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of the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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NAEB's Samoan ETV Project Draws Attention

The *Saturday Review* for June 19 devoted space to a description of the NAEB Samoa Project. Under the title "Classroom TV Comes To Samoa," Tom Kaser, education editor of the Honolulu *Star-Bulletin*, tells of developments on the islands since the first NAEB study team went there in 1961.

The article was printed in the *Congressional Record* for June 28, 1965, at the request of Senator Frank Church, from Idaho—native state of Rex Lee, Governor of American Samoa.

At its June meeting, the NAEB Board of Directors commended Vernon Bronson, head of the project for NAEB, "for the successful completion of the first phase of the project to install television as the core of the instructional system in the elementary schools in American Samoa."

NER Plans Nationwide Hookup

Plans are afoot for NER member stations to broadcast live coverage of the German Parliamentary Elections September 19 via a special transatlantic hookup. This will be the first time educational radio stations around the nation have had such a nationwide connection.

Cooperating with NER in the project are Radio Deutsche Welle, Cologne, Germany, Radio New York World Wide in New York City, and Luftthansa. The coverage, approximately three hours, will feature special reports, commentaries, and interviews about the election, along with spot reports from contacts in Bonn. Deutsche Welle will also be receiving election results and computer predictions via direct line to the German TV studios located in the Bundestag.

USIA Director Appointed

Leonard H. Marks has been appointed by President Johnson to replace Carl T. Rowan as Director of the USIA. Mr. Marks recently became a public director of the NAEB and attended the full board meetings of the NAEB in Columbus.

NAEB-ETS Receives Kellogg Grant

The ETS Program Service, to facilitate the exchange among ETV stations throughout the country of high-quality programs produced by individual stations, will be located at Indiana University. A \$344,840 grant to help the service, just received from the W. K. Kellogg Foundation, assures its operation by the fall of 1965.

In addition an offer of a generous contribution of programs and tapes has been received from NET. Last year a grant of \$80,000 was made available for the project by the National Home Library Foundation of Washington, D.C.

ETV Financing Inadequate, Says NAEB-ETS Report

"The financial structure of educational television systems is critical at this time. The urgency is felt by both the licensees and the station managers, and interest is extremely high in moving toward permanent solutions."

This is one of the conclusions in a new 182-page report issued by NAEB-ETS after seven months of study. The comprehensive report contains analyses of financial statements of the ninety-five ETV stations on the air at the time of the study—as well as statements, addresses, and recommendations of the project's kick-off conference in Washington last December. More than two hundred attended the conference, which included representatives of the governing boards of ETV stations as well as station managers.

Copies of the report are \$2 each, C.O.D. or if payment accompanies order. Send orders to ETS at the NAEB Washington office.

Frederick Breitenfeld conducted the project for ETS, under a USOE grant, to try to find ways to improve and stabilize support of ETV stations. The group that met in Washington recommended that support be found for additional national program resources and a means for national program exchange among ETV stations.

Plans will be announced shortly for establishment of the ETS Program Service, to be supported initially by about \$500,000

in grants from foundations and other private sources. This is a direct result of the conference recommendation.

Among other recommendations were these: appointment of a national commission or committee to study ETV and suggest courses of action for its future development; and giving immediate encouragement to plans for further development of regional networks, since regional and national interconnection will be vital to the future of the medium.

NAEB Files Comments with FCC on CATV

The NAEB supported the FCC conclusion that "while CATV systems are capable of making a valuable contribution toward the achievement of expanded television reception service, it is of the utmost importance to the over-all public interest that extension of the Table of Assignments by auxiliary distribution means are accomplished on a fair and orderly basis, and that CATV systems and television broadcast facilities have complementary rather than conflicting roles. The distribution of multiple reception services through CATV cannot be permitted to curtail the viability of existing local service or to inhibit the growth of potential service by new broadcast facilities." The NAEB stated that, while the FCC framed its conclusion primarily concerning commercial TV stations, it applies equally to the educational TV service.

The NAEB comments pointed out the danger that individuals and organizations might be less likely to lend full support to a local ETV station if they could obtain adequate ETV service from CATV.

After detailed comments on many other factors involved in the CATV problem, the NAEB statement concluded that ETV stations on the whole favor CATV development—but that some form of regulation may be necessary to prevent indiscriminate and unauthorized use of ETV materials to the detriment of local ETV stations. The statement recommended that FCC rules be flexible "to permit local accommodation to CATV in the manner best suited for the particular situation."

The policy statement resulted from extensive study and several meetings of the ETS CATV committee.

