

# RADIO COLLECTIONS AT SCALE: THE UNLOCKING THE AIRWAVES PROJECT

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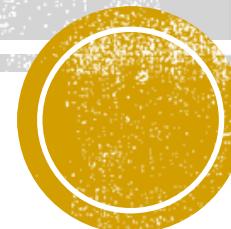
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A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

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the National Endowment for the Humanities

**MITH**

MARYLAND INSTITUTE FOR  
TECHNOLOGY IN THE HUMANITIES



UNIVERSITY OF  
**MARYLAND**



WISCONSIN  
HISTORICAL  
SOCIETY



NATIONAL ENDOWMENT FOR THE  
 **Humanities**



# 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;

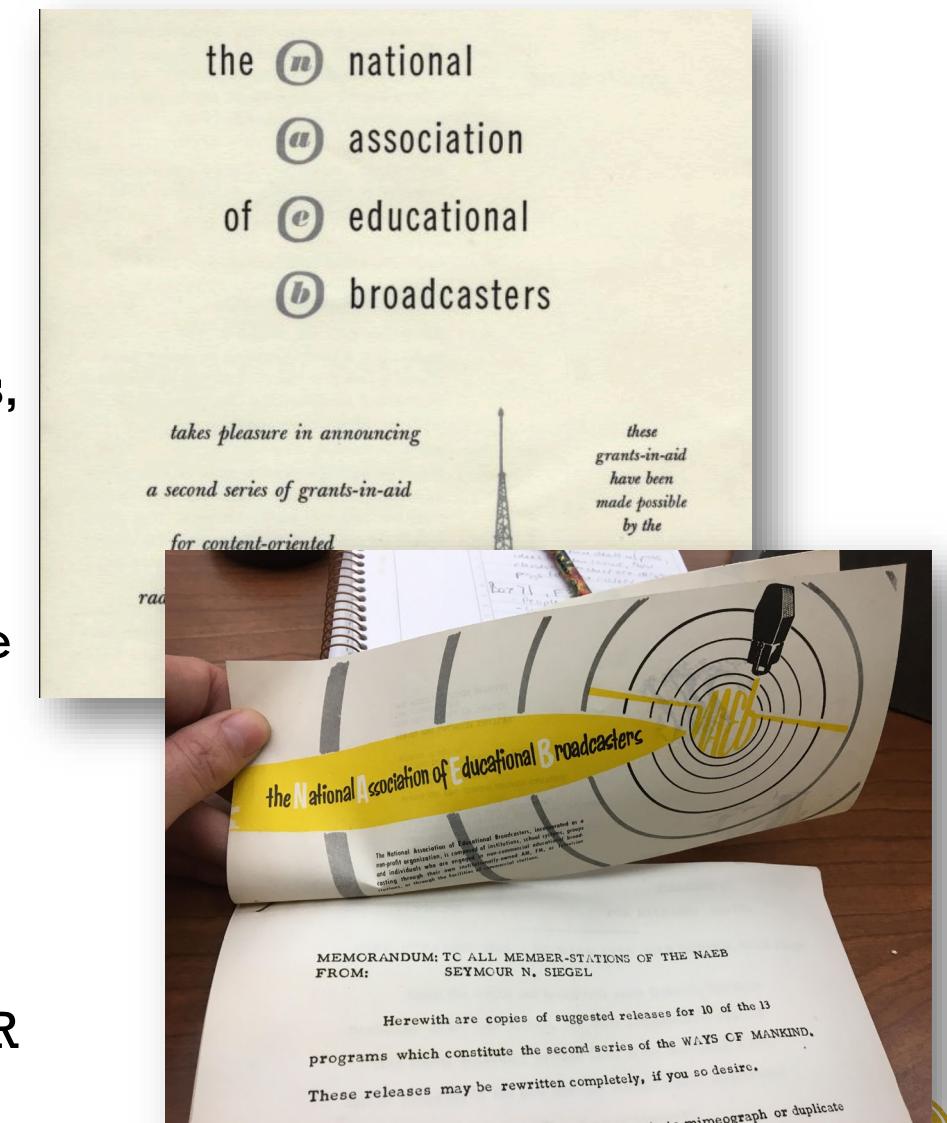
... Deployment of an emerging set of standards to do this work in a way that best utilizes the potential of each standard while also enhancing the interoperable functionality of the others

