

I O W A   J O I N T   C O M M I T T E E  
O N   E D U C A T I O N A L   T E L E V I S I O N

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The IJCET anticipates many questions will be asked regarding the specific kinds of programs which would be broadcast by the educational television network which has been proposed.

Purely for purposes of illustration, IJCET has blocked out a SAMPLE SCHEDULE OF PROGRAMS for one week of network operation. The schedule is entirely hypothetical but it should suggest to the reader:

1. The quantity of service the proposed network would be able to bring to every Iowa home soon after it is in full operation.
2. The breadth of program subjects which would be included--- programs of service and interest to all ages, occupations, social and economic groups.
3. The efficient and economical use the network could make of the educational resources of Iowa---its public schools, system of higher education, the privately owned schools, government agencies, and a host of other public service organizations.

In examining the sample schedule, the reader should bear in mind that neither the hours or the days of the week in which the network could operate are fixed now. Moreover, the network schedule would vary from quarter to quarter and year to year to serve the broadest possible range of interest and needs of Iowa's citizens.



HOUR	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
4:00	Women's Club	Short	You and UN	Short	Sunday School Lesson
4:15					
4:30	Teacher Training	Course	Teaching Training	Course	Teacher Training
4:45					
5:00	Magic Window	Magic Window	Magic Window	Magic Window	Magic Window
5:15	Hobby Time	Boy's Club	Hobby Time	Girl's Club	Hobby Time
5:30					
5:45					
6:00	Televisit	Televisit	Televisit	Televisit	Televisit
6:15	Weatherman	Weatherman	Weatherman	Weatherman	Weatherman
6:30	News	News	News	News	News
6:45	Sports News	Sports News	Sports News	Sports News	Sports News
7:00	Night School	Night School	Night School	Night School	Night School
7:15					
7:30	Your Health	World Forum	There is Beauty Where you Look	The Fix-it Man	Money in the Home
7:45					
8:00	Teen-Time	World of	Iowa Town	A Night at	Sports This Week
8:15					
8:30	Iowa News Conference	Music	Meeting	the Theater	Iowa Newsreel
8:45					
9:00	Farm Facts	Book Review	Down to Earth	Ask the Scientist	Master Farmer Quiz
9:15					
9:30	This is SUI	Field & Stream	This is ISC	Vacations	This is ISTC
9:45	News-Vespers	News-Vespers	News-Vespers	News-Vespers	News-Vespers

Sign off



BRIEF DESCRIPTIONS  
OF SAMPLE SCHEDULE PROGRAMS

- A Night at the Theater - One hour drama.
- Ask the Scientist - Like current ISTC radio program of same name--- viewers ask experts questions in all areas of science.
- Book Review - Literary criticism of current or classic books.
- Boy's Club - News and activities of Boy Scouts, 4-H, YMCA, FFA, Etc.
- Consumer's Guide - Tips on wise shopping for all kinds of home and family commodities---food, furniture, appliances, clothing, etc.
- Dinner Bell - Music and feature material, light entertainment for the general audience and especially for children eating lunch at school.
- Down to Earth - Home gardening, landscaping, house plants, etc.
- Everyday Psychology - Everyday application of psychological principles to problems at home, at work, in social groups, etc.---a course, but without credit.
- Farm Facts - Like Current program on WOI-TV of same name--- farm management, equipment, conservation of soil, livestock management, marketing, etc.
- Field and Stream - Hunting, fishing, and conservation news and interviews.
- Girl's Club - News and activities of Girl Scouts, Campfire Girls, 4-H, YMCA, etc.
- Guest of Honor - Interviews with visiting firemen, dignitaries, etc.
- Hobby Time - Hobbies for teenagers (12-18) --- models, fishing hunting, crafts, etc.
- Home Hour - A general home economics program---cooking, sewing, canning, home decoration, etc.
- Iowa News Conference - "Meet the Press" with Iowa newsmen asking the questions.
- Iowa Town Meeting - One hour debate and discussion of an Iowa issue or problem.



Magic Window - Like the present WOI-TV program for children 6-12 years of age---songs, stories, crafts, etc.

Markets - Resume and analysis of stock, livestock, and commodity markets.

Master Farmer Quiz - A panel of Iowa farmers (What's My Line style) solve agricultural puzzlers suggested by viewers.

Money in the Home - Good practices and advice on handling home financial affairs---budgets, bank accounts, savings, insurance, loans, mortgages, wills, etc.

News (12:30) - Complete noon hour report.

News (6:30) - Complete dinnertime report.

News-Vespers - Sign-off news for 5 minutes followed by 10 minutes of vespers---social religion and morality, faith in a troubled world. Non-sectarian approach with all faiths participating.

