



# NEWSLETTER

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VOL. 29, NO. 12

DECEMBER, 1964

## Journal Seeks New Cover Design

At the suggestion of the NAEB Publications Committee, meeting in Austin during the recent convention, the editors of the *NAEB Journal* are holding a contest for a new cover design. Artists should submit roughs or finished art to the Publications Office, 119 Gregory Hall, Urbana, Illinois, by February 15, 1965.

The only restrictions are that the design should be based on the present *Journal* size and should be set up for one-color printing only.

Members of the Publications Committee will select the new cover design from entries submitted, and the winner will receive a year's Individual Membership in the NAEB . . . and of course he will be credited as the designer.

## Board Nominees Named

Following are the nominees for terms beginning January 1, 1965, on the NAEB Board of Directors. Ballots have been mailed to eligible voters.

### INDIVIDUAL MEMBER DIVISION

*Region I:* Albert P. Fredette,\* Manager, WAMC; Al Hulsen, Manager, WFCR; Lloyd Kaiser, General Manager, South Central Educational Broadcasting Council, Hershey, Pennsylvania; James Keeler, Program Manager, WGBH.

*Region IV:* Wilbur D. Donaldson,\* Assistant General Manager, KTCA; W. Ferron Halvorson, NITL Analyst, Dickinson, North Dakota; Ernest E. Phelps, Operations Director, KUSD-TV; Rev. R. C. Williams, Director of Communications Arts, Creighton University.

### INSTRUCTIONAL DIVISION

*Region III:* William Ewing, Associate Director, Telecommunications Center, The Ohio State University; Colby Lewis, Acting Station Manager and Coordinator CCTV, WMSB; Charles McIntyre,\* Director of Instructional Resources, University of Illinois; James Miles, Director of Radio-TV, Purdue University.

*Region VI:* Richard B. Lewis,\* Director, A-V Services, San Jose State College; George E. Steiner, Coordinator, ETV, San Francisco State College.

### RADIO DIVISION

*Region II:* Stuart W. Hallock, Chairman, Radio-TV-Films, University of Kentucky; Marjorie Newman,\* Program Director, WFSU-FM; Kenneth Wright, Director of Broadcasting, University of Tennessee.

*Region V:* Jack M. Burke,\* Manager, KSAC. Elected.

### TELEVISION DIVISION

Haskell Boyter, WETV; George Dooley, WTHS-TV; John

Dunlop, WMEB-TV, WMEM-TV, WMED-TV; Edward Herp, WFSU-TV; Howard Holst, WKNO-TV; Lynn Kalmbach, WNTV; Luke Lamb, KOAC-TV, KOAP-TV; Jack McBride, KUON-TV; William McCarter, WETA-TV; H. B. McCarty, WHA-TV; Robert Mott, KWSC-TV; James Robertson, KCET-TV; Donald Schein, WMHT-TV; Robert Schenkan,\* KLRN-TV; Frank Schooly, WILL-TV; Otto Schlaak, WMVT-TV, WMVS-TV; Robert Slingland, KTPS-TV; Donald Taverner,\* WQED-TV; John Taylor, WTTW-TV; Clair Tetterer, KFME-TV; John Young, WUNC-TV.

## NAEB-ETS Names New Executive Director

Chalmers H. Marquis, Jr., Director of Programming for Chicago's ETV station WTTW, has been named Executive Director of ETS, the Television Stations Division of NAEB, effective January 1, 1965. Marquis takes over the duties of Gerard L. Appy who leaves January 1 to take over as Director of Field Services at NET in New York City.

Marquis has been a member of the WTTW staff since 1955, serving as producer-director and later as Director of Program Development. He was a local network television director for WBBM and WGN and prior to that a radio announcer at WILL and WKID, Urbana, Illinois. He holds degrees from the University of Chicago and University of Illinois. He has served as Chairman of the NET Affiliates Committee, as consultant to MPAT and the Toronto ETV Council; he is an NAEB Research Fellow.

## Convention Highlights

- The Board of Directors and the membership voted on and passed the new Constitution and By-Laws, copies of which were previously distributed by mail to all NAEB members. These changes make clearer the divisional structure approved a year before. One major additional change approved in Austin was the stipulation that all members of the Board and standing committees must hold NAEB Individual Membership in order to be eligible to serve.

