



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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FEBRUARY, 1963

1963 NAEB Committees Announced

Enclosed with this *Newsletter* is an insert naming the various NAEB committees and their members for 1963. Although most chairmen will be contacting their committee members shortly, this announcement in the *Newsletter* is the only official notification of appointment members will receive.

Three new committees have been named for this year: *ETV Commissions Committee*—made up of representatives from state ETV commissions, to serve as liaison between NAEB and state commissions.

Planning Committee—a Board committee, to assume the functions of the old Development Committee, which was dropped this year because of the opinion that such functions could be better performed by a Board committee.

Instructional Radio Committee—analogous to the Instructional TV Committee.

There are 200 people serving on the 22 committees, with 27 appointees who did not serve on a committee last year.

In addition to the Development Committee, three others were dropped this year: Grants-in-Aid, because grants are not being awarded at present, and when they are, an ad hoc committee will be named; Live Network Committee, to await developments of EEN and the proposed network of the Big Ten area; History and Archives, because the task of assembling educational broadcasting materials is virtually impossible for a committee and it is hoped that the NAEB Office of Research and Development will be able to undertake this.

NAEB Board Chairmen Elected

Richard B. Hull, Region III TV representative, has been re-elected chairman of the NAEB Board. Ken Kager, Region VI radio representative, has been re-elected chairman of the Radio Board, and Dr. John Schwarzwald, Region IV TV representative, has been elected chairman of the TV Board.

Austin Selected

The 1964 NAEB convention will be in Austin, Texas. This is in line with the recommendation of the Permanent Convention Committee presented at the Philadelphia convention last fall.

Radio Stations May Air "Meet the Professor"

Educational radio stations in certain locations may obtain permission to broadcast the 26-program series *Meet the Professor*, currently appearing on many ABC radio and TV stations. Educational stations in coverage areas where the series is not being broadcast by an ABC affiliate may obtain a letter from the ABC affiliate stating that it does not plan to air the series. This letter, along with a request to broadcast the series on educational radio, should be sent to Wiley Hance, Manager, Public Affairs, ABC, 7 West 60th St., New York 23. *Meet the Professor* is produced by the Public Affairs Department of ABC News in cooperation with the Association for Higher Education, NEA.

NAEB To Install ETV in Samoa

On December 22, 1962, the NAEB signed a contract with the Government of American Samoa whereby the Association agreed "to perform certain engineering, technical installation, general supervision and training . . ." in connection with the installation of educational television in American Samoa.

In brief, the contract calls for the NAEB to design, supervise, procure and install a three-channel (later to be expanded to six) ETV system for the schools of American Samoa, and recruit and train technical and instructional personnel to operate the system. Since the contract called for work to commence within 30 days of signing, an exploratory trip by key personnel was made in mid-January.

1963 NAEB Convention Dates

March 17-19—Region III meeting, at the new Kellogg Center at the University of Chicago.

March 29-30—Region II meeting, Tampa.

November 17-20—National convention, Hotel Schroeder, Milwaukee.

NAEB Study Lists 2,583 UHF Assignments

Last month the NAEB submitted its report to the USOE on the study which used electronic digital computer methods to calculate the most efficient and usable distribution of available TV channels across the nation. This study was done under a contract signed with the USOE last June.

At the time the study was undertaken, it was hoped that the final distribution would add more than 1,000 channel allocations to the table without disturbing previous assignments. Actually, the study located 1,018 additional channels. Beyond this, as an experiment in saturation, the computer selected another 715 channels—thus providing the ultimate figure of 3,298 as reported in the *Washington Report* and elsewhere.

During the study, information about the precise location of the community, the size of the urban area, the current channel assignments, all FCC rules and regulations governing the assignments, the relative size of the area, and its educational priority was fed into the computer. These data are stored on tape and can be retrieved at any time for further studies.

IERT to Meet Later This Year

June 12-14, 1963, are the dates for the 33rd annual Institute for Education by Radio-Television at Columbus, Ohio. Theme and program are to be announced soon.

In order to be eligible for the awards, films and tapes of educational programs must be delivered to IERT headquarters by February 15.

Ray J. Stanley has been named acting director of the IERT; I. Keith Tyler, currently on leave in Egypt, will continue in an advisory capacity.

● The USOE has announced the probable availability this spring of "Audiovisual Materials in Public Schools and Factors Influencing Their Use," the report of a national survey conducted under contract by the Bureau of Social Science Research.

