



NEWSLETTER

of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB Calls For Fully-Equal Second Service

The need for a communications satellite system to serve all facets of educational broadcasting and telecommunications techniques was emphasized in a recent statement filed with the FCC by the NAEB. The FCC asked for comments on proposed changes in the domestic non-common carrier communication satellite structure. The association also asserted its belief that the FCC does have existing authority to license the sort of satellite system proposed by the Ford Foundation last August.

The NAEB stressed that a satellite system designed to serve educational ends can succeed only in conjunction with strong land-based educational radio and television stations which satisfy the local needs of their respective communities. The association urged that there should be a correlation between the development of a communications satellite system and ground-based regional and local outlets.

In reference to the Ford Foundation's intention to use funds from its proposed non-profit satellite corporation for national and regional non-instructional programming, the NAEB suggested that such financial support could also be applied to instructional radio and television and be used for such community services as education of illiterates, the handicapped, the pre-schoolers, welfare recipients and job trainees.

Legislative Support Cited

NAEB recognizes, the statement said, that the FCC may wish legislative support before acting on the Ford proposal. If such legislation is forthcoming, the NAEB underscored two points which should be incorporated:

- (1) development of a 'second service,' which would provide fully equal resources, channel space and talent, for non-commercial broadcasting and
- (2) the necessary funds to make the second

service work. The NAEB called attention to the fact that "commercial television stations which now predominate numerically 754 to 167 authorized non-commercial educational stations, are almost exclusively entertainment and news media . . . Diversity in programming thus is lacking . . . much is left undone . . . By contrast, non-commercial educational licenses . . . have no obligation to reach mass audiences at all hours of the broadcast day . . . Both Congress and the Commission should recognize that, with proper material assistance, non-commercial educational broadcasting stations can perform a significant public service programming function . . . To achieve a true programming balance and diversity for the American public, the Congress and the Commission should not look to the commercial stations to do the non-commercial educational job, nor should the regulators look to the non-commercial educational stations to do the commercial stations job."

Instant Transmission Urged

The NAEB stated it was a regulatory obligation to "structure a system of American broadcasting that will fulfill all of the public's needs by encouraging a total broadcast service voluntarily and eagerly pursued by each of its components."

The association endorsed the instant transmission that a satellite system would make possible because a simultaneous nationwide offering has a far greater chance of becoming a regular part of the pattern of radio and TV programming. Satellite transmission would also tend to expand the use of the media in schools and provide the opportunity for instruction in forms of continuing education on a scale now unheard of, NAEB noted.

R & D Moving Ahead

Plans for the expansion of a Research and Development department at the NAEB are gaining momentum as the New Year gets underway, according to President William G. Harley. As the field of educational broadcasting moves into 1967 . . . a year of anticipated great growth and expansion . . . Mr. Harley has expressed his confidence that private industry and philanthropy can be counted upon to bolster NAEB efforts in this direction.

In promising meetings already held with foundations, manufacturers and representatives of commercial broadcasting, the urgent need for additional staffing of the headquarters office was underscored by the increased pressures upon NAEB for service and leadership. Created by such developments as the Ford Foundation's satellite plan, the forthcoming Carnegie Commission report on Educational TV, and proposed amendments and extension of the Educational Television Facilities Act.

Mr. C. Scott Fletcher, a public member of the NAEB Board, is heading up the drive which has a minimum goal of \$100,000. Networks, selected stations and manufacturers are being asked to cooperate.

Through the R & D office, the NAEB
(Continued on Page Three)

Schramm Essay In "Monograph" Series

The fourth publication in the Monograph series issued by the Instruction Division of NAEB is in preparation and will be available in early February. The title of the forthcoming publication is 'Non-Commercial and Instructional Television: Promise and Opportunity,' by Wilbur Schramm. Mr. Schramm's study, in its original form, was part of the Ford Foundation's filing before the FCC in mid-December when interested parties were asked to comment on the establishment of a communications satellite system by non-governmental interests.