Summer TV Institutes for High School Students

—by Donald G. Kirkorian

Hundreds of high school students each summer spend vacations studying at TV institutes sponsored by colleges or universities. To investigate the extent and nature of these institutes, I mailed a questionnaire to colleges or universities which were known for their broadcasting activities and/or had strong course offerings in broadcasting.

I received 46 (90%) replies out of 51 questionnaires mailed in November 1964. Of the respondents, 19 (41%) offered a high school institute, 10 of them in television. (Other areas mentioned were 10 institutes in speech, including public speaking, general communications, debate, and oral interpretation; 11 in drama; 10 in radio; 2 in newspaper journalism; 1 audiovisual workshop; and a combination music, French, and fine arts workshop.)

There were TV institutes on the campuses of these universities: Michigan State, Montana State, Northwestern, Ohio State, Denver, Kansas, Nebraska, the Pacific, Southern California, and Washington State. Length of the institutes varied from two to six weeks, averaging four weeks.

All institutes charged tuition, with fees ranging from \$25 to \$130, not including room and board. The median tuition fee was \$75, while the mean was \$45. Half of the TV institutes received college-appropriate funds in addition to tuition fees.

Enrollment requirements included the student's rank in class (upper fourth to upper third); completion of grade 10; recommendation from a speech teacher, journalism teacher, or principal; results of college entrance exams; and a good record in high school journalism, speech, science and mathematics or group leadership activities. Northwestern University's National High School Institute, in its thirty-fifth year, had the most stringent requirements.

Television institutes admitted from 11 to 40 students, averaging 20.

Each institute offered formal lectures on broadcasting — with five institutes

spending no more than a quarter of the time on lectures, three spending from a quarter to half the time, and one spending from half to three quarters of the time in this manner. One respondent could not answer this question, as lecture time varied with change of instructor. Two institutes used textbooks to supplement lectures, one having a bibliography for students and the other having textbooks on reserve.

Nine respondents said their TV institutes were activity-oriented, the following being a sampling of their TV activities: two hours daily in the TV lab, with more time near the end of the institute; forensic activities, dramatics, music programs presented by institute participants; and students going through various positions (camera, floor, audio) on several small productions and then, as the final project, being responsible for a half-hour show which they write, produce, direct, star in, participate as crew, etc.

All schools used a closed-circuit facility for production work, and three could use a videotape recorder for institute productions.

Half of the respondents said there was some kind of industry participation in the TV institute. The most common such activity was taking students on tours of the local radio and TV stations, and during the tours the students usually received lectures from station personnel. Local TV stations awarded scholarships to two institutes to assist in financing student expenses.

All respondents had at least one faculty member involved in teaching and directing institute activities; four institutes used graduate students in addition to faculty; and one used undergraduates as lab assistants.

All TV institutes planned extracurricular activities for students, such as banquets, theater parties, dances, talent shows, tours, concerts, lectures, movies, and "a trip to Glacier National Park."

New Membership Category For State ETV Associations

The NAEB Board of Directors has just approved the following resolution: That a new category of Associates be established for State Educational Television Authorities; that official State-wide Educational Television Authorities which either are members of the appropriate NAEB division or who do not qualify for membership in any division may affiliate as State Educational Television Authority Associates. Annual dues will be \$35.

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

ETC Facilities

Program Actions

At the end of June, these actions were announced by the ETV Facilities Program:

- Applications for financial assistance in construction of ETV stations were accepted for filing for Ch. 66, St. John, Ind., and Ch. 9, North Platte, Neb. Total estimated project costs were, respectively, \$204,086 and \$439,762.

- An application was accepted for expansion of operations of WCET, Ch. 48, Cincinnati. Total estimated cost: \$91,898.

- Grants in the following amounts were approved for new ETV stations: at Omaha, Neb., \$100,000; Ch. 57, Terre Haute, Ind., \$185,958.

- Grants in the following amounts were approved for expansion of operations: Ch. 62, Tacoma, Wash., \$110,434; Ch. 10, Pullman, Wash., \$88,253; Ch. 6, Sacramento, Calif., \$77,547; Ch. 6 (San Juan) and Ch. 3 (Mayaguez), Puerto Rico, \$300,193; and Ch. 9, San Francisco, \$189,433.

NAEB Files Petition with FCC

On July 15, the NAEB, through its attorneys filed a petition with the FCC requesting it to review and reconsider its Fourth Report and Order (Docket No. 14229) regarding UHF allocations. NAEB contends that the Report and Order defines procedural due process and sound allocations policy, and that it "is gravely prejudicial to the interests of educational broadcasters."

