

## NYU Experimenting With Tv Instruction

IN ORDER to determine whether television can be used to improve the educational process, New York U. will experiment with the teaching of college composition and English literature by means of closed-circuit tv, starting next month.

The experimental program, made possible by a grant of \$52,359 from The Ford Foundation's Fund for the Advancement of Education, will be conducted at NYU's Washington Square College of Arts & Science under the direction of Dean Thomas C. Pollock and Prof. Oscar Cargill, chairman of the English department. Some 500 students and more than 40 members of the faculty will participate in the experiment.

College composition and English literature courses at NYU meet for one-hour periods three times a week. During the experiment, two class hours will be devoted to the television lecture-demonstrations and one tutorial hour to instruction in discussion groups of not more than 15 students each. Senior faculty members will give the lecture-demonstrations in a television studio now being constructed at NYU's Washington Square center. Students will see the lectures in eight classrooms. Each classroom will accommodate 25 to 45 students and will contain one or two 24-inch receiving centers.

Commenting on the project, Dean Pollock said that "Television has the extraordinary power of bringing the viewer into a close personal relationship with the performer."

He said: "In our experiment, we hope to

utilize this power for educational purposes by bringing the best teachers closer to the students than they are in a lecture hall. We are combining instruction through closed-circuit television with instruction in small discussion groups during tutorial hours. In this way, we hope to personalize education further than the usual classroom procedure permits."

## NYU Adds Three Courses To Radio-Tv Curriculum

EIGHTEEN evening courses in the fields of radio and television will be offered during the fall semester at New York U.'s division of general education, according to Dean Paul A. McGhee.

Three of the courses, radio and television commercials, designing for television and play evaluation roundtable, are being offered for the first time.

## Broadcasting-Educ. Group Slates First Board Meeting

FIRST board meeting of the Assn. for Professional Broadcasting Education, joint university-broadcasting industry group promoting college training courses, will be held in October. Membership of the board was announced by NARTB President Harold E. Fellows.

APBE was set up last May during the NARTB convention to replace University Assn. for Professional Radio Education. Active membership includes NARTB and accredited colleges and schools with regularly established comprehensive courses in professional radio-tv training. Associates are other accredited colleges and universities with radio-tv instruction. Co-ordinator of APBE activities is Frederick H. Garrigus, manager of NARTB organizational services.

Named to the APBE board for three-year terms were Herbert L. Krueger, WTAG Worcester, Mass.; Robert J. McAndrews, KBIG Avalon, Calif.; Prof. Leo Martin, Boston U.; Kenneth Harwood, U. of Southern California. Two-year terms: Rex Howell, KFXJ Grand Junction, Colo.; Lester W. Lindow, WFDF Flint, Mich.; Robert Crawford, Michigan State U.; Russell Porter, U. of Denver. One-year terms: Lee Ruwlich, WTVJ (TV) Miami; Dr. Sydney Head, U. of Miami.

## Tv's Cultural Impact

A STUDY of the impact of television on the cultural life of America, with particular reference to educational tv, is underway under the direction of Dr. William Yandell Elliott, professor of government, Harvard U. Associated with Dr. Elliott in the undertaking, made possible by a grant from the Old Dominion Foundation (Paul Mellon), are Dr. Herold Hunt, Harvard U.; Dr. Leon Martin, Boston U.; Dr. Keith Tyler, Ohio State U.; David Stewart, Joint Committee on Educational Tv, Robert B. Glynn, Harvard U., and Lawrence Laurent, radio-tv critic, *Washington (D. C.) Post & Times-Herald*. Dr. Elliott hopes that the book will be published sometime next year.

## KETA-TV Construction Starts

GOV. RAYMOND GARY officiated at the ground breaking ceremony for KETA-TV Oklahoma City, educational station to operate on ch. 13. KETA-TV will share the 1,572-foot tower of KWTV (TV) there and hopes to go on the air shortly after the first of the year, with auxiliary studios at Norman and Stillwater, homes of the two state universities.

## Educational WTTW (TV) Sets Limited Schedule

TEST PROGRAMMING will be launched by WTTW (TV) Chicago, non-commercial, educational station, on a two-day-per-week schedule starting Sept. 19 and continue on that basis until late fall, it was announced Wednesday by Dr. John W. Taylor, executive director.

Much of the initial two days of programming will be supplied by the Educational Tv & Radio Center in Ann Arbor, Mich. Aside from the kinescopes of these programs, also seen on other educational tv outlets, WTTW will include live programs and films.

The limited schedule calls for six hours (4-10 p.m.) every Monday and Friday from the Chicago Board of Education studio in the Bankers Bldg. at 105 W. Adams St. This fall, when permanent studios are completed in the Museum of Science & Industry, programming will be extended from 12 to 30 hours a week.

## Missouri U. Clinic Adds 3

ADDITION of three consultants to the roster which will conduct the National Tv Clinic to be held Sept. 2-4 at the U. of Missouri [B•T, Aug. 15], has been announced by clinic management. They are G. Herbert True, specialist in creativity from Notre Dame U. and author of two tv handbooks and a tv dictionary; Gerhart Wiebe, research psychologist for CBS, and Eilihu Katz, sociologist, of the U. of Chicago. Agricultural tv personnel from more than 30 states, Canada and Puerto Rico will attend the clinic.

## Three to Address NAEB

LUNCHEON speakers for the annual convention of the National Assn. of Educational Broadcasters, scheduled Oct. 23-29 at the Del Prado Hotel, Chicago, were announced last week. They are Dr. John W. Taylor, executive director of the Chicago Educational Tv Assn.; Benjamin C. Willis, Chicago's superintendent of schools, and Dr. Frances Horwich, "Miss Frances" of NBC-TV's *Ding Dong School*. Dr. Taylor, Mr. Willis and Dr. Horwich will address the NAEB Oct. 27, 28 and 29, respectively.

### EDUCATION PEOPLE

Thomas Aldredge, formerly with WGN-TV Chicago; Joseph Bishop, tv and film production specialist; Theodore Gershuny, active in dramatic presentations, and Thomas K. Hull Jr., formerly ABC stage manager and *Breakfast Club* associate tv director, to WTTW (TV) Chicago, forthcoming educational station, as producer-directors; Robert A. Kostka, freelance designer, to WTTW as art supervisor.

Dr. Clarence Ablow to radio systems lab, Stanford Research Institute, Stanford, Calif., as senior research mathematician.

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