

1954

## Alumni Dial

Columbia College Chicago

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## Women Will Benefit From Staff Shortage, Survey Forecasts

The uphill battle waged by women to obtain creative jobs in industry may become a thing of the past, thanks to the coming pressure on television stations to staff themselves rapidly in a growing situation of shortage.

In Columbia College's survey on employment (see lead story), industry leaders predicted overwhelmingly—about 7½ to 1—that the growth of television will result in increased employment of women.

This increased employment will represent a sharp switch from the experience of related fields, radio and motion pictures, where women's talents for behind-the-scenes work have been largely bypassed.

## Commercial or Not, Education TV Is In

Currently raging in the industry is an argument over whether more educational TV stations should be opened or whether the commercial stations can do a better job of education during their unsponsored hours.

In any case, acceptance of TV as a growing educational medium is becoming standard thinking in the industry. This perhaps accounts for the popularity of the "Television in Education" course. The class develops original educational features for TV, considers classroom teaching via TV, adult education problems, and the presentation of historical, scientific and public affairs material on television.

## Alumni Join Staffs In Chicago Area

A substantial number of College alumni have joined Chicago area stations and agency staffs. Some of these people are:

- Don Mann—Manager, WOKY-TV, Milwaukee
- Peter Childs—Sales Service Manager, CBS-TV
- Don Carroll—Promotion Dept., WGN
- Arthur Timmerman—TV Production, McCann Erickson Agency
- Jim Ballas—Sports Statistician, WGN-TV
- Wilbur Darch—TV Time Sales, WSBT, South Bend, Indiana
- Al Fixler—Radio-TV Director, Rob Roy Agcy.
- Ted Liss—Ted Liss Show, WBBM-TV
- Alan Sweetow—Producer-Director, Claude Kirchner Show, ABC-TV, Chicago
- Richard Gossweiler—Producer-Director, WNAM-TV, Neenah, Wisconsin
- William Harder—Film Director, Kling Studios
- Claire Kisspaugh—WEFM, Chicago
- Gregory Trump—WNMP, Evanston
- Matt Teolis—WFJL, Chicago
- Robert Schwab—Floor Manager, WBKB-TV, Chicago
- Mike Rapchack—Chief Announcer, WAAF, Chicago

# columbia college

# Alumni DIAL

Chicago, Illinois

## College Surveys 200 Top Men In TV; See 46,000 New Jobs Industry of 89,000 Jobs

### Forecast in Near Future

In the next five years, the number of jobs on television stations will more than double. Some 46,000 new jobs will open up.

That picture of an impending shortage of trained staff members is drawn up by the top brass in the industry. Nearly 200 top TV executives were surveyed by the Radio-Television Department of Columbia College.

Consensus of the industry leaders was that there will be 913 stations on the air in 1960, compared with 379 today. Projected from this figure is an industry employment of 89,000, as against 43,000 today. The projected employment figure takes into account the probability of smaller station staffs as a result of increased efficiency.

The looming shortage is an unfamiliar state of affairs to the industry. "Glamour" occupations are accustomed to having more young people wanting "in" than they have jobs to offer. On the other hand, there seems to be a job bonanza developing for creative young people who can meet the special requirements of aptitude and acquire the training necessary to the exciting business of telecasting.

Participants in the Columbia College survey included top executives of 154 TV stations, 14 network officials, TV directors of ten leading advertising agencies, and four especially qualified people in the

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## 'Time', Trade Press, Trib Feature Survey

The survey on television employment just conducted by Columbia College really caused a stir in the industry—not only because of its eyebrow-lifting results but because of the broad representation of top level execs in the polling.

Results of the survey were featured in Time Magazine, Broadcasting-Telecasting, the financial page of the Chicago Tribune and radio-TV columns across the country.

Of course, space on these pages allows only for a sketchy view of the results. College alumni interested in studying the results of the survey more carefully may write to the College for a report on the actual voting by numbers and percentages as well as a statistical analysis and some conclusions.

## Columbia Sets Standard for Industry

In the face of a pressing shortage of trained professionals in television (see lead story), the career seeker may find that too few colleges are properly equipped for TV training on a practical level.

In the recent Columbia College survey of industry executives, they voted "No" by more than 2 to 1 to the question:

"Do you believe that there are sufficient colleges and schools today specifically equipped for practical TV training to meet future demands for trained personnel?"

In evaluating the survey results, Mr.

