

NAEB

NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 28, NO. 11

NOVEMBER, 1963

Convention Offers Variety for Wives

Wives of NAEbers attending the convention in Milwaukee may choose to participate in all, or some, of the activities planned for them by the local convention committee. Following is an outline of the schedule:

Monday afternoon, November 18—Tour of Mayfair Shopping Center. Tea at Marshall Field's Tea Room.

Tuesday afternoon, November 19—Luncheon at a rustic country inn in Thiensville, Wisconsin. Looking and shopping in the exclusive shops there.

Wednesday morning, November 19—Tour of the Greek Orthodox Church designed by Frank Lloyd Wright. Conducted tour of exhibition at the Milwaukee Art Center on the shore of Lake Michigan. Lunch in the Victorian dining room of the stately Hotel Pfister.

Tickets will be available in the registration area.

Smith Replaces Sylvester at Convention

David A. Smith will address the NAEB convention in Milwaukee in place of Arthur Sylvester, Assistant Secretary of Defense for Public Affairs, who will be unable to attend. Smith, who is from Sylvester's office, will speak on "Broadcasting Public Affairs" at the November 20 general session. He will also address a luncheon co-sponsored by the NAEB and the Milwaukee Radio Television Council.

Music Directors Meet

Indiana University's radio-TV department hosted a conference of Midwest educational broadcast music directors October 22 and 23. Representatives from ten radio stations in seven states attended. They appointed a committee, chaired by Harry B. Welliver, WUOM, University of Michigan, to start planning for next year's conference, and also to petition for quasi-official NAEB status for the group.

This was the directors' second meeting, the first having been in November, 1962, at the University of Michigan. The next one is scheduled for October, 1964, in Wisconsin.

Mrs. Kathryn Fraser, WFU, arranged the program, which consisted of several discussion sessions and a tour of the new radio-TV building at I.U., as well as individual speeches. Walter Kaufmann, of the I.U. music school, talked about some aspects of broadcasting music in India, and Ross Allen, stage director for opera at the music school, presented examples by some of the students in the school. Don Gillis, currently working on a series about the legend surrounding Toscanini, talked about the man and the legend.

Elmer G. Sulzer, director of radio-TV communications at I.U., and Ted Grubb, music director, Station WHAS, Louisville, led a discussion of music clearance problems. Those on the panel discussing music programming for educational radio were Herbert Seltz, program supervisor, Indiana University; Harry Welliver, music director of WUOM; and John White, of the I.U. School of Music.

On the panel at the session on technical problems involved in recording classical music for broadcast were Louis R. Burroughs, vice president of broadcasting and recording for Electro-Voice, Inc.; George Gaber, I.U. School of Music; and William H. Kroll, technical supervisor, WFU.

Burroughs also demonstrated different kinds of microphones. A problem session was chaired by Kenneth Cutler, supervisor of music, WILL, University of Illinois.

Highlighting the conference was a radio recital by the Berkshire Quartet, in residence at the university, featuring compositions by three composers in residence. The composers and Mrs. Elvis Stahr, wife of the president of Indiana University, were guests at the conference dinner.

FCC Approves Form 330P

On October 24, 1963, the FCC approved the form for "Application for Authority to Construct or Make Changes in an Instructional Television Fixed Station." Authorization establishing this new class of ETV service for the transmission of instructional and cultural material to multiple receiving locations on channels in the 2500-2690 mc band was granted by the FCC on July 25. Forms are now available.

Conventioners to Hear Reorganization Plan

NAEBers who attend the convention and the business meeting on Monday, November 18, will hear details on the proposal for reorganization of the NAEB. The proposed structure calls for four semi-autonomous divisions—Radio Station Division, Television Station Division, Instructional Division, and Individual Member Division. Each division would elect its own board and the four divisional boards would constitute the NAEB Board of Directors.

All members will be allowed to comment on the proposal during the business meetings, but existing by-laws provide that only Active and Associate members can vote on the recommendation. They will vote at the final business meeting, on Wednesday, November 20. Active and Associate members have already received the specific proposed amendments to the by-laws and constitution, based on the structure approved by the Board of Directors at its meeting in June.

