

1954

## Alumni Dial

Columbia College Chicago

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## MAIL CALL

*Say, good people, here comes our periodic plea.*

*There are thousands of you alumni in every professional capacity of the television and radio fields.*

*You would be surprised, perhaps flattered, to know how many times your former fellow students and teachers have asked after you, yes, you. Some never ask, but they still wonder.*

*Won't you let us know where you are and what you're doing? We'd like to run an item in the next issue of this little journal and we'd like to keep your note on file to answer inquiries.*

*If you have any interesting news about other alumni, please send that, too.*

columbia college

# Alumni DIAL

Chicago, Ill.

## The Big Screen Picture: Too Much Work, Too Few People

### UP THE LADDER

It's always gratifying to hear of Columbia College Alumni climbing the ladder to top posts on their stations. It's impossible, of course, to track down the whereabouts of most former students. But some news of promotions gets here one way or another, and these are some recent reports:

#### TO STATION MANAGER:

Lee Belding, KXLO, Lewiston, Montana; Joe Sutter, WCRA, Effingham, Ill.

#### TO PROGRAM MANAGER:

James Bailey, WREN, Mt. Pleasant, Mich.; George Cordell, WGWD, Gadsden, Alabama; Jon Dahl, WDMJ, Marquette, Mich.; Roy Arthur, KECK, Odessa, Texas; Jim Ferguson, WPED, Peoria, Ill.; John Ingram, KGAK, Gallup, New Mexico; Bob LaMere, WLBH, Mattoon, Illinois; John Vacca, KOSA, Odessa, Texas.

#### TO CHIEF ANNOUNCER:

Robert French, WMDM, Midland, Michigan.

### MATTER OF DEGREES

You may be interested in news of former classmates who recently obtained master's degrees after earning their bachelor's degrees at Columbia College.

William Gersch has been awarded his master's at Iowa State University; Leslie Payne at the University of Indiana and Eric Trohman at University of Syracuse.

And, by the way, Paul Kane who won his master's at Columbia College in 1953 is now a film writer for Republic Pictures.

Columbia College grads are bracing themselves for the prospect in the near future when they will be in the most overworked profession in America.

The facts point to serious work pressures on the comparative handful of people skilled in the various aspects of telecasting, with nothing very big in the wind to alleviate the pressures. Here's how it shapes up:

There are now less than 300 TV stations in operation. The Federal Communications Commission has allocated channels for 2,053 stations. Of these, 242 are reserved for educational purposes like Chicago's Channel 11, the rest for commercial operation. It's expected that virtually all these allocations will be subscribed for in the next two to four years.

This poses a serious problem for the industry, which we want to pass on to those Columbia College grads now in radio and TV executive posts since they might be able to do something about it.

In the present infant stage of the TV industry, the available trained talent is pretty much used up. You know the complex industry that television is, that it tends to grow geometrically. Need for skilled people grows not only in new stations as they open, but as the field expands, skilled people are soaked up by the advertising agencies and packaging agencies who do much of the production, outside of the stations themselves.

So far, the industry has been too

busy nourishing its own growth to be able to reserve some of its energy for an organized in-training program. There are too few colleges like Columbia equipped to provide people with a thorough, rounded training program under practical station-studio conditions.

We assume our situation in Chicago is typical of schools in other educational centers, and Columbia has not been able to fill all of the requests from stations in smaller cities for qualified personnel. This goes for radio as well as TV.

From the statistics, it is obvious that this is only the beginning. There is the danger that the quality of smaller city television might suffer unless somewhere there turns up a source of trained personnel in sufficient numbers to satisfy their needs after the big cities devour the limited supply. Producers, directors, announcers, camera crews, scene designers, film artists, make-up experts and lighting men will be the premium jobs.

Forward-looking station executives, in view of the certain shortages, are keeping their eyes on the on-the-job training in their stations. When they have a promising young person in a specialized job, they are going out of their way to expose him to other duties in other departments, giving him every opportunity to learn, to increase his value to station operation.

### THINGS ARE HOT IN ODESSA

With pardonable pride, we'll argue that there's no beating radio down in Odessa, Texas.

A battle of programs is being waged between KOSA and KECK of that metropo-

lis (Suh! Everytown in Texas is a metropolis).

Program director of KOSA is John J. Vacca and at KECK, it's Roy Arthur. Both are recent appointees and both were trained at Columbia College.

