



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

News Letter

Representing non-commercial, educational AM, FM, and TV broadcasting stations, workshops,
and production centers, owned and operated by colleges, universities, school systems, and public service agencies.

CONVENTION SPECIAL

NAEB ANNUAL CONVENTION MINNEAPOLIS, NOVEMBER 6-7-8, 1952

PRELIMINARY PROGRAM NEWS

WRITE FOR RESERVATIONS TODAY!

With FCC Chairman Paul A. Walker and U.S. Senator Hubert Humphrey among the headline speakers, the NAEB 1952 convention will be held in Minneapolis at the University of Minnesota on November 6, 7 and 8. Following is a forecast of the convention sessions. Hotel reservation data will be found on pages 3-5.

MAJOR AREAS FOR DISCUSSION WILL INCLUDE:

Getting into educational television--setting up your own station or using commercial stations.

Educational radio's survival problem in today's television world.

The problem of the small school station.

NAEB OFFICERS AND COMMITTEE CHAIRMEN WILL REPORT TO THE MEMBERSHIP

Siegel-Probst-Harley on their European trip.

The Adult Education Committee on the Jeffersonian Heritage and other program projects.

The Board of Directors on their work during the year.

THE JOINT COMMITTEE ON EDUCATIONAL TELEVISION WILL BE IN MINNEAPOLIS TOO

The JCET will hold its November meeting in Minneapolis on November 5, and its members will be available during most of the convention for consultation as needed.

OTHER ATTRACTIONS

Among the events your wife (or husband) can attend (at his or her own expense) while you go to the convention are:

Minneapolis Symphony Orchestra Concert (with Claudio Arrau, pianist)
Friday evening, November 7.

University of Minnesota Theatre (G. B. Shaw: "You Never Can Tell")
Friday and Saturday evenings, November 7 and 8

Minnesota-Purdue Football Game, Saturday afternoon, November 8.

The N-A-E-B NEWS-LETTER, published monthly, is distributed from the national headquarters office at the University of Illinois. N-A-E-B members and associate members receive the NEWS-LETTER as part of membership service. Non-members may obtain the publication at a subscription rate of \$5.00 per year. All inquiries regarding subscriptions

and distribution should be addressed to: NAEB, 119 Gregory Hall, University of Illinois, Urbana, Illinois. Editorial copy and inquiries concerning editorial matters should be sent to the Editor, Burton Paulu, Station KUOM, University of Minnesota, Minneapolis 14, Minnesota.

CONVENTION PROGRAM HIGHLIGHTS

Thursday, November 6

9:00 A.M.-12:00 N. Registration
Open meeting NAEB Board of Directors (Open to all members).
2:00-4:00 P.M. General NAEB Business Session (Open to all members.)
Reports by officers and committee chairmen.
Discussion from the floor of general NAEB business
6:00-7:00 P.M. President's Reception (Radisson Hotel).
7:00-8:30 P.M. Smorgasbord Banquet (Radisson Hotel).
8:30-9:30 P.M. Address: Hubert H. Humphrey, U.S. Senator from Minnesota

Friday, November 7

General and special interest sessions, morning and afternoon.
Attendance at Minneapolis Symphony Orchestra rehearsal, 12:00-1:00 P.M.
Dinner session: Address by FCC chairman Paul A. Walker

Saturday, November 8

Convention sessions morning and afternoon.
4:30-5:30 P.M. Annual meeting (members only) with election of officers.

ROOM RESERVATIONS: MAKE THEM NOW !!!!!

Hotel accommodations have been reserved as follows:

In the Center for Continuation Study. This is located on the University of Minnesota campus in Minneapolis. Most of the convention sessions will be held in or within walking distance of the Center. During the convention all 60 of its sleeping accommodations will be available for NAEB use.

At the Radisson and Curtis Hotels in downtown Minneapolis. Blocks of rooms have been reserved for NAEB guests in both of these hotels. The Radisson and Curtis are among Minneapolis' best hotels. Both are located in the downtown section of Minneapolis, and are within a 15 minute car or taxi ride of the University campus. Streetcar riders will find themselves in for a 20-30 minute jaunt in either case, with the Radisson a little closer that way.

Make your reservations now! Hotel rooms will be much in demand on November 6, 7 and 8. In addition to the usual weekend traffic, there will be a complete hotel sell-out on account of the Minnesota-Purdue football game on November 8. We have obtained these rooms in the Radisson and Curtis with difficulty--and they will not be held long if we do not quickly reserve them.