Dates & Deadlines

Following is a list of happenings and dates of especial interest to NAEB members:

January

- 17-18: ETS/PS Program Committee Meeting, Bloomington, Ind.
- 18-19: ETS/PS Board Committee Meeting, Bloomington, Ind.
- 25: Ad Hoc Committee of Education Organizations on Copyright Law Revision, Washington, D. C.

February

- 13: Final day for filing reply comments on a proposed rule making by the FCC to create a table of assignments for educational FM channels 201 through 220.
- 21-23: Western Radio-TV Assn., Disneyland, Hotel Anaheim. American Assn. of School Administrators Convention, Atlantic City.
- 28: Final day for filing reply comment with the FCC on whether private organizations are legally authorized to operate communication satellite systems.

March

- 2-4: NAEB Region 11 Meeting, Jacksonville, Fla.
- 12: Assn. for School Curriculum Development, Dallas, Tex.

April

- 2-5: NAB Annual Convention, Conrad Hilton, Chicago.
- 2-6: DAVI Convention, Atlantic City.
- 16-18: NET Meeting, Statler Hilton, New York City.
- 18-20: Fifth annual Instructional Radio-Television Conference, New York City.
- 19: ETS Meeting, Gov. Clinton, New York City.

May

- 6: Sigma Delta Chi Distinguished Service Award Banquet, San Francisco.

June

- 25-29: NCTA Convention, Palmer House, Chicago.

November

- 5-8: NAEB Annual Convention, Denver Hilton, Denver.

Mrs. Newman Injured

Mrs. Marjorie Newman, program director of WFSU, Florida State University, Tallahassee, Fla., was hospitalized in early December with multiple fractures suffered in an automobile collision. She is recovering from the accident at Tallahassee Memorial Hospital. Mrs. Newman is the Region II representative on the NER Board of Directors.

Bell Resigns As ITV Director

Dr. Richard H. Bell, executive director of the NAEB's Instructional Division and associate director for the National Project for the Improvement of Televised Education, has resigned that post to join Ampex Corp. as coordinator of educational services. Until mid-year he will work in the Washington office of Ampex. In June, Dr. Bell will transfer to the corporation's national headquarters in Redwood City, Calif.

Dr. Bell has served as director of radio and television at the University of Colorado, San Francisco State College, and Arizona State University. He is a former research associate at Ohio State University where he produced the first ETV series at WOSU. He has written, produced and directed over 700 ETV programs since 1950.

Dr. Bell holds a BA degree from Miami University; an MA from Teachers College, Columbia University, and a PhD from Ohio State.

Program Sources

... From NET Film Service, Indiana Univ., Audio-Visual Center, Bloomington, Ind., 47401 ...

The Culture Explosion, 16mm, one hour, B&W. Lease, \$60 per year; Rent \$9.15. Examines the type of art that has increased in popularity in Canada, England and the U.S. Produced by the CBC.

Birth of a Union, 16mm, half hour, B&W. Sale, \$125; Rent \$5.40. The story of the National Farm Workers Association and how it came into existence. Produced by KQED, San Francisco.

Venezuela Last Chance for Democracy, 16mm, one hour, B&W. Sale, \$200; Rental \$9.15. Produced by NET. A look at the Venezuelan government's troubles.

Dance: Four Pioneers, 16mm, half hour, B&W. Sale, \$125; Rental \$5.40. Produced by NET. A study of the dance techniques of Martha Graham, Doris Humphrey, Charles Weidman and Hanya Holm.

... From ETS Program Service, Bloomington, Ind., 47401 ...

The Standwells, ten Videotapes, 7½ ips, half hour. Produced by WNBT New York. A puppet show. "An enchanting wonderful exquisite performance," according to Sir John Gielgud.

Living For The Sixties, twenty Videotapes, 7½ ips, half hour. Produced by State University of New York. Kitty

Carlisle and Betty Furness hosts ten shows respectively on this series designed to meet the needs of older Americans.

Music For The Cello: Beethoven, five Videotapes, 7½ ips, half hour. Produced by WMSB East Lansing, Mich. Beethoven's five Sonatas for cello and piano are the subject matter of this series.

