

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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January 9 Is Closing Date for Ohio State Awards Entries

Radio and television programs to compete for the 1961 Ohio State Awards must be in by January 9, 1961. The awards will be announced at the thirty-first annual IERT in Columbus, Ohio, April 26-29.

This year's program classes include a special election-year award for TV. For the first time, TV entries will be accepted on videotape in addition to film or kinescope recordings.

More information and entry blanks may be obtained from Dr. I. Keith Tyler, IERT, 154 N. Oval Drive, Columbus 10, Ohio.

NAEBers May Tour World in '61

Plans are afoot for a special tour of the broadcasting systems of the world during the summer of 1961. The tour will last six to eight weeks, and will cost \$1500 to \$2000, if the Iron Curtain countries are included—less if they are not. Those interested in the tour should contact Harold Hill, NAEB administrative vice president. Harry Skornia, past president of the NAEB, will conduct the tour. Dr. Skornia has had considerable experience conducting such tours in the past.

Group Insurance Plan Being Investigated

The NAEB staff is currently investigating the possibilities of a group health and accident policy exclusively for NAEB *Individual* members. Those interested in participating in such a plan are asked to contact Harold Hill at NAEB Headquarters. If a sufficient number of members indicate an interest, details will be worked out as soon as possible.

- The NAEB is also considering offering another type of insurance—group catastrophe accident protection (accidental death, dismemberment, and permanent total disability). This would be offered to members of staffs of institutional members as well as to individual members of NAEB.

Through such a group plan, members can get rates ranging from \$.90 and \$1.25 per \$1,000 per person per year; individual coverage of this nature costs \$1.75 and up per \$1,000. Final rates depend on how many people actually are interested.

While more detailed information will be sent to members soon, it would be helpful if those interested in such coverage would indicate their interest at this time.

merry christmas



ETV To Be Topic at International Montreux Festival

Educational television will be among the topics to be discussed at the International Festival of Television Arts and Sciences next May at Montreux, Switzerland. Other subjects to be included during the five-day TV symposium will be color television; future TV arts and sciences; studio, filming, videotape and camera techniques; the role of commercial TV; and space broadcasting. On the latter subject, Russians and Americans are expected to highlight the debates.

Another ETV Station for Miami?

The Dade County School Board is applying to the FCC for permission to build and operate a second ETV station, according to the *Florida E-TV Network Newsletter*. The letter also said that the Florida ETV Commission plans to petition the FCC for a drop-in of a Channel 11 frequency near Orlando so an ETV station might be achieved there if local and state funds become available.

International University of the Air Needs Radio Scripts

NAEB stations and individual members are invited to make contributions to the International University of the Air.

The International University of the Air is an organization of European broadcasters who exchange short scripts on matters of current interest for translation and broadcasting on several European radio systems. During the past year NAEB has provided the International University of the Air with scripts on the Role of the Best-Seller, and on the American Press. These have been well received, and additional program series are requested.

At the same time that American scholars who can prepare scripts especially for this purpose are sought, NAEB stations and members who have scripts already prepared are invited to make them available for international exchange. The need is for scripts in series of three or four, each talk running from ten to fifteen minutes. Serious consideration of important subjects, with a philosophical rather than pragmatic approach, is preferred.

For further information write to Burton Paul, Director, Department of Radio and Television Broadcasting, University of Minnesota, Minneapolis 14.

Network May Offer Audition Tapes

As part of its continuing effort to provide a more adequate service, the NAEB Radio Network is considering sending audition tapes to network members, along with the regular printed quarterly program offerings. Under the proposed plan, at the time the

printed offering is mailed, all network members would receive tapes of programs Nos. 1 and 2 from each new series included in the offering. After the orders were received, distribution of new series would proceed with program No. 3 from each series.

This would give each station manager the opportunity to *hear* rather than just to read about new series. Also, this system would eliminate much useless dubbing of series ordered but never used.

Although the final procedures for this plan have yet to be decided, all network members should submit now their reactions to this proposal. If interest is sufficient final plans will be made. If a lack of interest is apparent, these plans will be abandoned and the present system will continue. All network members are urged to send their comments to the network manager.

PLACEMENT COLUMN

- December 1** — Available now. Will receive B. A. in business communications in June. Male, 27, married. Will go anywhere. Two and a half years of experience in educational FM broadcasting—from applying for CP to purchasing equipment, training staff, programing, producing, and going on air. \$5400.
- December 2** — B. A. in TV production. Male, 22, married. Honor student, winner of top awards in his field. Commercial experience. Desires position as producer-writer-director with ETV station seeking hard-working, knowledgeable idealist. \$5500.
- December 3** — Male, 25, unmarried, with B. S. in communications, two years with Armed Forces Radio and TV, and training in all phases of radio. Seeking position in educational radio as announcer in St. Louis area. Open salary.
- December 4** — Married man, 33, with M. S. in education, seeking management position in educational radio. Ten years of experience in educational broadcasting doing production, programing, and administration. Last four years program director in large midwestern university station. \$7000 minimum, any location.
- December 5** — Single man, 27, wants to write for, help to produce, or to organize private or civic ETV. Has B. A. degree in English and education. Does not object to foreign or domestic travel.
- December 6** — Versatile, creative, productive man, 29, married, wants writer-producer position in either educational radio or TV. Professional announcing and selling background. Holds 1st FCC Phone License. Has M. S. in speech and is speech therapist, working on Ph.D. Tape available. \$6500 minimum.

