

✓ 100
+267
19 59

Educational Television

IN NEW JERSEY

SIXTH REPORT

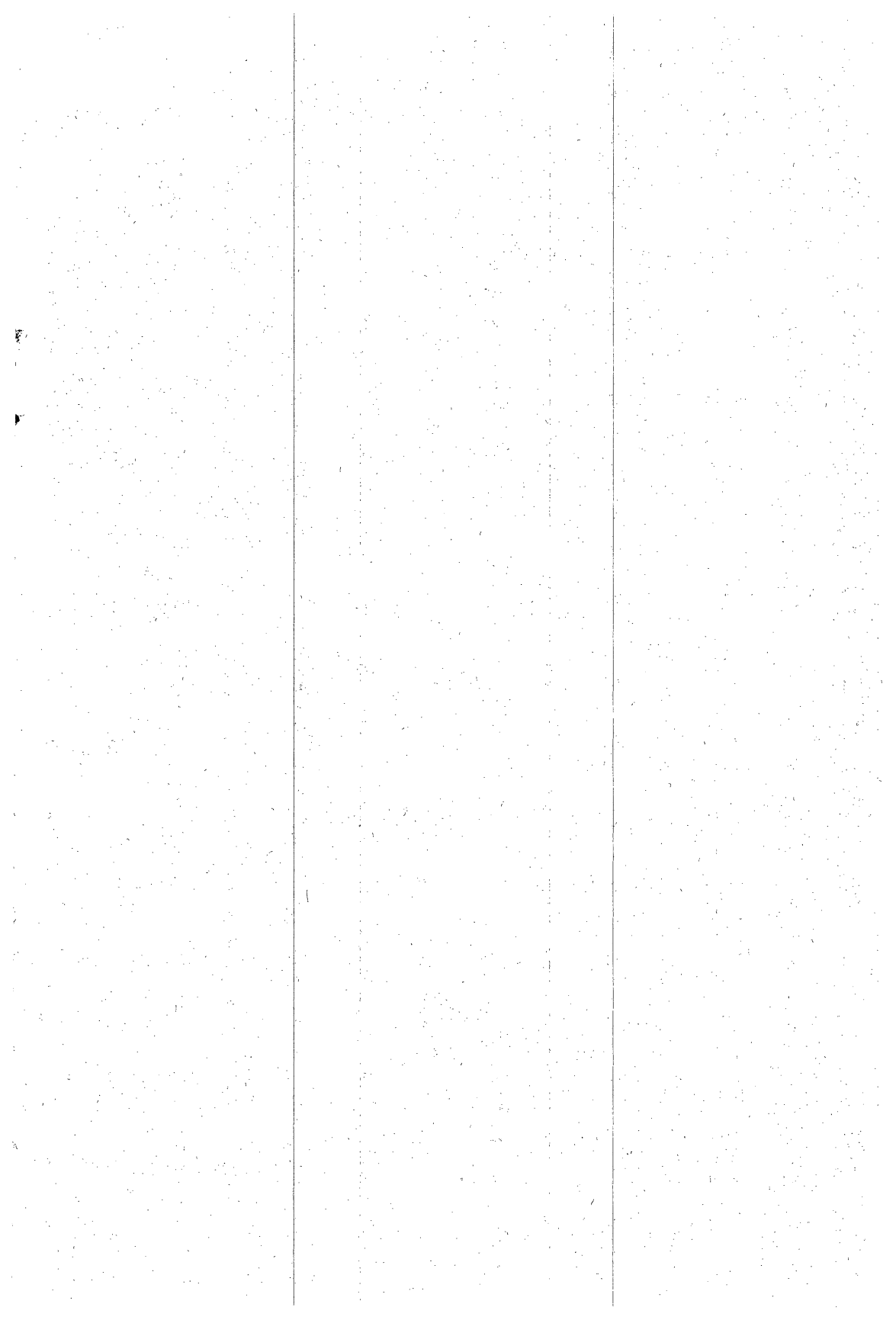
May 1, 1959

To the Governor
And the Legislature
Of the State of New Jersey

THE NEW JERSEY COMMISSION ON
EDUCATIONAL TELEVISION

Trenton, New Jersey

New Jersey State Library



The New Jersey Commission on Educational Television

M e m b e r s

DR. ELMER W. ENGSTROM, Senior Executive Vice President, Radio Corporation of America, Chairman of the Commission.

MRS. A. HOBART ANDERSON, Ridgewood.

DR. ALLEN B. DUMONT, Chairman of the Board of Directors, Allen B. DuMont Laboratories, Inc.

MR. RICHARD L. GRAY, Trenton.

SENATOR THOMAS J. HILLERY, Morris County.

MR. ROBERT B. MACDOUGALL, Director, Educational Activities, Station WTAV, Newark.

