



# NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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MAY, 1966

## 200 Attend NAEB Southern Meet

Registrants at the NAEB Region II Southern Area conference in Memphis last month heard Tennessee Governor Frank Clement speak of his personal commitment to ETV, saying that "... it is the best, the cheapest, the most efficient—perhaps the only solution to my state's education problems." He said he would not bemoan the lost opportunities of commercial television, but that instead, "We must learn to make the magic of Madison Avenue work for us."

Gov. Clement keynoted the conference. The banquet speaker was Robert L. Lincoln, executive director, Council of Higher Educational Institutions, New York City. Talking on "Communications in the Sixties," he said, "TV and radio must bring the community to the home . . . we must determine how best to use the air time."

In addition to business sessions and other general sessions on interconnection and legislation, conferees could attend a number of special-interest sessions—on engineering, production, management, studio teaching, facilities and equipment, graphics, promotion, utilization, funding, research and development.

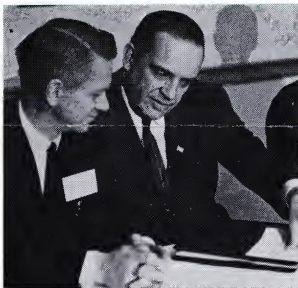
The group voted Jacksonville, Fla., as the 1967 conference site—and Atlanta, Ga., as the site for every third year, beginning in 1968.

## NAEB Improves Placement Procedure

The NAEB has expanded its placement service and will concentrate on fast and effective service to individuals and prospective employers. Changes in registration and record procedures and a mechanical sorting device are expected to speed processing. To be known hereafter as the NAEB Personnel Service, it will function directly under the NAEB president's office, with Frederick Breitenfeld, associate director of ETS, overseeing operations.

## ETV Facilities Program Reports Actions

In notices dated March 31 and April 5, HEW approved grants for five new ETV



Howard D. Holst, managing director, WKNO-TV, Memphis, (left) chats with Tennessee Governor Frank G. Clement before the governor addressed the NAEB Region II Southern Area conference on March 31 at the Holiday Inn-Riverview, Memphis.

stations and two expansions. The new stations and grants are: Ch. 38, St. John, Ind., \$109,103; Ch. 17, Linville, N.C., \$144,758; Ch. 11, Lexington, Tenn., \$228,338; Ch. 36, Florence, Ala., \$221,338; and Ch. 14, Mt. Pleasant, Mich., \$170,988. The expansions are: KTXU, Texas Technological College, \$173,191, and WNDT, New York City, \$729,122.

HEW also announced that it had accepted for filing applications for one new station and six expansions or improvements. The new station is Ch. 45, Chattanooga, with a total estimated project cost of \$537,663. Expansions and estimated total costs are: WMVS, Milwaukee, \$306,408; KWSC, Washington State University, \$78,565; WEDH, Connecticut ETV Corporation, \$246,115; KTWU, Washburn University of Topeka (Kan.), \$33,796; WUNC, University of North Carolina, \$314,979; and KLRN, Southwest Texas ETV Council, \$360,000.

## NAEB Testifies Before Morse Committee

NAEB President William G. Harley testified before Senator Morse's Education Subcommittee on April 5, to support an Adult Education Association's suggested amendment to the Adult Education Act of

1966. The proposal is to add a title to the Act "to create bold new approaches to adult basic education," including ETV. Harley supported the AEA recommendation, but urged that radio be included as well, saying "Radio can do many educational tasks as well as TV and more economically."

## NAEB Petitions FCC To Reconsider 5th Report and Order

In a petition filed March 21, the NAEB urges the FCC to reconsider its position regarding reservation of educational channels and to adopt a Table responsive to the educator's demonstrated needs and in tune with national educational objectives. The NAEB calls the Fifth Report wrong for all of the reasons that the Fourth Report was wrong.