● Tips on the use of splicing tape and marking pens are given in the second issue of "Video Tape Playback," a 3M quarterly informational bulletin. Free single copies from Dept. E2-540, 3M Company, 2501 Hudson Road, St. Paul 19, Minnesota.

● Chases' Calendar of Annual Events is available at \$1 each from the Apple Tree Press, 2322 Mallery St., Flint 4, Michigan. Listed is the name, purpose and inclusive dates of each of over 1,000 special events.

New NAEbers

ASSOCIATE

University of Denver, Denver, Colorado.

INDIVIDUALS

Stephen A. All, Flint, Michigan; Edward S. A. Altieri, Providence, Rhode Island; Hayes L. Anderson, East Lansing, Michigan; Vicki Anderson, Fort Worth; Furman S. Baldwin, Kenmore, New York; John Balmer, West Hartford, Connecticut; Dr. V. Faustim Bazilauskas, Verona, New Jersey; Gene Bruck, New York; Wendell P. Butler, Frankfort, Kentucky; Lee E. Campion, Albany, New York; Jay B. Dansie, Layton, Utah; Marvin N. Diskin, Ann Arbor; Mary L. Duncan, Fort Worth; Walter Eakins, Fort Worth; Barto Farrar, Fort Worth; Ralph L. Feather, Wichita Falls, Texas; Laurence S. Flaum, Madison, South Dakota; Wendell C. Ford, Tempe, Arizona; H. Bruce Fowler, Milwaukee; Boris Frank, New York; W. T. Gillman, Atlanta; David E. Hennessy, Bloomington, Indiana; Milton Horowitz, Brooklyn; Sandra Hybels, Philadelphia; Ray M. John, Fort Worth; Frank K. Kelly, Santa Barbara, California; Sue A. Kempfer, Carbondale, Illinois; John Paul Kimzey, Fort Worth; Philip J. Lane, Jr., Lawrence, Kansas; Jon Lawson, Fort Worth; Barcine Lester, Fort Worth; Craig Libby, Fort Worth; Mrs. Edith M. McNabb, Decatur, Illinois; Hugh W. McNeese, LaHabra, California; Lionel J. Monagas, Philadelphia; Scranon A. Mouton, Jr., New Orleans; Kenneth P. Murr, State College, Pennsylvania; Dr. Chandos Reid, Pontiac, Michigan; Charles F. Riley, Washington; Rosalind Roulston, Greenville, North Carolina; James Russell Rueff, Richmond, Kentucky; Paul E. Salisbury, Northeast Harbor, Maine; Harold C. Shaver, Syracuse; Walter Skolnik, New York; Lawrence M. C. Smith, Philadelphia; Terry R. Spearen, Bangor, Maine; Alton R. Stine, Holt, Michigan; Russell I. Thackrey, Washington; Diane Tomlinson, Fort Worth; Esther Waldman, Chicago; Mrs. Charlotte A. Woodside, Pittsburgh.

First Peace Corps ETV to Be Aired in Fall

Final shape of Peace Corps' ETV project for Colombia (see July 1962 *NAEB Newsletter*) includes a new element any local manager would envy: a staff of 50 Peace Corps volunteers, teamed up with as many picked Colombians, to serve as field liaison between Bogota studios and the 1500 urban and rural schools joined in the program. Field personnel will guide teachers in classroom use of programs, distribute materials in advance of broadcasts, observe reception, and share in planning and evaluation.

Devised as a pilot project for the country's ETV plans, Peace Corps effort is aimed at limited educational objectives, with concentration on training Colombians to take over an expanded ETV system in future years.

Ten volunteers, sharing programming duties with ten Colombians, will comprise the production staff, backed up by regulars at Colombia's big Radio-television Nacional, largest network in Latin America and the medium for the project.

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington 6, D. C. Phone 667-6000 Area Code 202.

Experimental and teacher training broadcasts are anticipated for the late fall familiarization phase. Regular schedule of primary grade, in-school curriculum service will begin with the new school year in February, 1964. With first service under way, programmers will turn to industrial skills, adult literacy.

Colombian side will include complete responsibility for content and decision-making. Network and education and communications ministries are delegating representatives to special committee able to make plans and decisions.

Final selection of volunteers is now under way. Qualified volunteers with background in TV production have responded well to earlier calls, and Peace Corps officials will welcome more for this and future projects in ETV. Writers, production assistants, art staffers and audio-visual materials men, camera and film men, and ETV-trained utilization workers are wanted.