- The amendment to the Articles of Incorporation was approved unanimously by the Board of Directors and the Members. This change is designed to insure our continued status as a tax exempt organization under tighter regulations.

- Kansas City was announced as the convention site for the 1966 convention. The 1967 convention site will be either Denver or Portland, as announced at the final business session by the Permanent Convention Committee. The final determination of the 1967 site will be based on staff visits to the cities involved.

\* Incumbent

● One day of the convention was set aside for separate division meetings, including luncheons. From all reports this innovation was a success and will be repeated at future conventions. Details of each division's day will be sent to members by the respective division staffs.

● At its Austin meeting the Board of Directors re-elected William G. Harley as President and Harold E. Hill as Vice President and Treasurer; James A. Fellows was elected Secretary. The chairman and vice chairman of the Board of Directors and the chairmen of the various division boards will be elected by the boards after the current board elections.

● Sylvania, a subsidiary of General Telephone & Electronics, is a new NAEB Industrial Associate Member, and a plaque was presented to a representative of the firm at the convention banquet. ITT Industrial Laboratories of Ft. Wayne, Indiana, another new Industrial Associate Member, was also recognized at the banquet although last minute obstacles prevented its representative from attending.

● The following citations were presented at the convention banquet:

M. McCabe Day: for his long service and leadership in developing the techniques of instructional radio and for his contributions to the expansion of the NAEB Radio Network In-School Service.

Cyril M. Braum: for his many contributions to the technical and organizational development of educational broadcasting in the United States, and for his steadfast loyalty to the high principles of this Association throughout his years of service.

● Over 650 persons registered for the 40th annual NAEB convention in Austin, Texas, October 25-28. Except for last year in Milwaukee, when registration was over 800, this is the highest number to attend. An excellent atmosphere of cooperation and comradeship prevailed as the re-organization completed its first year. Both the keynote address by Lester Beck and the banquet speech by Carl Rowan were given excellent receptions by the members attending. The other general and special interest sessions were well attended, also.

● The convention approved the report of the Resolutions Committee which thanked all involved in organizing and running the convention, memorialized the late President Herbert Hoover, commended the FCC for its "... continued encouragement and support ..." of educational broadcasting, and saluted "... the timely and effective coverage of national and international events by the broadcasting industry in the United States. ..."

● Most convention sessions were recorded on tape, and may be ordered from NERN. For order blanks and information on prices, write to Robert E. Underwood, Jr., NERN Manager, Urbana NAEB Office.

## Insurance Notice

Flyers on the insurance plans available to individual members have been mailed to such members and are enclosed with this *Newsletter*. Please note the January 1 deadline for applications.

## Prof. Waldo Abbot Dies at 76

Waldo Abbot, NAEB pioneer and early NAEB Board member, died Saturday morning, November 14, at the age of 76. A member of the University of Michigan faculty for 37 years until his retirement in 1957, he was that university's first teacher in the field of radio and taught broadcasting to such figures as Mike Wallace. He was the first U-M director of broadcasting and the author of one of the first textbooks in the area, *Handbook on Broadcasting*. Besides being a leader in the field of broadcasting, Professor Abbot was at different times a journalist, prosecuting attorney, manufacturing firm director, and teacher of college English.

## NAEB Dues Questionnaire

A questionnaire to facilitate the preparation of bills for NAEB dues and divisional fees has been mailed to members of the television, radio, and instructional divisions. All should have been returned by this time. Those who have not done so are urged to send the completed questionnaire to the Washington office immediately.

## News Notes

### PERSONNEL

● Anne Doyle of WGBH-TV has been appointed vice-president and Washington representative of the Broadcasting Foundation of America.

● James M. Morris, professor of education in the Oregon Division of Continuing Education, has been named head of its information services.

● John C. Schwarzwald, general manager of KTCA-TV, has been reappointed to the Metropolitan Planning Commission by Minnesota Governor Karl Rolvaag.

### NER PROGRAM GRANTS

● Five creative production awards were made by NER, the funds coming from a grant made to NAEB-NER by the National Home Library Foundation. Announcement of the awards was made by Jerrold Sandler, NER Executive Director, at the NAEB convention banquet. Of special interest is the award to Station KEBS (San Diego State College) for a series of thirteen dramas written, produced and directed by Arch Oboler. Additional awards were made to Station WDET (Wayne State University), Station WKAR (Michigan State University), and Station WBGO (Newark, New Jersey, Board of Education). Another award calls for a cooperative project between Station WHA (The University of Wisconsin) and Station WRVR (The Riverside Church, New York City).