The Commission's table erects artificial limitations on the number of channels and hence automatically restricts the absolute number of available reserved assignments, says the petition. While the FCC table reserves a third of the channels for education, the limitations still allow only 615 for education, out of 1756. The NAEB table also reserves a third of the available channels—roughly 1100 out of 3200.

NAEB's petition also hits hard at the conflict between the FCC's unsaturated table and other Congressional education objectives. NAEB names the recent specific acts in which Congress has explicitly recognized ETV's role in education, and says that the Commission's refusal "to provide ample, or even minimal, room for these developing educational uses . . . runs directly counter to the purpose and goals of these Congressional enactments."

## Professional Interest Sections Organize

The ranks of all NAEB Professional Interest Sections have grown since their formation at the 1965 national convention in Washington. Some 300 Individual Members participated in the planning meetings of the six sections at that time.

Each section now has a national chairman; four have regional representatives throughout the country, and one other has

a steering committee at work. The production group has elected to assess members \$2 a year to support its activities, and forty-nine have paid the fee.

These groups help plan meetings for regional and national conventions, develop information services to members (including possible articles in the *Journal* and columns in the *Newsletter*), recruit promising people into the field, develop regional or state organizations of professional interest groups, and define goals of the sections.

An NAEB Individual Member who would like to participate in one of the sections should contact the national chairman or secretary. These are:

1. *Engineering*. Ch.—Ronald Stewart, 1624 Alexandria Drive, Lexington, Ky.

2. *Graphics*. Ch.—Jerry Tiemann, Art Director, South Carolina ETV Center, 2712 Millwood Ave., Columbia, S.C. Secy.—Patrick A. Dilley, Illustrator, South Carolina ETV Center, 2712 Millwood Ave., Columbia, S.C.

3. *Production*. Ch.—Charles de Loache, Jr., South Carolina ETV Center, 2712 Millwood Ave., Columbia, S.C. Secy.—John Mandelbaum, 28 Court St., Geneseo, N.Y.

4. *Research*. Ch.—Warren F. Seibert, Head, Instructional Media Research Unit, Audio-Visual Research Unit, Purdue University, Lafayette, Ind. Secy.—J. Christopher Reid, Acting Director, Instructional Television, University of Missouri, 409 Jesse Hall, Columbia, Mo. 65202.

5. *Studio Teachers*. Ch.—Robert W. Fox, Curriculum Director, Delaware ETV Network, Box 697, Dover, Del. Secy.—Doris H. Platt, State Historical Society of Wisconsin, 816 State St., Madison, Wis. 53706.

6. *Utilization*. Ch.—Miss Marion Lowry, Board of Public Instruction of Broward County, Fort Lauderdale, Fla. Secy.—Oneida P. Carpenter, Director, Educational Television, Pensacola Junior College, Pensacola, Fla. 32504.

## Meetings

● Georgia will host the first national conference on ETV for state department of education officials. A \$28,450 grant under Title V of the Elementary and Secondary Education Act will finance the meeting, to be in Atlanta May 10-12. The chief state school officers and the administrator in charge of ETV in each of the fifty states and Puerto Rico are being invited.

Richard Bell, director of NAEB's Instructional Division, is serving on the conference planning committee, along with Duane Mattheis, Minnesota education commissioner; Lee Campion, director of New York state's division of educational communications; Charles Trotter, ETV spe-

cialist from the USOE; and representatives from the Georgia ETV network.

● Technical papers, panel discussions, and a lighting progress show will highlight the second annual Theatre, Television and Film Lighting Symposium at the Edgewater Beach Hotel, Chicago, May 9 and 10. The Illuminating Engineering Society sponsors the meeting.

## News Notes

### PERSONNEL

▶ Ron Hull, program manager of KUON-TV and Nebraska ETV network, has requested a year's leave of absence from his dual post to direct a South Vietnamese TV training project for the USIA. He will help establish an ETV station in Saigon and will be responsible for training Vietnamese nationals in all phases of TV station operation. Hull has been associated with Nebraska ETV for more than ten years, first as producer-director and later as production director before promotion to his present posts.