The NAEB has also requested a time extension of 60 days beyond the July 20 date for comments, and August 5 for reply comments.

Ford Foundation Grant to Community ETV Stations

The 32 community-owned ETV stations in this country will be the recipients of a \$10 million grant from the Ford Foundation. Matching funds ranging from \$50,000 to a maximum of \$500,000 per station will be made, beginning in the fall. New community stations going on the air for the duration of the four-year program will be eligible for the grants.

USOE Names Deadline for Institute Proposals

The USOE has invited colleges and universities to file proposals to hold institutes for educational media specialists for summer 1966 and the academic year 1966-67. The institutes, officially designated NDEA Institutes for Advanced Study, are authorized by Title XI of the NDEA.

Completed proposals must be mailed to the USOE, postmarked no later than October 8, 1965. Copies of a manual for use in preparing the proposals may be obtained from the Division of College and University Assistance, USOE, Washington, D.C. 20202.

Early Bird and ETV

NET's first use of a communications satellite was for "Transatlantic Inquiry," a cooperative venture with BBC. From a school in Birmingham, England, via Early

NAEB Headquarters: 1346 Connecticut Ave., N.W., Washington, D.C., 20036. Phone 667-6000. Area Code 202. TWX 202-965-0299.

Bird, NET's Jolm Fitch interviewed youngsters about their classes, lessons, school problems. A Britisher similarly interviewed pupils from a school in Newton, Massachusetts.

Early Bird also enabled students of West Bend (Wis.) High School, and Lycee Henri IV Ecole in Paris to chat about various things, including fast cars, the Beatles, and American jazz. The videotaped program was shown on WHA-TV, and other Wisconsin TV stations used portions of it in news reports. Named for special credit for the program were WHA staffers Charles Huber, Gary Gumpert, and Ted Nielsen.

It has been reported that the American Broadcasting Company may use an Early Bird type of satellite for transmission of TV programs in the United States . . . and, if so, that they would make one channel available to NET, at no expense, for transmission of programs for ETV stations throughout the country.

Convention Keynote Speaker

The Honorable Wilbur Cohen, Under Secretary of HEW, will be the keynote session speaker at the NAEB convention. He will speak on the special opportunities and responsibilities educators have in using broadcasting to further policies and programs which our government has determined are in the nation's best interest.

Publications

● Boston University's School of Public Communication is offering printed copies, at cost, of a series of essays on broadcasting and film prepared by students at the school. The latest is by Frederic Underhill, entitled *Post-Literate Man and Film Editing: An Application of the Theories of Marshall McLuhan*. For a list and prices, write to the school, 640 Commonwealth Avenue, Boston, Massachusetts 02215.

● Limited copies of an appendix to the *ACE Report on Copyrights, Clearances and Rights of Teachers in the New Educational Media* by Fred Siebert are available from the NAEB Washington office for \$2 to cover mailing and handling. This publication is *Appendices on Selected Policy Statements and Selected Legal Forms*.

Here and There

● NET will commemorate the third-season opening this fall of the Lincoln Center for the Performing Arts by producing a one-hour special—a drama, ballet, and opera all based on the same theme. NET stations will air the program, commissioned by the Lincoln Center Fund for Creative and Artistic Advancement, during September.

Playwright Frank Gilroy, winner of the Pulitzer Prize and the Drama Critic Circle Award, will write the drama. The ballet and

opera will both interpret the theme of the play. Jac Venzla, producer of the award-winning "Carmina Burana," will produce and Kirk Browning will direct the program.

● Louisiana hospitals plan a CCTV system to connect all state-operated mental, tubercular, and charity hospitals, state schools for the retarded, plus the central office and two medical schools. The system will provide continuing medical training.

● Britain's House of Commons debated for five hours whether or not to allow TV into its deliberations, but reached no decision.

● Advanced graduate students and scholars seeking to engage in study and research in the Soviet Union, Bulgaria, Czechoslovakia, and Hungary during 1966-67 may receive information from: Dr. Howard Mehlinger, Inter-University Committee on Travel Grants, 021 Lindley Hall, Indiana University, Bloomington. Applicants must be either American citizens or permanent U. S. residents.

● On April 15, the Japan Broadcasting Corporation celebrated the 30th anniversary of the commencement of its nationwide school broadcasts. As of May 1, the radio network devoted mainly to school and educational broadcasts had 127 stations, and the ETV network 250 stations. In radio school broadcasts, 84 programs are transmitted per week, for a total of 20 hours 40 minutes; in TV school broadcasts, 104 programs a week, for 36 hours 20 minutes.

