



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. XXVI NO. 4

APRIL 1961

At the IERT

- NAEB luncheon. Friday, April 28, 12:15 p.m., in the Hall of Mirrors. John Burns, president of RCA, speaking on "Progress of Instructional Television—A Businessman's View." Project reports by William G. Harley, NAEB president, and John F. White, NETRC president. Also final report of the Hagerstown project, and a report on the Midwest Airborne project.

Tickets will be sold at the IERT, along with tickets for other meals and functions. Price, \$3.50.

- NAEB Board meeting. Saturday, April 29.
- Utilization session. Wednesday, April 26, 2:00 p.m. Demonstration of large-class use of television instruction, presented by Martha Gable, director, radio-TV education, Philadelphia Public Schools. Clair Tettemer, chairman of TV subcommittee of NAEB Utilization Committee, will present the NAEB television utilization kit.
- American Council for Better Broadcasts luncheon. Wednesday, April 26, noon, in the Yellow Room. Louis Hausman, speaker.
- ACBB morning session. April 26. Featuring a panel of high school teachers and students on "How We Learn to Evaluate Broadcasts"; Dr. Chalmer Hixson, Ohio State University, on Midwest Airborne education; Clifford Eblen, program director, WHA, University of Wisconsin, on "Newscasting as a Broadcaster Sees It"; Dr. Lee Dreyfus, assistant director of broadcasting, Wayne State University, on "The Approaches Are Different"; and Dr. Stuart Hyde, San Francisco State College, on "Creating a Climate for Good Radio-TV."
- IERT Awards Dinner. Friday, April 28, 7:30 p.m. Presentation of Ohio State Awards for outstanding TV and radio programs of 1960. A record 717 entries have been placed in competition; this is 115 more than last year's entries. Videotapes were entered this year, for the first time. This year's program will include an hour-long television show featuring segments from some of the prize-winning programs and a documentary of the history of radio and TV as it is reflected in the various awards given by the institute since 1937.

WASHINGTON OFFICE PHONE NUMBER

... is NOrth 7-6000. Address is Suite 1119, 1346 Connecticut Avenue, N. W., Washington 6.

How to Save Money On Your NAEB Membership

Individual membership dues in the NAEB will be raised to \$10 per year as of July 1, 1961. However, members (or prospective members) may pay for as many years in advance as they care to at the current rate of \$7.50, if payment is received before June 30, 1961. Payment should be sent to the NAEB, 1346 Connecticut Ave., N. W., Washington 6, D. C.

Individual members (now numbering some 700) receive the *Newsletter*, the *Journal*, a directory of members (issued semiannually)—plus other reports and surveys from time to time. They also have a voice in the affairs of the association, being represented on the NAEB Board of Directors by an Individual Member Director (currently Dr. Harry J. Skornia) elected by and from the Individual membership.

The current student membership rate of \$5 and the group student rate of \$4 will remain in effect. The foreign rate will be increased to \$12.50 per year.

Deadline Nears for Grants-in-Aid

NAEB institutional members who want to apply for this year's radio program grants-in-aid have until May 1 to do so. Each grant is limited to \$1,000—in order to encourage applications in those instances where modest outside assistance might mean the difference between a mediocre series and an outstanding series.

Send applications, accompanied by pilot tapes, to the NAEB, 1346 Connecticut Avenue, N. W., Washington 6, D. C.

CONDITIONS

- Programs must be suitable for use on the NAEB Radio Network.
- Full domestic and foreign radio rights to the programs—and TV rights to idea, format, and script—

must be obtained for all program materials included; these rights become NAEB property.

- A grant-in-aid cannot carry the full burden of production costs.
- No grant will include funds for capital expenditures.
- Production should start by September 15, 1961. A firm completion date, not later than June 30, 1962, must be indicated.
- A tape recording of each radio program produced with the help of these grants is to be delivered to the NAEB for possible use on the network. These recordings are to be made upon a professional-type tape recorder using plastic-base tape on 1200-foot or 2400-foot reels recorded full width at 15 inches per second.