Nine To Get Ready, twelve Videotapes, 7½ ips, half hour. Produced by KUON-TV Lincoln, Neb. A program designed to give viewers information on advances made in maternal and child care and to encourage patients to seek out such services from reputable physicians.

Columbus Symphony in Concert, one Videotape, 7½ ips, one hour and a half. Produced by WOSU Columbus. A presentation of "Te Deum," by Anton Bruchner and Beethoven's "Symphony No. 9."

The American Dream: Profile in Blue, one color film and B&W Videotape, half hour. Produced by WCET Cincinnati, in association with the United States Citizens Committee. One of a proposed series of six films dealing with the responsibilities of the citizen and the policeman in law enforcement.

Antiques IV, twenty-six programs, Videotape, 7½ ips, approximately one half hour. Outstanding antique collections from galleries, museums and private homes are shown and discussed.

... From NCST, Box A, Bloomington, Ind., 47401 ...

Accent on Music, eight half hour Videotapes. Produced by WGBH-TV Boston and the 21-Inch Classroom. Performance and commentary for the seventh through the tenth grade.

Pathways to Discovering Music, four half-hour Videotapes. Produced by the Georgia Educational Television Center. The films demonstrate how pupils can be motivated to participate in music learning.

The World of Change, twenty 20-minute lessons in science for the sixth grade. Produced by WGBH-TV Boston and the 21-Inch Classroom.

Atomic Age Physics, 160-lesson course originally broadcast by NBC-TV. The series is designed for in-service teacher education, advanced secondary students and undergraduate students.

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, \$5.00 a year.

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

Patricia K. Moran, Editor

Riddleberger Joins ETS Staff

H. Holt Riddleberger, assistant manager for development and operations at WEDU-TV Tampa, Fla., has joined the ETS division of NAEB as associate director. He has been with WEDU-TV for seven years and has previously served there as director of programming and production, program director and producer-director.

Before joining the Tampa ETV outlet, he was managing director of theatre groups in Palm Beach and Tampa and toured with his own company from 1946 through 1959. He has also worked as a free lance radio-TV writer and radio announcer.

He was graduated from Columbia University in 1940 and served from 1941 until 1946 with the Army Air Forces Air Transport Command.

Radio Facts Due Jan. 15

All educational radio stations have received a detailed questionnaire from the NER Division of NAEB, according to Jerrold Sandler, NER executive director. The purpose of the inquiry is to compile a comprehensive description of educational radio in the U.S.

The information supplied by some 380 stations — both operating outlets and holders of construction permits — will provide a documented basis for a request for financial support for educational radio via the ETV Facilities Act.

Mr. Sandler stressed the importance of returning the information called for in the 25-page questionnaire by January 15. Congressional hearings on the Facilities Act are scheduled to begin early this year.

NER has retained the services of Herman W. Land Associates, New York City communications consulting firm, to help organize and carry out this research project, Mr. Sandler said.

R & D Moving Ahead

(Continued from Page One)

hopes to increase its efforts to work with manufacturers in the design, standardization and appropriate utilization of broadcast equipment for instructional purposes; to utilize the expertise of its members in the development and utilization of educational radio and television systems in newly developing areas of the world; to cope with the urgent need for recruitment and professional development of competent personnel to meet exploding manpower requirements, and to be responsive to requirements for information services in behalf of its members

If the likeness in the photo bears a somewhat youthful resemblance to Edwin G. Burrows, chairman of the NAEB Board of Directors, his broadcaster associates will tell you that Ed Burrows is seldom still long enough to pose for a snap shot much less sit for a formal portrait.



E. C. Burrows

His intense interest in educational broadcasting which keeps him so much on the move and his diversified background in education, commercial and non-commercial communications have worked for more than a decade to the advantage of the NAEB. He became active in the association in 1955 and has served as a member of numerous committees since then. He held the chairmanship of the Network Advisory Committee and NAEB's Region III Conference Planning Committee in 1955.

