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PUBLIC TELEVISION

IOWA
EDUCATIONAL
BROADCASTING
NETWORK

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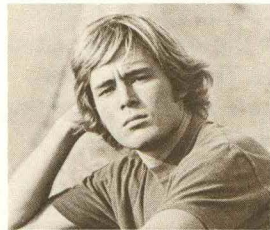
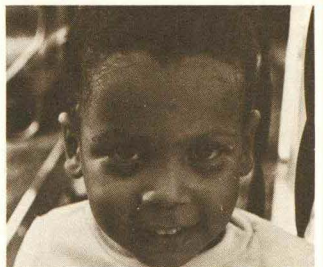
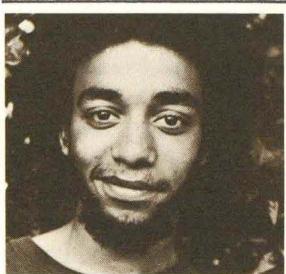
**IOWA
PUBLIC
TELEVISION**

Public Television What & Why

In a strict definitive sense, public television could be labeled by using such terms as "public-owned," "noncommercial," "creative community programming" and "alternative viewing for special interests." These phrases most assuredly apply; however, in a very real sense—public television cannot be adequately described in words. To appreciate its advantages you must see and hear it. You have to be aware of its ever-changing programming.

Your Iowa Educational Broadcasting Network is funded by you—the taxpayers of Iowa. Through legislative appropriations and corporate and foundation underwriting, IEBN is able to offer Iowans an invaluable tool for bridging the gaps of the often neglected special concerns of you, the public. Public broadcasters realize that as individuals our interests and tastes are different. Generally speaking, this is what IEBN's programming is geared to . . . offering a collection of television programming for all ages of our general public as well as to the multitude of varied but significant special interests of our Iowa viewers.

Mr. Ileen, 7/25/75 cop. 2 -



In The Beginning...

State-wide educational television was first given serious consideration in 1952 with the formation of the Iowa Joint Committee on Educational Television. This committee was charged with investigating the desirability, feasibility and cost of a state-wide network.

The following year the Iowa Legislature failed to act on a state network but a Des Moines Citizen's Committee was organized to seek activation of a channel in the capital city. Then in 1956, the Des Moines Board of Education applied for permission to construct a station in Des Moines operating on channel 11. In 1959 the Des Moines Public School station KDPS-TV went on the air as the nation's 44th educational station.

A series of reports and committee studies followed in the next several years culminating in 1967 with the passage of Senate File 732 by the 62nd General Assembly. This act established the nine-member State Educational Radio and Television Facility Board. A number of advisory committees were appointed and preliminary plans were underway for network expansion.

On March 30, 1969 the Des Moines Public School System transferred its

license to operate KDPS-TV to the State of Iowa. The new station was now known as KDIN-TV, Channel 11, Des Moines. The Iowa Educational Broadcasting Network had its first station and was on the air.

Early 1970 saw the activation of KIIN-TV, Channel 12 at Iowa City. The tall tower for this full power station has become a familiar landmark for Interstate 80 travelers near West Branch. The following year saw the acquisition of a mobile television unit for remote broadcasting and the establishment of the Public Television Center.

Several important events occurred in 1972 including bringing KDIN to full power to serve all of Central Iowa and consolidating all network activity at the Public Television Center. Low power translator stations were activated to serve the Cedar Falls-Waterloo area and Mason City. Applications for Federal funding and Construction Permits were filed for transmitters in northeast and northwest Iowa.

Growth continued in 1973 with completion of the KRIN-TV, Channel 32 transmitter to serve northeast Iowa from Waterloo. This station was scheduled to go on the air in the Fall of 1973 but was delayed due to the collapse of a television tower.

Recent events include Legislative funding of five transmitters and studio production lighting at the Public Television Center.



EMMY AWARD
1972 • 1973 National Award
for Community Service
"Take Des Moines . . . Please!"

Programming Philosophy

Noncommercial public television plans its programming to provide something of interest to everyone—thus, not every program appeals to every person. Just as in a library there are many books, each of which has appeal for only certain people; so public television programming is planned with the diverse and selective interests of every person in mind.

IEBN presents local and national daytime instructional units for classroom use. There is a selection of programs that serve as teachers—bridge, cooking, chess, exercise—and courses in business and industry skills.

IEBN's evening programming provides music, drama, public affairs and programs with history, literature and current events all showcased.

Because IEBN is owned by the State of Iowa, IEBN is **your** station. Its programming seeks to appeal to **your** interests. IEBN's philosophy is to offer programming that is a pleasant alternative to commercial programming. It is programming that can challenge your mind or simply entertain you. If you like or don't like something you see on our channel or would like to see something that isn't already there, please let us know.

Think of IEBN as "The Other Channel," the one you turn to as you would to a good book, for entertainment and enlightenment mixed together.



Public Television Center

The Iowa Educational Broadcasting Network is housed in the Public Television Center at 2801 Bell Avenue, Des Moines. In this building is the master control board from which IEBN telecasts the programming to its transmitter locations around Iowa.

