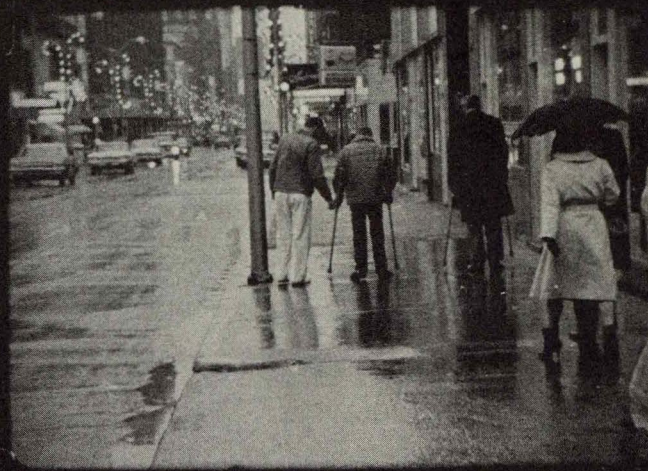


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PI
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STATE OF IOWA
OFFICE OF THE GOVERNOR
DES MOINES
December 21, 1964

HAROLD E. HUGHES
GOVERNOR

Miss Betty Lou McVay
WOI-TV
Iowa State University
Ames, Iowa

Dear Miss McVay:

I wish to express my appreciation to you and to station WOI-TV for the excellent series of Sunday afternoon programs entitled Status Six. In directing attention to the efforts of public and private agencies to meet the needs of our handicapped citizens you have focused on one of the states major welfare problems.

Programs of this nature can have a profound effect in educating the public to the many problems of the handicapped and in encouraging rehabilitation of the disabled to useful and productive lives.

Congratulations to WOI for this worthwhile public service.

Sincerely,

A handwritten signature in cursive script that reads "Harold E. Hughes".

HAROLD E. HUGHES
Governor

HEH:bep

State of Iowa
Department of Public Instruction

PAUL F. JOHNSTON
SUPERINTENDENT

DIVISION OF VOCATIONAL REHABILITATION

415 BANKERS TRUST BUILDING

DES MOINES, IOWA 50309

December 29, 1964

MERRILL E. HUNT
DIRECTOR

Miss Betty Lou McVay
WOI-TV
Iowa State University
Ames, Iowa

Dear Betty Lou:

In reviewing the accomplishments of the Division of Vocational Rehabilitation during the past year, the one thing that always stands out as having the greatest impact on the total program is our cooperative "Status 6" TV series.

The comments that are continually cropping up from my colleagues in the various state departments, state officials, legislators, in fact from almost everybody is really quite amazing. This series of programs has done much to publicize the problems of the handicapped, the efforts that are being made to help them, and the many things that remain to be done. Only yesterday I received a letter from the federal office of the Vocational Rehabilitation Administration requesting complete information regarding the series for use as an "outstanding example of public relations" that could be well utilized by other state directors.

I also never cease to be amazed by the remarkable understanding you have of the many problems of disability and the extremely effective way you have of adding just the proper human touch to each of the programs. This kind of interest from a professional in the rehabilitation field would be understandable but certainly not from the general run of TV personalities. I do not know what has been the motivation for your remarkable interest in the handicapped Betty Lou, but I am thankful that there are people like you to help us "carry the torch". The success of the whole series has resulted basically from your obvious sincerity in guiding the viewing audience to a better understanding of the problems and needs of our less fortunate neighbors.

Betty Lou McVay
Page 2

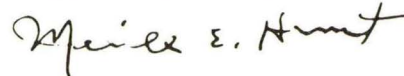
December 29, 1964

Arnold Toynbee recently made the statement that "The twentieth century will be chiefly remembered as an age in which human society dared to think of the welfare of the whole human race as a practical objective." I cannot let the year 1964 end without expressing officially for the Division of Vocational Rehabilitation and my own personal thanks for your untiring efforts. May the rest of our "Status 6" series be as successful as the programs already shown.

Best wishes to you, Ed Weiss, and your wonderful staff members for the New Year.

