1951

To the Federal Communications Commission: Application for Television Channel Allocation

Southern Illinois University Carbondale

Follow this and additional works at: https://opensiuc.lib.siu.edu/ua_docs
This is Southern Illinois University’s application submitted to the Federal Communications Commission for the allocation of Television Channel No. 10, to Carbondale, Illinois to be used for an educational television station. Although submitted in 1951, it was not until 1957 that channels 3 and 8 allocated to southern Illinois. Southern Illinois University requested that Channel 8 be designated for educational purposes which was granted by the FCC in 1958.
To the
Federal Communications
Commission

APPLICATION FOR
TELEVISION CHANNEL
ALLOCATION

by
Southern Illinois
University
Carbondale, Illinois
To The Reader

Time pressure was a major factor in the preparation of this Federal Communications Commission presentation. Hence, it was impossible to proof read, to edit, and to eradicate errors as thoroughly as would ordinarily have been the procedure. Please, therefore, read these pages for content and not for typing and printing details. Thank you.

Buren C. Robbins,
Coordinator of Television Activities,
Southern Illinois University.
Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matters of
Amendment of Section 3.606 of the
Commission's Rules and Regulations,
Dockets Nos. 8736 and 8975

Amendment of the Commission's Rules,
Regulations and Engineering Standards
Concerning the Television Broadcast
Service.
Docket No. 9175

Utilization of Frequencies in the
Band 470 to 890 Mcs, for Television
Broadcasting.
Docket No. 8976

SWORN STATEMENT OF SOUTHERN ILLINOIS
UNIVERSITY, CARBONDALE, ILLINOIS,
PROPOSING THAT VHF CHANNEL NO. 10 BE
MADE AVAILABLE AT CARBONDALE AND
RESERVED FOR A NON-COMMERCIAL,
EDUCATIONAL TELEVISION STATION.

1. On May 7, 1951 Southern Illinois University at Carbondale,
Illinois, filed its comment in this proceeding to which was attached
the engineering statement of George P. Adair proposing that VHF Channel No. 10
be made available at Carbondale and reserved for a non-commercial,
educational television station.

2. On August 27, 1951 Southern Illinois University filed a
statement to which was attached the engineering statement of George P. Adair,
opposing the affirmative statement of Allen B. DuMont Laboratories,
Inc., which was filed with the Commission on August 17, 1951.

3. This sworn statement of Southern Illinois University is
being filed in support of its initial comment which was filed on
May 7, 1951.

4. The basis of Southern Illinois University's support is
set forth in the following pages, to which are attached the statements
of George P. Adair, our consulting engineer.
# TABLE OF CONTENTS

Each of the following main sections is preceded by a heavy blue page

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Introduction</td>
<td>1</td>
</tr>
<tr>
<td>II. The Socio-Economic Patterns of Southern Illinois</td>
<td>3</td>
</tr>
<tr>
<td>III. The Population of Southern Illinois</td>
<td>9</td>
</tr>
<tr>
<td>IV. The Educational Patterns of Southern Illinois</td>
<td>11</td>
</tr>
<tr>
<td>V. Area Recognition of Its Problems and Its Support of the Proposed Televisi on Project</td>
<td>12</td>
</tr>
<tr>
<td>VI. Programming the Proposed Station</td>
<td>13</td>
</tr>
<tr>
<td>VII. Technical Equipment, Buildings and Operational Costs</td>
<td>15</td>
</tr>
<tr>
<td>VIII. Financing the Operation</td>
<td>18</td>
</tr>
<tr>
<td>IX. The Engineering Statement and Maps</td>
<td>19</td>
</tr>
</tbody>
</table>

NOTE: Maps, letters, program schedules, engineering statements, and affidavits contained herein are not numbered.
I. INTRODUCTION

As previously set forth in its initial comment filed with the Federal Communications Commission on May 7, 1951, Southern Illinois University herewith applies to that Commission for the allocation of Television Channel No. 10 to Carbondale, Illinois to be used for an educational television station. The following pages submit the reasons for this request and the operational procedures which would be employed in such an envisioned station.

The phases of this proposal to be covered will be: (1) The socio-economic pattern of the area to be served by such a station, (2) The population characteristics of Southern Illinois, (3) The educational patterns of the area, (4) Area recognition of its problems and its support of the proposed television project, (5) Programming the proposed station to meet the needs of the area, (6) The projected physical plans and equipment of the station, (7) Operating costs, (8) The engineering statements and maps, (9) The financial aspects of the proposed operation.