Norman Alexandroff, President of Columbia College, cited six major requirements a college must meet for practical TV training if it is to fulfill its responsibility to the industry and the student. Columbia College, he said, adheres diligently to this set of standards, accounting for the high acceptance by the industry of Columbia alumni. The six points are:

1. A fully equipped TV studio paralleling that of the average American station. It should be available exclusively for

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## 'Workshop Days' Feature Full Student Shows

Friday once again is workshop day in the TV department of Columbia College.

At registration, students will be registered for one of three workshop teams. Each team includes writers, actors, art director, director, producer—an entire

program staff. The team will have full-fledged program and story conferences and then set to work. They will have four weeks to plan, write, rehearse and finally televise a full two hours of continuous programming. Timing, station breaks, commercials, program variety all are standard requirements, helping to create the realistic "pressure" atmosphere that students will later face in professional studio production.

The full two-hour production package will be viewed on monitors throughout the school.

## BULLETIN BOARD

### SCHOOL CALENDAR 1954-55

Fall Quarter  
Begins September 27, 1954

Winter Quarter  
Begins January 3, 1955

Spring Quarter  
Begins March 28, 1955

Alumni, where art thou? The College is always anxious to hear from alumni who win promotions or change stations or agencies in the Radio-TV field. Would you drop us a card to let us know where you are? If you are in touch with other Columbia College alumni, would you let us know where they are?

Alumni on or near the West Coast are invited to drop in at the California branch of Columbia College. The staff there will be happy for the opportunity of talking shop with you. Address is 2328 W. Seventh Street, Los Angeles.

## MEET NEW FACULTY MEMBERS

Alumni visiting the College will find some new faces among the faculty. So here's your chance to meet:

**ROBERT J. EDMUNDS (Film-Radio).** An alumnus of the University of Toronto, he is a film producer and director. Mr. Edmunds formerly was chief producer of Kodachrome productions, National Film Board of Canada. He was senior news announcer for the Canadian Broadcasting Co.; director and writer, Coronet instructional films; director and editor, John Ott Productions; and director and editor, Chicago Film Laboratories.

**ROBERT J. LONGINI (Film).** One of the top names in the Chicago film field, Mr. Longini is director of studio operations, Encyclopedia Britannica Films, Inc. Formerly, he was a motion picture director at Kling Studios. A graduate of the University of Chicago, Mr. Longini

was instructor in film at the Institute of Design.

**CHALMERS MARQUIS (Television).** Mr. Marquis is a producer-director at WBBM-TV, Chicago and formerly was TV director at WGN-TV, program director at WPGD, Champaign, Ill., and film director at Madison Film Studio, Chicago.

**JOHN O'DELL (Television-Radio).** Mr. O'Dell is a well-known TV film actor and announcer. He is former program director at WCFL, Chicago; program director, WHFC, Chicago; staff announcer, WENR, Chicago; and writer and producer, WGN-TV, Chicago. He attended Chicago Christian College.

**JAMES R. TAYLOR (Television).** Mr. Taylor is TV producer at Ruthrauff and Ryan advertising agency and former TV director, WBKB-TV, Chicago. He is the director of the Michiana Shores Summer Theater.



# Columbia Sets Standard For TV Industry

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training for a substantial portion of the time.

2. Its faculty should be made up of specialists whose main work engages them in commercial telecasting.

3. The faculty should have a "small station outlook." It should prepare the student to be familiar with as many essential station jobs as possible.