Sincerely,

DIVISION OF VOCATIONAL REHABILITATION



Merill E. Hunt
Director

MEH:iw



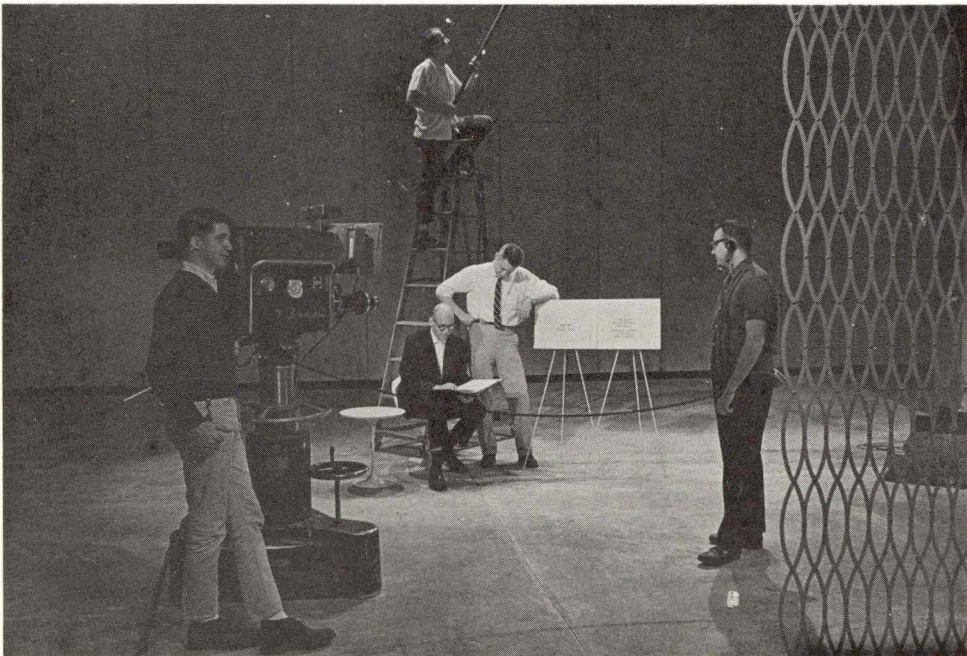
STATUS 6 is a series of individual half-hour programs, broadcast in prime time and produced for the more than 180,000 handicapped people in the state of Iowa. It provides information and discussions about rehabilitation and everyday living problems, so that these people may enter into a more meaningful relationship with their society.



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1. Merrill E. Hunt, Director of the Iowa Division of Vocational Rehabilitation, Department of Public Instruction and Dr. Sterling Brinkley, discuss the later's tour of rehabilitation facilities throughout the country in his role of consultation staff member of the Washington, D.C. office of Vocational Rehabilitation.
2. Prior to the 1964 elections, **Status Six** presented information regarding special provisions governing registration and voting procedures for the handicapped.
3. Director of the series, Edward B. Weiss, meets with the Studio Crew before a taping session. The **Status Six** set, designed by WOI-TV Art Supervisor, Ted Brubaker, allows complete flexibility in the use of the 50 by 55 foot studio.
4. Shown following a discussion of the work that will be done to help a young man, brought to the attention of Vocational Rehabilitation as the result of an inquiry from a viewer, following a **Status Six** program, are WOI-TV's Betty Lou McVay and Division of Vocational Rehabilitation Personnel: (left to right) Lou Ortale, State Placement Consultant, Mario Barillas, Assistant Director for Special Services, Jerry Starkweather, Assistant Director, and William Herrick, Project Counselor.

PROGRAM #1 Producer Betty Lou McVay discusses the aims and objectives of the series. Merrill Hunt, Director of the Division of Vocational Rehabilitation, and Dr. Sterling Brinkley, National Medical Consultant with Vocational Rehabilitation, Washington, D.C. are guests.

PROGRAM #2 Five handicapped college students discuss the problems they encountered when starting school and give advice to the handicapped new students who are just starting out.

PROGRAM #3 A film showing the work being done to help the mentally retarded prepare for a return to their communities will be shown. Emphasis is placed on the role of the public and the employer in helping the retarded return to an active and meaningful life.

PROGRAM #4 Films of the Para-Olympics showing paraplegics from around the world engaging in vigorous athletic activities will be shown, as well as a film of a Catholic Wheel Chair Retreat at Cedar Falls, Iowa. Included will be a class in Des Moines for hearers who wish to communicate with the deaf through the language of signs.

PROGRAM #5 Report of two Des Moines men, Dr. Donald W. Blair, an orthopaedic surgeon, and Mr. William Bird, a physical therapist, who made a trip to Heidelberg, Germany, to study and photograph the rehabilitation work being done for the thalidomide babies. A special prosthesis known as the Heidelberg Arm has been flown from Minneapolis for this program.