Final decision has not been made on the project director. He will be salaried, must be Spanish-fluent, thoroughly familiar with and seasoned in ETV production, planning, and management.

Interested NAEbers should write to Jules Pagano, Chief, Professional and Technical Division, Office of Public Affairs, Peace Corps, Washington 25, D. C. Anyone over 18 and without dependents under 18 may be eligible for service as a volunteer. At the higher level (for director) the volunteer can take his family along.

News of Members

PERSONNEL

▶ Arnold L. Zucker, radio-TV coordinator of Rutgers University, has been named executive director of the New Jersey Broadcasters Association.

▶ James M. Ward, formerly of radio-TV, University of Colorado, has been named to a three-year post as executive secretary of the new Colorado ETV Commission.

▶ Dr. and Mrs. I. Keith Tyler, of Ohio State University, are spending six months in Cairo, Egypt, to assist in establishing educational broadcasting for the United Arab Republic. On leave from the university, the Tylers will work as a team under a grant from the Office of Cultural Exchange of the U. S. Department of State.

▶ Paul Blanshard, Jr., former radio-TV director at the University of Pennsylvania, is now general manager of commercial station WFMZ-FM, Allentown. He and his family returned last August from two years in Nigeria where he was resident representative of the American Friends Service Committee.

▶ Don Mills has been named PR director for KQED (TV), San Francisco, replacing Marianne Goldman, who resigned.

▶ William E. Coletti has been named production manager for WEDU-TV, Tampa.

▶ Robert L. Hilliard, of the department of radio, television and motion pictures of the University of North Carolina, is on leave to serve as consultant on TV in higher education for the New York department of education.

GENERAL

▶ The City of Philadelphia has pledged \$250,000 in the current million-plus drive to launch WHYY-TV on VHF Channel 12.

▶ Ohio University's WOUB-TV began programming the night of January 3, with a film documentary covering the construction of the station, including President Vernon Alden pushing the button to put the station on the air. Another program featured E. H. Gillis, Jr., executive secretary of the Ohio ETV Network Commission, explaining the plan which involves all five ETV stations currently on the air in the state, as well as others scheduled to go on soon.

▶ The *Chicago Sunday Tribune* last month carried a five-column article about the Chicago school system's experiments with teaching machines. The article was largely a report of

an interview with Dr. Philip Lewis, director of the bureau of instructional materials for the Chicago schools.

► Joseph Sagmaster, director of broadcasting for the University of Cincinnati, writes that NABE Radio Network use of programs of the Cincinnati Symphony Orchestra has made big radio news in Cincinnati. The publicity has included a congratulatory editorial in a Sunday *Cincinnati Enquirer*. Some 60 NABE stations have ordered the series for which University of Cincinnati's WGUC was awarded an NABE grant-in-aid last year.

► WHA-TV, University of Wisconsin, aired 21 live programs in five days during the Christmas season. Bruce Westley is conducting a research project in connection with the Christmas programming.

► KQED, San Francisco, last month sent out announcements to its viewers that it would be able to carry the East-West NBA All-Star game January 16 only if every interested sports fan sent the station \$1 to offset costs of the telecast.

► Chicago's WBEZ was recently awarded a "special citation for outstanding service to education and the community through the radio medium" by the American College of Radio Arts, Crafts and Sciences. The award was based on the overall scope and quality of the station's program schedule for 1962.

► Indiana State College's new FM station, WVIS, is being constructed this winter and will be on the air starting with the first semester of 1963-64. Transmitter power will be 250 watts with ERP 310 watts; frequency 89.7 meg.; antenna height 172.5 feet.

► The University of Minnesota reports more than 3,000 students enrolled in nine courses conducted via CCTV. CCTV instruction has been greatly increased this year in a vigorous program of experimentation and appraisal, states the *Staff Bulletin* in the December 1 issue, one-fourth of which was devoted to the CCTV program.

► Coverage of 85% of the state is anticipated by the end of 1963 by the Alabama ETV Commission. Montgomery's Channel 26 became the fourth link in the state network in December.

PLACEMENT

PERSONNEL AVAILABLE

[For information, write Mrs. Jacqueline Swain, Placement Service, at the NABE office in Washington.]