### ETS AWARD WINNERS

● Winners of awards for ETV program proposals were announced by C. Scott Fletcher, President of ETS, the Television Stations Division of NAEB. A grant of \$5,000 from the Reader's Digest Foundation made possible four awards of \$1,000 each and two of \$500 each. The \$1,000 award winners are KLRN-TV, Austin, Texas; WQED-TV, Pittsburgh; KUED-TV, Salt Lake City; and WOSU-TV, Columbus, Ohio. The \$500 award winners are KOAP-TV, Portland, Oregon, and WMVT-TV, Milwaukee. The programs are to be produced by February 1, 1965 and will be made available to other ETV stations later in the year.

### AWARDS

● Marvin Camras, IIT scientist who developed a magnetic recording device to help a cousin with his singing lessons over

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### Reporters:

Region I —Michael Ambrosino, EEN, 238 Main St., Cambridge, Mass.

—Shirley Ford, WRVR, 490 Riverside Drive, New York City, 10027.

Region IV —Richard Vogl, KTCA-TV, 1640 Como Ave., St. Paul, Minn.

two decades ago, was honored recently at the National Electronics Conference.

● KFME, Fargo, North Dakota, reports that it has been awarded an All-Electric Building Award from Northern States Power Company.

#### INSTRUCTION

● "Electronics At Work," produced at the South Carolina ETV Center, is being telecast this fall over ETV stations in five cities. The course, which consists of 90 half-hour films, is designed to provide instruction in the basic principles of electronics and their major applications in communication systems. Study guides and practical exercise manuals for each unit of 15 lessons are available. Write for information to Electronics at Work, Box 96, Barrington, N. J.

● Noel J. Reyburn and James S. Miles of Purdue are working on a project to use classroom videotape as a part of directed classroom observation.

● Please send syllabi of courses in radio and television to Jack B. Frank, Associate Director, Instructional Television Center, State University College at Brockport, Brockport, New York.

● Patrick B. Kidder is anxious to get in touch with people doing TV work in the social studies. Write him as chairman of the Social Studies Department, Hopkins North Junior High School, Minneapolis 26, Minn.

#### STATE AND REGIONAL

▶ The South Carolina ETV network was featured in an article, "Closed-Circuit ETV Boom," in the Sunday, October 18, *New York Times*.

▶ The annual meeting of the Association of American Medical Colleges in Denver, Colorado, on October 17 studied the use of South Carolina's ETV network to further post-graduate studies for physicians.

#### GENERAL

▶ Picture windows in the east wing of Chicago's Museum of Science and Industry bring weekend visitors within inches of interviews, dramas, and discussions being rehearsed and videotaped in a special WTTW studio there all day long on Saturdays and Sundays.

▶ KTEH, San Jose, California, got program test authorization on October 19 and began the same day.

▶ KVCN-TV, San Bernardino Valley College, has been picked up 2200 miles away in Milwaukee, Wisconsin.

#### STATION ANNIVERSARY

▶ David Susskind and Charles Siepmann helped WHYY-TV celebrate its first anniversary last month.

#### INTERNATIONAL

▶ The Japan Broadcasting Corporation, NHK, recently participated for the first time in the annual San Francisco Film Festival, with entries in the Communication and Art categories.

#### PROGRAMS

▶ The 43rd Pittsburgh International Exhibition of Contemporary Painting and Sculpture is the background for the WQED original award-winning ballet, "Comment."

▶ Filmed reports of work being done by the world's leading scientists are presented each week on "Spectrum," WNED-TV, Buffalo, N. Y.

### BOX SCORE

Total AM stations	4081	(includes 38 noncommercial stations)
Total FM stations	1494	(includes 293 noncommercial stations)
Total TV stations	665	(includes 97 noncommercial stations)

▶ The CBC Television Network's approach to the Shakespeare sequentennial is "This Was a Man," a show combining filmed scenes in Warwickshire and London and quotations from plays, poems and sonnets, tracing the boy and the man, and emphasizing the timelessness of his writing. The program tries to "see the same signs and hear the same sounds that Shakespeare talks about constantly."