PROGRAM #6 WOI-TV sent a film crew to the Great Lakes Naval Hospital at Great Lakes, Illinois, to photograph the Orthopaedic ward under the direction of Captain C. C. Muehe. Rear Admiral F. P. Kreuz, who heads the hospital, takes on a tour of the installation.

PROGRAM #7 A group of prominent employers show why they believe it pays to hire the handicapped.

PROGRAM #8 The new dial-a-hearing test, the Lions Clubs project to finance a mobile glaucoma testing unit, and a discussion of Iowa's plan to combat mental retardation are presented.

PROGRAM #9 Dr. W. D. (Shorty) Paul, Professor of Physical Medicine and rehabilitation at University Hospital in Iowa City warns the handicapped to beware of quacks and their magic remedies.

PROGRAM #10 Films of Camp Sunnyside, the co-educational camp for crippled children and adults situated north of Des Moines, show a typical day at the camp. Featured will be a special Indian Pow-Wow for crippled children.

PROGRAM #11 Social Security benefits for the handicapped, many of these new, will be emphasized on this program.

PROGRAM #12 A panel of vocational experts discuss aspects of vocational rehabilitation in Iowa. Touched on will be the various counseling services available to the handicapped, and the procedures an applicant goes through when he applies for vocational rehabilitation in the state of Iowa.

PROGRAM #13 The problems of mental retardation in Iowa will be discussed by Mrs. Helen Henderson, a Field Representative for the mentally retarded, and herself the mother of a retarded child. Prevention of retardation and new hope for those who are afflicted, will be touched upon.

PROGRAM #14 A film showing a day in the life of a double amputee discloses the man at work, playing with his children, and engaged in other activities. This program seeks to give encouragement to recent amputees and their families.

PROGRAM #15 The work being done at Gallaudet College in Washington, D.C., the only college for the deaf in the country, will be presented by way of film.

PROGRAM #16 Films showing preparations for Christmas at the State Institutions and Hospitals for the Handicapped, a party held by the Des Moines Shriners for crippled children, a meeting of a club for those who have been in mental institutions, and a home for retired elderly men will highlight this program. Emphasized will be the contributions made by the dedicated few who try to alleviate the loneliness of those who have been forgotten by the outside world during the holiday season.

PROGRAM #17 First films from Germany documenting work being done to help the young victims of thalidomide. New developments in prosthetics offer hope for all amputees.

PROGRAM #18 Dr. William deGravelles, head of Younkers Rehabilitation Center in Des Moines, and himself a polio victim during his last year in medical school, takes us on a tour of the Center as patients learn to surmount their handicaps. We go for the "Long Walk" as Dr. deGravelles takes one of his patients, both men with braces and crutches, for a graduation walk through holiday crowds and traffic.

PROGRAM #19 A filmed tour of the Des Moines Vocational Rehabilitation Center, one of the finest in the United States, is guided by special guest Arnold Boyum, Assistant Supervisor for the Center, who describes the work being done with the 450 vocational rehabilitation clients who take advantage of the services of the Center each year.

PROGRAM #20 The work being done by the amputee team at Iowa Vocational Rehabilitation Center in Des Moines is the subject of this "Status 6" program. Team members and clients describe and demonstrate the procedures and problems involved in helping amputees to wear prosthetic devices, and factors which make the use of these devices possible, the client's need for motivation, and length of adjustment required.

PROGRAM #21 This program presents filmed evidence to attest to the need for new sheltered workshop facilities for Goodwill Industries in our area.

PROGRAM #22 The Reverend and Mrs. Austin Rugger and their four children discuss honestly and openly what Mrs. Rugger's stroke seven years ago, two days after the birth of her youngest child, has meant to the family.

PROGRAM #23 Models representing various classifications and degrees of disability are featured, wearing clothing designed to be functional and fashionable for the handicapped. Janet Macy, Home Economics Television for Iowa State University, is a guest on the program. Special consultant for the fashion show is Opal Roberson, Extension Clothing Specialist for Iowa State University. Special credit is most gratefully given to Miss Helen Cookman, famed fashion designer and Executive Director of Clothing Research and Development Foundation, who provided many of the elegant garments modeled during the program.

PROGRAM #24 Producer-Hostess Betty Lou McVay and Division Director, Merrill E. Hunt will examine the role of the Division of Vocational Rehabilitation in helping Iowa's handicapped persons.