Among the primary schools of Japan, 25,580 (96.8%) have radios and 24,650 (93.3%) have TV receivers. In junior high schools, 11,970 (95.7%) have radios, and 11,350 (90.8%) TV.

In the early days, school broadcasts were not officially recognized. Teachers who adopted school broadcasts in their classrooms were warned that they would not be promoted to schoolmasters. There were those who believed that the broadcasts would cause teachers to be dismissed. Some frowned upon bringing radio sets into classrooms.

● Belgium has announced the 5th International Labour and Industrial Film Triennial. Films (cinematographic films, film cartridges, filmstrips or series of slides, kinescopefilms or videoscopes) entered must have been produced after January 1, 1963. Final date for film registration is January 31, 1966. Information from: 5° Triennial, Frankrijkjele 128A, Antwerp, Belgium.

● KREP, commercial FM station in Santa Clara, Calif., has presented scholarship checks totaling nearly a thousand dollars to two Stanford University students who are participating in a Stanford volunteer project in Hong Kong this summer. One student teaches English in a Chinese college and rooftop school, the other teaches and supervises students at an orphanage. This is the third year that Stanford students have organized their own service project in Hong Kong, but the first time that a business firm has helped support the volunteers, who pay their own expenses.

News Notes

PERSONNEL

▶ William H. Ewing, associate director of Ohio State University's telecommunications center, will leave in September for a nine-month stay at the University of Glasgow, Scotland. He has received a Fulbright grant to serve as lecturer and consultant there, and he will help initiate an ITV program.

▶ Cliff Ehlen, manager of WHA, University of Wisconsin, has resigned. He and his family will go to England.

▶ Col. Robert E. Wood, of the U. S. Air Force, has been named manager of TV engineering for the program development department of CBS Laboratories.

▶ Martin J. McGowan, Jr., editor and publisher of the Appleton (Minn.) *Press*, and a state legislator, has become a full-time staffer for KTCA-TV, St. Paul. His duties will be to help develop ETV participation in present and future education and welfare legislation.

▶ Aline Hazard, of the daily homemakers' program on WHA for more than thirty years, retired from broadcasting July 1. Her program received a top national IERT award in 1946.

▶ Ronald Salak, has joined the KFME (Fargo, N. D.) staff as producer-director after serving with the Air Force. Formerly he was at Michigan State and Iowa State universities.

▶ James R. Treble has been appointed school services coordinator for the ETV council of central New York. He was involved with in-school use of TV for four years while teaching in the Niagara Falls elementary schools.

▶ Mel Chastain has been appointed program director of the ETV program at Texas A&M University.

▶ John D. Mandelbaum has been named associate in instructional resources and producer-director of television at the State University of New York College at Geneseo.

▶ Former CBS newsmen Roger P. Smith has been named executive producer of WTTW, Chicago. His appointment was made possible by a Harris Foundation grant, established to upgrade locally produced cultural programming for national distribution and to investigate new program development directions at WTTW.

▶ John C. Schwarzwalder, general manager of KTCA-TV, St. Paul, has been elected to fill the new position of executive vice president of the station's parent organization, the Twin City Area ETV Corporation.

▶ John K. MacKenzie, formerly producer-director for the Anaheim ITV project, is now program director for the ITV department of Portland (Ore.) State College.

PROGRAMS

▶ WNED-TV, Buffalo, recently offered its second annual international TV festival, featuring 26 entries from 18 countries. The station presented awards for the best documentary, the best performance entry, and

the best program—as decided by a panel of judges. There was also a special viewers' award for the program voted most popular by the audience. The station received a citation from the Buffalo Council on World Affairs for the festival, which was cited as a fine example of the concept of promotion of world understanding.

▶ KQED broadcast "The Gentle Savages" in connection with the 100th anniversary of the birth of Grace Hudson, early painter of Indian pictures. The program dealt with the Pomo Indians and included Mrs. Hudson's paintings and anthropological films of Pomo Indian life today.

▶ KTCA-TV, St. Paul, produced an original sacred ballet, based on the passion and crucifixion of Christ, for telecast on June 17, the Feast of Corpus Christi. The ballet version of "Los Seises" (Dance of the Sixes) was choreographed by Mrs. Anna Adrianova Andahaly in collaboration with John Schwarzwald, who was given a private showing of the dance in Seville, Spain, last spring. Richard J. Carter directed the production in the Cathedral of St. Paul. Los Seises is derived from an ancient Spanish dance traditionally performed by altar boys in the Cathedral of Seville.