▶ Fred H. Harrington, president of the University of Wisconsin and member of the NAEB Board of Directors, has been elected to the Board of Directors of the Foreign Policy Association.

▶ J. W. Warfield, associate professor of speech and mass communications at Wayne State University, has been awarded a Fulbright Lectureship at the University of Chiangmai in Northwestern Thailand. Starting in June, he will spend ten months there, teaching mass communications and serving as adviser on that curriculum.

▶ Richard B. Hull, chairman of the NAEB Board of Directors, is serving on the Committee of Awards of the Alfred I. duPont Awards Foundation in the field of radio-TV and allied sciences. He met April 8 and 9 with other members of the committee; awards will be presented May 16.

▶ Richard Brundle, former studio production manager and producer-director for WQED, Pittsburgh, has become supervisor of production operations at WMSB, Michigan State University. He replaces Gordon Lawrence, who has joined the staff of WOUB-TV, Ohio University, as operations manager.

▶ In addition to Lawrence, WOUB has announced the following staff appointments: Arthur Hastings, staging and lighting director, previously with the Detroit Board of Education; Tom Holleron, remote shop supervisor, formerly with WLW-C, Columbus; Chuck Cox, engineering operations supervisor; and Stan Morris, who joined the staff in September as producer-director, promoted to production supervisor.

▶ Henry H. Mamet, executive director of the Broadcasting Commission of the Chi-

cago Board of Rabbis, recently received the "We Try Harder" community service award from the Avis Rent-a-Car Company. The award was for outstanding service to youth and various community activities, particularly in broadcasting.

▶ David E. Platts, instructor and producer-director, St. Petersburg Junior College, has received a graduate fellowship jointly awarded by Florida State University and the Pinellas County Board of Public Instruction. He will take a year's leave of absence to begin work toward his Ph.D. at Florida State.

▶ Mrs. Virginia Bartlett has joined the programing department of WQED, Pittsburgh, as public affairs producer. She has had extensive experience in TV production, and has won two Gold Mike Awards. In 1960 she visited more than a hundred TV stations and traveled more than 30,000 miles on a mass media fellowship to study public service programing.

▶ Robert E. West, CCTV engineer at the Chicago campus of the University of Illinois, has been named chief broadcast engineer for Northern Illinois University. He will serve as chief engineer for WNIC (FM) as well as assist in expansion plans and experimental projects.

## STATE AND REGIONAL

▶ With the expected activation of stations at Erie and Scranton by September, Pennsylvania ETV coverage will reach 97 per cent.

▶ The Nebraska ETV Council for Higher Education, Inc., was formed in mid-March to extend the use of ETV to every university, college, and junior college in the state. Presidents of twenty-four institutions of higher education were named as incorporators. Plans call for the council to begin broadcasting programs for higher education over the state's ETV net this fall. Five of the state's proposed seven ETV channels will be operating by then.

▶ KTWU, Ch. 11, Topeka, Kansas recently received gifts and equipment in excess of \$40,000 from two commercial stations. KTWU, licensed to Washburn University, is the first noncommercial ETV station in Kansas, and is seen as the first link in a state-wide ETV network.

## AWARDS

▶ Among the awards presented March 29 by the Thomas Alva Edison Foundation for distinguished contributions in the mass media were the following: "Best radio program for youth," to WNYC, New York, for "Teen Age Book Talk"; "Special Citation for an historical TV series," to NET for "History of the Negro People"; and "Special Citation for an educational film,"

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to General Electric Company for "Careers in Engineering."

▶ NET presented eight awards for distinguished local programming at its first awards dinner in New York April 19. KUEB, Salt Lake City, received the \$2500 distinguished award for a total TV project, for its weekly public affairs series on Utah government. Other winners were WQED, Pittsburgh; WMVS, Milwaukee; WNDT, New York; WHYI, Philadelphia; WMSB, Michigan State University; WGBH, Boston; and KNME, Albuquerque. The eight were chosen from over a hundred entries.

