

RADIO COLLECTIONS AT SCALE: THE UNLOCKING THE AIRWAVES PROJECT

Stephanie Sapienza, University of Maryland

sapienza@umd.edu

@sapienza77

Ed Summers, University of Maryland

edsu@umd.edu

@edsu





A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

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WHAT IS UNLOCKING THE AIRWAVES?

... An online resource virtually reuniting two collections of the National Association of Educational Broadcasters (NAEB): the radio broadcasts (from UMD) and the paper records (from Wisconsin Historical Society);

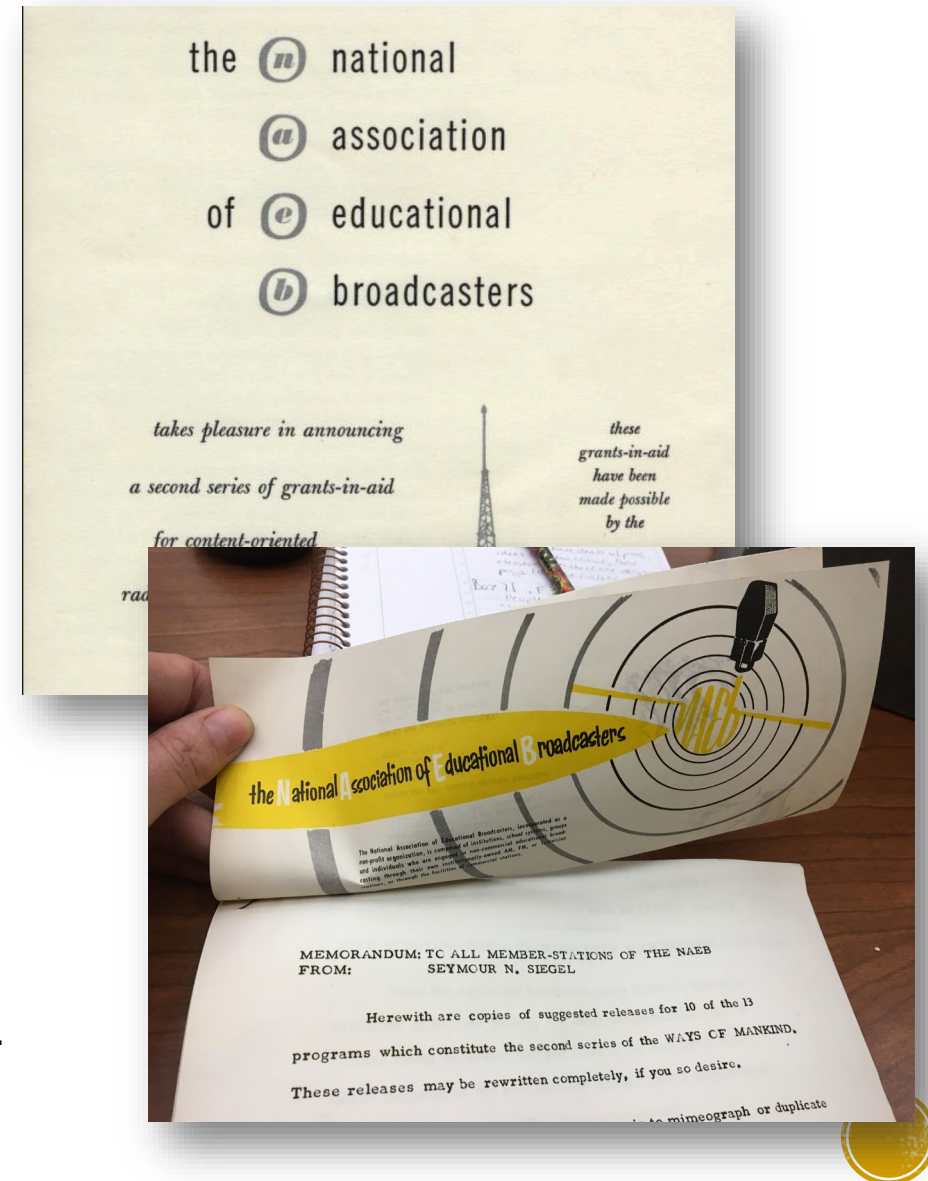
... Curated online exhibits and thematic sub-collections that link previously split paper/audiovisual collections together;

... Deployment of an emerging set of standards to do this work in a way that best utilizes the potential of each standard while also enhancing the interoperable functionality of the others

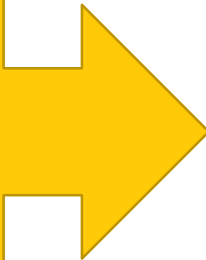


WHAT IS THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS?

- Founded in 1925 as the Association of College and University Broadcasting Stations;
- Primarily led by faculty and staff at Big 10 universities, often through university radio stations;
- Passionate about extending university's reach throughout state and nation. Advocated for radio to be used for K-12, college, and adult education;
- Served as a distribution network for programs, created original productions after WWII;
- Dissolved in the 80s after formation of CPB, PBS, & NPR



UNLOCKING THE AIRWAVES MILESTONES

- Digitize the NAEB paper collections in-house at the Wisconsin Historical Society, describe them using Dublin Core; ✓
 - Design the backend structure of the application utilizing a combination of select linked data and minimal computing methodologies; ✓
 - Design and test a user interface informed by gathered user stories; ✓
- 
- Integrate exhibits and teaching guides in the application, as well as curated access points both in and outside of the application.
 - Create a set of archival authority records about early educational and public broadcasting (EAC-CPF), publish to SNAC and Wikidata.

BETA LAUNCH:
January 2020

FINAL LAUNCH:
October 2020

We are
here.





STANDARDS, TOOLS & METHODOLOGIES

STANDARDS

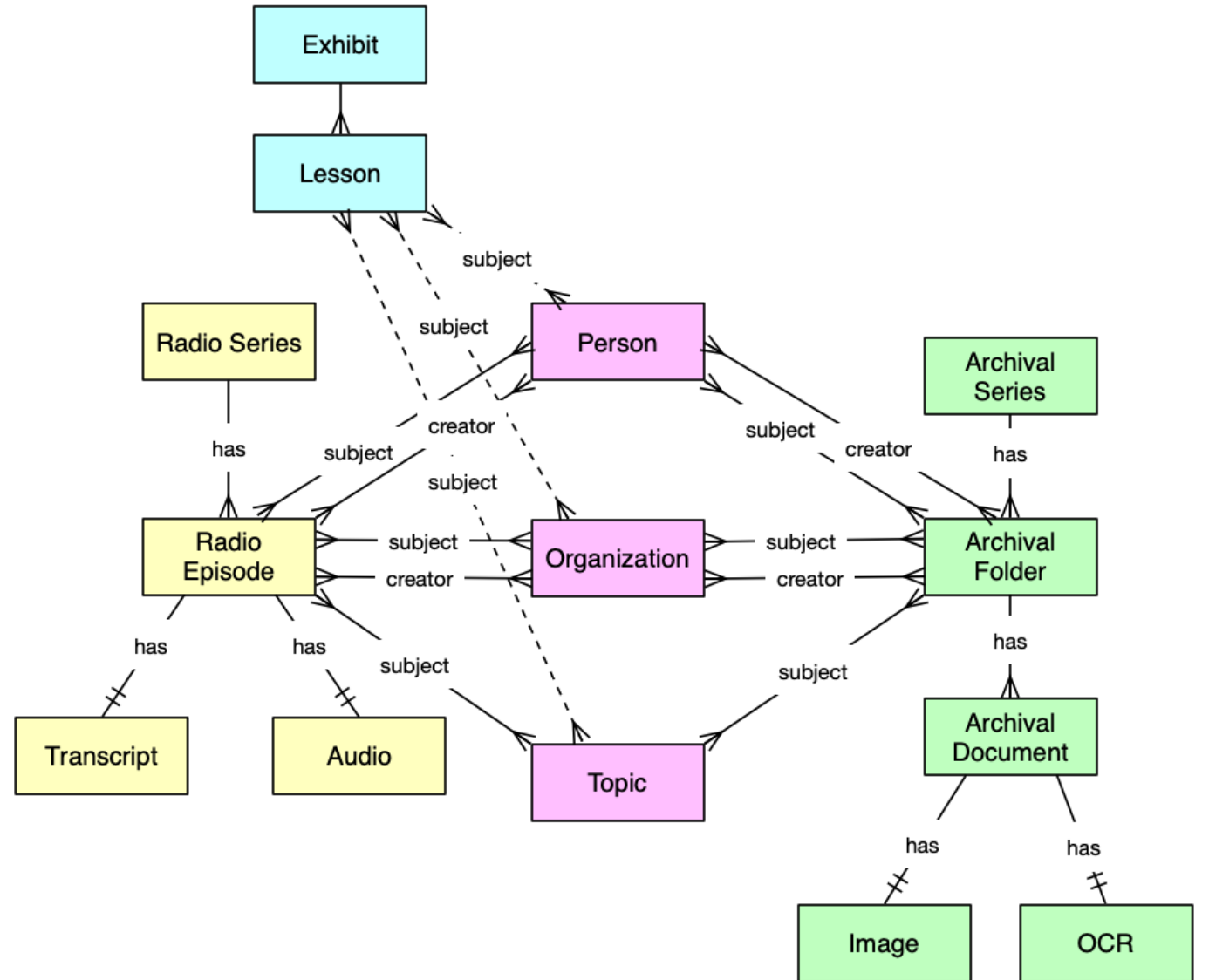
- **PBCore**: Item-level description of audio collections
- **Encoded Archival Description (EAD)**: Collection-level description of paper collections
- **Dublin Core**: Folder- & Item-level description of folders and items (digitized images);
- **Encoded Archival Context—Corporate bodies, Persons, and Families (EAC-CPF)**: Authority records
- **International Image Interoperability Framework (IIIF)**: Making images of digitized paper collections available online

