



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 31, NO. 8

WASHINGTON, D.C.

AUGUST, 1966

NAEB Team Barred From India

Indian protest groups nipped in the bud development of a rural radio system for India. Their technique — loud outcries which grounded a 4-man NAEB study team less than 12 hours before takeoff for New Delhi from Washington, D.C. Under the direction of Dr. Kenneth Wright of the University of Tennessee, the team planned to conduct an on-the-spot investigation of problems involved in expanding official Indian broadcasts, All-India Radio. The main aim was to get first-hand news on crop, pest and weather conditions quickly to farmers scattered throughout the country in more than half a million villages. News would be in local dialects.

Those participating in the project included Dr. Floyd E. Carlson, State University of N.Y. College of Forestry; Ovid Gano from the J. Hillis Miller Health Center, University of Florida; Mr. Macdonald Wiggins, Martin Company, Orlando Division.

The idea originated with the U. S. Agency for International Development Mission to India and had the approval of Mrs. Indira Gandhi, Prime Minister of India.

AID, currently guiding India in food production and family planning, had asked NAEB to choose leading communications specialists who would make recommendations for the overall radio system, as well as the type of low-power, low-cost transmitter most suitable, development of serviceable transistor receivers that could be manufactured in India, sold inexpensively to the populace.

Controversy erupted when an Indian news agency reported that transmitters would be placed in every one of India's 320 districts, to be manned by American technicians, with Peace Corps volunteers preparing broadcast materials. The charge was denied by both American and Indian spokesmen.

The left-wing press seized the opportunity to stir anti-U.S. feelings, focusing on what it considers American economic pressure to divert India from its socialist path. The pro-Communist daily, *The Patriot*, called the proposed network "more dangerous than the Voice of America."

NER Seeks Broader Use of Radio Wingspread Conference Set

Fifty key leaders in education, government, industry, and the arts will meet this fall to establish effective ways of utilizing radio more thoroughly here and abroad. NER executive director Jerrold Sandler announced that the conference will be supported by the Johnson Foundation because of its belief that "radio is an under-developed educational resource."

Mr. Sandler commented, "There has long been the need to bring together outstanding people in major fields who have contributed significantly to the nation's educational and cultural growth to devise practical suggestions for developing radio to its full potential." The Wingspread Conference on Educational Radio as a National Resource is scheduled for September 26-28, Johnson Foundation, Racine, Wisconsin.

Before The FCC

In separate statements filed before the Federal Communications Commission, both the NAEB and the State Educational Television Agency for the State of Iowa opposed a petition filed by Mark Twain Broadcasting (KHMO), a commercial broadcaster in Hannibal, Mo. KHMO aims to uproot Channel 12, Iowa City, to make room for a Channel 12 assignment in Hannibal. NAEB stressed "that facilities to be utilized by Iowa for initiating VHF statewide coverage must be located to provide effective coverage to prime population centers," reminding "Iowa plans to pool all educational resources in an interconnected service for key areas." In written testimony now before the FCC, NAEB says application of The Board of Regents of the Universities and State Colleges of Arizona, license of KUAT, Channel 6, Tucson, to relocate its transmitter, increase power is in the public interest. Statement includes objections to a related FCC proposal to delete reservation on Channel 10 at Silver City, New Mexico, along with complete deletion of Channel 6 from that area.

FCC Rejects NAEB Petition

The Federal Communications Commission rejected NAEB's Petition for Reconsideration of its Fifth Report and Order, on July 12. The Fifth Report, released in March, 1966, announced a Table of Assignments in which the number of UHF assignments and the number of reservations were fewer than in previous Commission assignment plans.

In its Petition the NAEB said that the unsaturated framework of the assignment table resulted in fewer educational reservations and therefore deprived the educational community of essential frequency space.

Of special concern is the Commission's attitude toward the use of broadcast frequencies for instructional purposes. In its July 13 Memorandum the Commission says "if the broadcast channels are used to serve a relatively limited number of pre-planned receiving points they are, in effect, withdrawn from the broadcasting service, thereby compounding an already serious shortage. If there were no other way to reach the pre-selected receiving points the use of the broadcast channels could be justified."