▶ KFME, Fargo, N.D., received a certificate of merit from the city of Moorhead, Minn., "for its meritorious communications efforts performed during the blizzard of March, 1966."

## Publications

● Available from the NAEB, Washington, for 75 cents each, is a list of "Major Fellowship Opportunities and Aids to Advanced Education."

● The Western Radio and TV Association and the Society of Motion Picture and TV Engineers have cooperatively produced some guidelines for the "Specification and Selection of a Videotape Recorder for Educational Applications." Obtainable from the WRTA, 633 Battery St., San Francisco, Calif. 94111.

● In the most recent issue of *Television Quarterly*, Editor A. William Blum proposes that the FCC set up a National Informational Cultural and Educational TV Service (NICE-TV). He suggests that the nonprofit corporation be licensed to operate a limited-hours subscription TV system over local noncommercial stations—and predicts that the corporation could thus gross a billion dollars a year within four years.

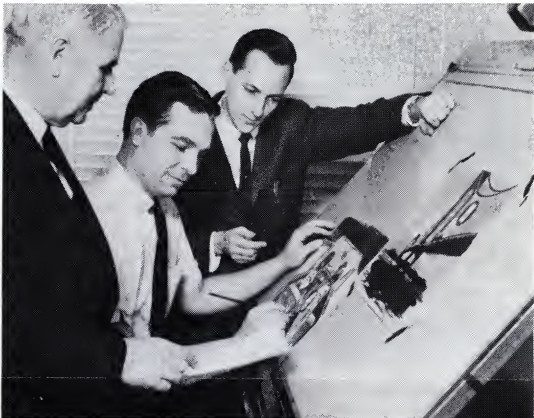
● Lawrence E. McKune has issued "A Preliminary Report of Programed Instruction," containing data from 466 schools in the 50 states. The 101-page publication may be obtained from: University of the Air, 14 Kellogg Center, Michigan State University, East Lansing.

## Summer Radio-TV Courses & Workshops

Taken from the Educational Media Council's directory of summer courses for 1966 is the following list of schools offering radio and TV courses or workshops. Inquiries should be directed to the director of summer sessions at the named institutions. Abbreviation code: U—undergraduate, G—graduate, R—radio, T—television, B—broadcasting (radio and TV).

*Arizona.* Grand Canyon College, Phoenix, U.B.

*California.* U. of Berkeley, GT; State College at Fullerton, UT, UGB; State College at Los Angeles, UB; Chico State College, UGT; Modesto Junior College, UB; College of Notre Dame,



## AAA Selects South Carolina Net To Produce Driver Education Series

—by Judy Nielsen

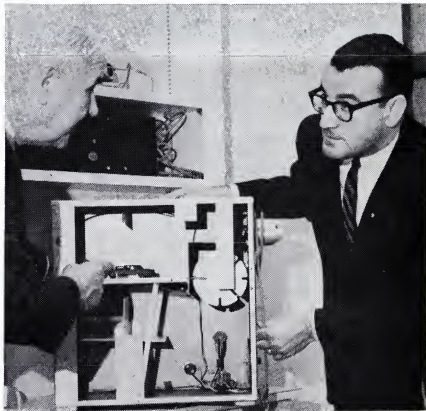
South Carolina's ETV network is producing *Sportsmanlike Driving*, a series of 30 half-hour videotaped programs, for the American Automobile Association. Beginning in September, the programs will be broadcast to schools on the state's closed-circuit network and to the public and other schools through the ETV stations in Charleston, Greenville, and Columbia. The programs will also be available to other educational and commercial stations.

Harold O. Carlton, educational consultant with AAA and one of the nation's top driver and traffic safety education instructors, will develop the series, serve as instructor, and prepare lesson guides for classroom teach-

ers. He will use a host of visual aids, and several textbooks, driving guides, and workbooks.

AAA has provided between 10 and 15 testing and training devices, and the automotive industry has offered use of any type vehicle, including cutaway models of various car parts for close-ups. Representatives of the tire industry have also offered their products.