HOW TO APPLY

Application should be in letter form, with four exhibits attached. Six copies of all written material and exhibits must be supplied, together with a statement of the staff and facilities available for the project, and the pilot on tape.

Exhibit A. A description of the proposed series. This should be in two parts: (1) A brief statement of the general concept of the program, its educational objectives, and the method of treatment. (2) A more detailed analysis of each program in the series, development of the central theme, production format, participants, and related information.

Exhibit B. The proposed budget for the project. This should be in two parts: (1) The part you expect to contribute from your own resources and personnel, with dollar equivalents or values clearly indicated. (2) The part you would expect to receive as a grant-in-aid.

Exhibit C. Some evidence of your ability to produce a series of programs in this area. This must include: (1) A pilot program on tape, meeting specifications set forth above, from the proposed series. This program should indicate clearly the form, the participants, and the content to be included in the final series. If it is not possible to secure the services of key personnel for a sample program, such a program may be produced with actors portraying such content authorities. (2) Biographical information on content authorities, program participants, and production personnel.

Exhibit D. A statement of the willingness of your institution to accept the requested grant, to abide by the conditions stipulated and to make the necessary financial reports. This statement also should include a declaration of ability to accept and administer the grant. This must be signed by an administrative officer of your organization.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 a year, edited by Betty McKenzie.

NAEB Convention Planning Begins

The NAEB Headquarters staff in Washington has begun work on the 1961 convention, to be held in October in the capital city.

In response to requests on previous convention questionnaires, there will be more time devoted to NAEB business sessions and to special-interest section meetings. A special feature this year will be an "association clinic," in which NAEBers will have an opportunity to ask questions about NAEB affairs—what the association is and isn't doing and why. There will be three business sessions instead of two.

Last year there were complaints that there were too many section meetings at the same time, thus depriving members of an opportunity to attend several such meetings. This year there will be only two such meetings running simultaneously.

DATES

Sunday, October 22: Registration begins.

NAEB Board meets.

Monday, October 23: Convention opens at 2 p.m.

Registration continues in a.m.

NAEB Board meets in a.m.

Tuesday, October 24: NAEB luncheon.

Wednesday, October 25: NAEB banquet.

Thursday, October 26: Convention closes at noon.

LOCATION

Willard Hotel, 14th and Pennsylvania Streets, N. W., Washington, D. C.

Mandatory Conelrad Drill April 28

A nationwide Conelrad drill will take place April 28 beginning at 4:00 p.m. and continuing until 4:30 p.m. Participation is mandatory for all AM, FM, and TV broadcast stations in the continental United States, including Alaska. Broadcast stations in Hawaii and in the territorial possessions are requested to participate on a voluntary basis.

All AM broadcast stations not holding National Defense Emergency Authorizations for operation in the Emergency Broadcast System on 640 or 1240 kc—as well as all FM and TV broadcast stations, unless authorized by the FCC to operate—will leave the air and remain silent during the 30-minute period.

SPECIAL PUBLICATION OFFER

Each month the NAEB offers a special sale on a particular NAEB publication, at less than one-half the normal price. This month's special:

NAEB SEMINAR ON CHILDREN'S TELEVISION PROGRAMS—99c

A report of the seminar on children's television programs held at Boston University, March 29-April 1, 1958, for educational and commercial broadcasters of children's TV programs. Edited by Harold Hill.

Payment must accompany order. Send to: Special Publication, NAEB, 119 Gregory Hall, Urbana, Illinois. THIS OFFER EXPIRES MAY 15, 1961.