The NAEB petition cited the difficulty of pre-selecting receiving points and of determining reasonable criteria for establishing a "relatively limited number." The Commission Memorandum indicated that "various alternates (have been provided) for the various needs of educators . . . The Instructional Television Fixed Service is specifically tailored for classroom instruction and other related administrative functions."

The Commission's Memorandum terminates this aspect of the UHF Assignment proceeding. Further decisions will deal with the use of Channels 70-83 that have been set aside by the FCC as possible "low-power community-type" television stations.

Dean Rusk Reappoints Harley

President William G. Harley will continue to serve as NAEB representative to the U. S. National Commission for UNESCO. The term ends in fall, 1968.

SUMMER VIEWING

WHYY, Channel 12, Philadelphia: *Joan Sutherland on Concert*, performing six arias.

WQED, Channel 13, Pittsburgh: *Ofoeti*, an original play by Bucknell University professor John Wheatcroft. Second play of the Alcoa-WQED Playwright's Contest; one of two works distributed by NET. Live, *WPIAL Championship Baseball*, the eighth in a series of athletic event telecasts, produced under a grant from Peoples Natural Gas Company, Equitable Gas Company, Columbia Gas of Pennsylvania, Inc.

WTTW, Channel 11, Chicago: Jazz pianist Art Hodes repeated his Emmy Award-winning show "Plain Ol' Blues" on *Facet*, weekly series produced round-robin style by WTTW staff. Also, Don Marquis's tale of archy and mehitabel, for TV called "tjoutrous gai."

Chicago area personality Chief White Eagle, a bonafide Iroquois who formerly entertained youngsters with programs on Indian lore, offered a bicycle for the best name of his up and coming series. Announced on his own Channel 11 special.

Maine ETV, WMEB, Orono; WMEM, Presque Isle; WMED, Calais: First foreign language presentation of Molière's "Les Misanthropes."

Georgia ETV: *General Education Review*, which helps students earn a General Educational Development certificate, a high school equivalency diploma. *Summer Passport*, a travel series—for example, a tour of the Hawaiian Islands.

KLRN, Channel 9, San Antonio, Austin: On *People '66*, a combo Dixieland Jazz musicians, including Don Albert and Sledge Wilson; Jean Lange highlights La Villa; a split-screen discussion about water pollution in Texas; the Austin Chord Rangers sing barbershop favorites.

WNBC, Channel 4, New York: New York University-WNBC produced series on urbanization, *Survival in the City*.

WMAQ, Channel 5, Chicago: University of Chicago & WMAQ-produced series for elementary school children, *Read Me a Story*.

WETA, Channel 26, Washington, D.C.: *Focus '66*, first live network series linking WETA with other ETV on the East Coast—WHYY, Philadelphia; WNDT, New York; WGBH, Boston.

WMHT, Channel 17, Schenectady: *Dollars and Sense*, consumer information series. On *Forum II*, surgeon-turned-sculptor Dr. John Stritch discusses his art.

NAEB Board Executive Committee To Meet

The Executive Committee will meet in Washington, D.C., September 17-18. The opening session convenes at 2:00 p.m., Saturday, the 17th, at the Georgetown Inn, 1310 Wisconsin Avenue. Plans are to conclude discussions by 5:00 o'clock Sunday.

GRANTS

HEW, ETV Facilities Act

● \$77,800 to the University of Hawaii for activating new stations on Channel 10, Wailuku, to rebroadcast Channel 11, Honolulu, programs.

● \$259,365 to Tennessee State Board of Education for a new station on Channel 45, Chattanooga.

● \$270,000 to the Southwest Texas Educational Television Council for color broadcasts on KLRN, Channel 9, serving San Antonio, Austin.

● \$363,986 to Twin City Area Television Corporation to equip KTCA, Channel 2, St. Paul, Minnesota, for color. Programs to be relayed over KTCI, St. Paul; WDSE, Duluth; KWCA, Appleton.

