



NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Grants-in-Aid Winners Announced

The Grants-in-Aid Committee met in Chicago May 8 and 9 and picked the following to receive grants:

- Empire State FM School of the Air. *Spanish Today*. Re-production of sixteen 15-minute programs; original production of fifteen 15-minute programs in beginning Spanish for school use.
- Western Michigan University, WMCR. *Where Minds Meet*. Thirteen 30-minute programs dealing with communications in various aspects.
- The University of Texas, Radio-Television. *Speaking of Mexico*. Twelve 30-minute programs, "twice-produced" discussions dealing with Mexican problems for American listeners and with American problems for Mexican audiences.
- University of Wisconsin, WHA. *Smoke?* Six 15-minute programs dealing with the teenager's decision about smoking in the light of contemporary medical and technical knowledge.

New NAEB Magazine to Appear

Members of the NAEB Board, meeting in Columbus in April, decided that it was advisable to look into the possibility of issuing a monthly magazine, with advertising, to include some of the articles and columns which now appear in the *Journal*, as well as expanded versions of some of the items which now appear in the *Newsletter*. Pictures will be an important part of this publication.

A pilot issue will appear instead of the September *Newsletter*. If the amount of advertising and the enthusiasm of recipients seems to warrant it, this will probably become a monthly publication as of January, 1962. The NAEB *Journal* in that event will become a quarterly publication. The "Washington Report" will continue to be issued as usual.

ARTICLES NEEDED

Please send possible articles for this publication by July 1 to the NAEB Publications Editor, 119 Gregory Hall, Urbana, Illinois. The more photographs included for selection, the better.

Attention, Individual Members!

This is the last month for Individual members to pay for NAEB memberships at the current rate of \$7.50 per year. As of July 1, dues become \$10 a year. Members, or prospective members, may pay for as many years in advance as desired at the \$7.50 rate, if payment is received in the Washington office before June 30, 1961.

Network to Inaugurate Lecture-of-the-Week

[Ed. Note: The NAEB Network Acceptance Committee has taken up the challenge outlined by O. Leonard Press in the May *Newsletter*. Following is the result of this committee's deliberations on his second recommendation—and this is an initial step toward full implementation of his ideas.]

The NAEB Network plans to air some of the good *single* lectures recorded at member institutions. These have seldom been submitted to the Network, but almost all stations record single lectures given by their own faculty or important guests.

Each radio station is asked to send to Bob Underwood, at Network headquarters in Urbana, two things:

- One such locally recorded lecture (not from a series), on any subject, either by a local lecturer or a guest.
- A list of other single lectures on the station's shelves, which might be tapped at a later date.

Regular submission forms may be obtained from the Network office. Please include full information on the lecturer, his title and position, his topic, the length of the lecture (between 45 and 60 minutes is preferred), and whether or not permission has been obtained for national distribution of the lecture.

The Network acceptance committee will audit the lectures and make selections for the lecture-of-the-week series, which will be offered as soon as a safe backlog of lectures has been built up. Lectures will be judged on:

1. Prominence of lecturer.
2. Importance of subject.
3. Quality of recording.

More Summer Workshops

Some radio-TV workshops for the summer of 1961 were listed in the April *Newsletter*. Following are others:

- June 12-23. Workshop in ETV. University of Utah's speech and theater arts department, in conjunction with ETV station KUED and the unique low-power UHF stations at Utah. Designed to give teachers an intensive introduction to TV production and utilization of programs in the classroom. Write University of Utah Extension Division, Salt Lake City.
- June 26-July 7. Airborne TV conference-workshop at Indiana University. Designed for principals, supervisors, classroom teachers, coordinators of educational media, school board members, PTA members, staff members of state departments of public instruction. Write Dr. Mendel Sherman, Assistant Director, Audio-Visual Center, Indiana University, Bloomington.
- June 26-August 5. Two TV workshops, "TV Studio Operations" and "TV Production-Direction." Wayne State University. Oriented toward teachers interested in preparing to become effective TV teachers. Write Dr. J. W. Warfield, TV Workshop Director, Mass Communications Center, Wayne State University, Detroit 2.
- June 26-August 4. 26th annual summer workshop in TV and radio. New York University. A full-time six-week program of professional training for students and teachers in communications, ETV participants or administrators, radio professionals who want to be inducted into television. Write Division of General Education and Extension Services, New York University, Washington Square, New York 3.
- July 5-August 11. Summer workshop in instructional TV. New York University. Offering a comprehensive experience in production, direction, performance, planning, and organization of instructional TV for in-school use. Write Harvey Zorbaugh, Executive Officer, Communication Arts Group, New York University, Washington Square, New York 3.
- July 16-20. Annual institute for audio-visual selling. Indiana University, in cooperation with National Audio-Visual Association. Write Ed Richardson, Assistant Director, Audio-Visual Center, Indiana University, Bloomington.