## FAR-FLUNG GRADS ARE RESPONSIBLE FOR NEW COURSE

Much interest is being shown in a new course at the College entitled, "World Broadcasting and Communications." The course is conducted by Dr. Ilsa Nelson, associated with the State Department's "Voice of America."

The course is, in no small measure, due to the success in international broadcasting that has been experienced by previous Columbia College graduates, and the general interest around their experiences.

Alumnus Gene Abbott is in Austria, an official of the Blue Danube Network. Serifin Lanot, on completion of his studies, joined the Phillipine radio system. Hunt Downs is on leave as head of the College's TV department to serve as director of the Armed Forces Radio in Europe.

Radio Pakistan has inquired about sending a student to Columbia College to train for an executive capacity in Radio-Pakistan.

Many alumni will recall one of the big steps forward in international cooperation in broadcasting when Columbia College was asked by the Mexican National Association of Radio and Television Broadcasters to set up a television training program in Mexico City.

## PAY US A VISIT IN CALIFORNIA

We'd like to remind alumni located near the West Coast that they're invited to drop in and say hello at the new California division of Columbia College, 2328 W. 7th St., Los Angeles.

They'll enjoy the visit. The studio equipment, as in Chicago, compares with that of the country's most up-to-date television and radio stations. On the faculty are the leading personnel of the network centers in Hollywood.

## Here's the Lowdown On Your Classmates

Sometimes the College administration feels like making the familiar complaint of parents whose offspring are away: "When the kids go away from home, they never write."

So it is with Columbia College alumni. Like parents, we take a vicarious pride in their accomplishments.

Then Christmas comes and the mail box fills up somewhat. Here are some early, scattered returns on your former fellow students:

Daniel Lawlor is at the brand new WCAN-TV, Milwaukee; he switched there from his former job as film editor, WENR-TV, Chicago. Edward Drucker is in the TV department at Malcolm Howard Agency, which produces some of Chicago's flashier TV shows. Nancy Lindbloom, not yet out of school, has already been hired as assistant director and producer, WCOC TV, Meridian, Miss.

Betty Tourre is an announcer on

WBRO-TV, Ft. Lauderdale, Fla. Less climate conscious than Betty are Walter Orwall and Robert Hammerstroem, both of whom stayed in Chicago; Walter is floor manager at WGN-TV, while Bob threw in his lot with NBC at WNBQ. Ed Weiss, is in Ames, Iowa at WOI-TV where he produces and directs. Ed has produced a number of big shows for the Ford Foundation.

Jack Hickey is splitting his time between a radio staff job in Los Angeles and acting assignments on KTTV, Los Angeles, and on the network. Marshall Deck has become a make-up specialist, servicing several Chicago TV shows. Frank McNanie is on the staff of Welcome Travelers, out of Chicago for NBC-TV.

Marylin Stevens and Duanne Gollistel are becoming familiar to Chicago TV audiences as models.

Now, when do we get to hear from you?

## Applied Arts in Television Is Subject of New Courses

Alumni will be interested in a new series of courses in graphic, scenic and film arts for television to be launched March 1st.

The series, entitled "The Applied Arts in Television," will be conducted on a workshop basis during the evening. Practical work-study will cover television scene design, construction and painting, architectural and ornament research, studio set coordination and traffic; television lighting; displays and visuals; special effects, model and prop procurement; make-up and costuming; and a comprehensive study of television film, including animation, storyboard, production, editing and cost estimating.

"On-the-job" conditions will be observed, using the College's TV studio, cameras, lighting facilities and scene shop.

Directing the instruction will be leaders in the practical art areas of the TV industry. They are Monte Fassnacht, former production supervisor, WENR-TV, Chicago, who is now stage manager of