NAEB Member Directories

Individual members of the NAEB will be listed in the January-February issue of the *NAEB Journal*. Please send any address changes—and Zip Codes—before December 1 to Mrs. Dotty Templeton, at the Urbana office.

Copies of the *Directory of Institutional Members* were mailed in September to all NAEB institutional members. Following their release, the following have come to light: Zoel J. Parienteau should be listed as Program Manager at Kansas City's KCSB-TV. The University of Denver should be listed among those members who operate CCTV. Roy J. Johnston should be listed as Director of the Division of Communications Services at the University of Miami.

Instructional Broadcasting Book Mailed

Copies of the book of proceedings of the NAEB Instructional Broadcasting conference at the University of Illinois last May have been mailed to all paid registrants for the conference. Additional copies are available from the Urbana NAEB office for \$2 each. Included are papers on the application of principles of learning to instructional broadcasting, uses and utilization of TV, creative production for instruction, technical sessions, faculty rights and compensation.

Photographs Needed

Requests from textbook publishers and others have practically wiped out the photo files of the NAEB. We especially need glossies showing the use of TV in the classroom — preferably showing students (all grade levels are needed) watching the TV set. Good studio shots that are obviously television can be used too. (We do not need close-ups or shots of the stage only, which could be motion picture or stage productions just as well as television.) Please send any photos you are willing to release for general ETV promotional use with an NAEB credit line to the NAEB Publications Office, 55 East Army, Champaign, Illinois, 61803.

* Slides showing instructional TV in operation can be used too — but please send those to Harold Hill, NAEB vice president, at the Washington office.

NAEB Network Gains 14 Stations in Year

A year ago, NAEB Radio Network members operated 120 stations. They now operate 134 noncommercial stations, plus the 10 stations operated by the five commercial affiliates of the network. Since June 1, the following have joined the network: Eastern Mennonite College, Station WEMC (FM), Harrisonburg, Virginia; Mankato State College, Station KMSU-FM, Mankato, Minnesota; Northern Michigan University, Station WNMU, Marquette; University of Idaho, Station KUID (FM), Moscow; University of Pennsylvania, Station WXPB, Philadelphia; and University of Wichita, Station KMWU-FM, Wichita, Kansas.

Employment in Broadcast News Surveyed

Gale R. Adkins, director of radio-TV research and associate professor of journalism at the University of Kansas, is conducting the first nationwide survey of employment in broadcast news, for the Radio Television News Directors Association. Every radio and TV station in the country has been contacted with a request for information. Adkins estimates that the study will take a year to complete.

Mary Somerville Dies

Mary Somerville, British broadcasting pioneer, died in Bath, England, on September 1 at the age of 65. She had made several trips to the United States, and her world-wide professional and personal friendships included many with NAEB members here. In the late forties, she attended the Institute for Education by Radio in Columbus and visited several educational broadcasting installations in this country. Her professional life centered on the BBC, which she served for thirty years, being successively Educational Assistant, Director of School Broadcasting, Assistant Controller of Talks, and finally Controller of Talks.

New NAEBERS

ACTIVE
University of Wichita, Station KMWU-FM, Wichita, Kansas.

ASSOCIATES
Edinboro State College, Edinboro, Pennsylvania; Loyola University of Los Angeles, Los Angeles, California.

SUSTAINING
WHOF (Commercial), Canton, Ohio.