▶ "Delegate," produced jointly by WQED, Pittsburgh, and WHDH-TV, Boston, follows one delegate from each party at the national conventions.

▶ San Diego State College's "Profile," a half-hour continuing series now being carried by nine ETV and commercial stations, recently presented a three-program series entitled "In the Shadow of Greatness," featuring dramas by three Elizabethan playwrights long overshadowed by Shakespeare.

▶ Professor Saul D. Larks, who heads a biomedical engineering and training program at Marquette University has proposed a world-wide medical monitoring system using Relay and other communications satellites.

▶ WNYC recently broadcast five programs devoted to the City Planning Commission's Symposium, "The Future By Design."

▶ "Dear Mr. Scientist," produced at Argonne National Laboratory near Chicago, consists of informal give-and-take discussions of questions sent to the Laboratory by students across America, and of elaborations on basic scientific problems in the nuclear age.

▶ "First Person, American," a series done by WNYC and WNYC-FM in cooperation with the American Council for Nationalities Service, studies individual American immigrants.

▶ WQED's "Key to the City," an evening program of interviews with outstanding personalities, has begun its eighth year.

▶ Two Canadian films available to the public are "Are People Necessary?" produced by Metropolitan Educational Television Association of Canada, and "We Could Keep the Wheels Turning," by CBC Newsmagazine. Both are offered free, the first from the Ontario Department of Economics and Development, 454 University Avenue, Toronto; the second from CBC Newsmagazine, 354 Jarvis Street, Toronto.

▶ WTTW recently presented "The Foundations and the Arts," a conversation among representatives of three foundations which use distinctly different approaches in their financial support of the arts and artists.

▶ WHRO-TV, Norfolk and Hampton's ETV station, recently taped a series of ten lessons on "Space and Space Problems," developed and produced by National Aeronautical and Space Administration, Langley Air Force Base, Virginia. These are now available to other ETV stations.

▶ Secretary of the Interior Stewart Udall was guest on the campus of Washington State University recently, where he was interviewed by the KWSC-TV film unit for statewide distribution on the university MOSAIC TV program.

▶ WHYY-TV, Philadelphia, is presenting a new eight-program series, "Metropolis: Creator or Destroyer?" studying problems of Philadelphia and other major American cities.

▶ "All Seriousness Aside," a new series of weekly programs produced and read by Bill Shigley of WBAA, consists of everything from the wit of H. L. Mencken and John F. Kennedy to the musical burlesque of Spike Jones. All forms of comedy are being presented.

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

▶ "The Sightless Day," a half-hour WHYI-TV, Philadelphia, documentary showing the work and activities of the Upsal Day School for Blind Children, was presented recently in cooperation with the Junior League of Philadelphia. The program, narrated in part by Joanne Malatesta, blind principal of the school, studies several blind and multiple-handicapped pre-school children in activities designed to acclimate them to home, school, and neighborhood living experiences.

▶ "The American Race Crises," a new radio series produced at the New School of Social Research and originally recorded by Station WINS, New York, is being made available to WICR-FM, Indianapolis, listeners by the Johnson Foundation as part of the Wingspread Lecture Series.

▶ "Where do butterflies go when it rains" was asked in "Our America," an original play written, produced and performed by Youth in Motion, Waco, Texas, research theater for children, and the Trinity University Ideas in Motion group. Children, ages 6 through 18, acted and pantomimed some of their questions and impressions of life on the KLRN-TV telecast of the play.

▶ George Koltanowski, international chess master, explains the game's history, folklore, and basic operation to viewers of WNED-TV, Buffalo, on the new series, "Koltanowski on Chess."

▶ From the University of Alabama, the Alabama ETV network is presenting "Pianist at Work," in which a faculty member from the University's music department illustrates piano teaching methods and materials, interpretation and practice.

▶ "Chats on Writing" is a new series from WEDU in Tampa-St. Petersburg, Florida. Taught by a U. of Florida professor, the programs take up readability, restraint, imagery, beginning, and the like.

## Publications

● TIO has just issued a four-pager, "Balanced Criticism 1964," a brief illustration of disagreement in critics' evaluations of commercial TV offerings. Write to 666 Fifth Avenue, New York 19, N. Y.