Publications

- *Television in Teacher Education* is a 72-page booklet edited by Edwin P. Adkins and obtainable from the American Association of Colleges for Teacher Education, 1201 Sixteenth St., N. W., Washington 6, D. C. Single copies \$1.50.
- *Radio and Television, a Selected Bibliography* may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 25 cents. Author of the 45-pager is Patricia Beall Hamill.
- "Automation in Education," a reprint from *Teachers College Record*, may be ordered from the Bureau of Publications, Columbia University Teachers College, 525 W. 120th Street, New York 27, for 50 cents per copy.
- Several articles from the "international issue" of the *NAEB Journal* (July-August 1960) have been translated and inserted in the Japan Broadcasting Corporation's semi-annual bulletin "Kaigai Joho," which was issued last month.
- The American Council on Education, 1785 Massachusetts Avenue, N. W., Washington, D. C., has published a comprehensive study of *Educational Activities of Business*. The 180-page book sells for \$4.
- Coming out in the fall will be a book on the Nixon-Kennedy debates, with contributions by leading figures in the TV industry and communications field. Called *The Great Debates*, the book is to be published by Indiana University Press.
- The Institute of International Education, 1 East 67th Street, New York 21, has released two publications on summer study. For 25 cents, the summer scholar may obtain a copy of the *IIE News Bulletin*, which is devoted to a report of summer study opportunities. The other publication, "Summer Study Abroad," lists summer programs and scholarship possibilities. The booklet is free.

Summer Workshops

- International Communications Workshop, June 5-16. On the campus of the University of Southern California, Los Angeles. Sponsored by the National Council of the Churches of Christ in the U. S. A. To study the major communications media and their value to the church. Write John Groller, Registrar/International Communications Workshop, 1521 Wilshire Blvd., Los Angeles 17, California.
- Workshop in the Creation and Utilization of Instructional Television Programs, July and August, six weeks. Boston University. Facilities: two fully equipped TV studios, film chain and closed-circuit operation. For TV production personnel and classroom teachers. Write Dr. Murray R. Yaeger, Workshop Director, Boston University, 640 Commonwealth Avenue, Boston.
- Workshop in Airborne Television Instruction, June 19-30. Northwestern University. Designed to

provide training in use of televised instruction in the classroom. Special programs designed for workshop use will be broadcast from the MPATI aircraft. Write Area Coordinator, Airborne Television, School of Speech, Northwestern University, Evanston, Illinois.

- Television in Education, July 10-28. University of California at Los Angeles. Will include classroom utilization, lesson planning, administration of ETV in the school, overhead TV, self-directed TV, remote-controlled cameras. Write Education Extension, University of California, Los Angeles 24.

Back Issues of Journal Available

There have been requests recently for back issues of the *NAEB Journal*. Issues since the NAEB began publishing the *Journal* in October, 1956, are available except for the following: November, 1958; December, 1957; January, 1958; October, 1959; November, 1959; January-February, 1960; March-April, 1960. The price is \$1 per copy.

In addition, most back issues of the *AERT Journal* (as the publication was known before it was taken over by the NAEB) are available at \$1 each. Issues no longer in print are available on microfilm starting with Vol. IX.

FAE Officials Honored

On March 14 in Milwaukee, the NAEB co-sponsored with the NETRC a banquet to honor FAE officials for their work on behalf of educational broadcasting. Plaques were presented by the NAEB to C. Scott Fletcher, G. H. Griffiths, and Ann Spinney.

May To Be National Radio Month

Theme of this year's NAB-sponsored National Radio Month is "Radio—The Best Sound Around." Educational stations may find this an ideal opportunity to call attention to *educational* radio while national emphasis is being placed on *all* radio. The NAB is distributing campaign aids to radio stations—and lists of suggestions to civic groups to urge their cooperation.

Books Beat TV

A specialist in instructional materials declared at the University of Michigan recently that books are the most efficient teaching aids and TV the least efficient. Louis Forsdale, of the Horace Mann-Lincoln Institute of School Experimentation at Columbia University's Teachers College, said this is because the effectiveness depends on the degree of control which

the individual learner has over the educational tool. With TV, he said, the individual exercises no control over what he sees and when and he can't repeat the experience as he can with books.

News of Members

GENERAL

▶ Televising on a regular basis over a new CCTV system began at the University of Akron this semester. Thirty-five rooms have been prepared for TV reception, and three lessons can be presented simultaneously over the system. Seventeen of the rooms have been equipped with talk-back circuits.

▶ A story in the *Chicago Daily News* reports that a children's religious program broadcast at 8:30 a.m. Sundays has received as many as 1,500 letters in one week. The program, "The Magic Door," is produced by commercial WBBM-TV and the Chicago Board of Rabbis.