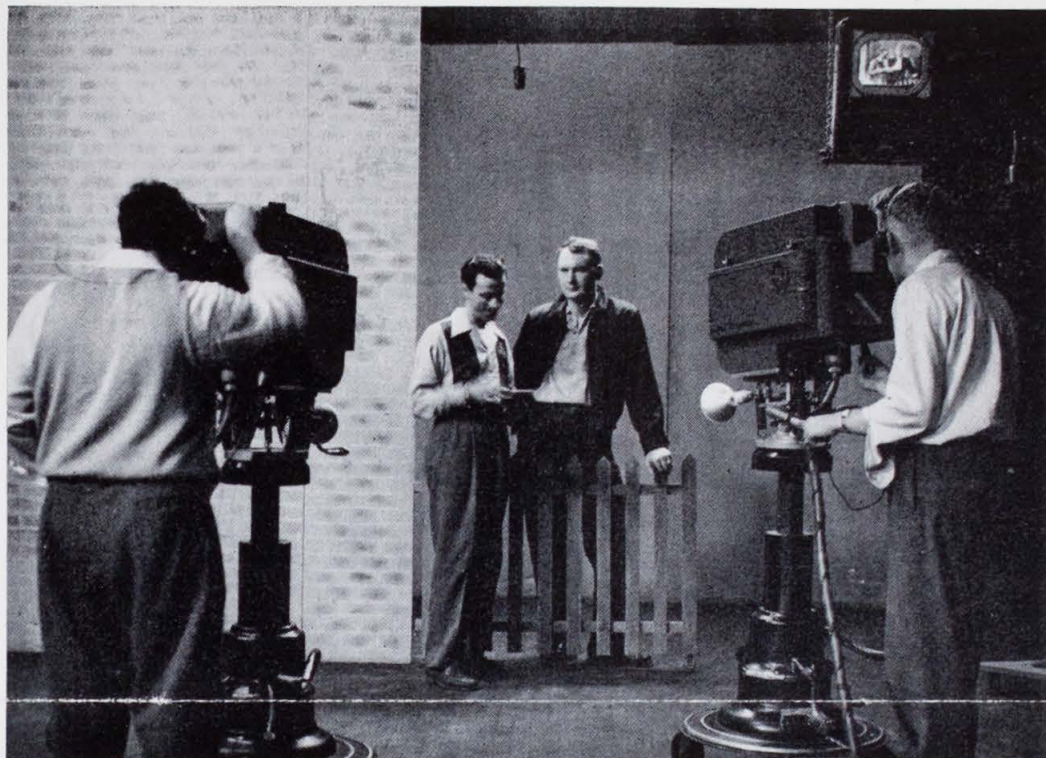
4. The school should develop the student's dollars-and-cents understanding of TV, both from a standpoint of sales and operation economy.

5. The school should offer and require the taking of liberal arts courses to fortify the student's social responsibility as a telecaster.

6. The school should draw systematically and regularly on the experience of the industry. One of the ways might be through regular contact with its alumni.

President Alexandroff criticized the frequent neglect of practical television training in the American education scene, declaring that educators must shoulder some of the responsibility for the effects of such a powerful medium of mass communication.

"Our colleges and universities," President Alexandroff stated, "devote substantial portions of their curriculum to such academic fields as archaeology, English literature and medieval history as well as such applied fields as accounting, law and the various business specialties. In these latter areas, education is necessarily conducted in the most practical manner, expressed in realistic business terms, and reflects the economic and social demands of society. However, here, now, is the present day reality of television, an industry profoundly affecting virtually every avenue of American life, and likely in the future to have an even greater influence. Certainly, training for professional responsibility in such a significant industry should also be a prime concern of higher education. Our colleges and universities ought to provide the most practical curriculum consistent with the realities of the television industry, which is almost exclusively a commercial endeavor."



## New Format for 'Applied Arts in Television' Is Set

Last Spring, Columbia College pioneered in filling a growing need to furnish TV orientation to professional artists. It launched a group of courses under the heading, "The Applied Arts in Television." The program was designed mainly for the trained and experienced artist who found more and more that his field was crossing paths with that of television and that to accommodate this new situation he had to add important new techniques to his skills.

So successful was the introductory quarter, that the "Applied Arts" courses have now been welded into a fully integrated program for the fall. One program of study will cover all the fields previously handled in separate courses, except for the study of film art.

During the opening quarter, enrollment included several art directors of leading

advertising agencies, into whose field the specialties of television loom larger every day as a necessary working tool.

"Applied Arts" classes in the new integrated program will consider lighting, scene design, television graphic arts, special effects and make-up and costuming. In addition, the Film Art for Television course will be offered separately.

A distinguished group of authorities in the art facets of television have been assembled to conduct the program. It includes Monte Fassnacht, stage manager of the Chicago Opera Co. and former production supervisor, WENR-TV; Gilbert Lee, art director, Wilding Picture Productions, Inc.; Robert Manami, graphic arts director, WNBQ-TV; Curtiss Nations, art director, WNBQ-TV; Ken Ponte, art director, WBBM-TV; and H. W. Risser, director of staging services, WNBQ-TV.

## GRADS OF ADVERTISING AND WRITING COURSES CHECK IN

Recent word has been received concerning some former students whose major interest was in the field of writing and advertising.