TOOLS & METHODOLOGIES

- **Gatsby, ElasticLunr, Netlify, GitHub Pages**: Minimal computing & static site generation
- **Airtable**: Distributed data curation
- **Internet Archive**: Image hosting and data publishing platform
- **WebVTT Player**: Custom React player for synced audio/transcripts
- **Mirador**: Viewer displaying images (IIIF)
- **JSON-LD**: Publishing linked data



OBJECT MODEL



AIRTABLE FOR DISTRIBUTED DATA CURATION

Airtable functions

- Virtual reunification of metadata for audio (PBCore) & paper (Dublin Core), with shared Authorities
- Digitization progress tracking
- Refinement, normalization, cleanup conducted via various 'Blocks' features (batch updates, deduplication)
- Utilized as backend data source for static website

The screenshot displays the Airtable interface for a project titled "Unlocking the Airwaves-Metadata & Digitiz...". The top view shows a grid of data with columns for ID, Description, Creator(s), and Contributor(s). The bottom view shows a grid of data with columns for Title 1 (Series), Title 2 (Episode), URL, Description 1 (Series), and Description 2 (Episode).

ID	Description	Creator(s)	Contributor(s)
naeb-b036-f04	1960 correspondence related to the NAEB Research Committee, especially committee c...	National Association of Educational Broadca	Brooks, Robert D.; Adkins, Gale R.; Gillieron, C.; Engel, Harold A.; Rese
naeb-b057-f10	1953 correspondence related to NAEB		
naeb-b074-f02	1954 to 1960 correspondence, press r		
naeb-b074-f06	1955 to 1963 programs and schedules		
naeb-b074-f07	1953 correspondence, schedules, and		
naeb-b074-f09	1953 to 1965 correspondence, schedu		
naeb-b074-f10	1954 to 1961 correspondence, meeting		
naeb-b074-f11	1952 to 1964 correspondence, meeting		
naeb-b074-f12	1953 to 1965 correspondence, meeting		

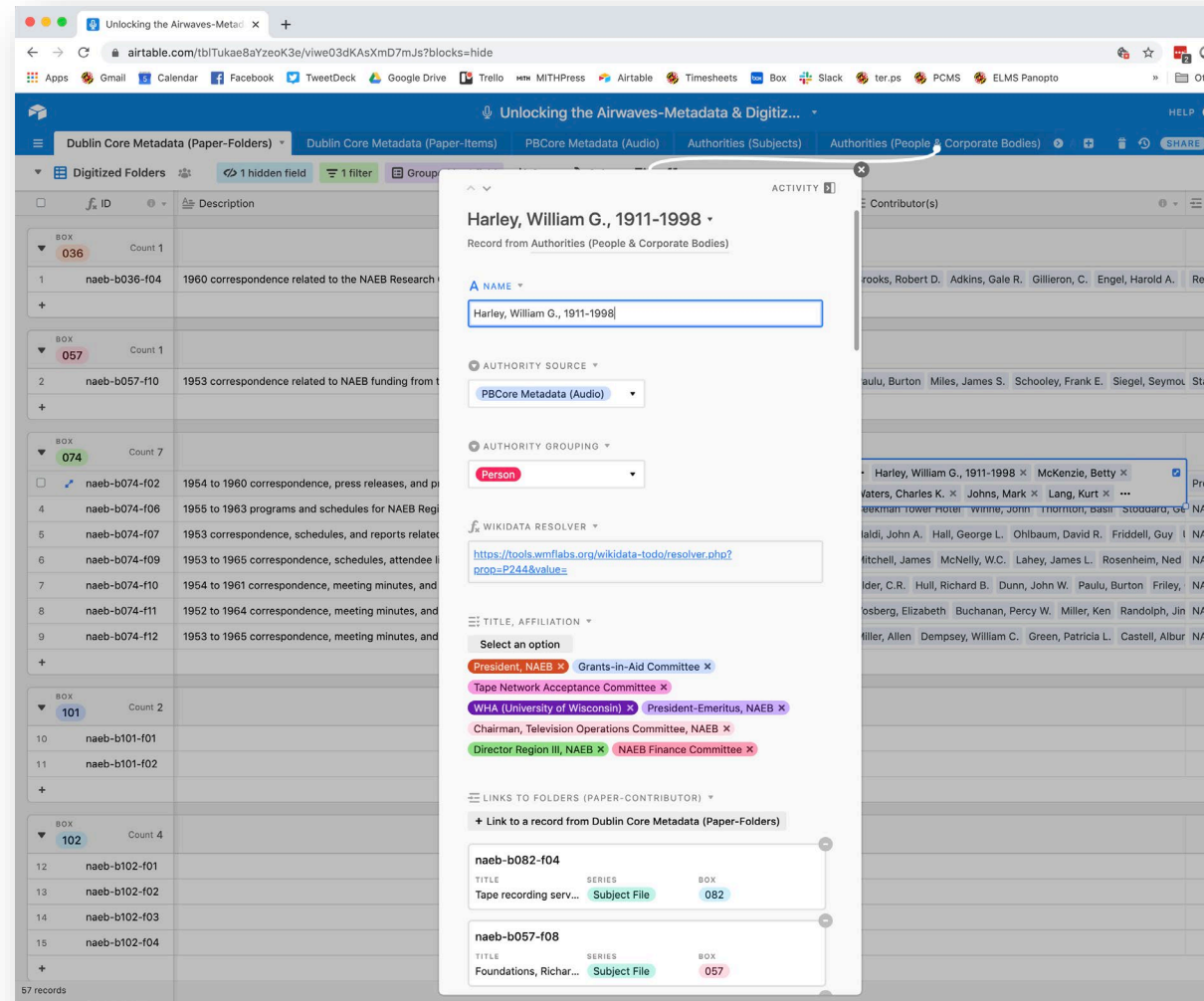
Title 1 (Series)	Title 2 (Episode)	URL	Description 1 (Series)	Description 2 (Episode)
American language				
cpb-aacip-500-9s1km40	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The second program in this series, "The Colonists Go A...
cpb-aacip-500-1c1jk8d	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The first program in this series talks about "Americans...
cpb-aacip-500-rs3o001	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The final program in this series discusses the influence...
cpb-aacip-500-j678w40	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The fifth program in this series continues to discuss the...
cpb-aacip-500-3o9wq0r	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	A series of talks by Mitford Mathews, editor of...
cpb-aacip-500-m03wq74	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The third program in this series, "Further Borrowing fr...
cpb-aacip-500-d507ztc	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The eighth program in this series discusses the influen...
cpb-aacip-500-143j2f24	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	A series of talks by Mitford Mathews, editor of...
cpb-aacip-500-p843w78x	American language	https://mth.umd.edu/airwa...	A series of talks by Mitford Mathews, editor of...	The sixth program in this series discusses the influence...
American woman in fact and fiction				
cpb-aacip-500-1d41w98s	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	This program is the first of a two-part panel discussion...
cpb-aacip-500-d20329v	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	An overprotected woman retreats into insanity. Charlot...
cpb-aacip-500-4b8mk0p	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Because she is a woman, the Quaker anti-suffragist is r...
cpb-aacip-500-g8hj333	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	The new American girl appears in literature: dramatiz...
cpb-aacip-500-4p7r18p	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Conclusion to one-hour panel discussion. See previous...
cpb-aacip-500-r1p0f15	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Anne Hutchinson, great Puritan advocate of freedom o...
cpb-aacip-500-ab3wz440	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Early Puritan days; Hawthorne's Scarlet Letter
cpb-aacip-500-17667z1m	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	The search for motive in a murder case reveals subtle a...
cpb-aacip-500-610v15f	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Lucy Stone goes to college; the Bloomer Girl appears o...
cpb-aacip-500-m03wq74	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Woman in the Revolutionary War period; The Case of Po...
cpb-aacip-500-8w384b5f	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	The last campaigns for women's suffrage; scenes from...
cpb-aacip-500-4162b77	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	The first Women's Rights Convention in New York, 1848
cpb-aacip-500-cp3v2k6w	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Views on education of women; an early co-educational
cpb-aacip-500-8a4y20p	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	A farm woman declares her independence in this radio
cpb-aacip-500-m37cv50h	American woman in fact and fiction	https://mth.umd.edu/airwa...	Thirteen half-hour programs illustrating with d...	Margaret Fuller; Hawthorne's Blithedale Romance.
American writers in Italy				
cpb-aacip-500-v40p067	American writers in Italy	https://mth.umd.edu/airwa...	#3	