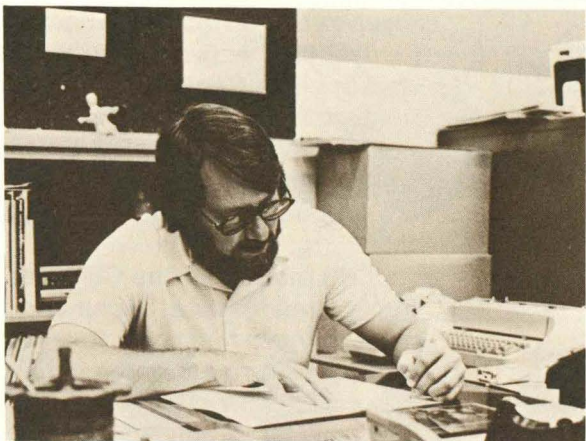
Visitors find within the Center a production and broadcast facility. There's an art department to design and build studio sets as well as slides for promotion and production. There is a darkroom where still black and white and color slides are processed.

For production of its own filmed programs, IEBN boasts a complete film department with three bench editing setups and one electronic editor.

Videotape programs are produced through the IEBN Mobile Television Center, a former "possum-bellied" furniture van with an interior of custom-designed audio and video equipment. This unit houses the latest equipment permitting perfect monitoring and control of twelve or more separate sound sources and a video production board equipped with special effects controls.

The Network owns three color television cameras for use within the studio or on remote assignments around the State.

Your Public Television Center stands ready to bring to you the finest that can be found in national and local television.



The National Scene

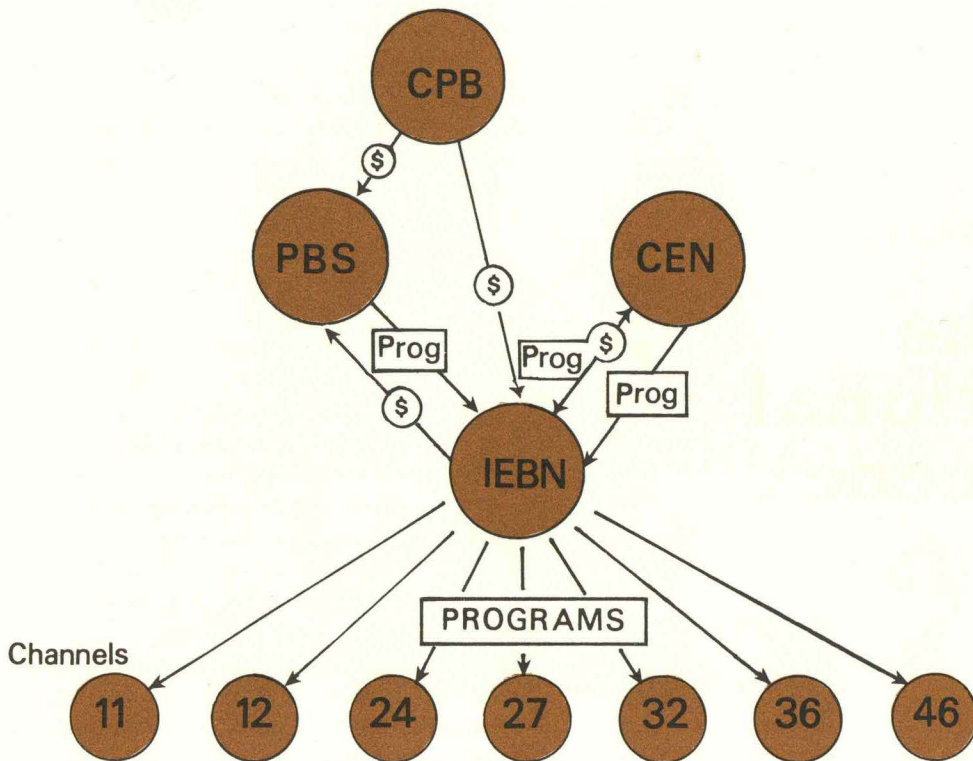
The channel on which you watch IEBN programs is like your local commercial channel—the only difference is that the educational channel has three networks giving it programs instead of one.

The first network is Iowa's own public television network, IEBN. We produce our own programs for and about Iowa.

The second network is CEN, the Central Educational Network. This is a group of ETV stations in the midwest who produce, then exchange programs with each other. IEBN is a member station and therefore receives and distributes programs this way.

The third network is PBS, the Public Broadcasting Service. It is a private corporation founded by all the ETV stations in the country. PBS supplies programs that cover a wide variety of interests to Iowa that are produced at stations throughout the U.S.

CPB stands for the Corporation for Public Broadcasting. It is funded by federal taxes. Its main function is to provide dollars to program producers for innovative and new kinds of TV programs for ETV. It also gives money to educational radio.



Where Do We Reach?