News-Weather - 5 minutes of news, 10 minutes of weather (including road reports.)

Night School - Vocational school for adults---with or without credit for those whose formal education stopped too soon.

Iowa Newsreel - Weekly film newsreel of events in Iowa.

Pre-School Play - Songs and games for pre-school youngsters.

Short Course - Specialized short courses for varied occupational and interest groups---peace officers, hog breeders, firemen, county auditors, election clerks, census takers, beauticians, dentists, lawyers, etc.

Sports News - The spot news of sports for the day---some interviews also. Suggest good coverage of major high school sports news as well as other.

Sports This Week - Weekend resume of sports activity.

Sunday School Lesson - A master Sunday school teacher gives illustrative lesson for the following Sunday---useful for teachers interesting to those who will attend Sunday School, non-denominational approach. Could arrange for Hebrew School and Catechism School equivalents for the non-protestant faiths.



Teacher training - In-service instruction for public school teachers---new methods and materials, etc.

Teen-Time - A program in the area of teenage relationships to each other and to parents and teachers---personal and social conduct.

Televisit - A "house show" for the network---program plugs, reading listener mail, the inside of TV, etc.

The Farmer's Wife - A program for the farmer's wife as she functions as business women---farm bookkeeping, produce management and marketing, etc.

The Fix-it Man - Home repair and remodeling, home gadgets and workshop for men who like "to do things around the house."

There is Beauty Where you Look - Art appreciation from classic paintings to design of a modern toothpaste tube.

This is ISC - Iowa State's public relations program.

This is ISTC - The Teachers College's public relations program.

This is SUI - The University's public relations program.

TV Schoolltime - Same as now on the air over WOI-TV.

Vacations - A Year 'round program about travel, vacations, etc. content adjusted to seasons and to needs and interests of those planning vacations.

Weatherman - 15-minute complete Iowa, regional and national report; road conditions; simple lessons in meteorology interspersed.

Women's Club - News and interviews with Iowa club women---AAUW, Federation of Women's Clubs, PTA, etc.

Women's Crafts - Needlework, ceramics, flower arrangement, rug making, textile painting, sketching, etc.

World Forum - A program in the international affairs area.

World of Music - One hour concert---symphony, dance, ensemble, opera, etc.

You and UN - News about UN activities--explanation and discussion.

Your Child - Answers to mothers problems in bringing up a family---nutrition, behavior and discipline, health, etc.



- Your Face and Figure - Charm, fashion, cosmetics, diet and reducing, etc.
- Your Health - Up-to-date information on medicine and surgery, individual and public health measures, etc.

#### OTHER PROGRAM POSSIBILITIES

- It's the Law - Legal processes explained for the layman; American legal system in action; your rights, responsibilities under law.
- Game of the Week - Coverage of an outstanding college or high school sports event in Iowa, rotating among colleges and high schools.
- Extension School - College course work for credit.
- Atoms at Work - Peacetime applications for atomic energy, explanation of nuclear physics and chemistry.
- Spelling Bee - An old-fashioned spelldown with public school children as participants.
- TV Serviceman - Up to the minute information on installation and service of TV sets, changing practices - a technical program.
- Civil Defense - How to protect yourself and your property in the event of attack, assistance to local leaders, aircraft spotters, etc.
- Debate - Each week two teams of high school or college debaters argue a vital topic in formal debate fashion.
- Iowa Govt. in Action - An introduction to the departments of state government the services they perform, etc.
- Background of the News - Interpretation and analysis of current news; significant factors behind today's headlines.
- Iowa Industry on Parade -A film tour of famous and little known Iowa industrial plants; description of manufacturing processes, etc.
- Journal of Iowa History -Interesting and significant pages from Iowa's past, documentary or dramatic presentation.
- Hawkeye Tours - Each week a visit by film to an Iowa community ---a salute to that community, its activities, its people, etc.



SUGGESTED READINGS ON TELEVISION

BOOKS:

- Reader in Public Opinion and Communications, Berelson & Janowitz (Glencoe)
- A Free and Responsible Press, Commission on Freedom of the Press (Chicago)
- Radio and Television, Chester, Giraud & Garrison, Garnet (Appleton)
- Radio Listening in America, Lazarsfeld & Kendall (Prentice-Hall)
- Mass Communications, Schramm, Wilbur (Univ. of Illinois)
- The Great Audience, Seldes, Gilbert (Viking, 1950)
- Television and Our Children, Shayon, R.L., (Longmans, 1951)
- Radio, Television and Society, Siepmann, Charles A. (Oxford Univ. Press, 1950)
- The Television Program, Stasheff & Bretz
- The American Radio, White, Llewellyn (Chicago) Univ. of Chicago Press, 1947
- Foundations in Broadcasting: Radio and Television, Edgar E. Willis,  
(Oxford Univ. Press, 1951)
- Television Story, John J. Floherty. (J.B. Lippincott) 1951

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Federal Communications Commission:

- "The Communications Act of 1934" (U. S. Govt. Printing Office,  
Washington 25, D. C.)
- "Final Television Allocation Report" (April 14, 1952)  
Federal Register, Superintendent of Documents  
Government Printing Office, Washington 25, D. C.
- "The Public Service Responsibility of Broadcast Licensees"  
(March 7, 1946) Government Printing Office, Washington 25, D.C.