The screenshot shows the homepage of the 'Unlocking the Airwaves' website. At the top, there's a navigation bar with links for HOME (which is underlined), ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. Below the navigation is a decorative header featuring a microphone icon inside a speech bubble shape, surrounded by stylized yellow and grey wavy lines representing radio waves. The main content area has two sections: 'Unlocking the Airwaves' and 'Featured Exhibits'. The 'Unlocking the Airwaves' section contains a brief description of the project, mentioning its history and goals, followed by a 'READ MORE ABOUT THE PROJECT' button. The 'Featured Exhibits' section displays four thumbnail images: 'RADIO DURING THE COLD WAR' (showing a man at a microphone), 'AMERICAN JAZZ IN THE 60S' (showing two men playing jazz instruments), and two other thumbnails that are partially visible. Below these sections is a 'MORE EXHIBITS' button. At the bottom of the page, there are logos for MITH (Maryland Institute for Technology in the Humanities), WISCONSIN HISTORICAL SOCIETY, WISCONSIN UNIVERSITY OF WISCONSIN-MADISON, and NATIONAL ENDOWMENT FOR THE HUMANITIES.

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.

# 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



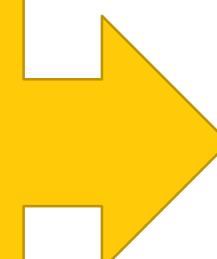
# UNLOCKING THE AIRWAVES MILESTONES

- 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; ✓

BETA LAUNCH:  
January 2020

FINAL LAUNCH:  
October 2020

- 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.



We are  
here.





# STANDARDS, TOOLS & METHODOLOGIES

## STANDARDS

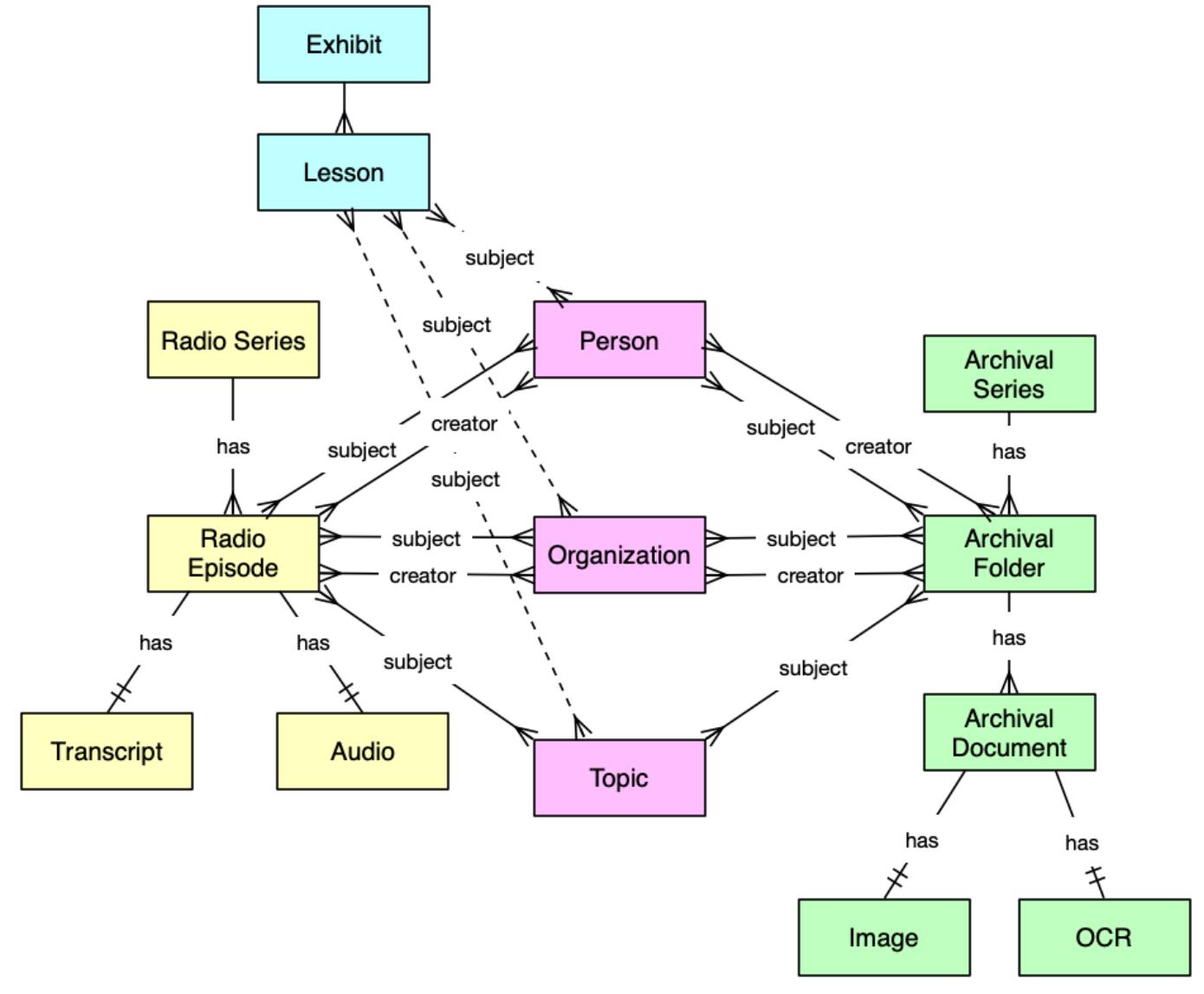
- **PBCore:** Item-level description of audio collections
- **Encoded Archival Description (EAD):** Collection-level description of paper collections
- **Dublin Core:** Folder- & Item-level description of folders and items (digitized images);
- **Encoded Archival Context—Corporate bodies, Persons, and 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 image displays two screenshots of Airtable databases. The top screenshot shows a list of 'Digitized Folders' with boxes labeled 036, 057, and 074. Box 036 contains one item: 'naeb-b036-f04' (1960 correspondence related to the NAEB Research Committee). Box 057 contains one item: 'naeb-b057-f10' (1953 correspondence related to NAEB). Box 074 contains seven items, all under the 'APB GUID' column. The bottom screenshot shows a detailed view of the 'Title 1 (Series)' section. It lists 478 items, each with fields for Title, Description, URL, and a detailed description. The titles include 'American language', 'The colonists go a-borrowing', 'Americans as makers of words', 'Words from all over', 'More from the Dutch', 'Imported from France', 'Further borrowing from the Indian', 'The Spanish gift', 'A word from the Dutch', 'A German contribution', and many others. The descriptions provide links to MITH websites and brief summaries.