INDIVIDUALS
Paul Baron, New York; Mrs. Marye Benjamin, Austin; Ali

Ihsan Beyhan, Bahceli Bor, Turkey; Mrs. Mary Ann Buddington, Washington; Don Louis Burgess, Auburn, Alabama; Morris W. Butler, Columbus; Ralph Cable, Salisbury, Southern Rhodesia; Bonnieta L. Cone, Columbus; George L. Cranford, Louisville; Sidney Dash, New York; Thomas J. Dolan, Jr., Fort Monroe; Loretta R. Doyle, Evanston; Jack B. Frank, Clarkson, New York; Bob Friedman, San Francisco; F. H. Gillespie, Monticello, Indiana; Natalie Ann Gordon, Hinsdale, Illinois; Thomas S. Griffin, St. Albans, New York; George B. Grills, Jr., Chapel Hill; Frank Irvine, Downey, California; Alan B. Jester, Milwaukee; Virginia W. Kassel, Cambridge, Massachusetts; Peter Kerner, San Francisco; Richard R. Krepela, Atlanta; Loy K. Landers, Evanston; Joseph R. LaPorta, Valley Stream, New York; Efrat Lavry, San Francisco; Harold A. Layer, Bloomington, Indiana; John A. Leifheit, Yorktown Heights, New York; Leanna Levy, San Francisco; Herbert Lieberman, Forest Hills, New York; Donald R. Low, Elmhurst, Illinois; Lynn L. Lucchetti, San Francisco; Rev. Joseph F. Lynn, O.S.F.S., Wilmington, Delaware; Richard M. Mall, Columbus; H. Lee Marks, Charlotte, North Carolina; Lyle M. Nelson, Stanford; Ralph G. Nysten, Santa Monica; A. H. Partridge, Toronto; Donald H. Paynter, Morgantown, West Virginia; Mrs. Frances M. Plude, Boston; Karen C. Prindle, Poland, New York; Lee Reaves, Little Rock; Paul B. Rickard, Detroit; W. Boyd Rooney, Jr., Lincoln; Mary Jane Rudolph, Chicago; Donald L. Sandberg, New York; Joan Rebecca Scott, Raleigh; Sally Smith, Detroit; Corey Thomson, Verdun, Quebec, Canada; Thomas H. Welch, Columbus.

News Notes

PERSONNEL

▶ William Grigaliunas has replaced E. Dana Cox at Central Michigan University. Cox has become station manager at the new ETV station in Newark, Ohio, WGSF.

▶ Judy Haubens, former community-program producer at WMHT, Schenectady, is now acting program manager of the station. She has been with WMHT since May, 1962.

▶ David Markham has been appointed assistant professor of speech at Northern Illinois University, where he will teach radio-TV and general speech and engage in experimental research.

▶ Richard Estell has been named manager of Michigan State University's radio station WKAR. He had been serving as acting manager since September of 1962, when Lawrence Frymyre went on leave from the managerial post to serve as chief of the Educational Broadcasting Branch of the FCC. Frymyre recently resigned from MSU to accept the FCC position on a permanent basis.

▶ John M. Kittross has been promoted to the rank of associate professor in the department of telecommunications of the University of Southern California. He has been on the USC faculty for four years, and is editor of the *Journal of Broadcasting*.

▶ Wayne State University's WDET has announced the appointment of Phil Jones as producer. He has worked at commercial WLWI, Indianapolis, and WFUI, Indiana University, where he received his M.A. in radio and television.

▶ Luke F. Lamb, formerly associate director of ITV at the University of Missouri, is now director of educational media

NAEB Newsletter, a monthly publication issued by the National Association of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. 61803. \$5.00 a year, \$7.50 including Washington Report. Editor: Betty McKenzie. Phone 333-0580. Area Code 217.

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—Lou Peneguy, AETC, 2151 Highland Ave., Birmingham, Ala.
Region III —McCabe Day, WVSH, School City of Huntington, Ind.
Region IV —Richard Vogl, KTCATV, 1640 Como Ave., St. Paul, Minn.

for the Division of Continuing Education of the Oregon State System of Higher Education, in Corvallis.

► Ben Yablonyk, radio-TV specialist of the University of Michigan journalism department, was in Quito, Ecuador, for two weeks in October, on a visiting lectureship at the invitation of the International Center for Higher Studies in Journalism in Latin America. The center was conducting an eight-week seminar for sixty leading Latin-American journalism educators

► F. Gerald Bench has joined the staff of KOET, Ogden Public Schools (Utah), as producer-director. He was formerly a director at commercial KSL, Salt Lake City.

► Allan S. Timms, former ITA Electronics sales manager, has joined the Adler Electronics staff as a field sales engineer. He will cover New York and New England.

► Vic Christenson is the new director of the Nebraska Council for Educational Television. He was formerly the superintendent of schools at Royal, Iowa, and has twelve years of teaching experience, as coach, classroom teacher, principal, and superintendent.