DR. SAMPSON G. SMITH, Superintendent, Franklin Township Public Schools, Franklin Township, New Brunswick.

MR. ABRAM M. VERMEULEN, Director, Division of Budget and Accounting, Department of the Treasury, State of New Jersey.

*MR. HERBERT W. VOORHEES, President, New Jersey Farm Bureau.

* Deceased

PURPOSE

In the fifteen months which have elapsed since the issuance of the Fifth Report of the New Jersey Commission on Educational Television, substantial forward strides have been taken throughout the nation in the field of educational television.

Federal funds have been made available by Congress and additional grants are in prospect.

Substantial further progress has been achieved in a number of neighboring States, notably in New York, Pennsylvania and Maryland.

Assistance in accelerating the objectives of educational television has been provided in ever-increasing degree by three national educational-television organizations supported by private funds.

Programming especially designed for educational television is fast building up into a valuable inventory of material for educational-television stations now in being and those yet to come.

Substantial new interest has developed in the use of closed-circuit television, either as an adjunct to on-the-air transmissions or as a system complete in itself.

The potential of black-and-white and color video tape recording and playback looms high as a valuable educational-television tool for future use.

The purpose of this Sixth Report is to present a brief account of progress in educational television in the United States since February 1, 1958, the date of the Fifth Report.

FEDERAL AID

The Hill-Elliott Bill to provide Federal aid to education became law on September 2, 1958. Known as the National Defense Education Act of 1958, it provides, through grants-in-aid or contracts, for research and experimentation in the development and evaluation of projects involving television, radio, motion pictures and related media of communication. The Act authorized the appropriation of \$3,000,000 for these purposes for the year ending June 30, 1959 and \$5,000,000 for each of the three succeeding fiscal years. Among the first winners of grants-in-aid pursuant to this Act were Hunter College, New

York City, and Pennsylvania State University.

Senate Bill S. 12, known as the Magnuson Bill, has already been passed by the Senate and is pending before the House of Representatives. This bill proposes to make grants to a State or to one or more qualified organizations within a State (subject however to an aggregate limit of \$1,000,000 for each State) to acquire, install or improve apparatus necessary for television broadcasting (including closed-circuit television) for educational purposes. Each State or organization would need to provide its own land and buildings and agree to bear

the expense of operating and maintaining the television facilities acquired, installed or improved through the use of Federal funds.

Increasing Congressional in-

PROGRESS IN OTHER STATES

New York The New York State Education Department has continued its program of experimentation with closed - circuit television, mentioned in the Fifth Report. In 1958 the Department received a further legislative appropriation, amounting to \$200,000, for similar closed circuit work, and \$400,000 for the production of 35 hours of daytime instructional television programming per week during the school year on commercial station WPIX (VHF Channel 11) in New York City. The school viewing audience availing itself of this latter project has grown in seven-months' time to an estimated 400,000. Many of its programs are being recorded, and kinescope recordings are being used throughout the State either by television stations or projected in classrooms.

Also producing educational programs in New York City on commercial outlets (mainly Channel 11) is the Metropolitan Educational Television Association (META), a non-profit educational-television organization chartered by the New York State Board of Regents and largely supported by foundation grants. META records many of its programs for distribution to educational - television stations throughout the country. In addition to META, there are four other groups in New York State,

terest in educational television is further evidenced by the introduction of a number of additional bills in the Senate and House of Representatives relative to one or more phases of aid to educational television.

all chartered by the Board of Regents, actively engaged in broadcasting educational - television programs over commercial channels.

On March 30, 1959 the first non - commercial educational-television station (WNED-TV) in New York State went on the air. This UHF station, located in Buffalo, is operated by the Western New York Educational TV Association, Inc., a non-profit group of educators, businessmen and bankers. It is financed mainly by contributions from industry.

For 1959-1960, the New York State Legislature appropriated \$550,000 for educational television. These funds will be used largely for continuation of existing projects including the closed-circuit system connecting three separate school districts in Cortland County and the leased-time use of the facilities of Channel 11 Station WPIX.

Pennsylvania Three educational - television stations are now on the air in Pennsylvania. Station WQED, on VHF Channel 13, began operations in Pittsburgh on April 1, 1954. It is owned and operated by a community organization representing business, education, as well as cultural and civic institutions. The station has produced a great variety of excellent pro-

grams of both the formal and informal type, including direct teaching and enrichment programs for children during school hours, and high school and college courses for adults. The demand for educational-television services in the Pittsburgh area has been sufficient to warrant the establishment of a second operating station, WQEX, which began broadcasting on UHF Channel 16 on March 20, 1959 under the same sponsorship as Station WQED. This station is concentrating on programming services to the schools and special adult audiences.