# 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 an Airtable database interface with multiple tables and a detailed view of a record.

**Digitalized Folders:** A table listing boxes and their contents. Examples include Box 036 (naeb-b036-f04, 1960 correspondence related to the NAEB Research), Box 057 (naeb-b057-f10, 1953 correspondence related to NAEB funding from the Ford Foundation), Box 074 (naeb-b074-f02 through f12, 1954 to 1965 correspondence, press releases, and programs), Box 101 (naeb-b101-f01, 1952 to 1964 correspondence, meeting minutes, and reports), and Box 102 (naeb-b102-f01 through f04, 1952 to 1965 correspondence, meeting minutes, and reports).

**Record View (Harley, William G., 1911-1998):** This view integrates data from multiple sources. It shows the authority source as PBCore Metadata (Audio) and authority grouping as Person. The record includes links to Wikidata (https://tools.wmflabs.org/wikidata-todo/resolver.php?prop=P244&value=), titles like "President, NAEB", and affiliations such as "Grants-in-Aid Committee". It also lists links to folders (PAPER-CONTRIBUTOR) and a link to a record from Dublin Core Metadata (Paper-Folders).

**Contributor(s) Table:** A separate table listing various contributors, such as Brooks, Robert D., Adkins, Gale R., Gilleron, C., Engel, Harold A., and many others.

# AIRTABLE FOR DISTRIBUTED DATA CURATION

## Airtable functions

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

# 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)
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The screenshot displays two overlapping Airtable tables and a modal dialog.

