of "The Seven Lively Arts." This series traces the history and development of American jazz, featuring guest appearances by jazz authorities from professional and academic fields. Each week a combo demonstrates the various kinds of jazz.

In addition to the three live series, NBC and ETRC present a group of filmed programs. "Report from America," which reports on various aspects of American life, had previously been broadcast only in foreign countries.

The ETV project is conducted jointly by NBC's public service programs department, directed by Edward Stanley, and the Center's program department, whose representative is Edward Cohen.

## SENATE HEARINGS ON FUNDS FOR ETV

Sen. Warren Magnuson (D-Wash.) has planned hearings on educational television for his Senate Commerce Committee soon after Congress returns from Easter recess, according to a report in the March 17 *Broadcasting*. The hearings in part will deal with Magnuson's own bill (S 1759) to provide up to \$1 million to each state for ETV.

Sen. Magnuson has proposed this bill, feeling that educational TV has not been overly successful because state legislators and educational groups failed to provide funds.

### BOX SCORE

Total AM Stations	- 3222	(includes 38 non-commercial)
Total FM Stations	- 697	(includes 157 non-commercial)
Total TV Stations	- 583	(includes 31 non-commercial)

## ANNIVERSARIES OBSERVED

Radio station WBGO, Newark, N. J., will observe its tenth anniversary in educational broadcasting with a special program on April 16. Board of Education President Morris Fuchs asks that NAEB members send congratulatory messages to be read on the special program observance featuring Gov. Robert B. Meyner as guest speaker. Communications may be addressed to Fuchs in care of WBGO.

\* \* \* \* \*

A two-hour program was broadcast March 24 by radio station KBPS, Portland, Ore., in a special observance of its 35th birthday. The program, produced by Fred Warner, featured guests from the city, schools and community to celebrate the station's start in educational broadcasting.

## HOUSE PASSES IMPORT BILL

The House of Representatives passed a bill Feb. 27 that should prove beneficial to educational broadcasting. Known as the Eberharter Bill, it will permit the importation of tapes and recordings without duty when they are used for educational purposes.

According to NAEB attorney Leonard H. Marks of Cohn and Marks, it is hoped that the Senate will be able to consider the bill this season so that it may become effective immediately.

## WASHINGTON U. GIVES CIVIC EDUCATION BY TV

Washington University last month established a Civic Education Center to help increase understanding and disseminate information about metropolitan problems, partially by means of an informal, non-credit TV program.

The center will develop television broadcasts for groups of people situated at "viewing posts" throughout metropolitan St. Louis. The first of its kind, it will be a pilot project for the entire country in the effective use of TV for adult civic education.

Eugene I. Johnson, director of civic education and TV activities at the university, has been named director of the center, which will function with an all-university advisory committee. The center will seek to develop new techniques for spreading knowledge about modern urban problems in areas of economy, governmental structure, history, culture and the move to suburbs.

The idea of audience participation by means of

organized "viewing posts" was introduced to the St. Louis area for the first time this fall with a series of nine TV programs over KETC. Issues raised during the half-hour program were discussed by people gathered in groups of six to sixteen at "viewing posts" throughout the metropolitan area.

## NEW ITHACA ETV USES CABLE SYSTEM

Ithaca (N. Y.) College opened its new WICB-TV studios and started its broadcasting schedule last month with programs distributed over a local coaxial cable system. The community cable serves approximately 15,000 viewers in homes and business places of the area. ETV programs are offered from 8 to 9 p.m. Monday through Friday when the college is in session.

The operation of WICB-TV marks the first local origination of television programs in the Ithaca area on a regular basis. Prof. Royal D. Colle, chairman of the television-radio department, said the schedule has been designed to present information and entertainment programs which will supplement the offerings of commercial stations, and to serve as an outlet for community expression.

WICB also opened its FM studios to provide the college with modern equipment in both radio and TV. Students use the studios in closed-circuit class work and assist in producing programs.

### WE BEG YOUR PARDON!

The program series described in the February *Newsletter* on page 2 had one word of its title omitted. It should be corrected to read, "Man Is Not a Thing."