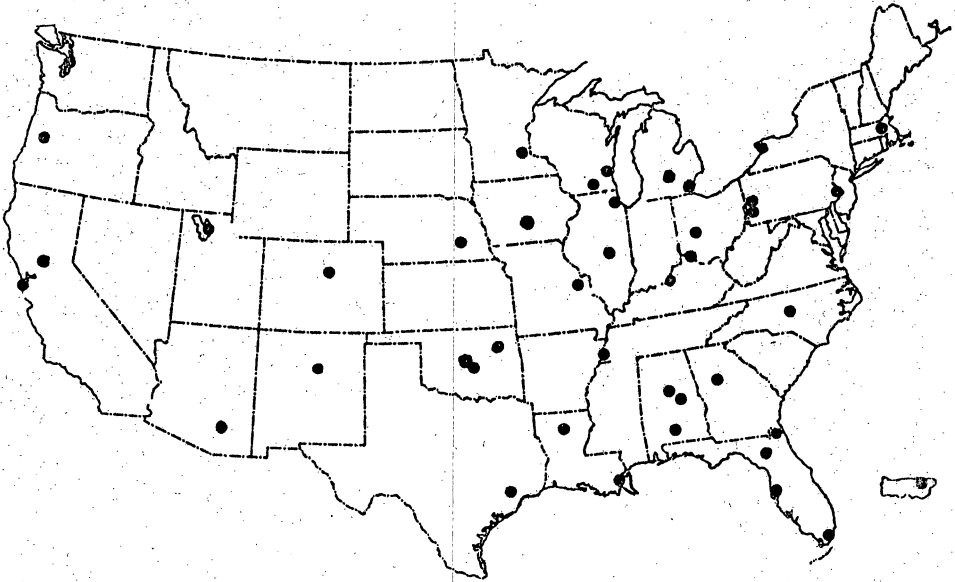
Philadelphia's educational-television Station WHYI-TV, on UHF Channel 35, has been in operation since September, 1957. This station emphasizes school programming but also addresses a general adult audience. Although the adaptation of VHF television receivers in this area to receive UHF Channel 35 programs has been encouraging, Philadelphia is essentially a VHF market. Recently the possibility of obtaining an educational-television VHF grant in this general area arose when on September 13, 1958 commercial Station WVUE, VHF Channel 12, Wilmington, Delaware, went off the air. Channel 12 can reach an area of over six million people, from Wilmington to Allentown, Pennsylvania, and from Atlantic City, New Jersey, to Lancaster, Pennsylvania, embracing not only Delaware, but parts of Maryland, New Jersey and Pennsylvania. At present there are no VHF educational channels east of Pittsburgh between Boston, Massachusetts, and Chapel Hill, North Carolina.

Since programs broadcast on VHF are the only ones receivable on *all* television sets, the possibility of obtaining Channel 12, Wilmington, for educational television has been recognized as a unique opportunity. Although another commercial group is seeking to obtain Channel 12 as a commercial station, the Joint Council on Educational Television, whose activities are more fully described in a later section of this Report, filed a petition with the Federal Communications Commission on September 12, 1958 to institute rule-making proceedings to reserve Channel 12, Wilmington, for educational use. Widespread backing for this move has come from many other sources, including legislators and other public officials, broadcasters, and groups of citizens in the viewing areas of Channel 12.

Maryland Although Maryland's single UHF channel reserved for educational-television use has not been activated, there are four educational closed-circuit installations in operation in the State: at the United States Naval Academy, at the University of Maryland, and one each in Baltimore and Washington Counties. The Washington County operation is generally known as the Hagerstown project. Over the 2½ years that have elapsed since the start of a 5-year, closed-circuit television hookup between schools in Washington County, the system has grown to a point where it reaches 16,500 out of 18,000 pupils enrolled in the county's 49 schools with television-taught courses ranging from arithmetic to discussion of current events.

Nationwide The following chart prepared by the Joint Council on Educational Television graphically shows the spread throughout the United

States (including Puerto Rico) of educational-television stations actually on the air as of April 30, 1959:



NATIONAL EDUCATIONAL TELEVISION ORGANIZATIONS

The Joint Council on Educational Television, Washington, D. C., is concerned with the preservation and utilization of educational-television channels. The Council represents the educational-television movement before the Federal Communications Commission, Congressional committees, and other government agencies. It also gives legal and technical advice to any group seeking to activate an educational-television channel. In addition, the Joint Council does the following:

(1) Serves as a source of information on television channel allocations and government regulations and actions relating to educational television, in particular those of the FCC, and publishes regular reports (the

JCET Factsheet) on the status of educational television and prepares and distributes material on special aspects of educational television development; (2) provides speakers and field workers for groups planning to establish stations; (3) supplies information on legal, technical and engineering matters while the station is still in the planning stage; (4) maintains legal representation for educational television in the nation's capital; (5) provides a consulting service on legal and engineering aspects of the construction and operation of educational-television stations; and (6) represents educational television in matters concerning the total national development of the television art.