T. Ed Pickard, Jr., executive vice president of the Carolina Motor Club, calls this "the finest, most beneficial and helpful project since driver education was put into the schools of the nation."



**TOP:** Looking over a visual to be included in the driver education series are, left to right: Harold O. Carlton, AAA educational consultant and instructor for the series; Ronald Chapiesky, illustrator with the South Carolina ETV network; and Charles DeLoache, producer-director with the network.

**BOTTOM:** Harold O. Carlton and James E. Gynn, Chrysler Corporation representative, discuss a cutaway driver evaluator which will be used in the series.

Belmont, UB; University of Redlands, GT; Sacramento State College, UGT; San Bernardino Valley College, UT; San Diego City College, UB; San Diego State College, UGT; San Fernando Valley State College, UGB; San Francisco State College, UT; San Jose State College GRTB; University of Southern California, GT.

**Colorado.** U. of Boulder, UGT; University of Denver, UGT.

**Connecticut.** U. of Storrs, GT.

**Florida.** A&M University, Tallahassee, GT; Hampton Junior College, Ocala, UT; University of Miami, Coral Gables, URT; University of South Florida, Tampa, URTB.

**Hawaii.** U. of Honolulu, UGB.

**Idaho.** U. of Moscow, GT.

**Illinois.** Bradley University, Peoria, UGT; Eastern Illinois University, Charleston, UGT; Loyola University, Chicago, GT; National College of Education, Evans-ton, GT; Northern Illinois University, DeKalb, UGT; Northwestern University, Evanston, UGRTB; Southern Illinois University, Carbondale, URTB, GT; Western Illinois University, Ma-comb, UTB; Wheaton College, UB.

**Indiana.** Ball State University, Muncie, GRTB, URB; Indiana State University, Terre Haute, GRTB, URT; Indiana U., Bloomington, URTB, GRT; Uni-versity of Notre Dame, GRTB.

**Iowa.** Iowa State University, Ames, UTB; Luther College, Decorah, UB; State University of Iowa, Iowa City, UGRTB.

**Kansas.** U. of Lawrence, UGT; Kansas State University, Manhattan, UR; Washburn University of Topeka, UT.

**Kentucky.** Eastern Kentucky State College, Richmond, GT; University of Ken-tucky, Lexington, UGRTB; Morehead State College, UR; Murray State Col-lege, UGT, UB.

**Louisiana.** Louisiana Polytechnic Institute, Ruston, UGTB; Louisiana State Uni-versity and A&M College, Baton Rouge, UGRT; Northwestern State College, Natchitoches, UT.

**Maine.** U. of Orono, UB.

**Maryland.** Columbia Union College, Takoma Park, UB; U. of Maryland, Col-lege Park, UT; Towson State College, Baltimore, UGT.

**Massachusetts.** U. of Amherst, GB; Bos-ton University, UGRTB; Emerson College, Boston, UGRTB.

**Michigan.** U. of Ann Arbor, UGRTB; Adrian College, UB; Central Michigan University, Mt. Pleasant, UGRTB; University of Detroit, UGB; Northern Michigan University, Marquette, GT; Siena Heights College, Adrian, UT; Western Michigan U., Kalamazoo, GT.

**Minnesota.** U. of Minneapolis, UGB.

**Mississippi.** U. of UGB; Jackson State College, UR; University of Southern Mississippi, Hattiesburg, UB.

**Missouri.** U. of Kansas City, UGT; Central Missouri State College, Warrens-

burg, URTB; Stephens College, Co-lumbia, UB.

**Nebraska.** Kearney State College, UGB.

**New Mexico.** Eastern New Mexico Uni-versity, Portales, GT; New Mexico State University, University Park, URB.

**New Jersey.** Montclair State College, Up-per Montclair, GR.

**New York.** Brooklyn College, City Uni-versity of New York, UGT; Fordham University, New York City, GT; Long Island University, Brooklyn, UR; New York University, New York City, GRTB; State University College at Brockport, UR, GT; State Uni-versity College at Geneseo, UGRT; Syra-cuse University, GRTB; Teachers Col-lege, Columbia University, GRTB; Yeshiva University, New York City, GT.