## NEWS OF MEMBERS

### GENERAL

▶ Station WKAR-TV of Michigan State University has been presented a certificate of recognition by the Ingham County (Lansing) Medical Society. The award, made during the WKAR-TV program "Medical Forum," cites the university station for "an outstanding contribution to public knowledge in the field of medicine." "Medical Forum" is produced in cooperation with the medical society and other Michigan health groups and organizations.

▶ Results of a survey conducted by the Alabama ETV Commission indicate that there are 455 televi-

sion sets in the state's public schools primarily used for viewing in-school Alabama ETV network telecasts. In comparison to last year's survey, a significant trend towards an increased addition of ETV to classroom teaching is noted, with the largest degree of in-school TV being used in high schools and the elementary grades than in junior high schools.

The majority of schools have one TV set, reports the Commission, but eight schools are registered having five or more sets. In some rural areas where a school wants ETV in its course of study but are without a set, specific classes visit a neighboring home to follow TV lessons.

In issuing the survey, Alabama ETV Commission Manager Raymond Hurlbert called attention to the speed of development and acceptance of the network. The system, which is barely three years old, has organized its network of three stations and has extended its in-school telecasts to a total of 25 hours per week.

#### PROGRAMS

▶ Production has recently been completed by WSFU-FM, Tallahassee, on seven half-hour programs documenting the question: What are our prisons for? The new series, "Prison Document," explores the country's penitentiaries for current attitudes and practices in state penal institutions.

The programs concern the historical development of prisons, the mechanics of day-to-day life in prison, and reforms made in the system in areas of rehabilitation and discipline. The series was produced under an ETRC-NAEB grant and is distributed by NAEB.

▶ A series describing the growth and effect of nationalist spirit in Africa, Eastern Europe and the Orient features actual recordings of Nikolay Lenin, Indonesian President Sukarno and Ramon Magsaysay. Titled "One Nation Indivisible," the 13-program series has been in production for a full year at the University of Michigan Broadcasting Service.

Opening broadcasts were given last month on WUOM, Ann Arbor, and WFUM, Flint. The programs utilize on-the-spot recordings from several foreign broadcasting services and dramatize sequences of events in the development of nationalism.

The series will be distributed this month by the NAEB network. Programs were written by Edwin G. Burrows, assistant director of the U-M Broadcasting Service, and directed by William Stegath under a grant-in-aid of the ETRC and NAEB.

▶ The structure of twentieth century thought as it applies to man in religion, literature, politics, science,

and economics, is the theme of a new TV series called "Dialogue," produced by META and Columbia University for the ETRC. The program is designed to examine the "modern turn of mind" as it appears in intellectual patterns of modern civilization.

The first segment of the series went into production March 18, giving three half-hour dialogues on *The Literary Man* by outstanding faculty members of Columbia University. Subsequent portions of the series will feature similar dialogues on man and his relationship to the other topics.

▶ New Yorkers possibly saw the *first* televised course in the Russian language on WRGB, but viewers of WTVS in Detroit were running a close second. WRGB initiated its series on the morning of Feb. 4, with WTVS beginning its evening 20-week Russian survey on the same day.

The Wayne State University series on WTVS features Dr. Harry Josselson, head of the university's Slavic Department, for instruction in Russian. Each program is divided into three parts—a general description of the Soviet and its culture, lessons on the structure of the Russian language, and phrases dealing with daily life in the country.

The series is aimed at stimulating enough interest in Russian so that the average person might continue with a more intensive study of the language. Dr. Josselson says, "I am convinced we can teach Americans Russian as well as they can teach Russians English."

▶ "The Count Down," a special half-hour documentary on disarmament, has been produced by United Nations Television for the affiliated stations of the ETRC. The program traces the devastation and horror of World Wars I and II through authentic films of bombings and battles.

Actor-director Peter Ustinov narrates the program, weighing various plans and proposals by East and West for disarmament. Heated UN meetings on the subject and debates by representatives from both sides of the Iron Curtain are shown. The program includes in its scope discussion of the arms race among nations including information on late advances in missiles and satellites.

▶ The first weekly program of a WGBH-TV series, "Camera on the Commonwealth," featured Gov. Foster Furcolo in a visit to his office. The Boston station started its new 12-week series March 18 with Assoc. Prof. George D. Blackwood of Boston University as host.