PROGRAM #25 The El Tueo Club is composed of former mental patients who participate as a group in various social activities designed to make their return to society a rewarding and successful one. Members of the group engage in a frank discussion which will help viewers gain greater understanding of the efforts being made by these people to help each other and themselves.

PROGRAM #26 Heart disease and its place in the realm of vocational handicaps is explored during this program in the series.

PROGRAM #27 Actual films of various types of epileptic seizures, a discussion of the role of the epileptic in society and an overview of the history of epilepsy and its treatments are presented.

PROGRAM #28 The farmer may find various illnesses, diseases, and injuries a severe handicap to him vocationally. Various visual techniques are used to demonstrate how these handicaps have been reduced or overcome by farmers in this area.

PROGRAM #29 The vocational needs of the blind and the efforts being made by state organizations to meet these needs are investigated.

PROGRAM #30 Multiple Sclerosis, called by many the greatest cause of chronic disability among young adults is the subject of this program.

NOTE: All programs in the series are interpreted by a "signer" for deaf viewers.



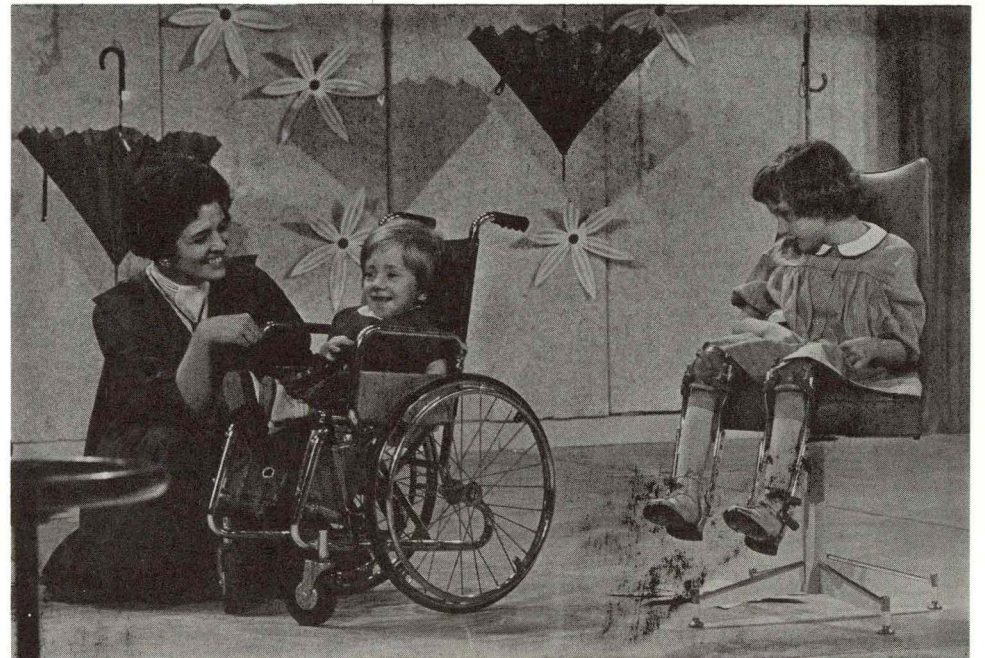
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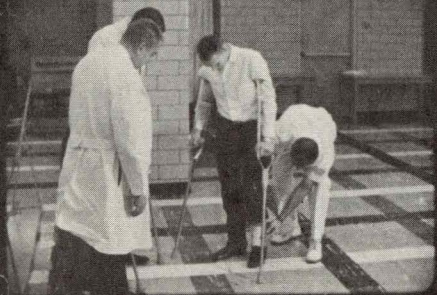
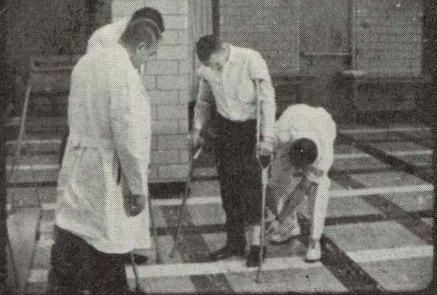
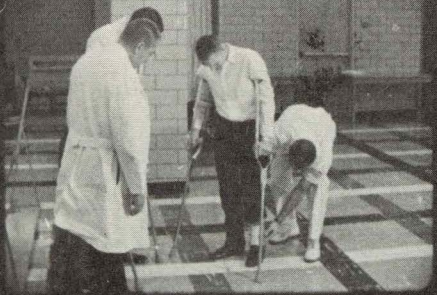
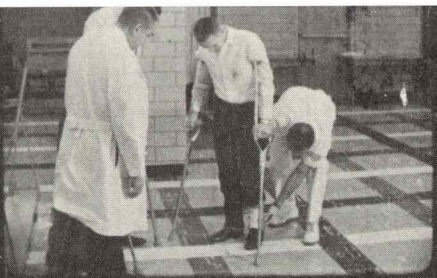
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1. Handicapped models demonstrate clothes designed to provide maximum comfort for the wearer as well as ease in dressing. Opal Roberson, Extension Clothing Specialist for Iowa State University and Janet Macy, ISU TV Specialist, were consultants for this program in the series.
2. Hostess Betty Lou McVay talks with members of the L'Tueo Club prior to the taping of a program during which members of the group, all of whom had at one time been institutionalized, discuss the problems they have faced—and attempted to solve—as they strive to reassume active roles in society.
3. Bradford Young, a farmer from Leon, Iowa, demonstrates the special adaptations which make it possible for him to drive a car in spite of above the elbow amputation of both arms, following a farm machine accident.
4. April showers and May flowers form the background for a Status Six program which utilizes clothes provided in part by Helen Cookman and the Clothing Research and Development Foundation. Called Functional Fashions, these clothes were designed by top American dress designers. Florence Eiseman created the dresses worn by the little girls.