If you prefer a hotel room to a (rather chilly) park bench, fill out one of the three pages which follow and mail it in right away!

ROOM RESERVATION FORM

Fill Out and Mail At Once If Your Desire a Room In

The Center for Continuation Study
University of Minnesota
Minneapolis, Minnesota

Miss Evelyn Ross, Dormitory Manager
Center for Continuation Study
University of Minnesota
Minneapolis 14, Minnesota

Date _____

Please reserve the following accommodations for me at the Center for Continuation Study during the Convention of the National Association of Educational Broadcasters, November 6-9, 1952.

Check type of room you wish reserved. Accommodations in the Center dormitory are limited. In so far as possible, room reservations will be made as indicated. If we cannot reserve the class of accommodations checked, as long as space is available we shall reserve rooms as nearly as possible like those you select, subject to your approval. Rooms will be available as early as Wednesday, November 5.

- Double room, without bath (each person \$2.50 a day) _____
- Single room, without bath (\$2.75 a day) _____
- Double room, with bath (each person \$3.50 a day) _____
- Single room, with bath (\$4.25 a day) (number very limited) _____

If you wish to share a double room with another person attending the meeting, please write that person's name here _____.

Check below if you want a reservation in the Center for Continuation Study garage. A limited number of parking spaces is available, but application must be made in advance on this blank. Do not enclose garage fees with this application.

- Day parking (7:00 A.M. to 6:00 P.M.), 50 cents a day _____
- 24-hour parking, 80 cents a day _____

In the event all Center for Continuation Study space has been taken when this request reaches you, please obtain accommodations for me elsewhere. (Indicate "yes" or "no.")

I expect to arrive _____ and to leave _____
(date and approximate time) (date and approximate time)

Signed _____

Position _____

Organization _____

Home Address _____

City and State _____

ROOM RESERVATION FORM

Fill Out and Mail at Once If Your Desire a Room In

The Curtis Hotel
Tenth Street and Fourth Avenue
Minneapolis, Minnesota

Mr. Lawrence Beyer
Curtis Hotel
Minneapolis, Minnesota

Date _____

Dear Mr. Beyer:

In connection with the National Association of Educational Broadcasters convention in Minneapolis on November 6, 7, and 8, please reserve hotel accommodations as follows:

Single room with bath (Price Range \$4.00 - \$5.50) _____

Double room with bath (Price Range \$5.50 - \$6.50) _____

I expect to arrive _____ and to leave _____
(date and approximate time) (date and approximate time.)

Signed _____

Position _____

Organization _____

Home Address _____

City and State _____

ROOM RESERVATION FORM

Fill Out and Mail At Once If You Desire a Room In

The Radisson Hotel
Minneapolis 2, Minnesota

Mr. Burton Paulu, Manager
Radio Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Date _____

Dear Mr. Paulu:

In connection with the NAEB convention in Minneapolis on November 6, 7, and 8, please reserve for me in the Radisson Hotel in downtown Minneapolis the room accommodations indicated below:

Twin bedroom (Price Range \$10-15 for two)* _____.

I should like to be paired with _____.

If all Radisson space has been taken when this request reaches you, please try to obtain accommodations for me elsewhere (Indicate "Yes" or "No.") _____

I expect to arrive _____ and to leave _____
(date and approximate time) (date and approx-

imate time.)

Signed _____

Position _____

Organization _____

Home Address _____

City and State _____

*Note: Only twin bedrooms are available for our use in the Radisson. In view of the shortage of hotel space it is hoped delegates can "double up" as much as possible in order to use them to full capacity.

From THE NEW YORK TIMES

September 21, 1952

EDUCATION NETWORK

Magnetic Tape Recordings Link Seventy Stations

By VAL ADAM

A new kind of nation-wide radio network put together with magnetic recording tape is being nurtured by the National Association of Educational Broadcasters. Seventy stations participate in the network, all non-commercial, the vast majority operated by schools, universities and boards of education. Their aim is to serve and inform the public with programs above quiz show caliber.

The N.A.E.B. has been around formally since 1934, but its tape network came into existence less than three years ago. In the beginning one of its members begged \$600 from Cooper Union here for the purpose of buying magnetic tape, recording the school's forums and putting them on the air.

The taped program was broadcast by one educational station and then rushed to another, a process repeated over and over and known in the trade as "bicycling." The circuit completed, the tape was returned to New York, the sound "wiped" off, another Cooper Union Forum recorded, and the same piece of tape sped on its way again. Thus was born the N.A.E.B. tape network.