Television Digest:

Address: Wyatt Building, Washington 5, D. C.

- "Final Television Allocation Report" (FCC, April 14, 1952)  
Price - \$5.00 each
- "Television Fact Book - January 15, 1952"  
Industry facts and statistics for 1951-52.



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Additional Books, Pamphlets and Reports:

The Challenge of the 242 Channels. Burton Paulu. Reprinted from the Quarterly of Film, Radio and Television., Vol. VII, Nos. 1 and 2. Univ. of Calif. Press., Berkeley 4, Calif.

Television in our Schools. Franklin Dunham and Ronald R. Lowdermilk. Bulletin 1952, No. 16, Federal Security Agency.

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Magazine Articles from Educational Publications

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AER Journal E. M. Webster (Comm. FCC) "TV Opens Fresh Educational Horizons" (Am. Assoc. for Education by Radio-TV)

American Scholar "Television's Peril to Culture" - April, 1950

California Journal of Educational Research May V. Seagoe (Univ. of Calif) "Some Current Research in TV for Children" - September, 1952.

Education Herbert A. Clark (Chairman, Dept. of Educ., Wilson College, Chambersburg, Pa.) "Education by Revelation" - June, 1951.

Educational Leadership Madeline S. Long. "Television Has a Part in Modern Education"-- April, 1952 (NEA)

Educational Record Blanche Crippen (Asst. Dir., Public Information, JCET) "Educational Television: A Progress Report" April, 1952.  
Franklin Dunham (Member, JCET; Chief, Radio-TV., U.S. Off. of Educ.) "The Obligations of an Educational Television Station" July, 1952.

Elementary English Review - "Television--Promise or Menace?" January, 1950

Higher Education A series of articles (April 1, 1951 issue) summarizing efforts made to obtain television opportunities for education.

Journalism Quarterly "The Place of the Mass Media in the Lives of Boys and Girls" Winter, 1951.

Midland Schools Ruth Wagner, asst. editor. "The Whole Town's Talking". April, 1952.



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National Parent-Teacher

T.C. Rishworth (Chairman of Radio and TV for National Congress of Parents and Teachers) "At the Turn of the Dial" January, 1951.

NEA Journal

National Education Association

Belmont Farley (Member, JCET) "Vision and Television" - May, 1951

Paul A. Walker (Chairman, FCC) "Education's Fabulous Inheritance" September, 1952.

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School Executive

Edgar Fuller (Chairman, JCET; Exec. Sec. Natl. Council of Chief State School Officers) "Television is Ours if we Use it" - August, 1952.

M. L. Cushman (Assoc. Prof. of Rural Educ., Iowa State College) "TV Hits School Administration" Oct. 1952.

School Life

Franklin Dunham (Member, JCET; Chief, Radio-TV, U.S. Off. of Edn.) "Television Brings New Challenge to Teaching" November, 1951

Franklin Dunham "FCC, TV Decision and Map" June, 1952.

School Review

H.A. Anderson. "Efforts to Harness the New Media" Sept. 1950

Scholastic Teacher and Junior Scholastic - "Television--Boon or Bane?" Nov. 1950

Senior Scholastic

"TV --Enemy of Education" discussion, pro and con - September 20, 1950.

Teachers' College Record

Harold E. Wigren. "Educational Television - Some Suggestions" October, 1952.

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Gilbert Seldes. "How Dense is the Mass?" Nov. 1948

British Broadcasting Company Quarterly:

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Spring, 1950  
"CBC's 'Wednesday Night'" Dunton, Vol. IV  
"The Challenge of Television," Graham Hutton. Vol. V., No. 4,  
Winter, 1950-51  
"Education and a Third Programme", C. Holme, Vol. VI., No. 2,  
Summer, 1951  
"Problems of a Television Producer" M. Barry, Vol. VI., No. 3,  
Autumn 1951  
"The State of American Radio". R.M. Hutchins. Vol. IV.,  
Winter, 1949-50.  
"Television--The Big Problem" C. McGivern. Vol. V., No. 3,  
Autumn, 1950.  
"Television--A Cautionary Approach". R. Moore, Vol. V., No. 1,  
Spring, 1950

Business Week

"Politics: TV's Latest Feature" Sept. 23, 1950.  
"Educational TV is Coming--and Soon." May 17, 1952.