Placement Service Expands

With this *Newsletter*, the "Placement Supplement" includes a new section of "Positions Available." Names of the institutions and addresses seeking applicants may be obtained from the Placement Service, NAEB, 1346 Connecticut Avenue, N. W., Washington 6, D. C.

PLACEMENT SUPPLEMENT

- June 1 — Producer-Director or administrator in broadcast TV or CCTV. MA in television. Experience as producer-director for in-school programs; university level and adult education. Married. Prefers East or Midwest.
- June 2 — Seeks production-writing position in TV, film, or radio. Ph. D., Stanford, in June, 1961. Strong film and photography background. Location and salary open. Single.
- June 3 — Director-announcer-teacher on college level. MA in June, 1961, in English literature. Experience: 3 years radio, 5 years TV. Married. Location open. Minimum \$6500.
- June 4 — College teacher of radio-TV. BS, education; MS, TV-radio. Experience: high school adult education; also 3 years commercial TV. Prefers Northeast.
- June 5 — ETV director. MA in radio-TV production, UCLA. Experience: floor manager, directing radio and TV for the Army, and little theater work. Salary and location open.
- June 6 — Program or production management with community-oriented ETV station. Ph. D. candidate. Experience includes 8 years in radio, 9 years in TV-commercial and educational. Married. Prefers West Coast or Southwest. \$8000.
- June — Producer-director. MA, Stanford. Experience in public relations, journalism, directing, producing. Married. Prefers Northeast or West Coast.
- June 8 — Teacher of TV and radio or director of ITV. MS, Syracuse, August, 1961. Prefers Northeast or Midwest—and near a university, to continue education. Married. Minimum \$5000.
- June 9 — ETV production, writing, or as news analyst. MA in American civilization. High school teaching experience. Married. Prefers East or West Coast. Minimum \$5500.
- June 10 — Seeks challenging position in ETV production department. BS, Illinois, in radio-TV. Salary and location open.
- June 11 — Seeks responsible position in ETV or at a university with depth in the broadcasting media. Extensive experience in TV, radio, theater, speech, journalism. MA in broadcasting. \$10,000.

POSITIONS AVAILABLE

- J-1: Management position involving school services with fast-growing ETV operation. New England. Approx. \$9000.
- J-2: Radio and/or TV engineer at Midwestern university. Minimum. First-Class engineer; videotape recorder experience preferable. No teaching. Approx. \$6000.
- J-3: Instructorship in speech and theater department of an Eastern college. To teach TV production and train faculty as ETV instructors. Minimum of 2 years ETV experience. Master's or Ph. D. Open this fall.
- J-4: Combination of speech-radio-TV teaching in Midwestern college. Also will supervise student-operated FM station and provide production assistance for educational films, tapes, and PR releases.
- J-5: Teacher of TV production and direction at a Southern university. Will also supervise educational programs telecast over a commercial outlet.
- J-6: Teacher for broadcast survey courses at a Southern university. Includes supervision of university programs telecast over local ETV outlet.
- J-7: State department of education liaison with existing ETV groups. Includes station-activation work. Location in East. Master's degree preferable.
- J-8: Experienced, creative producer-director for Midwest ETV production center and station. Operate switcher. Community and network production. \$6000.

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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 RESEARCH SEMINAR FOR EDUCATIONAL TELEVISION AND RADIO — 49c

A report of a research seminar at Ohio State University, December 9-13, 1957. Edited by I. Keith Tyler.

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

Program Bulletins and Promotion Pieces Wanted

Many visitors to NAEB Headquarters in Washington ask about activities of the constituent members of NAEB. A display of program bulletins and promotional brochures is planned, to help answer such inquiries.

NAEBers are therefore asked to send to Washington single copies of your latest program bulletin and such explanatory brochures regarding your department, station and/or plans as you would like to have on view.