Its operational level has climbed since then, the crowning achievement to date occurring last Sunday with the debut of "The Jeffersonian Heritage", a thirteen-week series highlighting the ideas of Thomas Jefferson and underscoring their timeliness and pertinency in 1952.

Grant

The program is broadcast here on Sundays from 1 to 1:30 P.M. by WNYC, city-owned station and a member of the N.A.E.B., whose director, Seymour N. Siegel, is president of the association. "The Jeffersonian Heritage," with Claude Rains playing Jefferson, is one of four series of programs to be produced and presented by the N.A.E.B. through a \$300,000 grant from the Ford Foundation's Fund for Adult Education. It was directed here by Frank Papp, a producer formerly with N.B.C.

The other series will include "The Ways of Mankind," a study of human behavior; "International Understanding," which deals with people suffering under Communist subjugation, and "Public Affairs."

Headquarters for the tape network operation was originally at WNYC, but in January, 1951, it was moved to the University of Illinois at Urbana and placed under the guidance of the Division of Communications. From this point seven and one-half hours of taped material is mailed weekly to member stations. Many of these programs are produced by the individual affiliates and offered to the network on an exchange basis.

EDUCATIONAL NETWORK (Con't)

The weekly program bundle includes folk music from WMUB, Miami University, (Oxford, Ohio); a string quartet from WUOA, University of Alabama; a discussion series from WBAA, Purdue University; the Cooper Union Forum and "Music for the Connoisseur," with David Randolph's commentary, from WNYC; readings from "Treasure Island" from KPFA, a station in Berkeley, Calif., whose listeners send in contributions to pay for the broadcasts; "Music of the Baroque" from WGBH, Lowell Institute, Boston; "The Fifteen Steps," a children's program from WOI, Iowa State College, and "Stories 'n' Stuff," another children's show from WILL, University of Illinois.

Sources

The latter program, incidentally, is broadcast here by WNYC on Saturday mornings from 8 to 8:30.

For additional programming the tape network also draws upon a wide variety of sources, including the British and Canadian Broadcasting Corporations, the University of Berne in Switzerland, the Federal and Mutual Security Agencies and the United Nations.

For the most part, the "bicycling" of programs from one station to another is no longer necessary. The network's headquarters now has a large supply of tape and recently installed a mass duplicator, a single mandrel machine that turns out eleven copies of a half-hour show in ten minutes. Duplication is made backward, starting with the end of the program so the reels of tape need not be rewound, thus saving time and effort.

The only exception of stations not being sent their own copies of a broadcast is in the case of B.B.C. programs. Tapes from England cannot be duplicated because of restrictions by the artists' union there. The tape network receives twelve copies of each B.B.C. program and has to "bicycle" them around the circuit.

Day to day service to the network is supervised by Jim Miles, executive director of the N.A.E.B., who is currently on leave from Purdue, where he is director of WBAA.

Although stations currently pay an annual service assessment fee ranging from \$75 to \$200, depending on a station's transmitter power, it was a \$250,000 operational fund grant last year from the W.K. Kellogg Foundation that put the tape network on sound financial footing.

The grant is to be spent over a period of five years, at which time the non-profit network, through a gradual increase in assessments, will be self-sustaining. Any commercial radio network, hard pressed by television, would gladly abolish six vice presidents if it knew it could say the same five years from now.

From THE BILLBOARD

September 20, 1952

NAEB Matches Challenge

THREE SERIES TOP-FLIGHT UNDER FORD FOUNDATION 300G GRANT

By JUNE BUNDY

New York, Sept. 13.--Last year the Fund for Adult Education, established by the Ford Foundation, turned over a \$300,000 grant to the National Association of Educational Broadcasters for the purpose of producing radio programs of "historical and contemporary significance" which will "inform and entertain as well as educate."

To date the NAEB has turned out three new series on tape under the Ford grant--"The Ways of Mankind," "People Under Communism," and "The Jeffersonian Heritage." The last named was launched Sunday (14) by member stations of the NAEB tape network. The show was aired over WNYC in New York at 1 p.m. The series will also be made available to commercial stations on a sustaining basis, and it is expected that at least one of the three series will be broadcast over a national network.

Poor Predecessors

Heretofore, the best argument in favor of commercial radio has been the fact that the average non-commercial educational program all too often was both soporific and sophomoric, full of immature intellectual pretensions, and seldom redeemed by any honest vitality or originality.