**Table 1 (Top): PBCore Metadata (Audio)**

- View: NAEB Programs | Theme: Women's History
- Actions: Set pbcoreSubject to "Women--United States--History."
- Batch update modal open:

  - Table: PBCore Metadata (Audio)
  - View: NAEB Programs | Theme: Women's History
  - Actions: Set pbcoreSubject to "Women--United States--History."
  - Digitize? dropdown: Empty, Yes, No, Maybe
  - Data summary: 2 records completed, 253 pending, 266 total

**Table 2 (Bottom): Authorities (Subjects)**

- View: None
- Find duplicate records modal open:

  - Table: Authorities (Subjects)
  - Fields for duplicates: A Name (radio button selected, Exact, Similar, Fuzzy options)
  - Records considered duplicates if they have matching cell values in all of these fields.
  - Results:
    - 2 RECORDS: Education
    - 2 RECORDS: Education.
    - 2 RECORDS: Public broadcasting--Law and legislation.
    - 2 RECORDS: Public broadcasting--Law and legislation--United States
    - 2 RECORDS: United States. Federal Communications Commission.
    - 2 RECORDS: Self-incrimination--United States.
    - 2 RECORDS: Labor
    - 2 RECORDS: Labor.

# AIRTABLE FOR DISTRIBUTED DATA CURATION

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The screenshot displays two main views. On the left is the Airtable interface, showing a table with 22 records. The columns include 'AAPB GUID', 'URL', and several dropdown menus for 'Title', 'Series', 'Subject(s)', 'Creator(s)', 'Contributors', 'Genre(s)', 'Geographic Region(s)', and 'Time Period'. The records are categorized under 'American woman in fact and fiction' (Count 15), 'News in 20th century America' (Count 2), 'shot' (Count 2), and 'They bent our ear' (Count 2). On the right is a preview of a static website titled 'Unlocking the Airwaves'. The header features the 'UNLOCKING THE AIRWAVES' logo. Below the header are navigation links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area is titled 'A woman speaks' and contains a transcript of a historical audio recording. The transcript includes timestamps, speaker names, and descriptive text about Anne Hutchinson's life and beliefs.

Unlocking the Airwaves-Meta

mith.umd.edu/airwaves/episode/cpb-aacip-500-rr1pmf15/

Dublin Core Metadata (Paper-Folders) Dublin Core Metadata (Paper-Items)

AAPB GUID URL

American woman in fact and fiction Count 15

1 cpb-aacip-500-rr1pmf15 https://mith.umd.edu/airw... Am

2 cpb-aacip-500-w384b5f https://mith.umd.edu/airw... Am

3 cpb-aacip-500-gbttxj333 https://mith.umd.edu/airw... Am

4 cpb-aacip-500-thbmk0p https://mith.umd.edu/airw... Am

5 cpb-aacip-500-w37kv50l https://mith.umd.edu/airw... Am

6 cpb-aacip-500-tm720v5f https://mith.umd.edu/airw... Am

7 cpb-aacip-500-sh3wz2440 https://mith.umd.edu/airw... Am

8 cpb-aacip-500-610vv15f https://mith.umd.edu/airw... Am

9 cpb-aacip-500-f7667z1m https://mith.umd.edu/airw... Am

10 cpb-aacip-500-8s4j20p https://mith.umd.edu/airw... Am

11 cpb-aacip-500-dz03329v https://mith.umd.edu/airw... Am

12 cpb-aacip-500-1z41w98s https://mith.umd.edu/airw... Am

13 cpb-aacip-500-kp7rt8p https://mith.umd.edu/airw... Am

14 cpb-aacip-500-416t2b77 https://mith.umd.edu/airw... Am

15 cpb-aacip-500-zp3vzk6w https://mith.umd.edu/airw... Am

16 cpb-aacip-500-kk94cj9m https://mith.umd.edu/airw... Nev

17 cpb-aacip-500-b27pss5w https://mith.umd.edu/airw... Nev

shot Title 1 (Series) The American woman in fact and fiction Count 2

18 cpb-aacip-500-rv0d0r4n https://mith.umd.edu/airw... The

19 cpb-aacip-500-9w09178w https://mith.umd.edu/airw... The

20 cpb-aacip-500-r49g8p5m https://mith.umd.edu/airw... The

21 cpb-aacip-500-1r6n3s80 https://mith.umd.edu/airw... The

22 records

Unlocking the Airwaves - [object Object]