PROGRAM #2

Five handicapped college students discuss the problems they encountered when starting school and give advice to the handicapped new students who are just starting out.

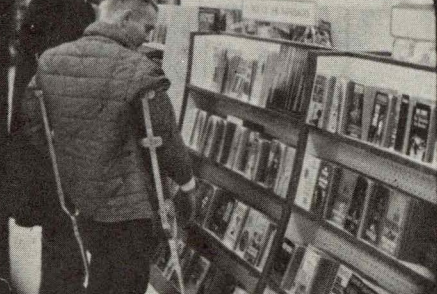
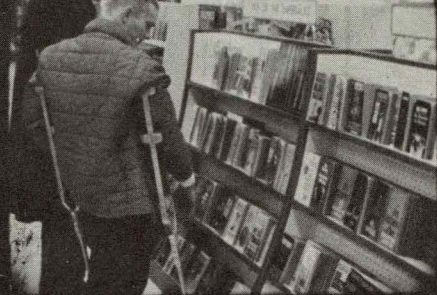
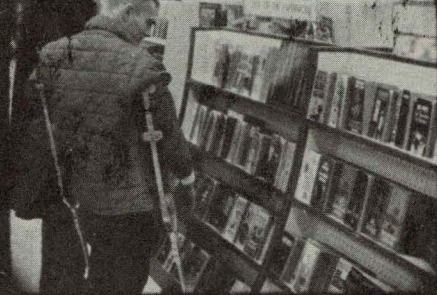