AIRTABLE FOR DISTRIBUTED DATA CURATION

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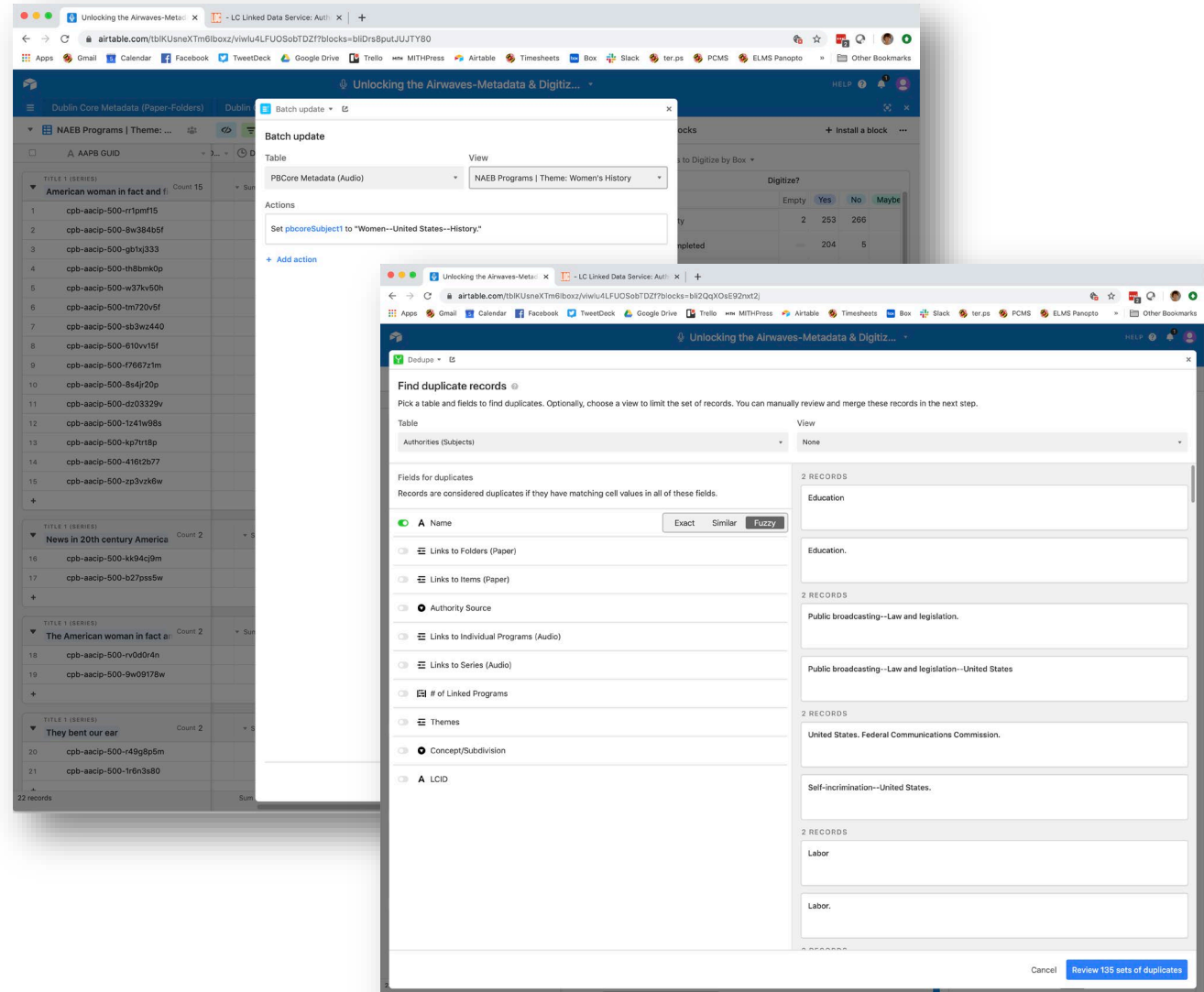
ID	Folder	Box	Folder Name	Assigned to	Progress	Uploaded to IA?
ASSIGNED TO: Matt (Count 148)						
PROGRESS: Completed (148)						
ASSIGNED TO: J.J. (Count 46)						
PROGRESS: Completed (30)						
PROGRESS: In Progress (Metadata) (13)						
PROGRESS: In the Queue (3)						
BOX: 110 (3)						
192	naeb-b110-f01	naeb-b110-f01	110	Publications, 1962-1964	J.J.	In the Queue
193	naeb-b110-f02	naeb-b110-f02	110	Publications, 1962-1964	J.J.	In the Queue
194	naeb-b110-f03	naeb-b110-f03	110	Publications, 1962-1964	J.J.	In the Queue
ASSIGNED TO: Jacob (Count 54)						
PROGRESS: Completed (36)						
BOX: 069 (12)						
195	naeb-b069-f01	naeb-b069-f01	069	National Education Association, Department of Audio-Visual Instr...	Jacob	Completed
196	naeb-b069-f02	naeb-b069-f02	069	National Education Association, Department of Audio-Visual Instr...	Jacob	Completed
197	naeb-b069-f03	naeb-b069-f03	069	National University Extension Association, 1953	Jacob	Completed



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The image displays two overlapping screenshots. The background screenshot shows an Airtable database interface with a table titled 'Dublin Core Metadata (Paper-Items)'. The table has columns for 'TITLE 1 (SERIES)', 'Count', and 'URL'. It lists various records under the series 'American woman in fact and fiction' and 'News in 20th century America'. The foreground screenshot shows a static website titled 'Unlocking the Airwaves'. The website has a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area is titled 'A woman speaks' and displays a series of metadata fields: Series (American woman in fact and fiction), Air Date (1959-01-01), Duration (00:28:25), Description (Anne Hutchinson, great Puritan advocate of freedom of speech and religion, is banished for acting upon her beliefs.), Subject(s) (Women--United States--History), Creator(s) (KPFA (Radio station : Berkeley, Calif.) (Producer), Pacifica Radio (Producer), Maynard, Virginia (Writer), Maynard, Virginia (Director)), Contributors (Levy, Charles (Actor), Goldsby, Angela (Actor), Hoffman, Lynne (Actor), Maynard, Virginia (Actor)), Genre(s) (Educational Drama), Geographic Region(s) (regions), and Time Period (1951-1960). To the right of the metadata is a video player showing a transcript of the audio recording.