mith.umd.edu/airwaves/episode/cpb-aacip-500-rr1pmf15/

HOME ABOUT EXPLORE THE ARCHIVE EXHIBITS TEACHING TOOLS SEARCH

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

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

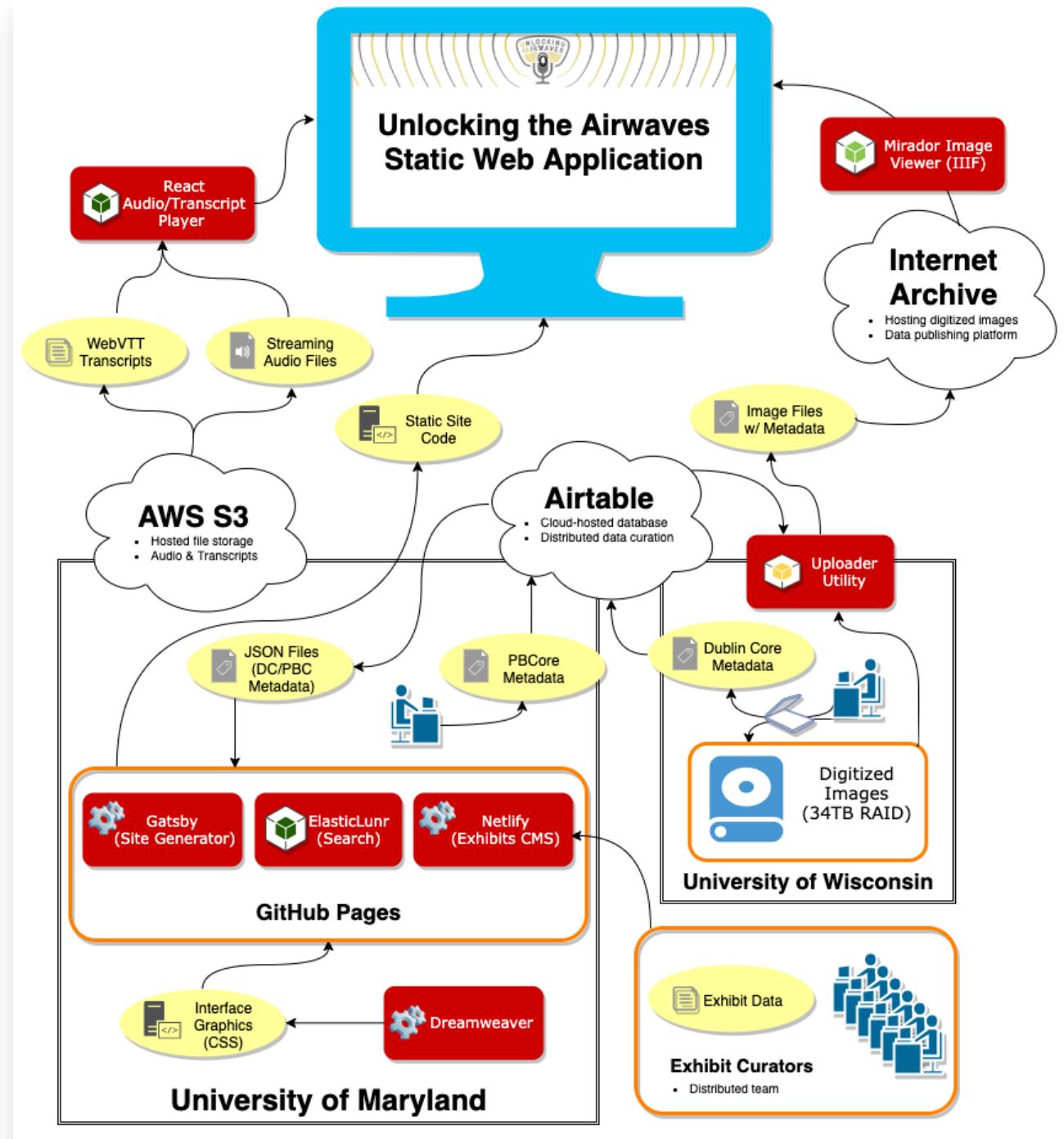
[01:05 - 01:10] Scriptures. Further she was a woman who dared to speak her mind.

[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

# SYSTEM DESIGN & PROCESS FLOW



# APPLICATION WALK-THROUGH:

## HOME PAGE

The screenshot shows the homepage of the 'Unlocking the Airwaves' website. At the top is a navigation bar with links: HOME (underlined), ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. To the left of the navigation is a logo featuring a microphone inside a speech bubble with the text 'UNLOCKING THE AIRWAVES'. Below the navigation are five thumbnail images representing different exhibits. The first exhibit, titled 'Unlocking the Airwaves', is shown with a preview of its content. To the right of the thumbnails is a section titled 'Featured Exhibits' containing two smaller thumbnail images: 'RADIO DURING THE COLD WAR' and 'AMERICAN JAZZ IN THE 60S'. At the bottom of the page are two buttons: 'READ MORE ABOUT THE PROJECT' and 'EXPLORE THE ARCHIVE'.