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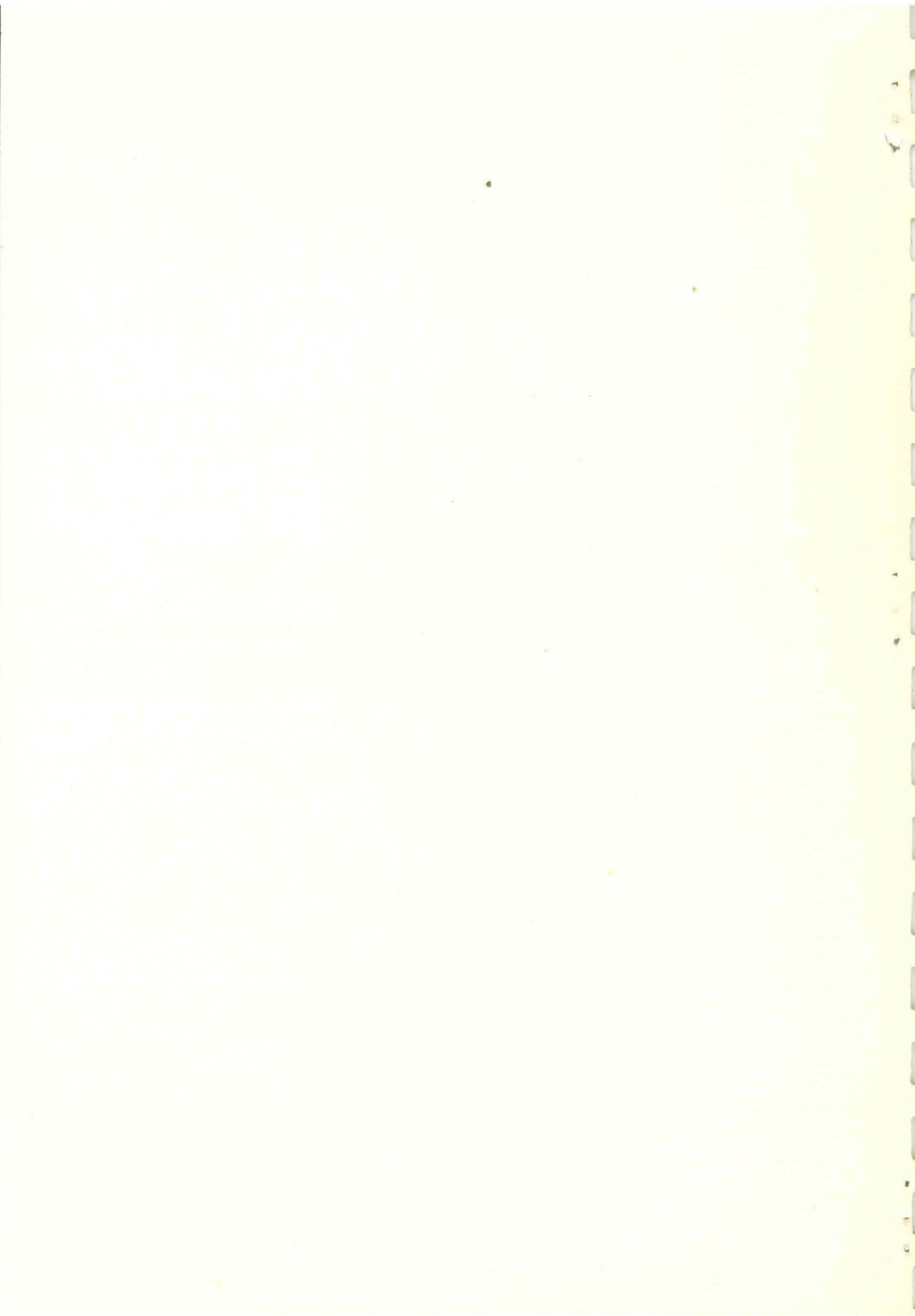
PROGRAM #18

Dr. William deGravelles, head of Younkers Rehabilitation Center in Des Moines, and himself a polio victim during his last year in medical school, takes us on a tour of the Center as patients learn to surmount their handicaps. We go for the "Long Walk" as Dr. deGravelles takes one of his patients, with braces and crutches, for a graduation walk through holiday crowds and traffic.



PROGRAM #12

A panel of vocational experts discuss aspects of vocational rehabilitation in Iowa. Touched on will be the various counseling services available to the handicapped, and the procedures an applicant goes through when he applies for vocational rehabilitation in the state of Iowa.



BETTY LOU MCVAY has been known to Iowa television audiences for ten years as the hostess of WOI-TV's MAGIC WINDOW, a program of entertainment and instruction for children. She is one of the originators of the IOWA TV SCHOOLTIME series, produced by Iowa State University and the Iowa Joint Committee on Educational Television, and appears regularly as a television teacher, beaming instruction to classrooms throughout Iowa via WOI-TV and WMT-TV, Cedar Rapids.

Producer, Director of Women's and Children's Programming, Performer, Newscaster—all of these titles apply to this foremost lady of Iowa television. In addition to her regular television programs, Miss McVay has written and produced public affairs programs and documentaries and has frequently appeared on special programs of community interest.

The latest of these is STATUS SIX, a 30-program series designed to be of specific assistance and interest to the handicapped, their families and their friends.

The first woman newscaster in Iowa, Miss McVay is a regular commentator on REPARTEE, an interesting collection of facts and fiction heard daily on WOI Radio. She produces, in cooperation with the Iowa Medical Society, a weekly series called HOUSECALL, featuring leading physicians discussing topics of special interest to the Iowa audience.

In addition, Miss McVay edits and broadcasts WOI Radio's daily 4 p.m. News, and represents the distaff side of COURIER, a weekly Saturday morning marathon of news and special events.