● \$345,456 to the Board of Regents, University and State Colleges of Arizona for KUAT, Channel 6, Tucson, for color.

● \$826,201 to the University of Vermont and State Agricultural College to create 4 new stations: Channel 33, Burlington; Channel 28, Rutland; Channel 41, Windsor; Channel 20, Johnsonbury.

● \$50,000 to Bowling Green State University, Bowling Green, Ohio, for a mobile unit allowing WBGU to televise classroom sessions.

● \$361,352 to the Connecticut Educational Television Corporation: \$184,586 designated for a mobile unit to produce local programs, initiate color broadcasting; \$176,766 for a new station on Channel 53, Norwich, transmitting programs from WEDH, Channel 24, Hartford.

FSD FOUNDATION

\$54,068.32 to KFME, Channel 12, raising to more than \$100,000 received from Ford. \$76,659.98 to the Southwest Texas Educational Television Council for KLRN, Channel 9. Sums match 75 percent of the gift income raised by stations during 1965.

DELAWARE

\$75,000 appropriated by the State for WHYY, Channel 12, Wilmington.

HARRIET PULLMAN SCHERMERHORN CHARITABLE TRUST

\$25,000 to Chicago Educational Television Association, licensee of WTTW, Channel 11, and WXXXW, Channel 20, Chicago.

OEO—Project Head Start

\$6,000 to KTPS, Channel 62, Tacoma, Washington, for development of a 36-lesson series aimed at disadvantaged pre-schoolers. On the air in September.

HILL FAMILY FOUNDATION

\$50,000 to North Central Educational Television, Inc., licensee of KFME, Channel 13, for development of a two-way interconnection between KWCM, Appleton, Minnesota, and KFME in Fargo, North Dakota.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, \$5.00 a year. Editor: Udell S. Ehrlich.

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202.

Harris Foundation Names 1966 Winners

Ronald Saiset, 24, from New York City, and Barbara Airmet, 22, from Albuquerque, New Mexico, were awarded \$4800 each for one-year work-study programs as broadcast trainees. In the fall, Miss Airmet joins WTTW, Channel 11 and Saiset, WXXXW, Channel 20, Chicago. Following their internships, effort will be made to place them as permanent staff members of ETV stations.

The Harris Foundation Internship in Educational Television aims to "encourage originality in educational broadcasting, and to bring inventive people to the medium."

18 News People Named Stanford Fellows

\$1700 has been awarded to each of eighteen working newsmen and women for advance study under Stanford University's new Ford Foundation program of professional journalism fellowships. Intended fields of study include law, constitutional history, the social and behavioral sciences. The Far East, Southeast Asia, and China will host three of the winners. The \$975,000 grant also supports 12 national honors fellowships for newly-graduated liberal arts majors planning to go into journalism or news broadcasting. These fellowships will be announced soon.

AVAILABLE

Videotape: KTPS, Tacoma, Washington, offers a 25-minute discussion on secondary school education. Moderator, Dr. Charles Keeler, founder of the John Hay Fellows program. Write Robert Slingland, director, Television Foundation, P. O. Box 1357, Tacoma, Washington.

Film: 28-minute, black and white documentary, "The Quiet Summer." About a government-supported program to curb youth violence at summer resorts. Contact Harold Eidlun, Information Officer, Office of Juvenile Delinquency and Youth Development, Welfare Administration, U. S. Department of Health, Education, and Welfare, Washington, D.C. 20201.

Publications: 4-page leaflet, based on papers delivered at the NEA-sponsored Symposium on Inquiry and the Conference on the Economics of Educational Television at Brandeis University. Some ideas explored, "The Pattern of Inquiry," "Empirically Validated Instructional Television." Ask for *Inquiry, Implication for Televised Instruction*, National Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. Single copy, \$1.25. Ten percent discount on 10 or more copies. Orders at \$2.00 or less, please enclose payment.

16-page booklet, "Specification and Selection of a Videotape Machine for Educational Application." \$1.00 per copy. Western Radio and Television Association, 633 Battery Street, San Francisco, California, 94111.