Clearing House

Herbert A. Clark "Television is Moving in on us!" Jan. 1950.

Consumers' Research Bulletin - "Optics of Television Viewing" Oct. 1949.

Electrical Engineering

E. Finley Carter. "The Social Impact of Television Upon the  
Scientist and the Engineer". March, 1950

European Broadcasting Museum's Documentation and Information Bulletin:

"Educational Television in the United States and the  
FCC Assignment Table". September, 1952.

Fortune

L. P. Lessing. "The Television Freeze" Nov. 1949  
"Can Industry Use Television" Sept. 1951

Harper's

Houseman "Battle Over TV" May, 1950

Harvard Business Review

Millard C. Faught. "The Future of Television" May-June, 1952.

Hollywood Quarterly

Robert B. Hudson (Dir., Radio, Univ. of Ill.) "Allerton House, 1949-  
1950." Spring, 1951

House Beautiful

John Crosby (Radio-TV Columnist, N.Y. Herald-Tribune) "What's  
Television Going to do to Your Life?" Feb. 1950  
Samuel Chotzinoff. "The Future of Music in Television". Aug. 1949.



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- Iowa State Scientist  
Harry Upton "You'll See It When It Happens" Feb. 1951
- Life John Crosby "Seven Deadly Sins of the Air". Nov. 6, 1950  
"A Promising New Era Begins for Television" Sept. 17, 1951
- McCall's John Crosby "Are We Letting Television Go to \_\_\_\_\_?" Oct. 1950
- Minnesota Voice of the Alumni (Univ. of Minn. Alumni Association)  
Edwin H. Haislet "Educational Television: Now or Never" Oct. 1952.
- New York Times Magazine  
Jack Gould (Radio-TV Editor, N.Y. Times) "What TV Is and What It Might Be" June 10, 1951  
Telford Taylor (attorney) "The Issue is Not TV but Fair Play". April 15, 1951.  
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"Case for Televising Congress" A Congressman claims that the resultant public knowledge would outweigh the possible evil of demagogic talk. Jan. 13, 1952.
- Occupations (The Vocational Guidance Journal)  
Max F. Baer. "Vocational Guidance on Television" A paper presented at the 1951 CGPA Convention in Chicago.
- Ohio State Univ. News Letter "TV --the New Frontier in Education". May, 1952.
- Oregon Stater A.L. Strand "One Year for Decision on Educational TV" Summer '52
- Parade E.J. McGrath (U.S. Comm. of Education) "I Challenge TV..." March 23, 1952.
- Parents' Magazine "What Shall We Do About Television?" A series of four articles. Dec. 1950
- Public Opinion Quarterly  
Eleanor E. Maccoby "Television - Its Impact on School Children" Fall, 1951.
- Saturday Evening Post  
Milton MacKaye. "The Big Brawl: Hollywood vs. Television". Jan. 19, 1952.
- Saturday Review of Literature  
"Can TV Survive Advertising?" A debate. Nov. 3, '51  
"Two Roads to Dilemma; Radio or Television" Nov. 4, '50  
K. Sproul "Dialling Civilization" Aug. 19, '50  
M.C. Faught "An Interim Summing up" Aug. 26, '50  
Goodman Ace "The Old Rat Race" April 14, 28 & May 12, 1951  
" " "TV and Radio" Nov. 25, '50  
W. Benton "Television with a Conscience" Aug. 25 '51  
F. Hennock "TV Conservation" Dec. 9, '50  
R. Shayon "Wanted: A Center for Special Talent" Feb. 2, 1952
- Scientific American An article explaining the study made of the programming of New York City television stations for one week, Jan. 4-10, '51.



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Scientific American

Dallas W. Smythe (Dir. of Studies, Univ. of Illinois)  
"An Analysis of Television Programs" June, 1951

Sociology and Social Research--"Television and the Family" Nov. 1950

Survey F. Riley and) "The Social Impact of Television." Nov. 1950  
J. Peterson )  
C. Siepmann "Television--Hopes and Limitations". Jan. 1950

Text-Film News

P.C. Reed (Asst. Dir., Field Services, JOET)  
"Here Comes Educational Television". Sept. 1952

Think F. Dunham "Television and Education" Nov. 1951

Training H. C. Rose (Training Division, U.S. Navy) "Training by Television"  
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Western Political Quarterly - "Program Content: A Criterion of Public Interest  
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