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# APPLICATION WALK-THROUGH:

## BROWSE BY PROGRAM

The screenshot shows the 'Explore Radio Programs' page of the 'Unlocking the Airwaves' website. At the top, there is a navigation bar with a logo featuring a microphone and the text 'UNLOCKING THE AIRWAVES'. Below the logo are links for HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. A decorative graphic of concentric arcs in yellow and grey surrounds the logo.

**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.

Search by program name

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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)

The screenshot shows the homepage of the "Unlocking the Airwaves" website. At the top, there is a navigation bar with a logo featuring a microphone and the text "UNLOCKING THE AIRWAVES". Below the logo are links for HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area is titled "Explore Radio Programs". A text block explains the purpose of the NERN service. Below this, a search bar contains the word "mountain". A grid of letters from A to Z is shown above a list of search results. The results for "mountain" include "Bluegrass and mountains" under category C and "Everybody's mountain" under category E. Each result has a "BACK TO TOP" link to its right.

mountain

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

BACK TO TOP ^

B

BACK TO TOP ^

- 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 a website header with a logo featuring a microphone and the text 'UNLOCKING THE AIRWAVES'. Below the logo is a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area has a title 'All Programs / Everybody's mountain' and a subtitle 'A series on educational leadership and imagination in the United States today.' Below this is a table with two columns: 'Available Episodes' and 'Related Materials'. The 'Available Episodes' column lists several entries with dates and titles, all marked as 00:00 duration. The 'Related Materials' column lists one entry with a detailed description.

Available Episodes	Related Materials
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
	Program #7: Geometry in the First Grade at Stanford Elementary School in Palo Alto, California



# APPLICATION WALK-THROUGH:

## PROGRAM LANDING PAGE

**City and the worker**

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

The screenshot shows a search results page for the "UNLOCKING THE AIRWAVES" website. The header features a logo with a microphone and the text "UNLOCKING THE AIRWAVES". Below the header are navigation links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH (which is underlined). A search bar is present above a sidebar labeled "REFINE RESULTS 38". The sidebar includes sections for FILTER BY TYPE (Episode 31, Document 7), FILTER BY SUBJECT (Education 38, Teaching 27, Students 15, Schools 12, 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), and FILTER BY DECade (1950-1959 21, 1960-1969 1, 1930-1939 1, 1940-1949 2). The main content area displays search results categorized by type (DOCUMENT, MEDIA) and subject. A note in the sidebar says "[SORTING STUFF HERE]".

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)

The screenshot shows a website header with a logo featuring a microphone and the text "UNLOCKING THE AIRWAVES". Below the header is a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The SEARCH link is underlined, indicating it is the active page. Below the navigation is a search bar labeled "Search". To the left, there is a sidebar titled "REFINE RESULTS" containing four sections: "FILTER BY TYPE", "FILTER BY SUBJECT", "FILTER BY CREATOR", and "FILTER BY DECADE". Each section lists filter options with counts. To the right of the sidebar is a list of search results, each preceded by a small "DOCUMENT" icon. The results are as follows:

Category	Item	Count
DOCUMENT	McLuhan, Marshall, 1958	4
	McLuhan, Marshall, July-December, 1959	4
	McLuhan, Marshall, 1960-1963	4
	McLuhan, Marshall, Jan.-June, 1959	1



# APPLICATION WALK-THROUGH:

## BROWSE BY FOLDER(S) PULLED FROM EAD FINDING AID



UNLOCKING  
AIRWAVES

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 ▼ ^

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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 shows a website header with a logo featuring a microphone and the text "UNLOCKING THE AIRWAVES". Below the logo are navigation links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS, TEACHING TOOLS, and SEARCH. The main content area has a title "McLuhan, Marshall, 1958". On the left, there is a detailed description of the document, listing its description, subject(s), and contributors. The right side shows a large, partially visible document page with text and images. At the bottom, there are navigation arrows and a page number "15 of 49 • p."

**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.

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.