ETV Newsmen Cops duPont Award

Cecil Brown of KCET, Hollywood, California, walked off with a \$1,000 duPont prize and new-found esteem for ETV broadcasting from commercial counterparts for "thoughtful, forthright opinions, based upon many years of personal observation of, and involvement in, the major events of our time." Just a year ago the Alfred I. duPont Awards Foundation voted against recognition of public affairs commentary, noting it did not warrant award to an individual newsmen.

Veteran reporter Brown was hailed by judges for "stimulating and informative analyses . . . in the finest tradition of public affairs broadcasting," for adding a "vigorous and effective voice to public discussion and understanding in a major metropolitan area."

Brown was expelled from Italy by the Fascists for straightforward coverage of happenings there during World War II, kept off the air by the British because his reports, though accurate, were considered bad for morale.

WRVR, New York City, the Riverside Church radio station, has also been commended by duPont for "mature and candid discussion of social, cultural, and political ideas."

NAEB ADDS TO STAFF

Chief Accountant

Ernest A. Hough, former division controller for Woodward & Lothrop Department Stores in the Nation's Capital, has been named NAEB Chief Accountant. He has served as director of accounting and finance with the Military Air Transport Service, Budget officer with United States Air Force Headquarters; Chief, Air Force Accounting and Finance Center and Supervisory Systems Accountant; as an auditor with the Economic Cooperation Administration and finance officer with the Army. Mr. Hough is married and lives in Montgomery County, Maryland.

Newsletter Editor

Udell S. Ehrlich, former director of public information, American Hearing Society, will replace Betty McKenzie as *Newsletter* editor. Miss Ehrlich's background includes writing for radio, television, newspapers and films. In October she will assume additional duties covering public relations activities.

Ga. ETV Film Seen at Major Seminar

"New Directions in Education," a 22-minute documentary on current Georgia educational activities was chosen by the NEA for viewing at the National School Public Relations Association Seminar, held in Hollywood, Fla., last month. The color feature was produced by Georgia ETV: David O'Keefe, producer; J. Hunter III, director; written by Anna Paddon in cooperation with Mr. O'Keefe.

KTWU Aids Washburn University

KTWU, Channel 11, Topeka, Kansas, will ease the heavy teaching burden that faces Washburn University, resulting from severe damages left in the wake of the storm that ripped Topeka in June. The blast leveled 6 of 14 major buildings, rendered 8 others nearly useless. KTWU, only five miles from the campus, was not hit. The station began constructing new quarters several days before the disaster struck.

KTWU will program 36 course hours each week during the 1966-67 semesters. The Great Plains Instructional Television Library will serve as clearing house for information on recorded courses. Colleges and universities with courses available on videotapes, are asked to contact program counselor Milton E. Hoffman, Great Plains Instructional Television Library, University of Nebraska, Lincoln, Nebraska, 68508. Include course title, level of material, number of lessons, minutes per lesson, and summary.

ETV-Taught Social Work Studied by NCSCAT

At the June conference in Bloomington, Indiana, last month, the National Center for School and College Television took a closer look at materials dealing with social work education. NCSCAT director Edwin G. Cohen said current courses were reviewed and evaluated, new guideposts set for developing better telecourses. A written report is scheduled for publication. Cohen explained that similar conferences have revealed authorities are "disappointed about television accomplishments to date, optimistic about the potential role of TV in music and art classrooms."

NER Grant-in-Aid Series Wins Award

WBGO-FM, Newark, N. J., has received the 1966 National Mass Media Brotherhood Award from the National Conference of Christians and Jews for the best dramatic program produced by a local radio station. The winning program was "Harriet Tubman," written by Chloe Lederer, produced and directed by Norman Weiser. It is from *Glory Road*, a NER-supported series, the only American entry cited in the 1965 Japan Prize International Educational Program Contest.

Iowa Study Completed

NAEB's Office of Research and Development recently published a comprehensive report which outlines Iowa's educational needs, details a plan for developing an interconnected statewide ETV and radio system.