► The Wayne State University department of speech has two new members—Robert K. Tiemens, assistant professor of speech, and Charles R. Clardy, instructor in speech. Tiemens comes to Wayne from Northern Illinois University and has worked at commercial KTVI-TV at Sioux City. Clardy has worked at commercial stations in Texas and Oklahoma, as well as Miami University and the University of Houston.

► WUNC (FM), University of North Carolina, announces the return of Robert L. Hilliard to his position as director of radio and associate professor of radio, television, and motion pictures. He had been on leave as consultant on TV in higher education for the New York State education department. Donald B. Upham, who acted as director during Hilliard's absence, has been named director of operations for WUNC and a member of the teaching faculty. Frost Branon, a senior, is student station manager.

► The University of North Carolina department of radio, TV, and motion pictures announces the following: Wesley Wallace has been appointed chairman of the department for a five-year period. John Ehle is on leave to serve as cultural and educational advisor to the governor; he is replaced by a guest professor, William Hardy. Earl Wynn has returned from a summer of working with and studying new motion picture techniques. John Clayton is involved in the production of radio and TV materials for the North Carolina Tercentenary Commission and for the Civil War Centennial Commission. Eric Salmon, British actor-producer-director is a guest professor.

► Samuel D. Estep of the University of Michigan Law School is in Geneva, Switzerland, attending the International Telecommunications Union Extraordinary Conference on Space Frequency and Radio Astronomy Allocations. He is an authority on space law, and terms the conference a "key meeting in the field of space research." Being determined are such matters as legal regulations of space communication satellites. After the six-week conference, Estep plans to visit several Western European capitals to meet with broadcasting officials and government personnel in regulatory agencies similar to the FCC.

► Robert Blakely, former vice president of the Fund for Adult Education, and dean of extension at the State University of Iowa, has joined the staff of the Center for the Study of Liberal Education for Adults for a nine-month period as consultant.

► Herbert A. Seltz, associate professor of radio-TV at Indiana University, has received a grant from the National Academy of Television Arts and Sciences and the Westinghouse Broadcasting Corporation to study the problems of converting a Broadway play to a TV drama.

► Raymond C. Giese has been named general manager of WOSU-TV, Ohio State University, replacing Raymond J. Stanley, who resigned to become director of the ETV Facilities Program with the USOE. Stanley was also acting director of the IERT, and Richard B. Hull, director of the OSU Telecommunications Center, will assume the IERT directorship.

GENERAL

► Mary Anne Franklin, TV consultant for the Richmond (Va.) Public Schools, writes that the committee which has been campaigning since May for money to activate the city's allocated Channel 23 has raised enough for a station. September, 1964, is the on-air target date. The Richmond Federation of PTA's has inaugurated a campaign for studio funds. Last month, school officials (superintendents, directors of instruction, and school board members) met for an all-day session to explore programming needs, both in-school and community, and to estimate the extent of possible participation.

► KOET (TV), Ogden Public Schools, and KUSU-TV, Utah State University, are investigating the possibility of installing special microwave equipment to link the two stations; this would mean expanded coverage for both stations.

► Among the talks at the Audio Engineering Society's convention in New York last month was one on attempting to communicate with beings from other worlds, based on a linguistic analysis of language and mathematics. New York University's Associate Dean Russell F. Smith gave the speech.

► WUNC (FM), University of North Carolina, reports equipment changes during the summer. The 50,000-watt transmitter was overhauled and an 800-foot antenna installed. A new multiplex unit was installed; the studio was rebuilt, and now includes a newly installed Western Electric dual-channel board. A new production studio has been added for news and special events. The department of radio, TV and motion pictures has a new half-million-dollar home this fall. In addition to classrooms, auditorium, and offices, the new addition to Swain Hall has a 42x52-foot TV studio, control room, engineering facilities room, radio studios, recording laboratory, and extensive facilities for the photo lab and motion picture production.

► This fall Oregon's ETV stations KOAP, Portland, and KOAC, Corvallis, have moved to a full broadcast day—from 9 a.m. to 10:30 p.m.

► Boston University is offering an evening course on the broadcast commercial, aimed at advertisers and advertising students.