Exceptionally well-prepared for her broadcasting career, Miss McVay is a graduate of the University of Wisconsin with majors in English and Psychology. She was also graduated with a degree in Education from Wisconsin State University in Platteville, and she has attended the University of Wisconsin Law School. As a teacher in the Port Washington, Wisconsin public schools, Miss McVay was recommended for the television position with WOI-TV, then the only educationally-owned television station in the nation.

In private life, Miss McVay is the wife of television-producer James Varnum, and the mother of Kari and Kent, four-year-old twins, and two-year-old Holly. The household includes two dogs, a Kerry Blue terrier called Pooka, and an unclassifiable puppy known to the family and television audiences alike as Emmett, named for his sad, wistful expression so typical of clown Emmett Kelly.

There is an old saying that if you wish to have work done quickly and efficiently, assign it to a busy person. This is particularly true of Betty Lou McVay.

In addition to her radio and television activities, she is extremely active in community affairs, and participates in many civic campaigns, charities and fund-raising activities of both local and national importance. She is in constant demand as a public speaker, and she is a guest lecturer for many University groups and classes.

As the originator, producer and moderator of STATUS SIX, she has traveled extensively, interviewing authorities in each area and filming segments of special interest to her television audience. In recognition of her work with the handicapped, Miss McVay has been named to the Iowa Governor's Committee on Employment of the Handicapped and to President Johnson's Committee on Employment of the Handicapped.

Betty Lou McVay, Iowa's outstanding woman broadcaster, and a devoted, charming wife and mother, is truly an inspiration to those women who, in addition to their homemaking activities, are discovering ways to contribute effectively to the welfare of their communities and to society.

McCall's

awards to women in radio and television

1964

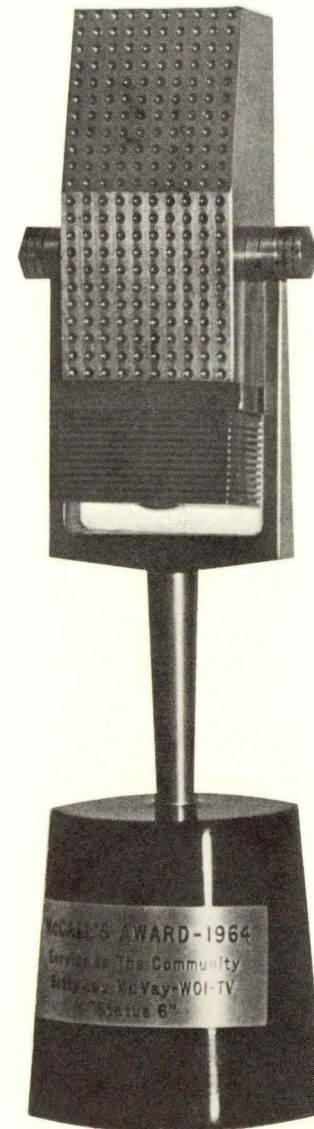
to

WOI-TV

*for making possible the work of **Betty Lou McVay** who dramatically and successfully carried out her plan to help Iowa's 180,000 handicapped persons through tasteful presentation of instructional and informational material on her series "Status 6" which won for her McCALL'S AWARD for Service to the Community in General.*

Robert Stein

ROBERT STEIN / Editor, McCall's



McCALL'S AWARD-1964
Service to The Community
Betty Lou McVay-WOI-TV
"Status 6"

THE IOWA ASSOCIATION OF THE DEAF
AND
THE FRIENDS OF THE DEAF, INC.
JOINTLY AWARD THIS CITATION

WITH DEVOTED GRATITUDE OF THE DEAF OF THE NATION TO
WOI - TV
FOR COURAGEOUS PIONEERING AND PUBLIC SERVICE
FOR TELECASTING
IN FINGER SPELLING AND THE LANGUAGE OF SIGNS

Dale E. Van Hemert

PRES. I.A.D.

Ruth M. Boal

PRES. F.O.D.

NOVEMBER 6, 1964



Washington Freeman Peck Award

Presented To

WOI RADIO

AND

WOI TELEVISION

IN RECOGNITION OF THEIR INTEREST AND COOPERATION
IN ADVANCING PUBLIC UNDERSTANDING OF THE SCIENCE
OF MEDICINE, AS WELL AS THE PURPOSES AND OBJECTIVES
OF ORGANIZED MEDICINE

Otis D. Wolfe

OTIS D. WOLFE, M. D.

PRESIDENT

APRIL 13, 1965

Award

For Outstanding Community Service

Presented to

Betty Louc McVay
2102 - 27th

by the

Des Moines Hearing and Speech Center

700 6th Ave.