▶ *Magazine* is a new bi-weekly one-hour series in which KQED will integrate whimsy with stark realism, amusing trivia with expositions of important issues of the day. The series began July 7, and an early program featured pre-Columbian art, a motorcycle race, puppets, and St. Francis of Assisi.

GENERAL

▶ WPXS-TV, Pennsylvania State University, has begun evening telecasts. This is the second in a three-step plan for ETV for central Pennsylvania. The first step, instructional programs for schools, has been in progress for one semester. Development of a community service through locally produced programs will be the third step.

▶ This fall will see completion of interconnection of Mobile's ETV station with the Alabama network. Since the station began broadcasting last November, it has telecast the network programs on a one-week delay basis.

▶ An Alabama survey reports that 160 public schools which did not provide students with access to ETV last year will do so this fall. The most popular course was "Let's Learn More," viewed by 34,479 pupils.

▶ Omaha University has concluded its sixth TV workshop for teachers and administrators. The classes were started a year ago when plans were being drawn for an ETV station for the Omaha area; the station is scheduled to go on the air October 1.

▶ WTTW, Chicago, has begun its move to new studios at 5400 N. St. Louis Avenue. The station will go off the air for final installation and equipment testing August 14 to September 6.

STATE AND REGIONAL

▶ The state superintendent of public instruction has named Lewis A. Rhodes chairman of Michigan's State Advisory Committee on ETV. Other NAEBers on the committee include: Stephen All, William Ballard, John McArthur, Anthony Reda, Paul B. Kickard, Charles S. Ruffing, and Verne Weber.

▶ New York's legislature has approved a \$625,000 budget item to enable the State University of New York to establish a microwave network linking units of the university. Part of the new network is expected to be in operation by September. The funds were cut by the legislators in April, but public opinion caused them to be restored in a supplemental budget.

▶ The ETV Council of Central New York hopes to have a UHF station in limited operation by October and in full operation by February. The station will serve a nine-county area 30 to 40 miles around Syracuse.

▶ Community leaders of eight Kentucky counties met recently at Murray State Col-

lege to discuss ETV. Maurice D. Bement, executive director of the Kentucky School Boards Association, said ETV is the fastest growing medium of education. In pointing out Kentucky's slowness in developing a state network, he asked, "Can everyone else be wrong and Kentucky be right?"

▶ Nebraska's state ETV network hopes to have its third link—Channel 26 at Omaha—on the air by October 1. Total cost is budgeted at \$225,449. The CP has been received, and design work is in progress on the 407-foot tower. RCA will supply the transmitter, tower, and antenna. The state's proposed ETV network will have seven channels.

INSTRUCTION

▶ KFME, Fargo, N. D., has contracted with Concordia College, Moorhead, Minn., to produce and broadcast the major portion of the college's freshman and sophomore English courses in the coming year. To assist in the production, the Louis W. and Maude Hill Family Foundation of St. Paul has awarded the college a grant of nearly \$50,000.

PLACEMENT

POSITIONS AVAILABLE

(For information, write the Placement Service, at the NAEB office 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 Placement Service. Non-members can save time by sending the \$10 annual dues and \$10 Placement registration fee at the time of inquiry.)

- Aug 1** Major midwest university has immediate opening for competent television engineer. Minimum of five years experience with all phases of television operation and maintenance required. Excellent opportunity.
- Aug 2** Programming operations manager for developing radio, television and motion picture department for major eastern Land Grant university. Responsibilities will include on-the-air, recording, and closed-circuit production supervision, and associated programming. Scope of job includes future production for planned state-wide network. M.A. required in communications or closely-related field. Experience with major college or university valuable. Salary open.
- Aug 3** A state educational television network seeks television curriculum personnel, television teachers, engineers and technicians, and operations and production personnel for its new production center to serve public schools with a three-channel closed-circuit television system.
- Aug 4** Midwestern university has September opening for operations-production manager. M.A. degree with significant production experience in educational television required. Will supervise professional and student producer-directors and such operations as film and tape utilization, traffic, staging, lighting, and graphics. Appointment is for 12 months with one month vacation.
- Aug 5** Midwestern university has September opening for producer-director. Requires M.A. degree with ETV production experience as well as experience in teaching television and/or radio production courses. Will direct programs and telecourses on closed-circuit; will work with student producer-directors in developing programs for broadcast; and will teach one three-hour course in radio or television production. Appointment is for 12 months with one month vacation.
- Aug 6** Midwestern university has September opening for staff engineer. Must have first-class license and experience in radio and television broadcasting operation and maintenance.

(The last three positions are in a university which is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.)

Placement has had many requests for positions for engineers. If you are interested in employment in this field, register with the Placement Director.

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