● Teacher's guides to NBC-TV's "Profiles in Courage" series are available from NBC Teacher's Guide, Room 788J, 30 Rockefeller Plaza, New York, New York 10020.

● Advice on how teachers may protect their rights in educational TV programs, films, teaching machines, and other new instructional media is contained in Fred S. Siebert's 62-page study, *Copyrights, Clearances, and Rights of Teachers in the New Educational Media*, just published by the ACE. Write for copies to the Commission on Academic Affairs, American Council on Education, 1785 Massachusetts Avenue, N. W., Washington 20036.

● *Teacher-Tested Ideas* is a new publication from the New Jersey Department of Education, Trenton, N. J., for \$1, 111 pages.

● HEW has just published a 532-page catalog, "U. S. Government Films For Public Educational Use—1963," a list and background of over 5,000 motion pictures and filmstrips. \$3.00 from Supt. of Documents, U. S. Government Printing Office, Washington, D. C., 20402—their catalog number FSS.234;34006-63.

● *Eight Years of TV College: A Fourth Report* has been issued by Chicago City Junior College and the Chicago Board of Education.

● Mary Ann Cusack's article, "Ethic for Broadcasting," which appeared in the May-June *NAEB Journal*, has been reprinted in the October *California Parent-Teacher*.

● Birns & Sawyer Cine Equipment Co., Incorporated's free new "Rental Catalog No. 4," an illustrated, 64-page detailed description of professional motion picture and still photographic equipment available for rental, is available from 6424 Santa Monica Boulevard, Hollywood, California, 90038.

● *Microwave Filters, Impedance-Matching Networks, and Coupling Structures* by G. L. Matthai, professor of electrical engineering at the University of California, Santa Barbara, Leo Young, head of the microwave techniques program of the Electromagnetics Techniques Laboratory at the Stanford Research Institute, and E. M. T. Jones, director of engineering at TRG-West, contains 1087 pages, plus index, has 539 illustrations, and costs \$22.50 from McGraw-Hill Book Company, 330 West 42nd Street, New York, New York, 10036.

● The American Universities Field Staff's new books catalog is available from the AUFSS, 366 Madison Ave., New York, New York, 10017.

● Three publications by John C. Woodward, *Attitude and Achievement Comparisons for Direct and Television Classes in Biological Science*, Report 3, *The Effect of Immediate Feedback on Learning in the Humanities*, Report 7, and *The Effect of Immediate Feedback on Learning in Social Science*, Report 8, are available from the Office for the Study of Instruction, Merrick 111, University College, University of Miami, Coral Gables, Florida. The project is supported by a grant from the Fund for the Advancement of Education.

## PLACEMENT

### PERSONNEL AVAILABLE

[For information, write Miss Bonnie Decker, Placement Service, at the NAEB office in Washington.]

**December 1** Single female, 22, graduate of the University of Wisconsin-Milwaukee Jan. 1965, B.S. degree. Speech major, emphasis in broadcasting. Seeking position in programming or research, etc.

**December 2** Teacher, male, 26, married, wishes employment in educational broadcasting. Three years teaching experience. University degrees A.B. and B.S. with majors in psychology, speech and English. Practical experience in educational radio, but would prefer educational television. Salary range around \$5500. Excellent references. Would relocate.

**December 3** Teaching and/or ETV station management position desired by married, 32 year old father with Radio-TV Ph.D. expected in June, 1965. Currently employed as business manager by major market ETV station (U). Minimum salary: \$8500.00.

**December 4** Experienced ITV producer-director seeks administrative, teaching-research, and/or production position. Good academic background [speech-TV-film]; wide range of interests in arts and humanities. Ph.D. expected in August, 1965. Married male, 26. Minimum salary: \$8000.

**December 5** Creative man desires to relocate as television director. Spent four years with CBS and has worked in radio. Has very strong musical background. Awarded M.A. degree in television production from New York University. Age 37, single. Minimum salary: \$7000.

### POSITIONS AVAILABLE

**DEC-1** North Central ETV station seeks young producer-director to begin work January 1, 1965. Salary is open and will be based on experience.

**DEC-2** Midwestern community ETV station seeks creative producer-director. Bachelor's degree and one year practical experience mandatory. Salary commensurate with background and experience. Position open immediately.

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at the Wisconsin Historical Society as part of  
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