The educational broadcaster's stock answer to this accusation has always been that the light of his programming know-how was obscured by the handicap of his next-to-nothing production budget. Consequently, Ford's \$300,000 grant to the NAEB amounted to a put-up-or-shut-up challenge to the radio educator.

Happily for all concerned, the first three series (reviewed here) represent a definite triumph for the ivy league set. All three shows are distinguished by top drawer production values, good taste and (perhaps most important of all) a solid sense of showmanship.

Stakes Involved

Full-cognizant of the stakes involved, the NAEB committee spent months lining up man power and facilities for the first three shows. Scripting standards on "People Under Communism," for instance, were so high that eight top radio writers threw in their typewriters before the hour-long series received a final okay. Technical advisors put in months of research, fine-combing each script to assure complete authenticity.

The committee's painstaking efforts are clearly evidenced in the excellence of the final products. Admittedly some portions of the shows reflect a little too much care for the good of their own pacing. However, now the initial pressure to "produce" is off, the committee will undoubtedly relax its perfectionist policy enough to safeguard future shows from the danger of seeing stuffy.

NAEB MATCHES CHALLENGE (Con't)

One thing's sure: If the rest of the programs measure up to the standards set by the first three, the NAEB will find it a lot easier to move into TV next year.

Availability

All three series will be made available to the United Nations Radio, The Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting System, the New Zealand Broadcasting System and All-India Radio.

The grant was administered by Ralph Lowell, at the direction of the Adult Education Committee of NAEB, consisting of George Probst, director, University of Chicago Roundtable, chairman; Richard B. Hull, director of WOI-AM-FM-TV, Iowa State College; H. B. McCarty, director of WHA, Madison, Wis., and the Wisconsin State Network; Seymour N. Siegel, director of WNYC, New York; Parker Wheatley, general manager of WGBH, Boston. Program co-ordinator for series is William Harley of WHA, Madison, Wis.

From THE BILLBOARD

September 20, 1952

THE JEFFERSONIAN HERITAGE
(The Living Declaration)

RADIO--Reviewed at a special pre-broadcast hearing at WNYC, New York.
Produced by the National Association of Educational Broadcasters. Producer-director, Frank Papp. Writers, Morton Wishengrad and Milton Geiger. Music, Wladimir Selinsky. Technical advisor, Professor Dumas Malone, Department of History, Columbia University. Cast: Claude Rains, others.

"The Jeffersonian Heritage" is a 13-week half-hour series dealing with the life, times, principles and philosophy of Thomas Jefferson. However, its purpose is not biographical, but rather to show how Jeffersonian ideals have guided generations of American statesmen up to the present day. In line with this aim, the initial program "The Living Declaration," reviewed, spotlighted Jefferson's part in writing the Declaration of Independence.

The entire series is based on the research, writing and advice of Professor Dumas Malone, of Columbia University, who checked and rechecked every line of dialog to be sure it carried the proper Jeffersonian flavor. Producer-director Frank Papp, has showcased the professor's material in laudable fashion, with Wladimir Selinsky's majestic background music particularly impressive. However, major credit for the series' success belongs to actor Claude Rains.

Rains' Job

In an attempt to imbue the program with a genuine feeling of history in the making, the script often subordinates dramatic action to Jefferson's philosophy. Consequently Rains delivers lengthy first-person narratives and completely dominates all of the dramatized segs. In most cases other cast members do little more than feed him lines.

This one-man script treatment was undoubtedly necessary to the spirit of the series, but the fact remains that under such an arrangement the basic quality of the series is 99 per cent dependent upon the stature of its leading performer. Fortunately, the NAEB realized this, and spent a sizable share of its Ford bankroll to snare the right man for the role--Claude Rains.

The legit-flicker star's flexible vocal range and quietly authoritative underplaying enables him to sustain audience interest thru-out soliloquies which would totally defeat many an able actor.

Without Rains or someone of like stature, "Jeffersonian Heritage" would be talky and uninspired. His importance to the series was emphasized earlier by the NAEB itself, when the committee postponed production on the show for two months until Rains could fit it into his schedule.

The first show in the series registered maximum audience impact, via Jefferson's vain attempt to have an anti-slavery clause written in the constitution and Rain's convincing explanation of Jefferson's tolerant religious views.

The series will endeavor to relate Jeffersonian history with current world affairs whenever possible. Titles of forthcoming programs include: "The Democrat and the Commissar," "Light and Liberty" and "What the Jeffersonian Heritage Means Today."