In succeeding weeks other state officials and personnel will describe their jobs to viewers and show how the state government functions. The series will

stress the historical and legal background of the various offices, with the final program offering a panel discussion on the "Citizen and His Government."

#### PERSONNEL

► Edwin Cohen joins the ETRC staff this month as an associate for program development in the New York area. He was formerly supervisor of National Educational Television Film Service and a Center associate for audio-visuals. Cohen's one-year appointment comes during the Center's current number of projects planned in cooperation with NBC-TV and other organizations.

► The Broadcasting Foundation of America recently elected Henry Morgenthau III to its board of directors. Morgenthau is TV Projects Manager at WGBH-TV, Boston. The main purpose of the BFA is to develop conversation between different nations by means of radio and television programs.

► Lloyd S. Michael, superintendent of Evanston, (Ill.) Township High School, has joined the ETRC board of directors. In this capacity he will help decide policy of the organization.

► Samuel T. Cooper of Hayneville, Ala. has been selected as assistant to Dr. E. L. Williams, coordinator of Alabama's special in-school TV project. For the past eight years, Cooper has taught in the Alabama public school system. The project that he will work on is financed by a state grant from a fund for the advancement of education, but control and operation of the project is entirely in the hands of a committee of Alabama educational leaders.

## TV TECHNICAL TIPS

—CECIL S. BIDLACK

The first week in March I spent at Redwood City, Calif. Here I had the opportunity to take the five-day factory training course covering the operation and maintenance of the Ampex Videotape Recorder. Three days were devoted to the study of schematics and block diagrams of the various chassis employed in recording the video and audio signals of a TV program on magnetic tape. For the last two days of the course, the students go through the setup procedure as outlined in the comprehensive instruction manual furnished with each recorder.

The Ampex Videotape Recorder consists of two standard racks of electronic equipment and the console, which contains the transport mechanism and other electronics. All rack and console wiring is completed at the factory. In fact, the racks are bolted together and shipped that way. Each recorder is placed in operation and given a final test at the factory to see that it meets operating specifications before shipment. When the equipment arrives at its destination and is uncrated, installation consists of hooking it up to the 60-cycle AC power circuits, making video connections and the rack-to-console wiring. This latter wiring is a very simple job with only three interconnecting cables involved, two of which terminate in factory-mounted spade type terminal strips which connect to appropriate terminals in the end of the console. The third cable contains ten coaxial cables which require soldered connections to the proper console terminal. Once these connections are made, you are ready to begin the initial check-out procedure which is detailed step by step in the instructional manual.

For proper set-up and maintenance, a dual trace is required on the test oscilloscope. Ampex recommends a Tektronix Model 541 with a dual input pre-amplifier and also a high gain pre-amplifier unit for certain other tests. A reference tape for initial tests is supplied with each unit as well as a micrometer depth gauge for measuring head protrusion from the rotating drum. A standard test tape is being developed which will be supplied with all machines. Degaussing is accomplished at present with the conventional bulk type unit now used for erasing audio tapes, since the recorder has no erase head. An accessory unit is now being developed which will make degaussing an automatic process for consistent erasure.

The recording tape has been vastly improved over

### DIRECTORY CHANGES

- |       |                |  |
|-------|----------------|--|
| P. 8  |                | (under KANU-FM)  |
|       | <b>Add:</b>    | 10 kw  |
| P. 13 |                | (under WUNC-FM)  |
|       | <b>Add:</b>    | John Young, Dir.   |
|       | <b>Delete:</b> | Donald Knoepfler, Mgr.   |
| P. 30 | <b>Delete:</b> | George A. Pettitt<br>Ass't to Pres.<br>225 Administration Bldg.  |
|       | <b>Add:</b>    | Dr. Paul H. Sheats<br>Extension Division<br>2441 Bancroft Way  |
| P. 31 | <b>Add:</b>    | Detroit Public Library<br>Mr. Kenneth King, Coordinator<br>Community & Group Services<br>5201 Woodward Avenue<br>Detroit 2, Michigan |
| P. 35 | <b>Delete:</b> | University of Texas<br>Bureau of Research in<br>Education by Radio-TV<br>Austin, Texas<br>GR 6-9593                                  |

that originally used. At one time rejections sometimes ran over 90 per cent of the tape supplied to the user. At present there is only one method of testing the tape and that is by recording a video signal and playing it back. This practice is recommended when a new reel of tape is received. We used one reel of tape for tests during the week, erasing it manually when the occasion demanded. I saw no evidence of drop-outs, which were once the major defect making the tape unfit for use.