► Wilbur Schramm, director of Stanford University's Institute for Communication Research, says that what the world needs is a good \$5 battery radio. In a paper for a U. N. conference, he said the developing countries could "jump the barriers of illiteracy and powerlines" with such a radio as they could with no other device.

► New York University's School of Education has received a USOE grant to support a new linguistics demonstration center. The major project of the center will be the production of a TV series for NET. Neil Postman, associate professor of English education at NYU, will direct the center.

► In October, its first anniversary month, KUAC-FM, University of Alaska, increased its broadcast day—now to be from noon to midnight. Charles Northrip, station manager, says the increase is in direct response to listener requests for FM radio in the late evening hours.

► On November 17, WUFT, University of Florida, celebrates its fifth year on the air.

► Lampasas, Texas, schools are receiving programs from KLRN-TV, Austin-San Antonio, on an experimental basis through facilities of Tele-Vue of Lampasas, a TV cable corporation. Tele-Vue put sets in the school free of charge for thirty days of observation.

► WMHT, Mohawk-Hudson Council on ETV, is broadcasting now at twelve times its former power. With the installation of the new transmitter, Donald Schein, station manager, said virtually every home and classroom in northeastern New York should be able to receive a good picture and good sound.

► The College of San Mateo is scheduled to be on the air in February, 1964, with KCSM-TV. Its FM operation is planned for this fall. The ETV outlet will serve as an ITV center with programs for college credit. The hope is for a full "College of the Air" eventually, with a full curriculum leading to the bachelor's degree. Deyrol E. Anderson, operations manager, writes that he would like to extend a welcome to NABers arriving in San Francisco for the NAB convention next winter. He says the stations are unique in that they were built as an

NAEB Headquarters: Suite 1119, 1346 Connecticut Avenue, N. W., Washington, D. C., 20036. Phone 667-6000. Area Code 202.

integral part of a new 50-million-dollar campus. Every one of the 700 classrooms is wired for CCTV and 108 teaching stations and all sports areas are wired for two-way TV signals. Other staffers are Jacob H. Wiens, director of "College of the Air"; Douglas Montgomery, station manager; and J. F. Morgan, station engineer.

▶ Ampex Corporation has announced its new VR-660 videotape recorder, which weighs just under a hundred pounds and is priced at \$14,500. Deliveries will begin early in 1964: it was demonstrated for the first time in September.

Ampex has also issued an eight-page directory of the Ampex VTR's in service throughout the world. The ETV stations and facilities listed with more than one are KQED, San Francisco; WUFT, Gainesville, Florida; WTHS, Miami; WFSU, Tallahassee; WETV, Atlanta; WSIU, Carbondale, Illinois; WTTW, Chicago; Johns Hopkins University, Baltimore; WGBH, Cambridge; WMSB, East Lansing; KTCA, St. Paul; KETC, St. Louis; KUON, Lincoln, Nebraska; WOSU, Columbus, Ohio; WHYI, Philadelphia; University of Texas; KCTS, Seattle; and MPATV and NET. Copies of the booklet are available from Ampex.

▶ Minnesota Mining & Mfg. Co. has established a program to provide 1.5 million dollars in visual aid teaching equipment for 5,500 classrooms in the nation.

▶ WGVF, FM school station in Gary, Indiana, announces the installation of a 250-watt transmitter this fall, at which time it is also celebrating its tenth birthday.

State and Regional Activities

▶ The first of four planned interconnected ETV stations for the state of New Jersey is WNJE-TV, Glen Ridge, which hopes to begin early in 1964.

▶ WVAN-TV, Savannah, Georgia, began operations in September; it's the second of four planned by the state board of education. WXGA-TV, Waycross, was the first.

▶ The North Carolina ETV bill passed by the state assembly several months ago gave the University of North Carolina one and a quarter million dollars for the construction of transmitters and microwave links for WUNC, plus another quarter million for operations for the period 1963-65.

▶ ETV stations in the Phase One plan of the Ohio ETV Network are making applications for Federal aid under the ETV Facilities Act. Expanded facilities will enable the stations to be interconnected by microwave, and programing on the network will follow interconnection.