At the association's Kansas City convention last October, Mr. Burrows was elected Chairman of the full NAEB Board of Directors, a post he assumed on January 1 for a one-year term.

Mr. Burrows began his broadcasting career in commercial radio in 1936 as an actor and newscaster at WICC New Haven, Conn. In the early 1940's, he moved to WWJ-FM Detroit as an announcer and program director. His broadcasting career was interrupted in 1943 when he entered military service. He served for three years as a naval lieutenant in the Pacific theatre aboard aircraft carriers as a fighter-director officer.

When Mr. Burrows was released from active duty he joined WPAG Ann Arbor, Mich., as program director. In 1948, he left the commercial broadcasting field and became program director at The University of Michigan station, WUOM. He is currently associate director of the U-M Broadcasting Service

and government, industry, educational groups, and others interested in educational broadcasting.

Mr. Harley noted that a major activity of an expanded R & D staff will be the continuous gathering of data

CURRICULUM VITAE

and manager of Station WUOM Ann Arbor and WVGR Grand Rapids.

During his tenure WUOM has received 16 IERT awards and numerous other citations including an Armstrong Award for excellence in music programming, and a Billboard Award for effective public relations. WUOM has been a major contributor of programs distributed by the NER Network and in recent years more of that station's programs have been heard on NERN than any other outlet's.

Our 49 year old Board Chairman is a Texas native. He did his undergraduate work at Yale University where he majored in English literature. He has been associated with the Yale Drama School, Cohasset Summer Theatre, Ann Arbor Civic Theatre and U-M radio and TV, as both an actor and a director. He holds an MA from The University of Michigan.

Mr. Burrows' creative talents go beyond the broadcast media. He is a prolific writer of both prose and poetry. He has written radio scripts for such series as 'They Fought Alone', 'One Nation Indivisible' and 'Treasury of Michigan Names'.

His poetry has been published in more than a dozen journals and literary reviews. He is the author of *The Artie Tern and Other Poems* published by Grove Press in 1957. A second volume is now in preparation. *Artie Tern* was a runner-up for the National Book Award the year it was published.

Mr. Burrows won the John Masefield Award in 1938, Major Hopwood Award in Poetry in 1940 and the Borestone Mountain Poetry Award in 1964. He has twice been a fellow of the Yaddo Foundation in 1963 and 1966.

He resides in Ann Arbor with his wife and two of his three sons, Daniel, a sophomore at U-M, and David, a high school junior. Edwin, Jr. is a PhD candidate at Columbia University.

about costs and uses of educational media and the establishment of a central library at NAEB headquarters to which referrals can be made for information on every aspect of educational broadcasting.

Personnel

- James Robertson, vice president and general manager, KCET Los Angeles, named director of radio and television, University of Wisconsin. He will be succeeded at KCET by Dr. James L. Loper, assistant general manager.
- Warren S. Park, Jr., program manager, WOSU-TV, Ohio State University, Columbus, named director of programming, Maryland Educational-Cultural Commission.
- Larry Mallach has joined Visual Electronics Corp. as director of the Visual/Ellen Div., Palo Alto, Calif.
- David A. Blakeman, radio-TV editor, University Relations Department, Auburn University, has joined the University of Alabama as director of radio-TV in the office of University Relations.
- Grace Knecht, program coordinator, WCNY-TV Syracuse, N.Y., appointed program manager. William Upwood, school services and design engineer at the station, named production supervisor. Thomas Reagan, WCNY-TV studio supervisor, promoted to technical supervisor. Gayle Evans, station traffic manager, appointed production assistant succeeded by Kathie Yeomens.
- Donald Mitchell, WCTV, Thomasville, Ga, and Louis Richerson have joined WXGA-TV Waycross, Ga., as broadcast technicians. Paul Gorman, WETV Atlanta, has moved to Georgia ETV Network as audio engineer. At the network's production center, Les Anderson has been added to the staff; Mike McAllister has joined the art department, and Duncan McKelvey has been appointed production technician.
- Myrtle Boyce, assistant instructional coordinator, KLRN-TV San Antonio, has received an award from Theta Sigma Phi, national fraternity for women in journalism for her book, *Sand in my Hand*.
- Roger Marshall joins WCLP-TV Chatsworth, Ga., as TV technician.
- Michael Rhett Roberts moves to WXGA-TV Waycross, Ga., as TV technician and James Wood II has been appointed to engineering staff of that station.
- Harold R. Hickman appointed to the Instructional Fixed Service Committee of the FCC in advisory capacity.