Airtable Database View:

TITLE 1 (SERIES)	Count	URL
American woman in fact and fiction	15	
1 cpb-aacip-500-rr1pmf15		https://mith.umd.edu/...
2 cpb-aacip-500-8w384b5f		https://mith.umd.edu/airw...
3 cpb-aacip-500-g01xj333		https://mith.umd.edu/airw...
4 cpb-aacip-500-th8bm0p		https://mith.umd.edu/airw...
5 cpb-aacip-500-w37kv50h		https://mith.umd.edu/airw...
6 cpb-aacip-500-tm720v5f		https://mith.umd.edu/airw...
7 cpb-aacip-500-sb3wz440		https://mith.umd.edu/airw...
8 cpb-aacip-500-610vv15f		https://mith.umd.edu/airw...
9 cpb-aacip-500-17667z1m		https://mith.umd.edu/airw...
10 cpb-aacip-500-8s4jr20p		https://mith.umd.edu/airw...
11 cpb-aacip-500-dz03329v		https://mith.umd.edu/airw...
12 cpb-aacip-500-1z41w98s		https://mith.umd.edu/airw...
13 cpb-aacip-500-kp7tr8p		https://mith.umd.edu/airw...
14 cpb-aacip-500-416t2b77		https://mith.umd.edu/airw...
15 cpb-aacip-500-zp3vzk6w		https://mith.umd.edu/airw...
News in 20th century America	2	
16 cpb-aacip-500-kk94cj9m		https://mith.umd.edu/airw...
17 cpb-aacip-500-b27pss5w		https://mith.umd.edu/airw...
The American woman in fact and fiction	2	
18 cpb-aacip-500-rv0d0r4n		https://mith.umd.edu/airw...
19 cpb-aacip-500-9w09178w		https://mith.umd.edu/airw...
They bent our ear	2	
20 cpb-aacip-500-r49g8p5m		https://mith.umd.edu/airw...
21 cpb-aacip-500-1r6n3s80		https://mith.umd.edu/airw...

Static Website View: A woman speaks

Series: American woman in fact and fiction

Air Date: 1959-01-01

Duration: 00:28:25

Description: Anne Hutchinson, great Puritan advocate of freedom of speech and religion, is banished for acting upon her beliefs.

Subject(s): Women--United States--History.

Creator(s): KPFA (Radio station : Berkeley, Calif.) (Producer), Pacifica Radio (Producer), Maynard, Virginia (Writer), Maynard, Virginia (Director)

Contributors: Levy, Charles (Actor), Goldsby, Angela (Actor), Hoffman, Lynne (Actor), Maynard, Virginia (Actor)

Genre(s): Educational Drama

Geographic Region(s): regions

Time Period: 1951-1960

Transcript:

00:05 - 00:09 The following program is produced and recorded in the studios of KPFA Berkeley

00:09 - 00:14 California under a grant from the Educational Television and Radio Center in cooperation with the

00:14 - 00:19 National Association of educational broadcasters. We present the American

00:19 - 00:23 woman in fact in fiction from Colonial Times to the present day series of

00:23 - 00:28 13 programs written and directed by Virginia Maynard and produced by Virginia Maynard

00:28 - 00:35 and Charles Levy. Part two a woman speaks.

00:35 - 00:39 In the early 17th century. Men came to America in order to establish for

00:39 - 00:45 themselves such basic rights as freedom of religion freedom of thought and action.

00:45 - 00:50 There were courageous women among these early Puritans among them. Anne Hutchinson

00:50 - 00:55 who followed the eminent theologian John Cotton to the New World in 1634.

00:55 - 01:00 Mr. Hutchinson was a devout believer in cottons teaching of the Christian doctrine but she was

01:00 - 01:05 too much the original thinker and individual as to not to have her own ideas on the interpretation of the

01:05 - 01:10 Scriptures. Further she was a woman who dared to speak her mind.

01:10 - 01:15 These characteristics of Anne Hutchinsons would approve both her greatest strength and her

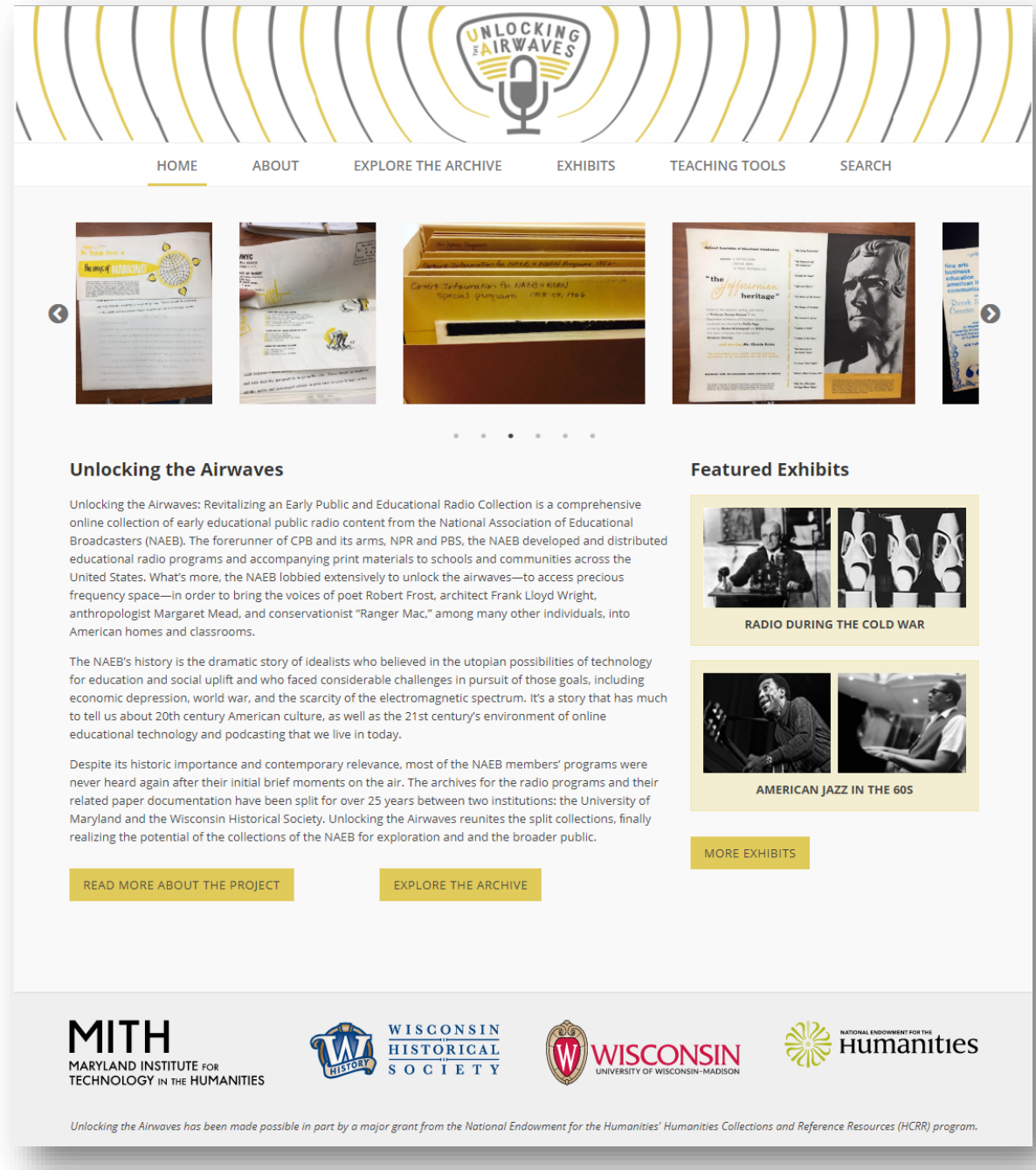
01:15 - 01:20 undoing. Even before she reached America. And Hutchinson had

01:20 - 01:25 incurred the enmity of several members of the Puritan clergy because of her questioning on the



APPLICATION WALK-THROUGH:

HOME PAGE



APPLICATION WALK-THROUGH:

BROWSE BY PROGRAM



[HOME](#)[ABOUT](#)[EXPLORE THE ARCHIVE](#)[EXHIBITS](#)[TEACHING TOOLS](#)[SEARCH](#)

Explore Radio Programs

The radio programming service of the NAEB, known as the National Educational Radio Network (NERN), comprised broadcasts which balanced a focus on public service reporting of national events (e.g., the economy, the depression, World War II, the Civil Rights movement) with providing a forum for local issues (e.g., agricultural prices, community events, elections) and with expanding public education. These broadcasts, mostly stemming from university and public school-run radio stations, provide an in-depth look at the engagements and events of American history, as they were broadcast to and received by the general public in the twentieth century.