STUDENT TRAVEL GROUP NEEDS EDUCATION DIRECTOR

SITA (Student International Travel Association) is looking for someone to join its organization as education director. Their requirement: "A young educator with some sales incentive and imagination." Anyone interested should write to NAEB Headquarters.

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.

Convention Comment

Response to the questionnaires regarding the NAEB convention has been good. Answers are presently being compiled, and the January *Newsletter* will carry a summary report. Among favorable comments elsewhere was one by Leon C. Fletcher, broadcasting and speech instructor at Taft [California] Union High School and College, which was printed in the Taft *Midway Driller*. Fletcher summed up his convention stay as "the most intellectually stimulating two days I've ever experienced."

ETV in the National Magazines

A picture taken inside the studio of educational WIPR-TV, San Juan, Puerto Rico, appeared on the inside front cover of a recent *Saturday Review*. The picture and accompanying copy were presented as an ad by the Commonwealth to induce people to live in Puerto Rico.

• Dr. W. W. Jackson, chairman of the Southwest Texas ETV Council, says that a story in *Time* magazine about the projected area ETV station in San Antonio "is full of factual inaccuracies which are misleading." Dr. Jackson emphatically denies the story's statement that the station "will be strictly a platform for great teachers to shame poor ones."

Network Offers Varied Schedule

The NAEB Radio Network begins its 1961 service to members with an impressive program offering combining domestic and foreign series in a ten-hour-per-week schedule for the January-March period.

New foreign series scheduled to begin in early 1961 are *The Splendor of Ancient Mexico*, produced by Mexico National University Radio in cooperation with KUT-FM, University of Texas; *Interviews from Sweden* with Marjorie Lundin; Radio Sweden's *Famous Swedes*; *FBS's Vocal Art in France*; and a new CBC University of the Air series, *Humanistic Values in English Literature*.

New grant-in-aid series scheduled are WKAR's *Oral Essays on Education* and KFJM's *Heritage of American Humor*. Other new series include *H Is For Joy* (a study of the nature, status, and treatment of drug addiction); a folk song series, *Songs of the People*; a panel series on *Religion in Life*; a study of contemporary music, *Composers On Composers*, featuring composers discussing themselves and their contemporaries; another series from Michigan State University's annual *Asian Institute Lectures*; and a series of talks on *John Dewey in the Light of Recent Philosophy*.

In addition, network members may obtain a study of Shakespeare's contemporaries, *Aside From Shakespeare*; lectures from a recent Newport Jazz Festival on *Jazz in American Life*; a new Voice of America Forum Lecture series on music; and a new series from the Cooper Union on *The Individual*.

Foreign produced shows continuing from 1960 are the Canadian and French press reviews, RAI's *Italian Composers*, and the French Broadcasting System's *Contemporary Music From France*. The series *Germany Today*, produced both in the U. S. and in Germany, will continue also.

Continuing domestic series include the children's series, *Stories 'n Stuff* and *Carnival of Books*, the *Georgetown Forum*, and the *Voice of America Forum Lectures: Chemistry*. Two grant-in-aid series, *Listen to the Land* and *Medical Research* round out the series continuing from 1960. *Medical Research* is the first of four sub-series in a 58-part series on *Human Behavior: Social and Medical Research* produced by WUOM, and other sub-series will be available later in the year.

Anyone desiring further descriptions of any of these series may obtain free single copies of the first-quarter network offering. Write to NAEB Headquarters.

News of Members

GENERAL

▶ At the University of Illinois, a study was done to test the hypothesis that persons attracted to WILL-TV by the "Play of the Week" dramatic series would increase their viewing of the locally produced "Mosaic" program. Telephone calls were made to 400 faculty homes on October 6 and again on November 10. Results showed that viewing of "Mosaic" increased about 28 per cent in the month between the two studies, while the increase in viewing of "Play of the Week" was less than 2 per cent. However, "Play of the Week" viewers were more likely than others to increase their viewing of "Mosaic" as well as their overall viewing of the channel.