- Doug Wardwell, radio-TV specialist, University of Connecticut's College of Agriculture and Cooperative Extension Service, moves to Central Connecticut College as director of television.
- Gary Brinson, announcer-engineer, WLOR Thomasville, Ga., moves to WVAN-TV Savannah as TV technician.

With This Issue . . .

. . . the NAEB Newsletter relocates entirely in Washington, D. C. The Editorial office was moved to association headquarters last August from the University of Illinois, Urbana. To eliminate delays in processing and mailing the Newsletter, a decision has been made to move the printing operation to a publishing house in the Washington area. Henceforth, your copy will be in the mail on the seventh day of each month.

If you have been discouraged by tardiness of the newsletter in reaching you, note the plight of Eric Willcocks, Brighton College of Education, Sussex, in a recent letter:

Dear Sir,
Once upon a time, I asked to be enrolled as An Overseas Member of NAEB. As I was in the U.S. at the time Some confusion arose. Responding to a nice letter from Miss Olson, of your office, I explained, as I thought, that I was returning to the U.K. and therefore, tho' I was, indeed, at the time of writing in America, nonetheless, my reasons (for wanting to be an Overseas Member) were sound.
Since when, I have heard nothing from you, save INDIRECTLY. By which I mean that my Bank (who never lose interest) advise me that with a diligence and attention to detail that do credit to a non-commercial organization, As I am sure that you would like to do more for me than merely keep my money in a safe place, I look forward to hearing from you. More in sorrow than in anger
Eric Willcocks

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

SUMMARY STATEMENT OF INCOME AND EXPENSE For Fiscal Year 1965-1966

INCOME		GAIN OR (LOSS)	
General Operations	\$143,592.00	General Operations	\$ 2,544.00
Educational TV Stations	134,318.00	Educational TV Stations	4,769.00
National Educational Radio	107,171.00	National Educational Radio	19,022.00
Instructional Division	3,571.00	Instructional Division	(10,683.00)
Individual Members	128.00	Individual Members	(4,049.00)
Contracts and Grants	436,937.00	Contracts and Grants	—0— *
Total	\$825,717.00	Total	\$ 11,603.00

* Overhead recovery from Contracts and Grants was \$42,943. Operating expenses have been reduced by this amount. (G.O.s \$40,693—NER \$2,250)

STATEMENT OF INCOME AND EXPENSE (Detail) General Operations

INCOME		EXPENSES	
Membership dues & fees	\$ 74,950.00	Office supplies & materials	\$ 21,508.00
Convention	43,338.00	Salaries & employee costs	104,343.00
Other	25,304.00	Travel, consultants, & other	67,043.00
Total	\$143,592.00	Overhead recovery,	
		Contracts & Grants	(40,693.00)
		NAEB administrative fees	(11,153.00)
GAIN	\$ 2,544.00	Total	\$141,048.00

SUMMARY BALANCE SHEET As of June 30, 1966

ASSETS		LIABILITIES AND EQUITY	
Cash	\$ 94,603.00	Notes payable	\$ 20,000.00
Accounts receivable	77,474.00	Accounts payable	35,979.00
Members dues & fees	12,414.00	Accrued vacations	16,615.00
Prepaid expenses	5,272.00	Unexpended contracts and grants	127,409.00
Total current assets	\$189,763.00	Total current liabilities	\$200,003.00
Equipment, fixtures and tapes	38,696.00	Deferred income	33,847.00
Travel advances	4,652.00	Members' equity	(739.00)
Total	\$233,111.00	Total	\$233,111.00

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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