News of Members

GENERAL

▶ NAEBers receiving IERT radio awards were KPFFK, Los Angeles; KSLH, St. Louis; and WBGOFM, Newark—each with two awards—and KPFA, Berkeley; KUT-FM, University of Texas; and WGBH-FM, Boston—with one award each.

Those receiving television awards were WGBH-TV, Boston, with six awards; KQED, San Francisco, with two; and the following, with one each: Indiana University; WMVS-TV, Milwaukee; KVIE, Sacramento; New York City and Regents ETV project; KNME, Albuquerque; KETC, St. Louis; University of Texas; and WUFT-TV, University of Florida.

▶ Wayne State University will host an invitational conference on televised instruction June 19-22, in cooperation with RCA.

▶ Construction is expected to begin within the next few weeks on the transmitter tower for KLRN-TV, for the Southwest Texas ETV Council. Offices and studios will be located at the University of Texas in Austin.

▶ Included in the educational "master plan" announced recently by the University of Southern California is a Center for the Arts, which would include the tele-communications department, as well as the school of music and the departments of drama and cinema. This building is among those given highest priority.

▶ Purdue University will host an international seminar on instructional TV October 8-18, in cooperation with UNESCO.

▶ The KUON-TV bulletin announces that Nebraska now has a state-wide advisory committee on ETV.

▶ Dedicatory exercises for Georgetown University's WGTB-FM were held April 29. This is the first educational radio station in Washington, D. C. The well-known *Georgetown University Forum* is a regular feature on the NAEB Radio Network.

▶ With a \$5400 grant from the Ford Foundation, Montana's ETV committee sent twenty-five educators to visit ETV stations and installations in California, Oregon, Utah, and Washington.

▶ On a USOE grant, the NETRC is conducting audience surveys to try to determine the size and type of the national ETV audience. Six areas will be studied in the survey, which is to be conducted by Dr. Wilbur Schramm. Participants will be Alabama's ETV network, Denver, the University of Nebraska, Ohio State University, Pittsburgh, and San Francisco. Typical questions will be: "Do you think people who watch ETV are: intellectual, snobbish, insecure, 'eggheads,' dull, youthful?" "How many books have you read since last summer?"

PERSONNEL

▶ NAEB President Harley presented a paper at the International Television Symposium of the world's first International Festival of Television Arts and Sciences in Montreux, Switzerland, May 17-20. Harley presented his paper, "The Techniques of Television in the Educational Process," at the request of the State Department.

With NAEB Legal Counsel Leonard Marks, Harley also will attend the European Broadcasting Union's meeting in Copenhagen June 2-5. Between the two meetings, he planned to discuss U. S. educational broadcasting with RAI officials in Rome and RDTF officials in Paris . . . and also to visit Khar-toum, Sudan, in connection with the NAEB's project there.

▶ Wells Chapin, formerly with Dage Division of Thompson-Ramo-Wooldridge, has been appointed manager of marketing for communications, Electronics and Ordnance Division, Avco Corporation, Cincinnati.

▶ Kenneth L. Yourd has resigned as business and legal affairs vice-president for NETRC.

▶ Joseph Sagmaster, director of WGUC-FM, University of Cincinnati, recently received the Rosa F. and Samuel B. Sachs Prize, which is awarded annually to a Cincinnati contributing the most in art, music, science, literature, education, medicine, sculpture, architecture, or research. Sagmaster was honored "for his . . . personal sacrifice in leaving an executive post in the newspaper world in order to become director of broadcasting . . . so that the community might receive additional radio programs of high musical and educational value . . ." Sagmaster established the university's FM station.

▶ Charles Vaughan, assistant general manager, WCET, Cincinnati, will leave that post to direct the production of science programs for the NETRC.

NAEB, WASHINGTON, D. C.

... is the NAEB's new cable address. The telephone number is North 7-6000. Address: Suite 1119, 1346 Connecticut Avenue, N. W., Washington 6, D. C.

REPRINTS OF BURNS' SPEECH AVAILABLE

Write to NAEB's Urbana office for free copies of the speech delivered by RCA President John L. Burns at the NAEB-IBERT luncheon in Columbus in April. The speech will also appear in the May-June issue of the *NAEB Journal*.