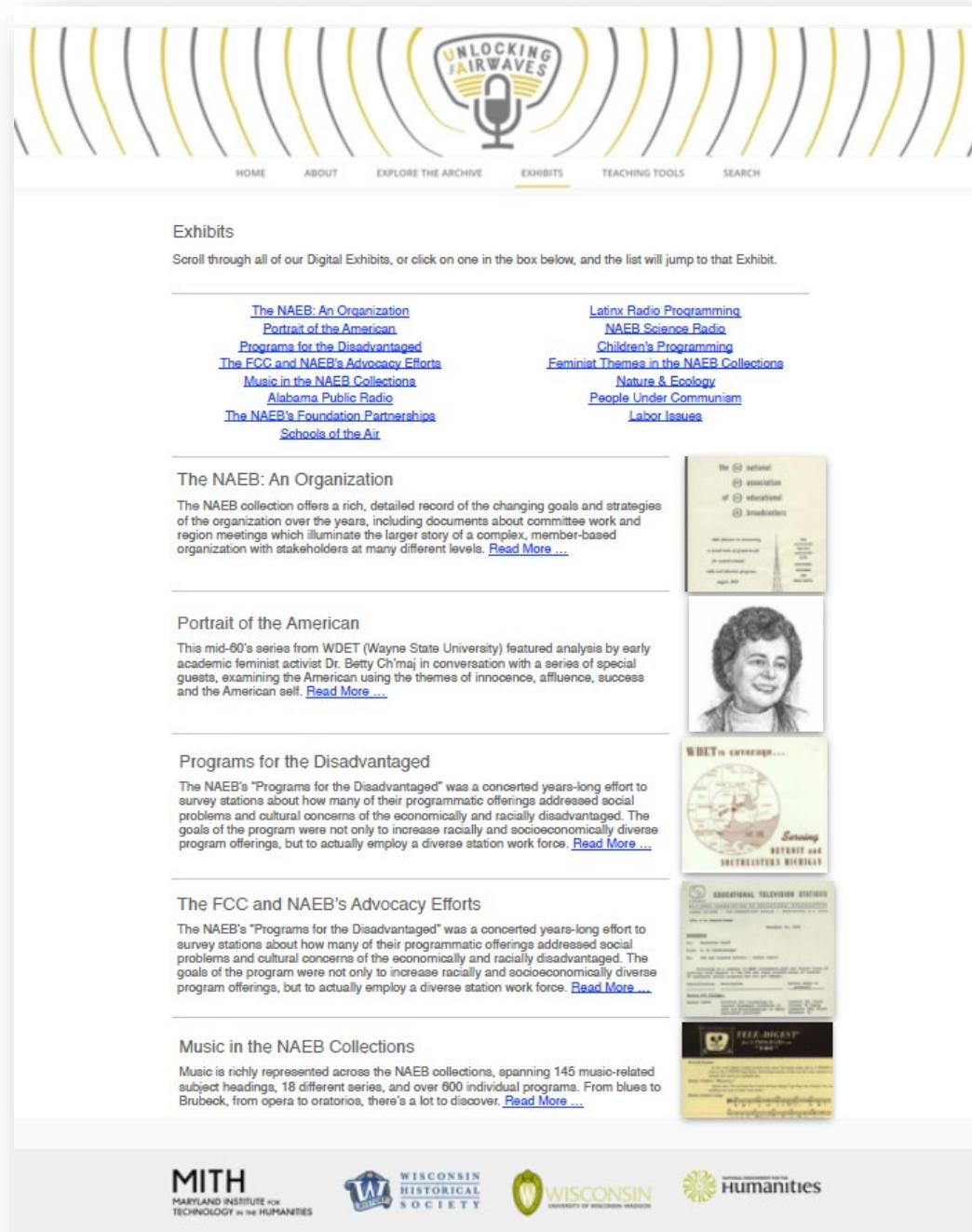
The assistance of André Gide, the painter (with CBS and NBC) is an example of the sort of aid which this project would enlist. The insights of the media industries themselves can be of great assistance in developing a philosophy, which will be developed into book and syllabus form, to bring to the classroom 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