February 1—Ambitious and dedicated broadcaster with over six years experience in the communications field seeks challenging and rewarding position in ETV. B.A., communications; experience and education in all phases of TV broadcasting with special emphasis in production and directing; commercial and noncommercial experience; currently assigned to the Far East as production manager in radio-TV. Age 28, single. Location open.

February 2—Director or coordinator of ETV with university or state network. M.A.; extensive experience in planning, establishing and directing ETV systems. Age 44, married. No preference as to area; salary range \$10,000 to \$15,000.

February 3—Position as writer-producer with ETV station desired; will also direct and consider administrative position. Would like opportunity to teach radio-TV classes as well as other related speech areas on college level. Ph.D. in radio-TV expected mid-1963. Age 29, married. Not limited by geographic restriction.

February 4—Ph.D., speech-broadcasting, seeks position as station manager or program, production or music director in educational radio-TV, possibly combined with teaching. Commercial, educational, and military broadcasting experience since 1947; college teaching experience since 1958. Age 32, married. Location open; available late August; salary \$9,500/12 months.

February 5—Hard-working male with M.A., guidance, certificate in TV (NYU), desires production staff position with ETV or ER station. New in field, but 4 years teaching experience. Age 28, married. Prefers North, Midwest, or Far West; available June 1; salary open.

February 6—Teaching, producing-directing, or administrative position at university, ETV station, or CCTV situation. Ph.D., TV, by summer 1963; extensive production training; several years ETV administrative experience with NERC and MPATI; high school and college teaching experience. Age 28, male, married. Location open [South-west looks attractive]; minimum salary, \$7,500.

February 7—Desires position as ETV PR director, program director, executive producer ETV. M.A., radio-TV; 11 years experience as producer, director, writer, talent, classroom teacher at all levels; also film producer, director, and writer. Male, 37, single. Location, anywhere; salary \$9,000-\$10,000.

February 8—Production supervisor-producer director must relocate as employer closing center January 31. Desires program or production management position with aggressive college or community ETV center. B.A., speech; complete background in all phases of production including film and remotes; 5 years commercial TV and 4 years ETV experience with 2½ years in management. Male, 32, married. Location open; salary \$8,000 minimum.

February 9—Desires position that would combine teaching and television production. M.A., communications; ER experience and limited commercial TV network experience in writing, research and production. Age 24, single, female. Location open; salary minimum \$6,000.

February 10—College instructor's position in TV-radio department sought by a 38-year-old married man who has earned an M.A. in TV; 10 years experience in commercial radio-TV; 7 years "on camera" news reporting and sportscasting. Licensed and presently employed as a teacher; some teaching experience on high school and college levels, including teaching basic skills and introductory TV courses to both undergraduate and graduate students. Location preference dependent on prospective position; starting salary \$6,000 range.

February 11—College graduate now completing work on master's degree desires position in CCTV or ETV as producer, director, writer, or production. B.S., radio-TV; conducted radio tape network for colleges; 3 years experience in commercial TV, cameraman, switcher, audio, film, and studio. Married, male. Location and salary open.

February 12—Male, age 26, seeks position in ETV; producing and directing preferred. M.A., radio-TV-film expected June 1963; college teaching experience. Prefers West Coast or East Coast; salary about \$5,000.

POSITIONS AVAILABLE

[In order to be considered by these institutions, the reader must be an Individual Member of the NABE, with credentials on file with the NABE Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.]

F-1—ETV producer-director. Position requires someone with imagination, creativity, and the ability to transfer ideas to film or TV; must be able to write a script, an article, letters, and promotional materials. Person, man or woman, must have the capacity of enthusiasm, a willingness to work under pressure. B.A. required; if degree is not in TV, experience in TV and/or film production required. North-central university; salary dependent upon qualifications, minimum \$6,500.

F-2—Continuity and traffic position in radio-TV station, woman preferred. Midwest public school system; immediate opening, salary commensurate with experience.

F-3—Production and teaching position in radio-TV department, man or woman under 45. Ph.D. required; college experience and educational and/or commercial broadcasting experience desired. Midwest university.

F-4—Broadcasting faculty opening, in any one of three specialties: (1) motion picture concentration, (2) radio production concentration, or (3) television production concentration. Person will teach one course in his specialty and will be assigned as producer-director of one instructional television course in instructional television program. Ph.D. required, or at least course work must be completed; 1 to 2 years faculty experience, college level; 1 to 2 years commercial and/or educational radio-TV experience. Western university; available September 1963.

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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