From THE BILLBOARD

September 20, 1952

WAYS OF MANKIND
(A Study in Language)

RADIO--Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the Canadian Broadcasting Corporation, under the supervision of the Adult Education Committee of the National Association of Educational Broadcasters. Supervising producer, Dr. Walter Goldschmidt, professor of anthropology and sociology, University of California, Los Angeles. Producer, Andrew Allen.

"Ways of Mankind," produced by the Canadian Broadcasting Corporation under the supervision of the NAEB, is educational programming at its best, and easily the most impressive of the three series sponsored by the Ford Foundation grant. The show reviewed, a half-hour documentary tagged "A Study in Language," was witty, literate and wholly adult--in the finest tradition of British broadcasting; yet sparked with the lift and breezy pacing of American radio at its best.

Paradoxically, although its format was probably the most informal of the trio, the program was also the most informative. The show packed an amazing amount of interesting data (on how words make the the world go round) into a half-hour, including such fascinating tidbits as the fact that the Arabs have 1,000 words for "sword" and the Eskimo language doesn't have a word for "snow." They consider the white stuff so important that they use a string of different phrases to describe it under varying conditions--falling on warm days, etc.

Brisk Clip

The show moved along at a brisk clip, via urban, tongue-in-cheek commentary; the use of varied voices and accents, and some wonderfully colorful wordage on the part of the scripter. For instance, use of initials as words--D.P., U.N., etc.--was termed "the compressed wreckage of phrases."

Among the most effective script devices used to "humanize" the science of semantics (and translate it into terms of everyday living) was that employed to illustrate the commentator's statement that "language reflects the culture of a country." This point was emphasized by dramatizing the telling differences between words spoken by mothers in each land when reprimanding a naughty child. (e.g., American mothers say "Be good"; French, "Be wise"; Swedish, "Be friendly and kind"; German, "Be in line--conform.")

Subjects explored on other "Ways of Mankind" programs, ("Ethics," "Authority," "Museums," etc.) should offer even more scope for the CBC's sophisticated packaging technique for the documentary.

From THE BILLBOARD

September 20, 1952

PEOPLE UNDER COMMUNISM
(The Music and the Dream)

RADIO---Reviewed at a special pre-broadcast hearing at WNYC, New York. Produced by the National Association of Educational Broadcasters under the supervision of Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford, Calif., Russian Research Center, Harvard and Columbia University. Writer, Milton Geiger. Narrator, Arnold Moss. Music, Wladimir Selinsky.

This hour-long documentary series is one of the most ambitious projects on NAEB's new programming agenda. It is also a program that the NAEB may well take pride in, both for its excellent production values, and the fact that it shuns flashy appeals to the emotions in favor of an intellectual approach to its subject.

Latter road is certainly more difficult to travel. However, once its destination is reached, the impact on the senses is even more shattering than that produced by melodrama alone, since it reacts on both the mind and the emotions.

On the show reviewed, "The Music and the Dream," the intellectual approach was particularly effective, because it was applied to a field of Communist activity that is still something of an enigma even to our own State Department, the mystery of the Asiatic and Middle Eastern mind and why the Communists have been more successful in those countries, propaganda-wise, than America.

The pattern of political seduction followed by the Soviet in these lands was set forth in realistic detail (via dramatization), beginning with Russia's calculated generosity to the poor, and ending with the people's complete subjugation--bound by bread to Stalin and split apart in their own ranks by the Communists' effective divide-and-conquer technique of cold warfare.

This drama was played out against Wladimir Selinsky's compelling musical score, and underscored by some prominent Americans' fearless analysis of exactly where and how we failed to reach the Oriental mind, and what we can do to avert similar disasters in countries still wavering between us and the Red Army. "Go to the East with humility," said Justice Jackson, "and help them plant 'rice roots' like our 'grass roots.'"

Tragic Account

The most forceful argument for America to take stock of its methods in the East was made during the last half hour of the program, when the citizen of a Communist-controlled Chinese village told the story of his gradual disillusionment with the party. This restrained tragic account of how a village was betrayed was more powerful than 100 fiery, breast-beating narrations.

Commentator Arnold Moss handled a difficult job with commendable ease, and scripter Milton Geiger captured an authentic feeling of the East in his descriptive narratives. Credit for the program's unusually frank and honest appraisal of the situation belongs to the astute supervisory committees of Harvard, Stanford and Columbia.

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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