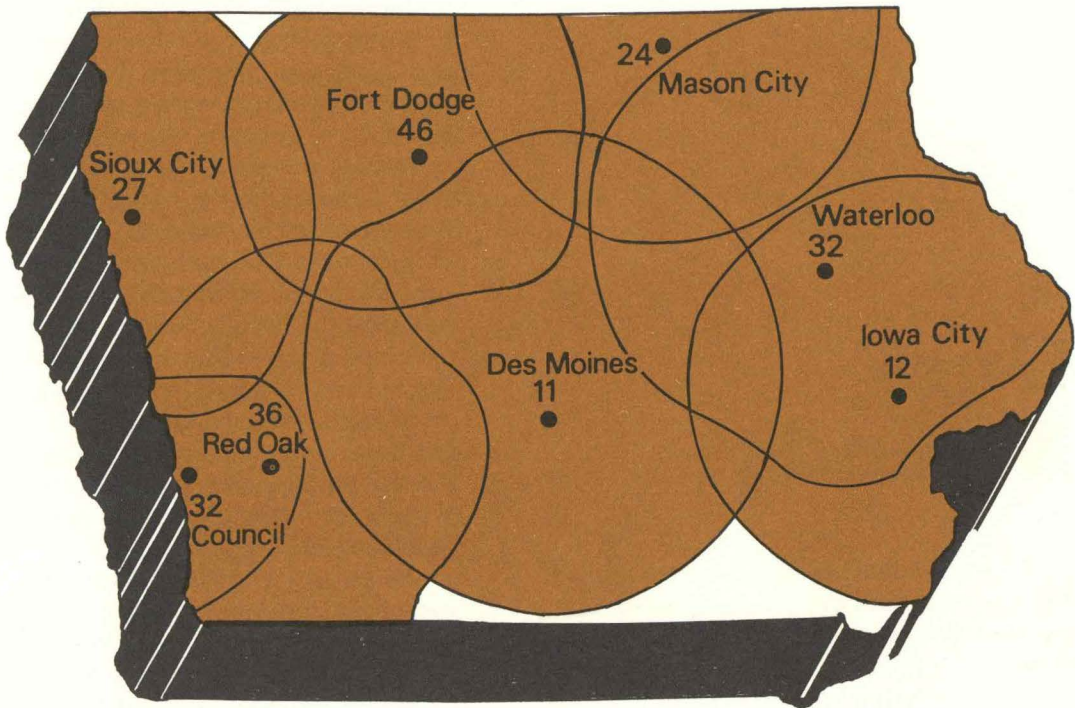
At publication time of this information brochure, your Iowa Educational Broadcasting Network consists of transmitter channels 11, KDIN, Des Moines; 12, KIIN, Iowa City and low-powered translator channels 24, Mason City; 32, Waterloo; and 55, Marble Rock. In March of 1974 the Iowa Legislature passed into law a \$3.3 million IEBN expansion appropriation. When fully completed, six additional transmitter channels will join channels 11 and 12 and all of Iowa or roughly 3 million people will be offered public television through IEBN.

Transmitter channel 32, Waterloo is presently the first additional transmitter scheduled for completion and was funded through past appropriations.

Channels 24, Mason City; 27, Sioux City; 32, Council Bluffs; 36, Red Oak; and 46, Fort Dodge will complete the transmitter installations for Iowa.

Short range translators will be constructed in those "pocket" areas unable to receive a transmitter signal.

This state-wide network has long been anticipated by Iowa citizens and will be a most welcomed addition to their television channel selection.



Our Friends

Friends of Educational Broadcasting is the volunteer support group affiliated with the Iowa Educational Broadcasting Network . . . Friends relates to the Network in much the same way an alumni group relates to a state-supported college or university.

A chief Friends project is greater awareness and utilization of IEBN programming. ADVANCE, the IEBN monthly program guide, is published by Friends and sent to all members to make them aware of current program offerings on the Network. In addition, Friends is active in contacting a wide range of individuals and groups throughout the state to promote viewership of the Network. Other Friends' projects have included generating financial support for the purchase of a truck to transport the mobile television unit and for remodeling the Network headquarters in Des Moines, assisting in mailings and other office work, manning booths at conventions and fairs, conducting press previews, hosting visitors to the Network, and engaging in many activities to increase viewership of specific IEBN programs.

By joining Friends, Iowans are demonstrating their support for IEBN and their desire to be counted among the constituency of public television. Through their memberships, Friends are expressing their interest, involvement and concern in the Iowa Educational Broadcasting Network.

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Iowa Educational Broadcasting Network

P.O. Box 1758
Des Moines Iowa 50306

Production Offices located at

2801 Bell Avenue
Des Moines, Iowa 50321
Ph. 515-280-1120

Transmitters

- 11**—Des Moines
- 12**—Iowa City
- **24**—Mason City
- *27**—Sioux City
- *32**—Council Bluffs
- *32**—Waterloo
- *36**—Red Oak
- **46**—Fort Dodge

*Denotes those channels under construction

**Denotes those channels with construction permits applied for.