

Whipping boys unite

Wilkey says educators and TV should become better acquainted

"The Early Bird satellite, video tape and newsfilm daily bring us both sight and sound from the very ends of the earth. Even the slowest method of bringing the sights and sounds to your home—newsfilm jetted from abroad—produces an incomparable impact of immediacy, of participation." These were the words used by Gene Wilkey, vice president and general manager of KMOX-TV St. Louis, relating the advantages of using today's television as "A Plus Factor" to complement education. The speech was heard by the Asso-

ciation for Supervision and Curriculum Development at the Missouri State Teachers Association Nov. 5.

Mr. Wilkey urged educators to "become better acquainted" with members of the commercial television industry since, he said, "television and education seem to share a spotlight these days—they seem to be the favorite whipping boys of today's society."

Broadcasting Can Help ■ He cited the "current great spirit of inquiry, change, questioning and growth in the school world" as a hopeful development, and he said that "if the gap is to be closed between science and man—the stone age of human relations and the twenty-first century of technology—the change must pivot upon education. But," he added, "I am convinced that broadcasting can be of immeasurable help."

Commercial television, he pointed out, is primarily a recreation medium, but it presents large amounts of cultural and educational material. Schools, on the other hand, exist primarily to educate, but sufficient recreation must

be added to "make palatable the hard nut of learning."

"The difference," he explained, "is the key to my suggestion: that television is the 'plus factor' in modern education."

Five TV areas of help ■ He listed five areas in which he felt television could aid teaching:

- Motivation, as a stimulant to the child's desire to learn and achieve.

- In the understanding of broad concepts in our modern knowledge explosion.

- In support of teaching by inquiry rather than mere fact, and in presenting material for which there are no right answers in the back of the book.

- For enrichment in cultural areas, in bringing the better things of life into the lives of the students.

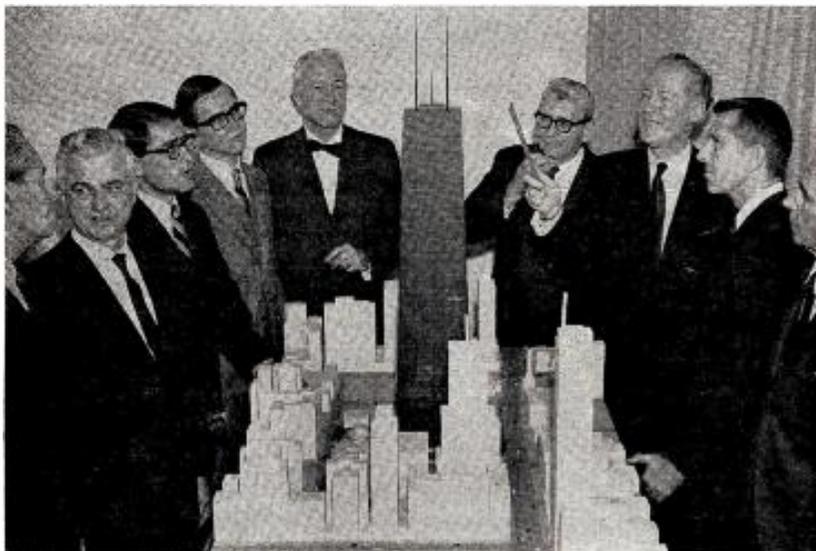
- To stimulate interest in all other tools of education, "including that wonderful old teaching machine, the book."

He suggested the assignment of viewing of television programs on a selective basis by the teacher of programs pertinent to the class materials as a motivational stimulus.

Still on the subject of motivation, Mr. Wilkey said that television can help students, particularly those who seem to drift with no idea of what sort of career they want, to make up their minds by taking them into laboratories, industry, government, and in some instances, even teaching and television.

As for the "inquiry" aid to education, he gave examples of social problems wherein television has tried to shed light on situations, in the neighborhood, in the country and in the world. He felt that "whenever television can place a trend or an event in sharp focus, the teacher's task is easier. In my opinion," he said, "television might have been engineered for the process you call inquiry teaching, as a way to educate today's children for tomorrow's unpredictable world."

On the subject of cultural enrichment, Mr. Wilkey mentioned the *Young People's Concerts with Leonard Bernstein*, and the special, *Henry Moore, the Man*, on the famous sculptor.



Chicago's sky-high antenna farm

Chicago's proposed new skyscraper was shown recently to representatives of the television stations which plan to use the \$5-million broadcast facilities (BROADCASTING, Nov. 8).

The broadcast antennas for six Chicago TV's and 15 FM's would be atop the 100-story John Hancock Center (on North Michigan Avenue) now under construction. The towers, whose construction is subject to approval by the Federal Aviation Agency and the FCC, would be completed by the summer of 1968.

Shown above with the model of

the center are (l to r): Wilfrid Prather, station manager, WMAQ-TV; Woodrow Crane, chief engineer, WGN-TV; Jack Silverman and Alan Silverman, WSNS-TV (not yet on the air); Dr. John Taylor, executive director of noncommercial WTTW-TV and WXXW-TV; Jim Hanlon, advertising and public relations manager, WGN-TV; Louis Sudler (whose firm is leasing agent for the center); George Nickolaw, public relations director, WBBM-TV, and Edward L. Ryerson, president, Chicago Educational Television Association.

WBC asks delay on N.J. CATV bid

Should a community antenna television system be allowed to import the signals of one educational and three independent commercial stations into an area already served off the air by eight TV stations, three of them recently activated, independent UHF's?

That question was asked last week by Westinghouse Broadcasting Corp. when