# APPLICATION WALK-THROUGH:

## EXHIBITS LANDING PAGE WIREFRAME-FEATURE IN DEVELOPMENT



The wireframe illustrates the layout of the Exhibits landing page. At the top, there is a decorative header featuring concentric yellow and grey curved lines. Below this is a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS (which is underlined), TEACHING TOOLS, and SEARCH. The main content area is titled "Exhibits" and contains a sub-instruction: "Scroll through all of our Digital Exhibits, or click on one in the box below, and the list will jump to that Exhibit." Below this, there are two columns of exhibit titles. The left column includes: "The NAEB: An Organization", "Portrait of the American", "Programs for the Disadvantaged", "The FCC and NAEB's Advocacy Efforts", "Music in the NAEB Collections", "Alabama Public Radio", "The NAEB's Foundation Partnerships", and "Schools of the Air". The right column includes: "Latinx Radio Programming", "NAEB Science Radio", "Children's Programming", "Feminist Themes in the NAEB Collections", "Nature & Ecology", "People Under Communism", and "Labor Issues". To the right of the exhibit titles are three vertical columns of thumbnail images. The first column shows a document titled "The NAEB: An Organization" with a list of categories: national, association, educational, broadcast. The second column shows a portrait of a woman and a circular logo for "WBET-TV coverage...". The third column shows a document titled "TELE-DIRECT" from the "GOVERNMENT TELEVISION STUDIES" series.

Exhibits

Scroll through all of our Digital Exhibits, or click on one in the box below, and the list will jump to that Exhibit.

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[The NAEB: An Organization](#)  
[Portrait of the American](#)  
[Programs for the Disadvantaged](#)  
[The FCC and NAEB's Advocacy Efforts](#)  
[Music in the NAEB Collections](#)  
[Alabama Public Radio](#)  
[The NAEB's Foundation Partnerships](#)  
[Schools of the Air](#)

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[Latinx Radio Programming](#)  
[NAEB Science Radio](#)  
[Children's Programming](#)  
[Feminist Themes in the NAEB Collections](#)  
[Nature & Ecology](#)  
[People Under Communism](#)  
[Labor Issues](#)

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**The NAEB: An Organization**

The NAEB collection offers a rich, detailed record of the changing goals and strategies of the organization over the years, including documents about committee work and region meetings which illuminate the larger story of a complex, member-based organization with stakeholders at many different levels. [Read More ...](#)



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**Portrait of the American**

This mid-60's series from WDET (Wayne State University) featured analysis by early academic feminist activist Dr. Betty Ch'maj in conversation with a series of special guests, examining the American using the themes of innocence, affluence, success and the American self. [Read More ...](#)



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**Programs for the Disadvantaged**

The NAEB's "Programs for the Disadvantaged" was a concerted years-long effort to survey stations about how many of their programmatic offerings addressed social problems and cultural concerns of the economically and racially disadvantaged. The goals of the program were not only to increase racially and socioeconomically diverse program offerings, but to actually employ a diverse station work force. [Read More ...](#)



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**The FCC and NAEB's Advocacy Efforts**

The NAEB's "Programs for the Disadvantaged" was a concerted years-long effort to survey stations about how many of their programmatic offerings addressed social problems and cultural concerns of the economically and racially disadvantaged. The goals of the program were not only to increase racially and socioeconomically diverse program offerings, but to actually employ a diverse station work force. [Read More ...](#)



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**Music in the NAEB Collections**

Music is richly represented across the NAEB collections, spanning 145 music-related subject headings, 18 different series, and over 800 individual programs. From blues to Brubeck, from opera to oratorios, there's a lot to discover. [Read More ...](#)



# APPLICATION WALK-THROUGH:

## EXHIBIT PAGE WIREFRAME-FEATURE IN DEVELOPMENT

The screenshot shows a web page with a decorative header featuring concentric yellow and grey wavy lines. The header includes a logo for "UNLOCKING FAIRWAVES" with a microphone icon. Below the header is a navigation bar with links: HOME, ABOUT, EXPLORE THE ARCHIVE, EXHIBITS (which is underlined), TEACHING TOOLS, and SEARCH.

**EXHIBIT**  
**Portrait of the American**

The main content area features a black and white portrait of Dr. Betty Chmaj from 1968. To the right of the portrait is a caption: "Dr. Betty Chmaj in 1968. Source: Wayne State University Archives." Below the portrait is a small graphic titled "WDET's sayin'..." with the text "Serving DETROIT and SOUTHWESTERN MICHIGAN".

**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 1965-67" and included interviews with John Dos Passos, Irving Howe, and R.W.B. Lewis. 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." 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 RWB 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.

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

**MITH**  
MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

**WISCONSIN HISTORICAL SOCIETY**  
UNIVERSITY OF WISCONSIN-MADISON

**Wisconsin Humanities**

# 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>

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