Des Moines, Iowa

September 15, 1964

Date

Mrs. Mary Jensen
President

Niel W. Jorgensen
Executive Director



**THE DEAFNESS
RESEARCH
FOUNDATION**

DISTINGUISHED PUBLIC SERVICE AWARD

PRESENTED TO

WOI TV

In profound appreciation for the support and cooperation rendered in furthering the aims of the Foundation in research in the field of hearing; and for the help given the Foundation in sponsoring a network of Temporal Bone Banks for ear research throughout the United States and in its widespread public education program to develop greater awareness of the handicap of deafness.

H. P. ...
CHAIRMAN OF THE BOARD

Carlisle Z. Ramsey
PRESIDENT

A W A R D

Presented to

W.O.I. Television Station
1965 Television Award

By

The Iowa
Association for Retarded Children

6/13/65
DATE *Milton F. Humcke*
PRESIDENT

Betty Lou McVay

WOI-TV, AMES, IOWA

1965 PRESIDENT'S AWARD

FOR OUTSTANDING
COMMUNITY SERVICE

IOWA ASSN. FOR
RETARDED CHILDREN

'A Pioneer Effort' by Iowans: TV Series About Rehabilitation

By Ogden Dwight

AMES, IA.—An all-out effort to help Iowa's estimated 120,000 handicapped persons, and increase family, employer and public understanding of their compensating abilities in everyday life, will be launched at 2:30 p. m. today in a 30-week television series.

Produced by station WOI-TV Channel 5, with the cooperation, suggestions and advice of the Iowa State Vocational and Rehabilitation Division, the series of Sunday afternoon half-hours is called "Status Six." That term, in parlance of the rehabilitation process, designates persons ready for employment.

The intent of the series is in-

structional and informational; its subjects are persons whom state and private agencies help or treat "without respect to need, but as their due as citizens." The series will at-

Reflections on TV

tempt to show that society receives a \$10 return for every \$1 invested in rehabilitation.

"I Can Do It"

"This is a pioneer effort," says state vocational rehabilitation Director Merrill E. Hunt, "to give all disability categories an opportunity to compare their afflictions with those of others, and learn about others' successes in sur-

mounting difficulties. In other words, 'I can do it, too.'"

Videotapes of the programs will be available to any other TV station in Iowa or the entire nation, and all will be interpreted for the deaf in sign-language and spelling by means of a lower-right split-screen insert.

Among ailments or afflictions within scope of the series are wheel-chair disabilities such as polio, paraplegia or bone infirmities; cerebral palsy, heart disease and strokes; rheumatism and arthritis; mental illness arrested or cured; diabetes and chronic infections; blindness,

SERIES—

Continued on Page 2

SERIES—

Continued from Page One

hearing loss and profound deafness; mental retardation; arm, leg or multiple amputations; epilepsy; loss of voice and various speech defects.

Among organizations and agencies involved are the state rehabilitation center in Des Moines; Younker Memorial Rehabilitation Center; Arthritis and Rheumatism Foundation; state health department; Iowa and Polk County mental health associations; Iowa Society for Crippled Children and Adults; Des Moines Child Guidance

Center and Iowa Association for Retarded Children.

Also the Iowa State Employment Service, Goodwill Industries and the Governor's Committee on Employment of the Handicapped; the state School for the Deaf at Council Bluffs, the Iowa Association of the Deaf, and the Iowa Committee on Conservation of Hearing.

Disabled at Work

Scenes will show the disabled, including farmers, at work; Sioux City's "halfway house" for recovering mental patients; several care and treatment services; Gallaudet, world's only college for the deaf; the Great Lakes Naval Hospital's rehabilitation discoveries; prosthetic devices such as artificial limbs, speaking and hearing aids, even a new electronic "radar" for the blind.

"Status Six" programs also will present discussions with state officials, employers and students; films of the Des Moines sign-language class; a wheel-chair religious retreat at Cedar Falls, and the project of Lake View, Ia., to promote its area's tourist attractions for the handicapped.

Travel and driving tips, tax and legal benefits, new aids in architecture and furniture, and other advances will be shown. Medical quacks and quackery will be discussed by legitimate, qualified physicians.

The series was devised and will be narrated by Betty Lou McVay; producer-director is Ed Weiss. Of "Status Six," state rehabilitation special services director Mario G. Barillas says:

"It is one of the most important steps we've taken to acquaint the public with the potential that lies buried in so many people."

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