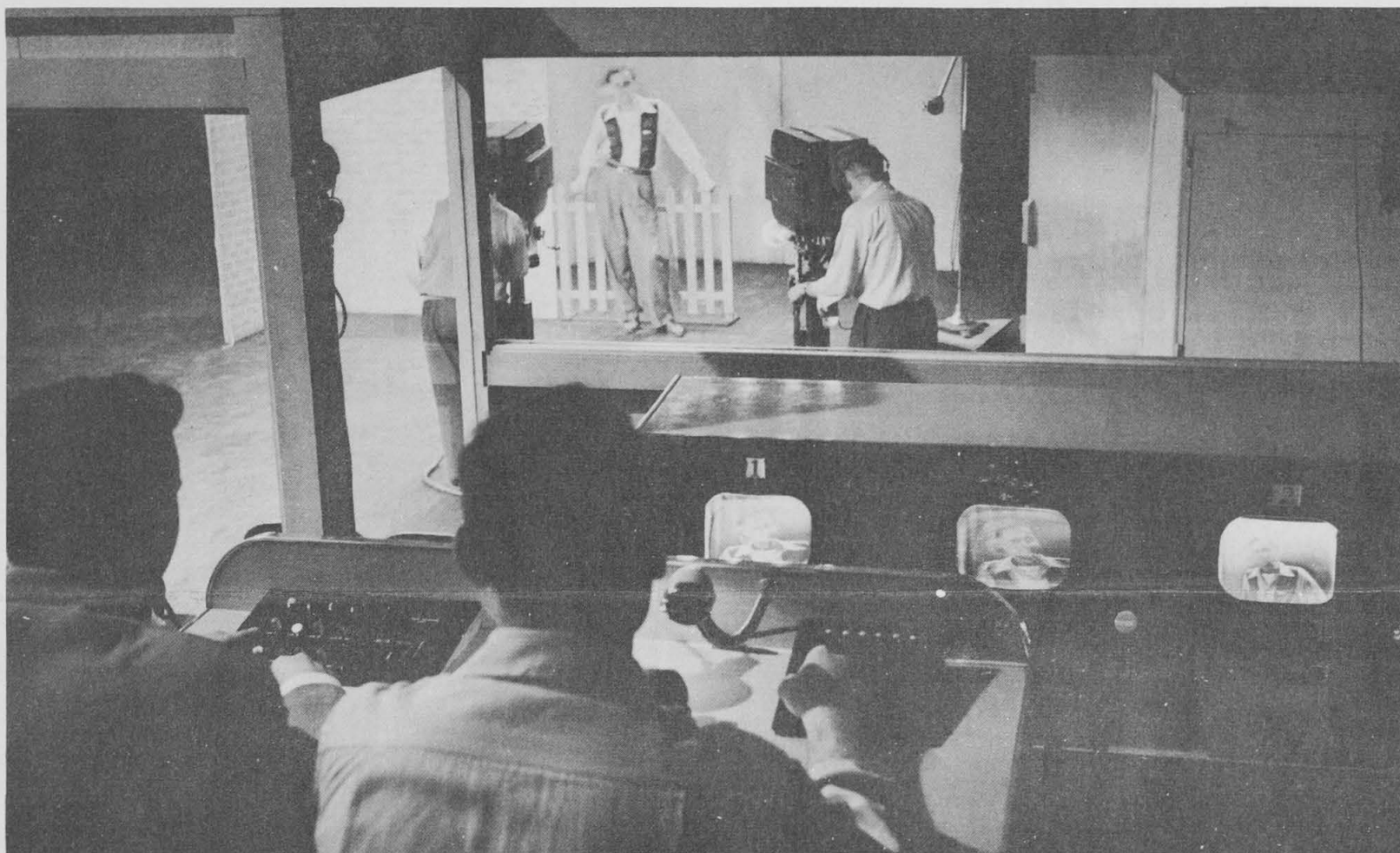
the Chicago Opera Company; Curtis Nations, art director, WNBQ, NBC, Chicago; Ken Ponte, art director, WBBM-TV, CBS, Chicago; H.W. Risser, staging services supervisor, WNBQ; Anatole Kirsanoff, film artist, Wilding Picture Productions, Inc., and John Casagrande, light direction engineer, WNBQ.

## FLICKER PICKERS

When you think of movies, usually you think of Hollywood. But not so for a growing number of Columbia College current students and alumni who are learning in practical terms that Chicago is the nation's center of production for industrial, educational and documentary films.

Among those who are specializing as actors and announcers in these films are Charles Waterman, Olavi Lehto, Alfred Allen, Don Matison and Greg Trump.





## STUDENTS WORK WHILE THEY LEARN

Some students don't wait until they're alumni before they get themselves professionally set in the radio-TV field. Since the demand is already greater than the supply for production talent, students are jumping in to fill the shortages while they continue their studies.

Anthony Campanizzi is set as a disc jockey at WEDC, Chicago. Gordon Anderson is on the payroll at WBKB-TV-Chicago, putting into practice what he's learning at the College. William Harder is a director at Kling Studios, the producers of industrial motion pictures and TV commercial films.

Bernard Larkin and Robert Schwab are over at WBKB-TV, too, and so is George Timpko who has become film librarian while he's rounding out his training at Columbia College. George Riner is at Foote, Cone and Belding, the mammoth ad agency, and Elliott Stiegel is at Kling Studios.