To enable the tape to be spliced, an "edit" pulse is laid down along the bottom edge of the tape over the control track. These pulses are "developed" by applying a carbonyl iron powder suspended in a volatile fluid to the coated side of the tape. This solution dries rapidly and the tape is cut by the use of a razor blade, a straight edge and a splicing jig furnished with the machine. The cut is made parallel with the "swipe" of the head across the tape and on the edit pulse. The edit pulses are timed so that the splice comes during vertical blanking to eliminate picture roll over or noise due to the splice. The present splicing jig is but a milled plate to align the tape so that the cut may be made at the proper angle. We saw an engineering model of a splicer which will be of considerable advantage, where splicing and editing is required. Since the head tips, when new, protrude less than four mils from the drum, a special splicing tape must be used which is very thin. It also must be applied to the back of the tape without wrinkles since the tolerance between the tape guide and drum is but a few thousandths of an inch.

At the time of our visit to Redwood City, over fifty video tape recorders had been produced and the machines were coming out of final test at a rate of one per day. Ampex expects to have its initial production run completed and in the hands of users well in advance of the advent of Daylight Saving Time April 27. Training classes consist of no more than ten students. Ours had an international flavor, with a representative of Siemens-Halske, a German firm which will handle export distribution, an engineer from a Havana station, and representatives from TV stations in Boston, New York, San Antonio, Lubbock, Tex., and Los Angeles, besides the writer. We believe it was time well spent. Our only regret is that we will not be able to put the training obtained to immediate use in educational television.

\* \* \* \* \*

The February 1958 *RCA Broadcast News* contains a comprehensive twenty-six-page article on WUNC-TV at Chapel Hill, N. C. It is profusely illustrated and has diagrams of the microwave relay system used

to connect the studios in Raleigh, Greensboro and Chapel Hill to the transmitter near the latter studio. Audio and video block diagrams are included as well as the video schematic which is common to all studios.

The same issue of *Broadcast News* contains a brief article by A. H. Lind and a block diagram showing how a color television signal is processed for recording on a video tape recorder.

\* \* \* \* \*

We see by *Radio-TV Daily* that WOSU-TV has recently put into service two complete remote units (a total of four cameras) to telecast special events. It is also expected that these units will be used for instructional purposes, either by closed circuit or broadcast on the Ohio State University station WOSU-TV. All of which brings up a point we've been wanting to mention for some time.

It would be nice to hear from our readers occasionally and also to be included when publicity releases are sent to the press regarding new equipment or other technical improvements. We'd like to know, too, whether anyone besides Ralph Townsley at Purdue has purchased any of the used image orthicons from NBC which we announced in a December mailing and also in the January *Newsletter*. Purdue liked the first four 5820's they received so well, they immediately ordered four more. We do appreciate the notes some of you have written but we'd like to hear from more of you. With 31 EFTV stations now on the air it's difficult to make frequent visits, so drop us a line to tell us of the progress you're making and pass along any items you think would interest others.

\* \* \* \* \*

The FCC is proposing to add a new section to Part 4 of its rules and regulations to provide for licensing low powered auxiliary transmitters used to transmit cues and orders to production personnel and participants of broadcast programs. The proposed rules provide for operation in the 26.10 - 26.48 MC and 450 - 451 MC bands.

Plate power input to the final  $\pi$  amplifier is limited to one watt. No operator's license is required of the person actually using these low powered units, provided that a licensed operator is on duty at the place of operation. A Radiotelephone first or second class operator license is required when any adjustments or changes are made which would affect the proper operation of the transmitting units. Call letters will not be assigned, however adequate records must be kept of the periods and place of operation. Comments on this proposal, Docket No. 11696, are due April 15, 1958, with reply comments due ten days later.