▶ The University of Utah has received program test authority from the FCC to operate two UHF channels with ten-watt transmitters to determine whether or not standard quality transmission is possible with such equipment. The university is conducting experimental work on the installations through a research grant from the U. S. Office of Education. If the low-power system proves itself, the way is opened up to use ETV on an extensive basis for a fraction of present costs. Transmission equipment was manufactured by Adler Electronics and the CCTV studio equipment was manufactured by RCA.

▶ ETV stations last month had a chance to broadcast an exclusive interview with Red China Premier Chou En-Lai. The NETRC program was recorded in Peiping by Felix Greene.

▶ New York University is offering a new scholarship of \$500 annually to be given to a student who shows outstanding promise in the area of creative writing for radio and TV. The scholarship was established through support of the Mogul Williams &

Saylor advertising agency, as a memorial to Myron A. Mahler, a pioneering figure in advertising.

▶ WVSH, the School City of Huntington [Indiana] station, reports that 60 per cent of the total teaching staff utilized some of the radio series during the first half of the first semester this fall.

▶ The Albuquerque public schools bulletin reports that KANW (FM) is producing education via radio at a bargain rate. The story states that, compared with eleven other public-school-owned stations throughout the nation, KANW's per-pupil cost each year was less than half that of the average (44 cents as against 96 cents).

PROGRAMS

▶ English professors at Auburn University (Alabama) are crediting an ETV program as one of the factors accounting for a decrease in the number of entering freshmen who had to enroll in remedial English this fall. When the program "Two R" went on the air last year, English-weak high school seniors were encouraged to enroll.

▶ WWWS-FM, East Carolina College, and commercial WGTC-AM, Greenville, cooperated to present a stereophonic broadcast of an Atlanta Symphony Orchestra concert recently. This was a new venture in radio programming in eastern North Carolina.

▶ Indiana University's WFIU (FM) this year will carry the Metropolitan Opera broadcasts live. It will be the only Hoosier station to do so. For the past two seasons, WFIU has carried broadcasts of the performances via tape. (See story in November-December *NrAEB Journal*.)

▶ WEDU, Tampa, is presenting "Career Opportunities," a half-hour panel show during which two students have a chance to quiz two outstanding businessmen about their profession.

▶ WTTW, Chicago, is presenting a series of programs designed to answer viewers' questions regarding TV commercials — how many people and how many hours it takes to prepare a 60-second commercial, etc. The programs are prepared by the Chicago chapter of the Academy of Television Arts and Sciences.

▶ KQED, San Francisco, has launched a live weekly series of scientific news. New experiments and scientific concepts from archaeology to physics will be unveiled. Models and illustrative materials will be used on the programs.

PERSONNEL

▶ Burton Paulu, director of radio and TV broadcasting at the University of Minnesota, will teach an ETV workshop during the summer session at Los Angeles State College.

▶ Kent State University announces two new appointments: Dr. Philip A. Macomber, formerly of WOSU-TV at Ohio State University, has joined the staff as assistant professor of speech. He will be in

charge of CCTV development. Barton R. Derby has been appointed chief engineer.

▶ Dr. Kenneth Harwood, professor of telecommunications at the University of Southern California, has been elected president of the Southern California Conference of the American Association of University Professors.

Here and There

The Washington County [Maryland] Board of Education is polling teachers and parents on whether or not they want the Hagerstown CCTV system to continue on a tax-financed basis after the Ford Foundation grants run out.

● Los Angeles State College has established a new broadcast service center to act as coordinating and production agency for all the school's radio and TV activities. James Loper, formerly assistant director of the radio-TV bureau at Arizona State University, will direct the new unit.

● Edward Stasheff, professor of speech at the University of Michigan, told a meeting of the Catholic Education Association recently that today's instructional TV is more in danger from its friends than from its opponents. He said that instructional TV has become so attractive that many schools are rushing into it without understanding it or without adequately preparing for its use.

● WHYY, Philadelphia, has received an assist from the Philadelphia Home and School Council. WHYY is seeking Channel 12, Wilmington, and the council has raised funds so the station can present a good case before the FCC January 10.

● A series of thirteen half-hour programs dramatizing college teachers is being produced by the ABC in cooperation with the National Education Association. Entitled "Meet the Professor," the programs will be broadcast on Sunday afternoons.

● Educational KCSD-TV, Kansas City, is aiming for a January 15 target date.

Publications

The U. S. Office of Education has recently issued an annotated bibliography on radio and television books, periodicals, scripts, and plays. Copies are 25 cents each, from the Superintendent of Documents, Washington 25, D. C.

● The Television Information Office, 666 Fifth Avenue, New York 19, has issued a book to assist TV stations in planning and producing local public affairs programs. The book, *Interaction*, describes more than a thousand programs broadcast by 264 TV stations. \$3.00 per copy.

● Available free of charge from Adler Electronics, Inc., One LeFevre Lane, New Rochelle, New York, is a twenty-page study describing the translator system set up by Adler to rebroadcast programs of WUNC-TV throughout western North Carolina.

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