The data below is a list of all NERN radio series and individual programs held by the University of Maryland Libraries, and digitized as part of the American Archive of Public Broadcasting (AAPB) project. Use the search bar at the top to find a specific series, or use the alphabetical index to jump to a particular letter. When you expand an arrow next to a series you'll see a list of all individual episodes of that series below it. Programs which were special one-time programs not part of a series are listed under 'Individual Programs.' Clicking on an individual episode will launch the program details, including the media file and transcript, in a new browser tab. If you want to continue exploring different programs, close the new browser tab and return to this page.

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A

• A conversation with

• A federal case

• A federal case II

• A musical voice

• A nest of singing birds

• A question of art

• About science

• Advances in science

• Among the Scots

• America Street, U.S.A.

• America on stage

• America's African heritage

• American adventure

[BACK TO TOP](#)



APPLICATION WALK-THROUGH:

BROWSE BY PROGRAM (SEARCH/FILTER)



HOMEABOUTEXPLORE THE ARCHIVEEXHIBITSTEACHING TOOLSSearch

Explore Radio Programs

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mountain

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BACK TO TOP ^

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• Bluegrass and mountains

C

BACK TO TOP ^

D

BACK TO TOP ^

E

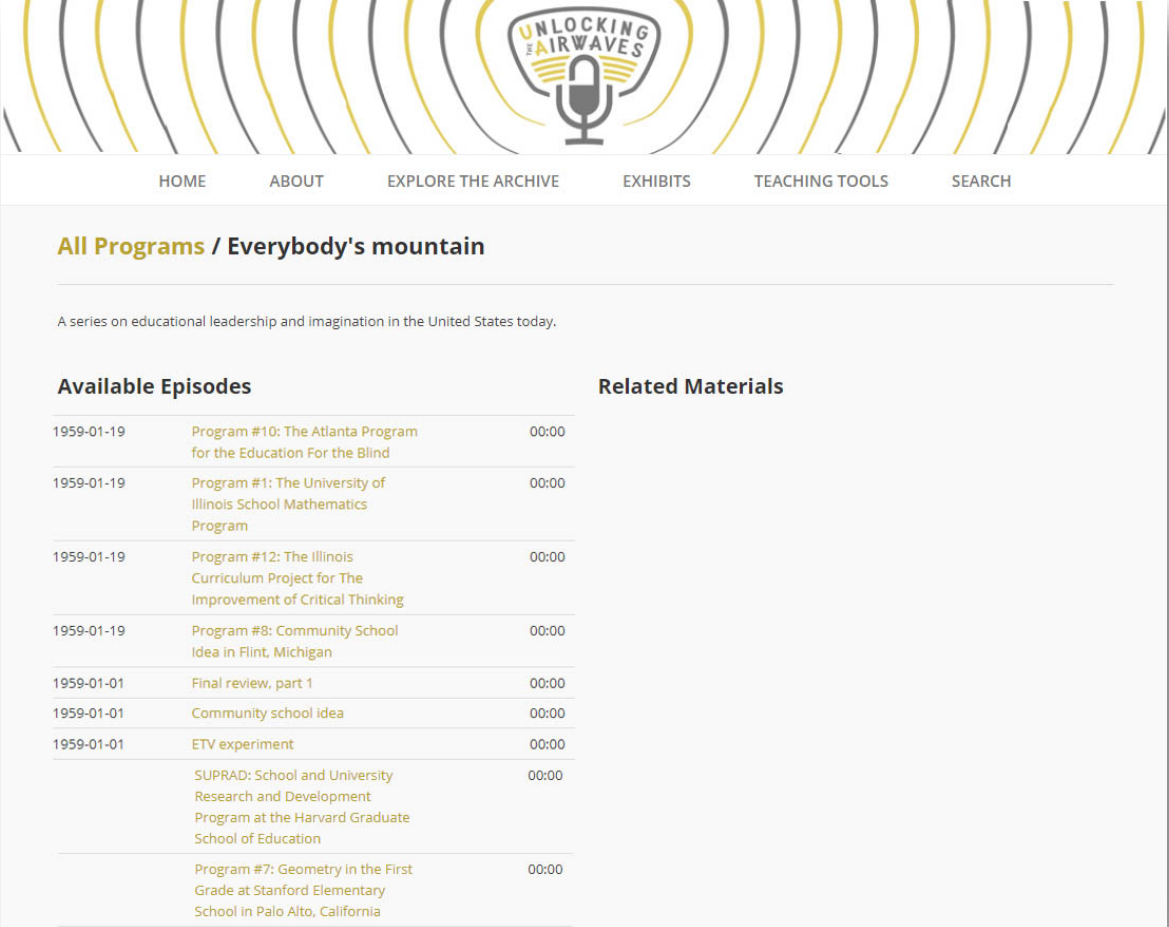
BACK TO TOP ^

• Everybody's mountain



APPLICATION WALK-THROUGH:

SERIES LANDING PAGE (‘RELATED MATERIALS’ IN PROGRESS)



The screenshot shows the 'Unlocking Airwaves' website. The header features a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area is titled 'All Programs / Everybody's mountain'. Below this, a subtitle reads: 'A series on educational leadership and imagination in the United States today.' The page is divided into two columns: 'Available Episodes' and 'Related Materials'. The 'Available Episodes' column contains a table with the following data:

Date	Episode Title	Duration
1959-01-19	Program #10: The Atlanta Program for the Education For the Blind	00:00
1959-01-19	Program #1: The University of Illinois School Mathematics Program	00:00
1959-01-19	Program #12: The Illinois Curriculum Project for The Improvement of Critical Thinking	00:00
1959-01-19	Program #8: Community School Idea in Flint, Michigan	00:00
1959-01-01	Final review, part 1	00:00
1959-01-01	Community school idea	00:00
1959-01-01	ETV experiment	00:00
	SUPRAD: School and University Research and Development Program at the Harvard Graduate School of Education	00:00
	Program #7: Geometry in the First Grade at Stanford Elementary School in Palo Alto, California	00:00

The 'Related Materials' column is currently empty.



APPLICATION WALK-THROUGH:

PROGRAM LANDING PAGE



[HOME](#) [ABOUT](#) [EXPLORE THE ARCHIVE](#) [EXHIBITS](#) [TEACHING TOOLS](#) [SEARCH](#)

City and the worker

Series	Last citizen
Air Date	1959-01-01
Duration	00:28:35
Description	This program focuses on employment issues effecting African Americans at the midpoint of the 20th century.
Subject(s)	African Americans African Americans--Employment. African Americans--Civil rights--United States. Labor unions--United States.
Creator(s)	WBAA (Radio station : West Lafayette, Ind.) (Producer) Purdue University (Producer) Richter, E.W. (Producer) Schneider, Louis (Host)
Contributors	Logan, Rayford Whittingham, 1897-1982 (Guest) Sobel, Irwin (Guest) Carter, Elmer A. (Elmer Anderson), 1890-1973 (Guest)
Genre(s)	News Talk
Geographic Region(s)	regions
Time Period	1951-1960

0:00 / 28:58

[00:06 - 00:10] Today the outlook of the negro worker

[00:10 - 00:15] is considerably by down than it was at the beginning of this century.

[00:15 - 00:20] And by holding the Negro down into the good old

[00:20 - 00:24] areas we are rapidly in many major areas

[00:24 - 00:29] rendering the negro employable.

[00:29 - 00:34] Or had bad. Employable on

[00:34 - 00:42] only a casual but not a permanent thank you because.

[00:42 - 00:47] These are a few of the comments you will hear in the next half hour as we explore the situation

[00:47 - 00:52] of the negro worker in the city. In discussing the last citizen.