## SCHOLARSHIPS AND SUMMER STUDY

The *Fund for Adult Education* is offering approximately 20 grants for study and training to individuals associated with mass communications. An independent organization established by the Ford Foundation, the Fund is used to broaden and better the contribution of the mass media to liberal education for adults. Each grant will be in an amount determined by the Fund to be adequate for the recipient to accomplish, within one year, any program of study and/or practical experience which he deems appropriate for his own improvement. Deadline for application is set for Oct. 15. Details of this program may be obtained by writing to Leadership Training Awards (Mass Media), The Fund for Adult Education, 200 Bloomington Road, White Plains, N. Y.

\* \* \* \* \*

A summer *Symposium in Color Television* at Northwestern University is slated concurrently with the University summer session, June 23 to August 2. It will be presented in cooperation with NBC and its Chicago station, WNBQ, and offers three quarters of credit. Designed to orient TV station staffs and students to the special problems of broadcasting in color, the symposium will feature directors and supervisors and color specialists for discussion of these problems. Coordinators of the symposium are Assoc. Prof. Charles F. Hunter of Northwestern and Mrs. Betty Ross West from WNBQ.

\* \* \* \* \*

*NBC Internships* are also offered this summer by Northwestern's Department of Radio, Television, and Film, NBC and station WNBQ. A limited number of interns will spend six weeks rotating through the operational divisions of programming and production, and will participate in discussion sessions with the station's administrative personnel.

The *H. V. Kaltenborn Radio Scholarship* of \$600 for the academic year is open to any student of junior standing attending or entering the University of Wisconsin in 1958-59, with an interest in some phase of radio broadcasting, especially in news and news analysis. Deadline for applications is set at May 1. Inquiries should be addressed to Prof. H. L. Ewbank, in care of the university's Department of Speech.

\* \* \* \* \*

More than 25,000 scholarships for foreign study are listed in the new 1958 *Handbook on International*

*Study*, recently published by the Institute of International Education. This is a complete guide on international education with information on specific fields of study desired, in addition to the listing of awards and grants of more than 250 different scholarship programs. The Handbook is \$3.00 and may be obtained from the Institute at 1 East 67th Street in New York City.

### PLACEMENT SUPPLEMENT

- April 1 — Producer-director with three years experience in ETV and commercial stations would like a position with an educational TV station. Extensive background covers directing, producing, writing, work as on-camera talent and in film and set design. Male, 33, single. Prefers city over 200,000 or university town. \$5,800-7,000.
- April 2 — Twenty-three-year-old English woman, single, M.A. candidate, seeks any position in educational broadcasting, preferably starting in September. Experience includes journalism and teaching both in an English school and American university, audience research work with the B. B.C. Licensed teacher. Location and salary open.
- April 3 — Male, married, 32, August candidate for Ph.D., presently teaching university television courses, desires university position teaching TV production and direction, preferably with the opportunity to work on station staff. Experienced in all phases of production; has done all kinds of programming. Will locate anywhere but South, except Florida. \$5,200 for nine months.
- April 4 — Young man, 22, married, draft-exempt, with M.S., desires immediate position as producer-director or in production department of ETV station. Has had extensive experience at one of nation's finest ETV stations in directing and camera work; radio background includes announcing and production. Location open. \$4,500.
- April 5 — Experienced producer-director of radio, TV, and theatre seeks summer workshop or year-round position in educational broadcasting. Fifteen-year background covers work in all phases of production, includes network program directing experience and various executive or managerial positions. Male, single, 39, M.A. Location and salary open.
- April 6 — Successfully employed TV producer-director at metropolitan network affiliated station desires university situation teaching radio-TV and doing actual production work. Eight years professional background; good knowledge of all types of music; strong on documentaries. Male, single, 36, M.A. Prefers southwest location but will consider others. \$7,000-8,000.
- April 7 — Executive producer-director with solid backlog of commercial radio-TV credits wants to put his experience to work for educational purposes. Diversified background includes music consultation, script writing and editing, talent selection and supervision, budgeting, and hiring, training and supervising employees. Male, 54, single. Prefers San Francisco area but will consider others. \$8,000-12,000.
- April 8 — News and special events director seeks teaching or staff position in ETV. Has five years experience in foreign broadcasting; wrote and produced for NAEB; now produces and conducts public affairs interview ETV program. Will cover World's Fair this summer. Male, single, 34, M.A. Prefers New England, South, or Pacific Northwest. \$6,000-7,000.

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.