Included is a major recommendation that the Iowa legislature establish a State Educational Communications Authority, em-

power it to coordinate all related communications activities, hold licenses for new ETV and radio stations, administer a central Educational Communications Center proposed for Des Moines. Participants in the study say that the Authority should also deal with common-carriers, negotiate costs, handle most of the problems involved in establishing this kind of broad electronic educational communications system.

A curriculum committee, representing elementary, secondary, junior college, higher education levels, would act as an advisory group to the Authority.

Convention Innovations

The 49th annual NAEB convention, October 23-26, Kansas City, will introduce these services:

(1) Scheduled viewings of segments of series produced by local stations, leading production, distribution organizations throughout the United States. Entries will be selected and submitted by a specially-appointed representative advisory committee. Milton Hoffman, Great Plains Instructional Library, is project coordinator. A viewing guide listing exact showings will be included with convention materials.

(2) Individual Consultant Service. Anyone planning to see government officials, organization representatives, counselors, NAEB staff, is invited to write NAEB, Convention Headquarters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036. Convention Consultant Service will arrange contact.

(3) Placement Service—expansion of last year's highly successful bulletin board listing of jobs and available personnel.

CU Ups Offerings

The Catholic University of America, Washington, D.C. introduced during its summer session a new graduate program leading to M.A., Ph.D. training in Educational Technology. CU announced plans to establish a Learning Systems Research and Development Laboratory and a Center for Study of Educational Innovation. Gabriel D. Ofiesh, Colonel USAF Retired, has been appointed Professor of Education and Director of the new Center for Education Technology in the School of Education.

International NHK to Aid Mexico

At the invitation of the Mexican government, NHK (Japan Broadcasting Corp.) will send an engineering team to help construct a Mexican broadcasting center, train technical personnel, all preparatory for relay of the 1968 Olympics scheduled for Mexico City. Broadcasts will be in color, transmitted from Mexico via space satellites.

News Notes

Personnel

▶ George E. Schneidewind appointed assistant director of field services for NET, New York. He was former program supervisor for WHA-TV, University of Wisconsin, Madison.

▶ David L. Phillips joined WPSX-TV, Pennsylvania State University, as producer-director. Formerly with WMBD-TV, Peoria, Ill.

▶ Robert H. Ellis, manager, KAET, Arizona State University ETV and assistant professor, Mass Communications Department, elected president of the Phoenix Chapter of the Academy of Television Arts and Sciences. The first ETV broadcaster to serve the highest office of ATAS in the State.

▶ Mrs. Lela Jane Sumner appointed elementary science teacher for KLRN, Channel 9, San Antonio.

▶ Joe P. Wood, Superintendent, North East Independent School District, San Antonio, elected Chairman of KLRN's Administrative Committee.

▶ John R. Provancher, former assistant news director, WOOD-TV, Grand Rapids, joined the Television staff of Western Michigan University.

▶ Bob W. Rowland, former educational television specialist with the Educational Television Program of the Office of Education in Washington, D.C., appointed associate director of the Mississippi Authority for Educational Television.

▶ Seymour N. Siegel, director, Municipal Broadcasting System, elected to the Board of Directors of American Friends of The Hebrew University.

▶ Robert D. Bergeron, former Program Administrator, Syracuse University's Extension Division (University College), joined WEDH, Hartford, as director of Continuing Education.

▶ Mrs. Gertrude G. Broderick, educational media specialist, Media Dissemination Branch, Office of Education, named by Mrs. Dorothea Kempa-Rohne, newly elected president of the International Association of Women in Radio and Television, to serve on the Board of Directors. Mrs. Broderick is the Board's only U. S. representative.

EXPANSION:

WETA, Channel 26, Washington, D.C. went dark for several days in June, the shutdown marking the first step in major technical improvements under way. By mid-August, WETA expects to increase power to more than one million watts, covering dead spots in the greater metropolitan area, which includes Maryland and Virginia suburbs.

SIDELIGHTS

Resourceful Knox College senior Ingrid Bletzer could not get from Galesburg, Ill. to Amherst, Mass., in time for an interview, so she sent the next best thing—a videotape, which demonstrated beyond doubt her ability to handle first graders. The tape was made as part of a Knox College program recording student teachers in action.