[00:52 - 01:02] The Last of Us and the Negro in America a series of programs devoted to the extension of our knowledge

[01:02 - 01:07] of the largest minority group in the United States its problems and the problems it poses to

[01:07 - 01:12] all Americans. The last that is News produced by Radio Station WBA a Purdue

[01:12 - 01:17] University under a grant from the Educational Television and Radio Center In cooperation

[01:17 - 01:22] with the National Association of educational broadcasters. The discussions are the producer

[01:22 - 01:27] of the series Richter and Dr. Louis Schneider a professor of sociology at Purdue

[01:27 - 01:28] University.

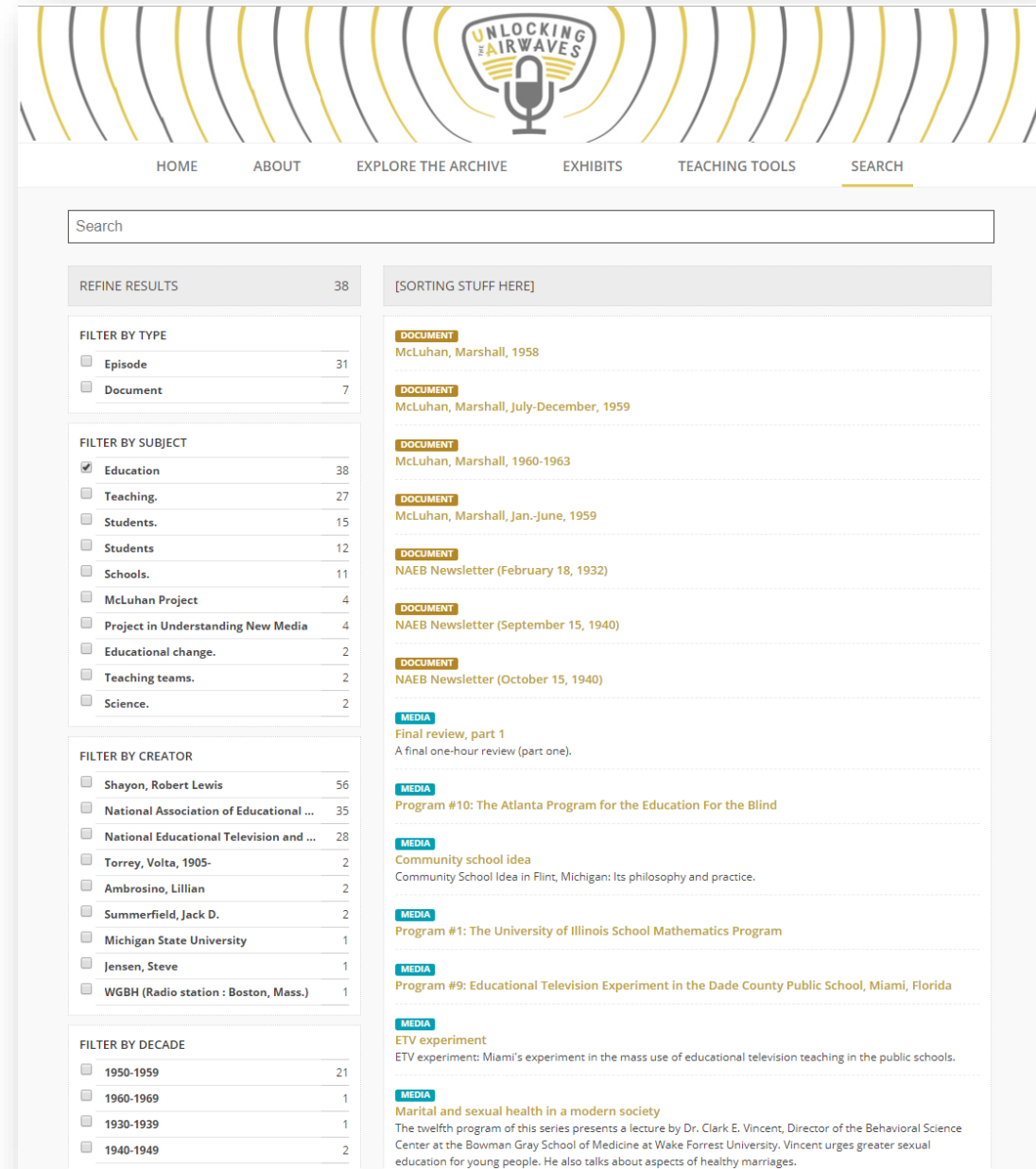
[01:28 - 01:31] Today's program the city and the work are

[01:31 - 01:38] one of the points we have continually stressed throughout our series has been the end of



APPLICATION WALK-THROUGH:

FACETED SEARCH



UNLOCKING AIRWAVES

HOME ABOUT EXPLORE THE ARCHIVE EXHIBITS TEACHING TOOLS **SEARCH**

Search

REFINE RESULTS 38

[SORTING STUFF HERE]

FILTER BY TYPE

- ☐ Episode 31
- ☐ Document 7

FILTER BY SUBJECT

- ☒ Education 38
- ☐ Teaching. 27
- ☐ Students. 15
- ☐ Students 12
- ☐ Schools. 11
- ☐ McLuhan Project 4
- ☐ Project in Understanding New Media 4
- ☐ Educational change. 2
- ☐ Teaching teams. 2
- ☐ Science. 2

FILTER BY CREATOR

- ☐ Shayon, Robert Lewis 56
- ☐ National Association of Educational ... 35
- ☐ National Educational Television and ... 28
- ☐ Torrey, Volta, 1905- 2
- ☐ Ambrosino, Lillian 2
- ☐ Summerfield, Jack D. 2
- ☐ Michigan State University 1
- ☐ Jensen, Steve 1
- ☐ WGBH (Radio station : Boston, Mass.) 1

FILTER BY DECADE

- ☐ 1950-1959 21
- ☐ 1960-1969 1
- ☐ 1930-1939 1
- ☐ 1940-1949 2

DOCUMENT

McLuhan, Marshall, 1958

DOCUMENT

McLuhan, Marshall, July-December, 1959

DOCUMENT

McLuhan, Marshall, 1960-1963

DOCUMENT

McLuhan, Marshall, Jan.-June, 1959

DOCUMENT

NAEB Newsletter (February 18, 1932)

DOCUMENT

NAEB Newsletter (September 15, 1940)

DOCUMENT

NAEB Newsletter (October 15, 1940)

MEDIA

Final review, part 1
A final one-hour review (part one).

MEDIA

Program #10: The Atlanta Program for the Education For the Blind

MEDIA

Community school idea
Community School Idea in Flint, Michigan: Its philosophy and practice.

MEDIA

Program #1: The University of Illinois School Mathematics Program

MEDIA

Program #9: Educational Television Experiment in the Dade County Public School, Miami, Florida

MEDIA

ETV experiment
ETV experiment: Miami's experiment in the mass use of educational television teaching in the public schools.