▶ The governor of Illinois has signed a bill for a study of the feasibility of establishing, maintaining, and operating a system of ETV in Illinois. Robert M. Shultz, supervisor of ITV in the state office of public instruction, says it is expected that legislation calling for the approval and appropriations necessary to build a state ETV network will be submitted and successfully acted upon by the 1965 Illinois General Assembly.

PROGRAMS

▶ A producer and a cameraman from the University of Michigan's TV center will go to the Antarctic in the Navy's Operation Deep Freeze '64. Mack Woodruff and John Alley will gather still and motion pictures for a series on the Antarctic, the programs to be produced in cooperation with the university's geology department.

▶ "Time for Science," a series of films produced by WETA-TV, Washington, and the National Science Foundation for elementary and junior high school use, is now available for purchase or rental from Norwood Films, 926 New Jersey Avenue, N.W., Washington, D.C.

▶ WNYC-FM, New York City, this month begins a series of foreign language dramatic productions. Named "International Theatre," the weekend series will present drama, prose, and poetry, along with indigenous music, in Spanish, German, French, and Italian.

▶ Wayne State University announces the sixth season for "Musical" on WTVS. It is billed as "Detroit's oldest continuing musical music series on TV."

▶ New York University and the public affairs department of

WNBC-TV are cooperating in the presentation of a new series of twenty television essays, "Master Builders of America."

INSTRUCTION

▶ For its fifth annual TV utilization workshop, the Central Michigan ETV Council presented most of the content in three telecasts rebroadcast through facilities of four commercial stations around the state. This was followed up in regional meetings in several different areas of the state, in which classroom teachers could discuss problems, procedures, and techniques with TV teachers and teachers experienced in TV utilization and team teaching. Since 1959, the Council has served about 800 teachers in its summer workshops on the campus of Central Michigan University. This was the first time the workshop had been organized in the manner of ITV lessons, and several participating teachers mentioned the value of experiencing, in the role of a student, good TV teaching and utilization.

PLACEMENT

PERSONNEL AVAILABLE

(For information, write Miss Julie Hunt, Placement Service, at the NAEB office in Washington.)

November 1—Radio-TV administrator, teacher, producer-director desires challenging, creative opportunity in broadcasting administration, teaching, and/or production. Eight years university teaching experience; currently director of radio-TV-film. Ph.D. (speech, radio-TV); male, 32, married, prefers urban community. Salary minimum \$9,000.

November 2—Young man, 30, married, A.M. English, with broad experience in education and publishing wants to work as writer/script editor in educational television. New York, Connecticut area; California also acceptable. \$8,500.

November 3—Top-notch production assistant with two years ETV experience desires responsible position. Single male, 25, with a broad international background. Presently employed, completing thesis in broadcasting research for M.A. in speech. Can handle any assignment from independent producer to floor director; willing to teach broadcasting, math, geography, or dramatics. Location and salary open.

November 4—Writer/producer for TV and/or radio programs. Over 20 years of staff and free-lance experience (plus theatre background); writing, contact, administration, personnel and creative assignments—also public speaking and public relations. Age 51, male, single, B.A. (English-speech), plus special courses TV and theatre. Prefers Northeast, Midwest or Northwest. Salary range: \$6,500-\$10,000.

November 5—Age 25, male, single; A.B. philosophy; 3 years broad TV production experience. Seeks position as producer-director in ETV. Prefers West Coast or East Coast; minimum salary \$125 per week.

November 6—TV or radio production. Editing/writing. Has 3 years in TV programing with advertising agencies; 2 years of Peace Corps experience teaching English and writing and editing scripts for elementary radio and TV educational programs. Interested in ETV in or out of school programs, preferably with creative work. Single, 30, female, B.S. Prefers West Coast, but will consider all areas. Minimum \$5,200.

POSITION AVAILABLE

(In order to be considered by these institutions, the reader must be an Individual Member of the NAEB, with credentials on file with the NAEB Placement Service. Non-members can save time by sending the \$10 annual dues and \$5 Placement registration fee at the time of inquiry.)

N-1 Experienced transmitter operator. Central Texas, maximum power educational VHF, new installation, RCA TT50 transmitter. Open immediately.

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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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