Charles Brisendene is advertising manager of General Merchandising Co., Milwaukee; Roy Bartholomae, advertising department, National Biscuit Co., Chicago; E. R. Bartholomae is advertising

manager, Devon Ridge Motors; Esther Goldblatt is assistant editor at Chicago Retail Drug Association; Joseph C. Gregory is editor of all publications at American Seed Trade Association.

Robert E. Hoch is in the advertising department, Kankakee Daily Journal; George D. Munyer is a writer for the Chicago Transit Authority; Robert R.

Sudol is in advertising for All-State Insurance Co. (Sears-Roebuck); Robert Tigerman is advertising manager, Mayer Manufacturing Co., Chicago; William E. Fife, assistant supervisor of field advertising, Montgomery Ward and Co.; J. P. McCormick is a sports writer for the Chicago American.

## TV SURVEY COURSE

A broad survey of television production is the object of a new class which will meet one night weekly for 12 weeks. The class offering credit towards a degree, is designed for professionals who require a working knowledge of the important aspects of television production and who may not need to consider intensively any

particular specialty in production.

The course was developed at the request and with the encouragement of leading advertising agencies engaged in planning of television schedules for their clients. While in most cases, the station performs the actual studio tasks, these agencies must oversee production and a knowledge of the problems has become increasingly necessary for their key personnel.

## NATION'S STATIONS COOPERATE IN LOCATING COLUMBIA COLLEGE ALUMNI

Thanks, alumni!

A few weeks ago many of you in far-flung corners of the broadcasting-televasting industry got a missive from the College. Batches of postcards were sent to every station personnel director in the country. He was asked to distribute these among his professional staffers. Staffers then were asked to return the cards if they attended the college, indicating their present locations and titles.

Because broadcasting is such a fast-moving industry—and in it are such fast-moving people—this unusual method was the only effective way to round up the whereabouts of College alumni into a workable file.

Success of the project can be attributed to your cooperation and the willing help of station personnel directors.

At press time, cards were coming back thick and fast. Here are some of the first returns—or at least as many as we have room for:

**ALLERTON, Lee Ward**—WLBC-WLBC-TV  
Muncie, Ind.—Program Director Radio & TV

**NIEDER, Bob** (Bob Niezgodski)—WJVA  
South Bend, Ind.—Salesman-Announcer

**McMULLEN, Dick**—WKRG  
Mobile, Ala.—Program and Sports Director

**UNGER, Dick**—WWPF  
Palatka, Fla.—Sports Director

**McKINLEY, Larry**—WMRY  
(Alvin Richard McKinley)  
New Orleans, La.—Program Director

**COOK, Allan C.**—WKZO-WKZO-TV  
Kalamazoo, Mich.—Announcer

**MACK, Jimmy**—WOOD-WOOD-TV  
(Jim McDowell)—Grand Rapids, Mich.  
Staff Announcer and Singer

**HARDY, John**—WBOK  
New Orleans, La.—Chief Announcer

**CURZON, Charles**—WLBC-TV  
Muncie, Indiana

**WEISS, Edward**—WOI-TV  
Ames, Iowa—Producer and Director

**WATERS, Chuck** (Charles Waterman)—KTXL  
San Angelo, Texas—Staff Announcer

**SALVI, Joe**—WITZ and WITY  
Jasper, Indiana—Salesman

**OLESON, George**—WEAM  
Washington, D. C.—General Manager

**FOSTER, Bill** (William Flore)—WKJG-TV  
Fort Wayne, Indiana—TV Announcer

**ELSNER, Ray**—KECK  
Odessa, Texas—Program Director

**BUTLER, Max P.**—WOHS  
Shelby, North Carolina—Assistant Manager

**ANDERSON, Dick**—KVVC—Ventura, Calif.  
Staff Announcer and News Editor

**PORTER, Robert Emerson**—WJVA  
South Bend, Indiana—News Director

**BERGESON, Chuck**—WJBK-TV  
Detroit, Michigan—Star of own show

**HICKEY, Don**—WNIL-FM  
Aurora, Illinois—News Director

**WOODWARD, George** (Mr. Cool)—WJAN  
Spartanburg, S. C.—Disc Jockey

**VACCA, John**—KOSA  
Odessa, Texas—Program Manager

**KELLAR, Art** (Art Iabichella)—WPIK  
Alexandria, Virginia—Station Manager

**LYBECK, Dean L.**—WDLB  
Marshfield, Wis. on air—/ nncuncer

**YOUNG, Leslie** (Miss)—WCUE  
Akron, Ohio—Continuity Director

**GARON, Joseph George**—WFBM-TV  
(J. G. Garon)  
Indianapolis, Ind.—Floor Supervisor

**TERRY, John R.**—WVKO  
Columbus, Ohio—Political Commentator

**ROBERTS, Jerry**—WBRN  
(Gerald Wujkowski)  
Big Rapids, Mich.—Staff Announcer

**BARTH, Betty**—WOI-TV  
Ames, Iowa—TV Producer-Director

**BYRON, Bob** (Bob Allee)—KLBS  
Houston, Texas—Top Disc Jockey and  
Sports Announcer

**DEININGER, Pauline**—KMAN  
Manhattan, Kansas

**VENTRELLA, Tony**—WEDC  
(Anthony Ventrella)  
Chicago, Illinois—Announcer

**MACK, Bill** (William Mogilner)—WEDC  
Chicago, Illinois—Program Director

**SUTTER, J. Richard**—WRMN  
(Joseph M. Sutter)  
Elgin, Illinois—Partner & General Manager

**PERRY, Sid**—WCIA  
Champaign, Illinois—Staff

**LINDBLOOM, Nancy**—WCOC-TV  
Meridian, Miss.—Asst. Producer-Director

**TOURRE, Betty**—WBRO-TV  
Ft. Lauderdale, Fla.—Announcer

**McBRIDE, Thelda**—WCNC  
Elizabeth City, N. C.—Continuity Writer

**MONTAL, Monica**—WMUS  
Muskegon, Mich.—Dir., Women's Programs

**LeBROCK, Yvonne**—WHBY  
Appleton, Wis.—Continuity Editor

**JEFFERY, Sylvia B.**—WKAN-WKIL  
Kankakee, Illinois—Continuity

**KISHPAUGH, Olive**—WEFM  
Chicago, Illinois—Program Department

**LONERGAN, Stanley**—WCFL  
Chicago, Illinois—Announcer

**CHASTAIN, Neal**—WSBT-TV  
South Bend, Indiana—Staff Director

**FISHER, Howard N.**—WLSE  
Wallace, North Carolina—Station Manager

**PARKER, Kenny**—WPTR  
Albany, New York—Manager

**BING, Dick**—WKZO-TV  
Kalamazoo, Mich.—TV Announcer

**FRYE, Hal**—Free-lance—New York, N. Y.  
Stage and TV shots

**BANDY, Bob**—WBRC-TV  
Birmingham, Alabama—Staff Announcer

**MATHERS, Bill**—KENM  
Portales, New Mexico—Program Director

**APPEL, Harry**—WPTR  
Albany, New York—Farm Director

## New Course in Film Production Launched

To meet the growing prominence of film in commercial TV as well as the expansion of the commercial film field itself, a program of courses in film production and direction has just been launched. The program is designed to provide a general working background in the field.

The courses will deal with determination of budget and production schedule, planning of studio and location shooting, and film editing and processing. They will cover the special considerations necessary in producing documentary, educational, commercial and dramatic film features.

In connection with the film programming aspect of TV, study will cover the selection, programming, editing and buying of film and the operation of the film library.

Students may elect to enroll in the film production program for six quarters of study.

## College Surveys Top 200 TV Men; See 46,000 New Jobs

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fields of government service and education.

The present 379 stations each employ 45 people, according to the generally accepted industry average. Thus, approximately 17,000 are on station payrolls. The four networks, to service these stations, employ about 4,500 people in addition. But these 21,500 people are only about half of the "big picture" in television. At least an equal number of people, although not on station staffs, are directly engaged in TV operation. This would include personnel in film studios, advertising agencies, program producing services, art studios and the large area of free-lance talent, such as actors, actresses and announcers.

The survey showed a slight indication toward a smaller average employment per station in 1960. If station employment were cut to 40, there would be a station employment of approximately 36,500 based on 913 stations. Because network activity is likely to increase sharply with the growing number of stations—and the growing number of receivers—network employment is estimated at 8,000 for 1960. The resultant 44,500 figure is doubled to account for the ever-increasing number of skilled personnel in allied fields. While the increase in allied fields is estimated on a proportional basis, actually these agencies are growing at an even faster rate than the stations and networks themselves.