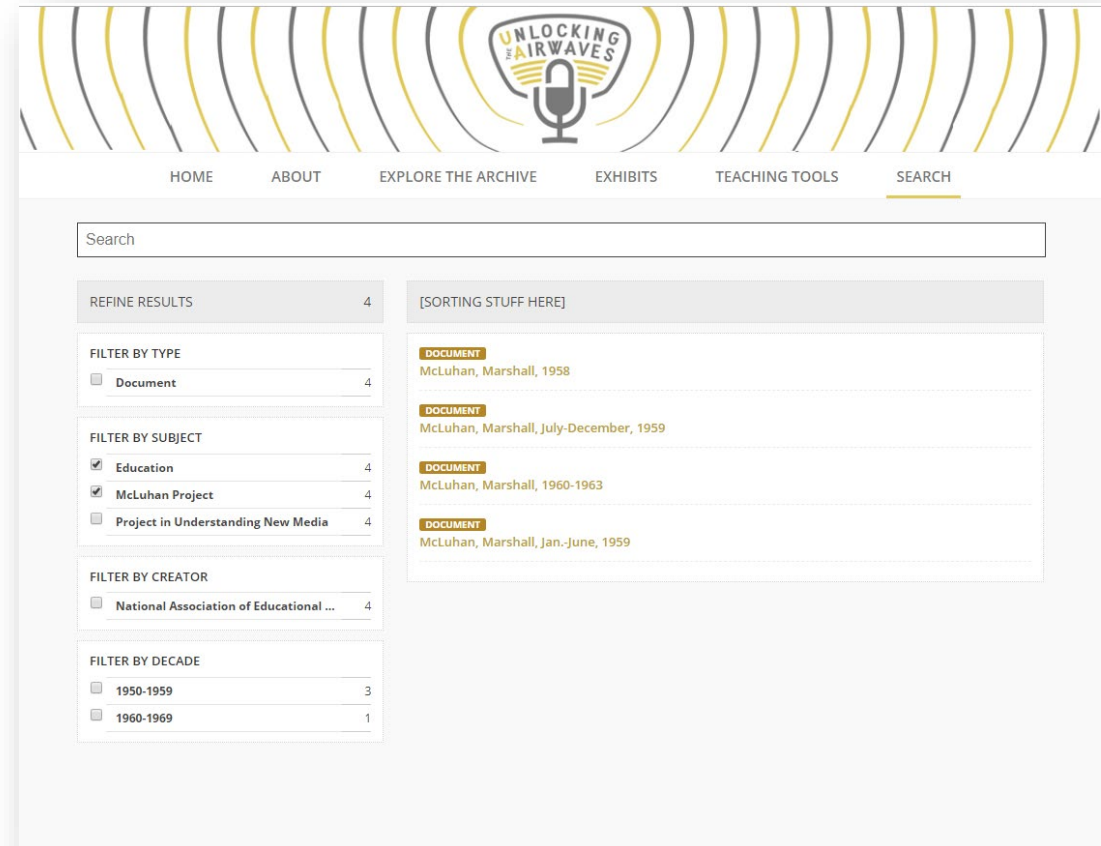
MEDIA

Marital and sexual health in a modern society
The twelfth program of this series presents a lecture by Dr. Clark E. Vincent, Director of the Behavioral Science Center at the Bowman Gray School of Medicine at Wake Forrest University. Vincent urges greater sexual education for young people. He also talks about aspects of healthy marriages.



APPLICATION WALK-THROUGH:

FACETED SEARCH (FILTERED BY SUBJECT FACETS)



APPLICATION WALK-THROUGH:

BROWSE BY FOLDER(S) PULLED FROM EAD FINDING AID



[HOME](#)[ABOUT](#)[EXPLORE THE ARCHIVE](#)[EXHIBITS](#)[TEACHING TOOLS](#)[SEARCH](#)

Explore Related Materials

The data below is from the NAEB paper collection, housed at the [Wisconsin Historical Society](#) on the campus of the [University of Wisconsin-Madison](#). The NAEB papers mainly cover the period from 1950–1970, and include correspondence, scripts, reports, promotional materials, speeches of long-time president William G. Harley, files of the Office of Research and Development and of National Educational Radio (a division of the NAEB), newsletters and other publications. Below you can access the finding aid for the collection, which contains important scope and content notes, notes about the collection's provenance, and most importantly, the Contents List. The Contents, or what is in the boxes and folders themselves, are organized by what are called archival "series," which, according to the Society of American Archivists, are "file units or documents arranged in accordance with a filing system or maintained as a unit because they relate to a particular subject or function, result from the same activity, have a particular form, or because of some other relationship arising out of their creation, receipt, or use."

When you expand an arrow next to a folder you'll see a link to the digitized paper materials. These will launch in a new browser tab. If you want to move on and export a different folder, close the browser tab and return to this page.

Summary Information	▼ ▲
Biography/History	▼ ▲
Scope and Content Notes	▼ ▲
Administrative/Restriction Information	▼ ▲
Contents List	▼ ▲
National Educational Radio Files	▼ ▲
Office of Research and Development Files	▼ ▲
Publications and Newsletter Files	▼ ▲
Subject File	▼ ▲

Folder 07 — McKenzie, Betty, 1961-1964
1961 to 1964 correspondence with publications editor Betty McKenzie regarding the NAEB Journal's authors, articles, mailing, printing, and ads.

VIEW FOLDER

Folder 08 — McLuhan, Marshall, 1958
1958 correspondence about the NAEB's planned collaborative project on new media education with Marshall McLuhan, including discussion of fundraising and drafts of the U.S. Office of Education grant application.

VIEW FOLDER

Folder 09 — McLuhan, Marshall, Jan.-June, 1959
January to June 1959 correspondence regarding Marshall McLuhan's project with the NAEB, with drafts of the U.S. Office of Education grant application. Discussions include budgetary needs and translating his concepts into experiments.

VIEW FOLDER

Folder 10 — McLuhan, Marshall, July-December, 1959
July to December 1959 correspondence regarding Marshall McLuhan's project with the NAEB, including a progress report and draft syllabus for project sessions.

VIEW FOLDER



APPLICATION WALK-THROUGH:

DOCUMENT PAGE WITH MIRADOR VIEWER

The screenshot displays the 'Unlocking the Airwaves' website interface. The header features a logo with a microphone and the text 'UNLOCKING THE AIRWAVES' above a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area is titled 'McLuhan, Marshall, 1958'. Below this title is a table with three rows: 'Description' (1958 correspondence about the NAEB's planned collaborative project on new media education with Marshall McLuhan, including discussion of fundraising and drafts of the U.S. Office of Education grant application), 'Subject(s)' (Education, McLuhan Project, Project in Understanding New Media), and 'Contributors' (Becker, Samuel L., McLuhan, Marshall, Harwood, Kenneth, Skornia, Harry J., Dale, Edgar, Martin, Howard S., Hill, Harold E.). To the right of the table is a preview of a document page, also titled 'McLuhan, Marshall, 1958'. The document page shows a scanned image of a letter with the number '5' in the top right corner. The text on the page is a mix of black and blue ink, discussing the project's goals and the role of media in education. At the bottom of the document preview, there are navigation arrows and the page number '15 of 49 • p.'.

UNLOCKING THE AIRWAVES

HOME ABOUT EXPLORE THE ARCHIVE EXHIBITS TEACHING TOOLS SEARCH

McLuhan, Marshall, 1958

Description	1958 correspondence about the NAEB's planned collaborative project on new media education with Marshall McLuhan, including discussion of fundraising and drafts of the U.S. Office of Education grant application.
Subject(s)	Education McLuhan Project Project in Understanding New Media
Contributors	Becker, Samuel L. McLuhan, Marshall Harwood, Kenneth Skornia, Harry J. Dale, Edgar Martin, Howard S. Hill, Harold E.

McLuhan, Marshall, 1958

5

great variety of new perception and study. A book, or a beginning (as this project proposes) which reduced the language of a medium like television to syntactical form, would work with and for the physicist, the station engineer, studio personnel and the audience all together. All of their actions are, in relation to television, given a kind of organic unity from the medium itself. And all kinds of persons engaged in all the media can contribute valuable insights to the student. The advertising industry has opened up aspects of these unexplored areas for its private benefit. But such private benefit can be extended to all and is critically needed by education for the public benefit of education.

The assistance of André Girard, the painter (with CBC and NRC) is an example of the sort of aid which this project would enlist. The insights of the media industries themselves can be of great assistance in developing a philosophy, which will be developed into book and syllabus form, to bring to the classroom a new media literacy needed for coping with the whole range of our twentieth-century media, if they are to become educational resources. (See also VI below)