**North Carolina.** U. of Chapel Hill, UGB.

**North Dakota.** North Dakota State Uni-versity, Fargo, UGRTB.

**Ohio.** Bowling Green State University, UR, GT; John Carroll University, Cleve-land, UGT; Kent State University, URTB, GT; Miami University, Ox-ford, UGT; Ohio State University, Columbus, UGRTB; Ohio University, Athens, UGRTB; Xavier University, Cincinnati, GT.

**Oklahoma.** U. of Norman, GB.

**Oregon.** U. of Eugene, URTB; Oregon State University, Corvallis, UGRTB.

**Pennsylvania.** West Chester State College, GT.

**South Dakota.** U. of Vermillion, UT.

**Tennessee.** University of Chattanooga, UGT; East Tennessee State Uni-versity, Johnson City, UGT; Memphis State University, URTB.

**Texas.** U. of Austin, UGT; Abilene Chris-tian College, UGR; East Texas State University, Commerce, GT; Odessa College, UR; Sam Houston State Col-lege, Huntsville, URB; San Antonio College, URTB; Southern Methodist University, Dallas, URT, GB; Texas Christian University, Fort Worth, UGT; Texas Western College, El Paso, GRTB; Texas Woman's Uni-versity, Denton, GT.

**Utah.** U. of Salt Lake City, UGT; Brig-ham Young University, Provo, UGB; Weber State College, Ogden, URT.

**Virginia.** Hampton Institute, GR.

**Washington.** U. of Seattle, URTB; Central Washington State College, Ellens-burg, UGB; Eastern Washington State College, Cheney, UGRTB; Pacific Lutheran University, Tacoma, UGT; University of Puget Sound, Tacoma, UGT.

**West Virginia.** Marshall University, Hunt-ington, UGRB.

**Wisconsin.** U. of Madison, UGRTB; Mar-quette University, Milwaukee, GTB, UB; Stout State University, Menom-onic, UGRT.

## PERSONNEL

### POSITIONS AVAILABLE

[For information, write Miss Yasmine Mirza, Personnel Service, at the NAEB in Washington. In order to be considered through these channels, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Personnel Service. Non-members can save time by sending the \$10 annual dues and \$10 placement registration fee at the time of inquiry.]

- May 1** Production supervisor, FM station, Midwest university, metropolitan area. Heavy schedule production, recording, editing. Station is 40 kw, utilizing two multiplex channels for instruction and continuing education. Intern-type position for recent radio-TV graduate with broad background and interests. Initial work is in radio only; future opportunities in TV and film possible. Open July 1. \$6000.
- May 2** Television technician for large university on West Coast. Duties include installation, operation and maintenance of closed-circuit television equipment and assistance in production work. Requires experience in television electronics, including television camera operation. \$6432 to start, with liberal benefits and career opportunity with advancement potential. Open immediately.
- May 3** Radio-TV. Man or woman, with or near a doctorate, to teach beginning and advanced courses in radio and television curriculum at Midwestern university. Assist in university radio station and closed-circuit television. Assistant professor with doctorate and seven years of experience. \$7,500 for academic year.
- May 4** Expanding television station on West Coast has these openings: Two maintenance technicians (\$6,200); chief engineer (\$8,200-\$10,000) and producer-director with some instructional television experience. Salary \$6,500; open July 1.
- May 5** ETV producer-director for large eastern state university. Principal responsibility involves planning, scripting, producing and directing telecourses, instructional programs for different disciplines as well as communication course teaching. Doctoral degree with academic and professional background. Twelve-month position. Salary open July 1.
- May 6** Immediate opening for experienced chief engineer to supervise installation, operation, and maintenance of southeastern ETV studio, full-power transmitter, and microwave equipment.

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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