William Wolff is getting a first-hand look-see into educational broadcasting on the staff of WBEZ, the Chicago Board of Education radio station.

## Best Radio Bet for Women Alumni Is in Scriptwriting

It's still the man's voice that dominates the radio waves but, more and more, women are moving into key jobs in broadcasting, behind the scenes if not in front of the mike.

That's the radio story, anyhow. In television, unlike radio, it has been discovered that women have strong audience appeal and they are moving into "live" jobs. For example, in Chicago the CBS station, WBBM-TV, experimented with using a lady announcer for station breaks and voice commercials, off-screen. She did so well, she was given a five-minute show and today she is a full blown TV star with three of her own shows daily.

Radio offers its best opportunities to women with interests in script writing, program building and administration. It's in those fields that Columbia College women alumni have been placed by the score. Of those we've recently heard from, here's where you can look up your former classmates:

Leslie Young in scripting and running women's programs at WEIR, Steubenville, Ohio; Thelda McBride is writing continui-

ty at WCNC, Elizabeth City, N.C.; Monica Montal is director of women's programs at WMUS, Muskegon, Mich.

Mary Lois Lucke is director of dramatic productions, So. Idaho State College, after stints at WMOA, Marietta, Ohio, and WPAR, Parkersburg, W. Va.; Thelma Grinberg is at Ruthrauff and Ryan advertising agency, Chicago, after a spell as continuity writer at KGAR, Flint, Mich.

Almena Clare Griffin is chief copy writer and director of women's programs, WCHA, Chambersburg, Pa.; Yvonne Le Brock is at WHBY, Appleton, Wis., as editor of commercial continuity. Yvonne recently received a national award for excellence in creating department store radio copy.

Holding down staff jobs as continuity writers and in program departments are Sylvia Barron Jeffery, WKAN-WKIL, Kankakee, Illinois; Claire Griffin, WFRC, Reidsville, N.C.; Verna Hutchings, WVLN, Olney, Ill.; Olive Kishpaugh, WEFM, Chicago; June Myers, WDBQ, Orlando, Fla.; Gen Sheehan, WELL, Battle Creek, Mich.; and Marilyn Unger, WKTN, Mayfield, Ky.



## PREPARATION FOR THE BOOM IN EDUCATIONAL TV    Meet the New Faces On the College Faculty

With the allocation of 242 television channels to be reserved for educational, non-commercial stations, there soon will be a sudden need for expert TV personnel in that specialized field.

To help meet that need, the College is offering courses in Education in Television. They are open to students and to working personnel on TV and radio stations.

Conducting the courses is George Jennings, one of the leaders in setting up Channel 11, Chicago's educational TV venture. Mr. Jennings is director of radio and television for the Chicago Board of Education. He is a past president of the Association for Education by Radio and Television. He received his M.A. at Western Reserve U.

Many new faces are on the Columbia College faculty, added since issuance of the current College catalogue. They are:

SCOTT YOUNG. (TV Production.) Producer and director, WBBM-TV, Chicago. Formerly director, KNBH-TV, Hollywood, Cal., WTMJ-TV, Milwaukee, Wis.

CURTIS NATIONS. (Scenic Art and Design.) Art Director, WNBQ-TV Chicago.

LARRY KURTZE. (TV Programming.) TV producer, Henri-Hurst and McDonald, Inc. Director, creative programming, Crosley Broadcasting Co., Cincinnati. Producer, Al Morgan Show and many other local and network programs. Radio director, Kutner and Kutner Advertising.

MYRON SCHULZ. (Music in TV and Radio.) Musical director, WAAF, Chi-

cago. Noted musician.

GEORGE JENNINGS. (Education in Television.) Director of radio and television, Chicago Board of Education. Past president, Association for Education by Radio and Television.

FRANK GOSSFIELD. (Television Writing.) TV writer, Ruthrauff and Ryan. TV director, Dixon-Weibe Agency. Executive producer, Malcolm-Howard Agency. Producer-director, WBKB-TV, Chicago.

ILSA NELSON, Ph.D. (International Relations and World Broadcasting and Communications.) Voice of America, U.S. Department of State. Editorial Assistant, American Journal of Sociology. Public Relations, Container Corporation. Instructor, Ohio Wesleyan University.

ELIZABETH BAIN. (Television Film.) Director of film, WGN-TV, Chicago.