NAEB Personnel Service

POSITIONS AVAILABLE AUGUST 1966

(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 \$15 annual dues and \$15 placement registration fee at the time of inquiry.)

- Aug 1 Public Relations Director for Big Ten University. Journalism background with writing and public relations experience required. B.A. degree minimum requirement. Salary range \$6500-\$7000.
- Aug 2 Copywriter and Promotion Director for educational radio station at University of Alaska. Script writing and all standard promotion work [news releases; program guide; advertising]. Masters degree preferred; will consider Bachelors. Twelve month position. Salary \$9,600. Future opportunities in TV possible. Open immediately.
- Aug 3 Large southeastern university has opening for a producer-director for its CCTV system. B.A. required. Science background helpful.
- Aug 4 Experienced television engineer wanted to operate and maintain a CCTV mobile unit and to assume responsibility for the technical aspects of producing video tapes for use in college classes. Salary dependent upon experience and qualifications.
- Aug 5 Producer-director for northwestern ETV station. B.A. degree and willing to perform a variety of production assignments [all types of programs at all levels]. Consideration will be given to candidates with limited experience but substantial training in broadcasting. Graphics and/or photography abilities are desirable but not essential. Nine-month position. Salary \$5500-\$6500.
- Aug 6 Chief Engineer with professional experience and First-Class license. Duties involve assuming total technical responsibilities, including maintenance of studio and transmitting equipment, supervision of full-time professional and student technical staffs, preparation of engineering reports, purchase of equipment, design and construction of new systems, and occasional on-the-air operation of equipment. Salary \$7000-\$8000 plus liberal vacation, insurance and retirement benefits.
- Aug 7 Producer-Director with M.S. or M.A. in Communications or B.A. or B.S. with extensive production experience. Creative person wanted for northeast state ETV network.
- Aug 8 Director of Programming or Program Manager with M.A. or M.S. in Communications desirable, with extensive experience in all phases of ETV production and programming. Salary open.
- Aug 9 Broadcasting Engineer. Outstanding opportunity with pioneer, educational radio and television station, Western university with small town atmosphere. Wonderful family community. Salary commensurate with experience. An equal opportunity employer.
- Aug 10 Producer-Director. Professional required. Staff appointment with usual benefits. Large university with excellent facilities. Creativity encouraged and fostered. Salary approximately \$7,000 per year. Available Sept 1, 1966.
- Aug 11 Leading lighting firm has an opening in its Sales Engineering Staff that will enable the candidate to deal with both educational and commercial Television personnel and will offer the opportunity to design lighting control systems for a variety of TV applications. A good technical background is essential although a degree in Engineering is not required. Salary open.
- Aug 12 Midwestern public school system has opening for a Radio Director. Position calls for an outstanding candidate. Main responsibility would be setting up a program primarily used by elementary schools. Some responsibility in teaching students at the college level in radio.
- Aug 13 Maintenance engineer for radio-TV station of public school system in the Midwest. Candidate should be able to perform maintenance on all studio and film equipment and FM and TV transmitters. Competitive salary.
- Aug 14 Producer of in-school programs for elementary school. Preparation and production of radio programs, newcasting, special program production and announcing. Must be able to initiate ideas for program series and pursue their development. Script writing required, as well as script editing. Liaison work with teachers. Applicant should be able to handle typewriter for rough copy work. Requires BA or MA in Radio, Speech, Theatre or in Education. Previous full time radio experience desirable. Salary range \$6000-\$6200. University benefits.
- Aug 15 Radio-TV technician for Speech School for large midwestern university. General duties involve supervision of students and complete maintenance of Radio-TV operation within the University. Minimum starting salary \$7000.
- Aug 16 Electronic Technician with full technical and limited management responsibility for all operations and maintenance involved with a closed-circuit TV playback facility utilized in the distribution of ETV programs. Applicants must have three years general experience in the field and two years specialized experience in the maintenance and operation of television 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."



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



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