PRESIDENT'S COLUMN

At a meeting of the JCET Board in January, plans were made for a modification of JCET in which it would continue to serve as the policy formulating forum for the educational community in national issues affecting educational broadcasting, but its staff functions would be assumed by NAEB and NETRC. The presidents of the two organizations were invited to submit a proposal for a cooperative reallocation of the JCEB staff functions.

In attempting to work out the related roles of NAEB and NETRC in their responsibilities as constituents of JCEB (changed at NAEB's suggestion so that radio would be included) the discussions got into other areas of activity beyond those formerly of JCEB concern. Accordingly, several drafts were prepared for a proposed "letter of agreement" which attempted to outline certain areas of priority or major responsibility to be assumed by NAEB and NETRC in serving educational broadcasting.

The idea certainly appeared serviceable and worthwhile—to work out between the two operating agencies in the field a mutually reinforcing alliance so that we could productively reinforce, rather than wastefully oppose, one another. Such a basic blueprint could result in cooperative directed effort vastly more potent than the effect of both agencies working independently.

Sincere efforts were made to construct such a document. But it couldn't be done! The more we slaved over words and became immersed in specifics, the more it became evident that attempts to achieve such a legalistic document were futile—and probably unwise.

The position of the executive committee was presented to the NAEB Board at Columbus, by the chairman of the TV Board, Loren Stone. I have asked him to let me include his statement in my column:

I am sure it will be much better for the Center and for NAEB, and for the development of the type of cooperative relationship we all want between the two organizations—and within the entire educational broadcasting movement—if we abandon any attempt to create a document which would spell out "areas of interest" or "areas of primary responsibility."

We must work from the premise of confidence that the Center's desires and motives are, like those of NAEB, to do whatever it can to further the interests of educational broadcasting. We in NAEB should give every encouragement and support to the Center's doing everything it can do with the funds and manpower it has at its disposal, for it has resources of magnitude which we don't have, and by its nature—not

Re NAEB Board Action

In the May *Newsletter* there was an item stating that the NAEB will "continue" as a constituent member of JCEB. It has been pointed out that technically the NAEB *became* a member of JCEB at that time. (Previously the NAEB had been a member of the JCET, predecessor of JCEB).

being a membership organization which must be responsive and considerate of the many problems and interests of a diverse membership—is in a position to make decisions and move in many areas which NAEB cannot do, or cannot do rapidly.

We should not, therefore, try in any way to limit the areas in which the Center should be operating. The Center has certain basic responsibilities growing out of its charter and the directives of its Board. It certainly cannot and should not limit its own growth by agreeing to take a secondary role in any area important to its fulfilling its own responsibilities.

At the same time the Center will, I am sure, recognize that it, alone, cannot do all that educational broadcasting needs done; and that it has as great—or perhaps a greater interest in helping develop a strong NAEB than have any of us who are, as individuals or institutions, working to maintain a strong professional organization. There is much that the Center should want done that can be done effectively and economically only by a membership organization. Money does not buy the type of service which NAEB members give the movement through *their* organization.

Any attempt to set down areas of special interest will only create, inescapably, a set of lines which cannot help but be crossed over, and which will give rise to more of the suspicions and accusations which have characterized too much of the relationship of the past.

If we recognize that the Center has a responsibility to do everything it can to strengthen the stations it serves, and to create a climate in which the present and yet-to-come stations can be strong, we will not begrudge its doing anything it believes it needs to do to accomplish these ends.

The Center should recognize that included in those things which mean strength for its stations is a strong professional organization—which only the institutions and the individuals can create and maintain—but which the Center must support, strongly.

It should not begrudge the membership organization doing those things which it must do to provide development for its membership and give its members reason for association. The Center should not want, in any way, to limit the areas of activity which NAEB should be undertaking.

We must recognize there are many areas of common interest—as there are between NBC and NAB, for example; and that both our organizations will be active, separately and together, in many matters. If at a staff level, we can honestly respect the sincerity and ability of each other; and operate with a desire to help the other and keep him informed of those of our activities in which we know he will be interested, I see no reason why a most harmonious relationship cannot be established and continued without each trying to limit the other by a set of "writings."

It was the consensus of the Board that the position stated above should govern our general posture toward NETRC and that the cooperative working relationships should be worked out on a day-to-day, case-by-case basis by the officers of the two agencies.

— WILLIAM G. HARLEY

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