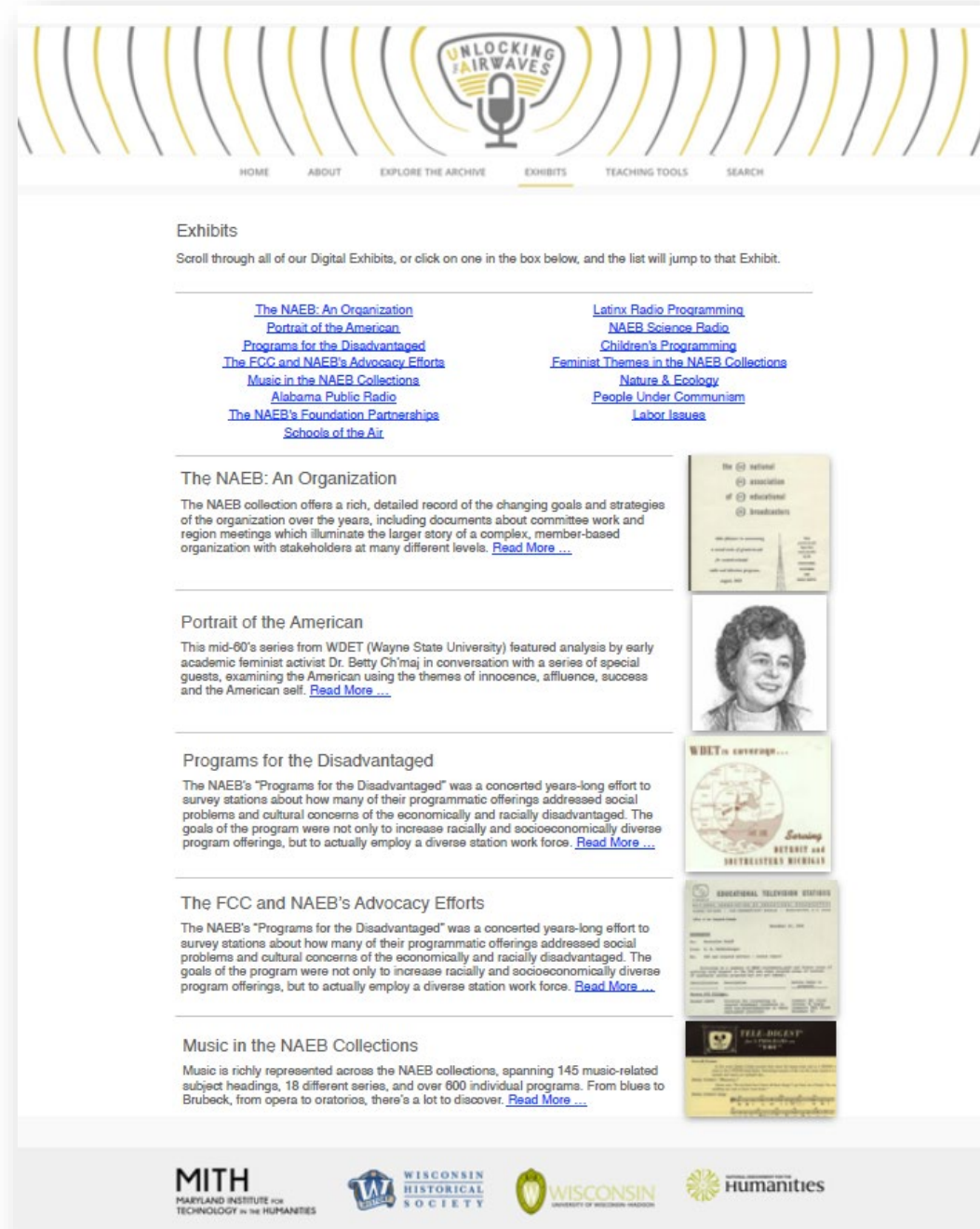
VI. Personnel: As consultant we propose Dr. Marshall McLuhan, Professor of English at the University of Toronto, co-editor, of *Explorations* magazine & distinguished media specialist lecturer and author who has done much work in the field of relating media study to educational procedures. He is prepared to undertake this project and to finalize it into book and syllabus form. Experiments in inter-media values have already been conducted and reported on in *Explorations*, published by the University of Toronto. These articles, and the interest they have aroused among specialists and educators provide examples of Dr. McLuhan's qualifications, and the springboard for this project.

VII. Facilities: Dr. McLuhan would have to travel a good deal in order to consult with a wide variety of persons in all phases of media work today and to use as resources many projects in progress. These would include various closed circuit projects as well as others

15 of 49 • p.

APPLICATION WALK-THROUGH:

EXHIBITS LANDING PAGE WIREFRAME-FEATURE IN DEVELOPMENT



APPLICATION WALK-THROUGH:

EXHIBIT PAGE WIREFRAME-FEATURE IN DEVELOPMENT



HOME ABOUT EXPLORE THE ARCHIVE **EXHIBITS** TEACHING TOOLS SEARCH

EXHIBIT

Portrait of the American

The mid-60s series *Portrait of the American* was a radio show produced out of Wayne State University for radio station WDET-Detroit, which "explored constructions of the American self in the domestic and global contexts of the 1960s countercultural movement, pursuing critical explorations of themes such as innocence, affluence, and success." The show was produced for the National Educational Radio Network (NERN) under a grant from [National Home Library Foundation](#). It was produced and hosted by Dr. Betty Chmaj of Wayne State, who was the first woman to receive a Ph.D. in American Studies granted by the University of Michigan. Chmaj was one of the leaders of the Radical Caucus, a subgroup of the [American Studies Association](#) (ASA) that challenged the way things had been done within the organization. She was also a noted feminist who was instrumental in getting the ASA to recognize the lack of representation by women in the organization, in an era where the men were more concerned with issues of civil rights and the war in Vietnam, and didn't see women's rights as a pressing issue.

In 1961, the American Culture Program awarded its first doctoral degree to Betty Chmaj, a feminist scholar who had grown up in a conservative Finnish immigrant community in the Upper Peninsula of Michigan. Over the next seven years, Chmaj balanced adjunct teaching positions at multiple institutions across southeast Michigan. As a scholar committed to reaching nontraditional students in isolated places across the region, Chmaj secured funding to produce a local "lecture-seminar radio series in American studies, in which radio listeners could enroll and thus participate." She produced a revised version of the program *Portrait of the American* through WDET-Detroit that was "broadcast over 116 radio stations during 1965-65" and included interviews with John Dos Passos, Irving Howe, and R.W.B. Lewis.⁸⁷ Shortly thereafter, Bowling Green State University purchased the series for its campus radio station and invited Chmaj to discuss the series on its television station, which it subsequently integrated into introductory American literature classes and publicized through the campus newspaper. Chmaj also served as director of the Detroit Jazz Society and in 1967 organized a statewide jazz conference in partnership with Wayne State University and Western Michigan University that was covered by Billboard. Three years later, Sklar and Chmaj collaborated with activists from several other universities to form the Radical Caucus at the national meeting of the ASA in Toledo. According to Allen Davis, "The radicals within American studies 122 Alexander I. Olson and Frank Kelderman were not Weathermen nor bomb throwers; they merely wanted to transfer some of the movement for freedom and equality they witnessed all around them to their teaching and learning."⁹⁴ Indeed, by this point in her career, Chmaj had secured a tenure-track position at Wayne State University, where she directed the American Studies Program.

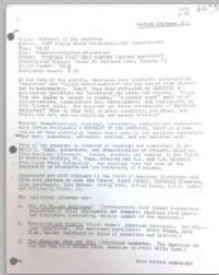
[The entire series is available for listening on this website.](#) Of particular interest is the final of the 13-episode series – "[Patterns and Paradox](#)" - which seeks to sum up the series' themes. After the introduction, Chmaj interviews R.W.B. Lewis, literary critic and American Studies professor at Yale, on his views on positive and negative traits of Americans today. The episode aired on March 13, 1966.



Dr. Betty Chmaj in 1966. Source: Wayne State University Archives.



Logo for WDET-Detroit. Source: Wayne State University Archives.



Program Description of the series. Source: University of Maryland Special Collections.

WDET-Detroit Programming

Click here to view more radio programs produced by Wayne State University's radio station WDET.

NAEB Program Proposals, 1965-68

1968 Correspondence and documentation regarding program content submissions to the NAEB Network, including *Portrait of the American*.

The National Home Library Foundation

Documents about The National Home Library Foundation's relationship to the NAEB, as well as additional funded radio programs.



Unlocking the Airwaves has been made possible in part by a major grant from the National Endowment for the Humanities' Humanities Collections and Reference Resources (HCRR) program.

LINKS/CONTACTS

- **Project page (MITH):** <https://mith.umd.edu/research/unlocking-the-airwaves/>
- **Airwaves application:** <https://github.com/umd-mith/airwaves>
- **WebVTT Player:** <https://github.com/umd-mith/webvtt-player>
- **Airtable to Internet Archive Uploader Utility:** <https://github.com/umd-mith/airwaves-cli>

Contacts:

Stephanie Sapienza
Digital Humanities Archivist, MITH
sapienza@umd.edu

Ed Summers
Developer, MITH
edsu@umd.edu

Eric Hoyt
Associate Professor of Communication Arts,
University of Wisconsin-Madison
ehoyt@wisc.edu