▶ KUT-FM, student-operated station at the University of Texas, is now on the air seven days a week, from 3 to 11 p.m. Sunday broadcasting was added in February.

▶ "Interesting Fact" reported in the schedule of the Coming (N. Y.) ETV project: "The cost of the evening programs for the entire year is approximately that of one two-minute network commercial."

▶ The Mohawk-Hudson Council on ETV (New York) reports that it should have a station on the air within a few months. This is earlier than thought previously, due to an offer of a microwave unit by the Capitol Cities Broadcasting Corporation.

▶ Two courses are being offered this semester over the Texas CCTV microwave network which links three campuses—the University of Texas, Huston-Tillotson College, and St. Edward's University. By fall, the network will expand to include eight other colleges and universities.

▶ WTTW, Chicago, has received a \$2,000 contribution from the Chicago Federation of Labor and its "Voice of Labor" station, WCFL.

▶ At the University of Alabama, a cooperative arrangement between the TV station and the art department has solved the problem of station identification and program promotion visuals. Commercial art students prepare the visuals as a class project.

PERSONNEL

▶ Larry Frymire, manager, WKAR, has been named president-elect of the Michigan State University Men's Club (Faculty).

▶ Edmund Williams, formerly in the TV division at Ohio State University, has joined the staff of Ohio University, Athens, Ohio, as supervisory television engineer.

▶ Robert D. Squier, formerly producer-director in television for Walter Reed Army Medical Center, is the new TV program director for the University of Texas. He succeeds Harvey R. Herbst, who is on leave of absence to serve as assistant manager of

Channel 9, the new ETV station which will begin serving the Austin-San Antonio area next year.

▶ C. F. Schropp, director of audio-visual education for the Des Moines Public Schools, writes that his wife died March 2 due to a coronary occlusion. She had accompanied him for many years to NAEB meetings and was known by many members.

		BOX SCORE	
Total AM stations	3529	(includes 39 noncommercial stations)	
Total FM stations	965	(includes 192 noncommercial stations)	
Total TV stations	583	(includes 55 noncommercial stations)	

Corrections on Committee List, 1961

Please make the following corrections on the committee list distributed with the March *Newsletter*.

Awards and Citations

Should be M. S. Novik instead of Maurice Novick.

Constitution

Walter Emery's address should be as follows: Department of TV and Radio, College of Communication Arts, Michigan State University, East Lansing, Michigan.

Development

John Larsen's location is Ogden, Utah.

Radio Network School Committee

Delete John von Szeliski.

TV Planning Committee

Should be Colby Lewis instead of Lewis Colby.

Utilization

Arlene McKellar is from the Wisconsin School of the Air. Dorothy Klock is from Station WNYE.

PLACEMENT SUPPLEMENT

- April 1** — To receive M. S. in radio-TV production from the University of Wisconsin in August. Desires position in radio or TV production, or production combined with teaching in both fields. Experience: 12 years technical electronics, 1 year TV production teaching and TV camera director. Married. Prefers west or west-central U. S.
- April 2** — TV engineer. Prefers transmitter or studio position, with opportunity to complete college education. Experience: 4 years telecasting; limited AM experience. Married.
- April 3** — B. S. in journalism. Would like position combining teaching and management. Experience: 11 years commercial broadcasting, with 6 years in management. Married. Southwest preferred. \$9,000.
- April 4** — M. A. seeks position in broadcast or closed-circuit ETV. Certified secondary teacher. Experience: 4 years radio-TV teaching, 3 years ETV producer-director, 2 years CCTV, 8 years radio. Married. Prefers West Coast or Northwest. \$8,000.
- April 5** — Highly qualified engineer with unusual and extensive background wants position as chief engineer. Has designed important commercial TV stations in large cities and also ETV closed-circuit installations. ETV experience included design to installation, operation, and maintenance, and training student aides for technical installation work, development, and operation.
- April 6** — Man experienced in writing, announcing, directing, and production. Will consider position in any of these. B. A. in radio-TV from UCLA. Prefers East Coast or West Coast or Middle Atlantic areas.

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.