The proposal for such an education station for Southern Illinois University is predicted on the well-established fact that sight can teach many times more effectively than can sound, as in the case of radio. When sight is coupled with sound, as is the case with television, then the educational impact is still greater. Realizing the great educational potential of this newest of mass communications media, Southern Illinois University hopes to utilize it as a powerful instructional force for the entire district which the University serves, the southernmost thirty one counties of Illinois.

That the southern third of Illinois is one of the most underdeveloped areas in the United States has been pointed out by the United States Department of Commerce as well as by such research agencies as Richardson Wood and Company of New York. The need for adult, as well as juvenile, education, is generally recognized. In fact, it is only through education that the socio-economic conditions in the area can be improved and the potentials of the territory brought into full fruition. This again is supported by such nationally recognized organizations as those cited above. Consequently, it is with area-wide educational television service that such a station as the one suggested here would concern itself. It would strive to assist in the integration and the rehabilitation of the thirty one counties of Southern Illinois.
Why does Southern Illinois University feel a special and specific obligation to these thirty one counties in particular? For the following reasons:

1. It is from these thirty one counties that the majority of students enroll at the University, term after term.

2. The topography, the soil composition, the mineral lands in this region are distinctly different from those in the northern two-thirds of the state.

3. The northern boundary of these thirty one counties is almost exactly half way between Southern Illinois University and the University of Illinois. Furthermore, Southern Illinois University is the only fully accredited University in the southern third of the state.

4. The principal occupations and industries of this Southern area differ rather markedly from those in the northern two thirds of the state.

Because of this socio-economic unity of this thirty one county territory and because of the pressing educational needs, a Southern Illinois Educational Television Station—one serving as nearly as possible the entire section—seems a logical step in the rehabilitation program of Southern Illinois. It is because of this fully realized educational obligation to the entire area of Southern Illinois that Southern Illinois University asks the Federal Communications Commission to allocate a Very High Frequency channel to Carbondale rather than—or in addition to—the Ultra High Frequency channel which was assigned tentatively in the proposal of March 22, 1951. The proposed educational station is not one which would serve a small city of 10,900, such as Carbondale, or even one county. Southern Illinois University asks for the assignment of a Very High Frequency Channel because it believes that this type of operation will most nearly furnish the much-needed educational service to the entire area. It believes that an Ultra High Frequency Channel could not accomplish this objective. The granting of such a channel to Southern Illinois University would be an excellent opportunity for the greatest mass communications-education medium in history to be given a chance to prove its real worth to society.
II. THE SOCIO-ECONOMIC PATTERNS OF SOUTHERN ILLINOIS

The Standards of Living. The standard of living in Southern Illinois is definitely below that of the northern two-thirds of state, as is evidenced in the following map (PERCENT OF TEN STANDARD OF LIVING MEASURES). The standard-of-living measures upon which this map was based are those comforts, conveniences, and perhaps luxuries which are to be found in the average modern American home.

Now, the low level in the Standard-of-living of the Southern area may be accounted for in several ways:

1. An economic inability throughout at least half of the area to afford the most modern modes of living.

2. Ignorance of these same citizens as to how to utilize what they have, to improve their lot.

3. A general ignorance throughout the area as to the value, necessity and use of these cultural refinements, modern conveniences, and actual necessities for a wholesome, healthy life.

4. The geographical unity of the area—confined between two rivers, the Mississippi and the Ohio—forces a dependence of the citizens in the more prosperous sections of the Southern Illinois Area upon those whose standards and skills are of the lowest.

Television could be instrumental in assisting these area citizens to see and to want and to acquire a better way of life, through new livelihoods, new appreciations.
PERCENT OF TEN STANDARD-OF-LIVING MEASURES IN ILLINOIS, BY COUNTIES, 1945

WITH EMPHASIS ON COMPARISON BETWEEN NORTHERN AND SOUTHERN ILLINOIS AREAS.

LEGEND:

- OVER 100%
- 85% TO 99%
- 70% TO 84%
- 55% TO 69%

NOTE: STANDARD-OF-LIVING SURVEY WAS BASED ON PRESENCE OF HOME COMFORTS & LUXURIES. IN COUNTIES SHOWING MORE THAN 100%, MORE THAN THE SPECIFIED TEN STANDARD-OF-LIVING ITEMS WERE FOUND ON THE AVERAGE.

SOURCE: SOUTHERN ILLINOIS UNIVERSITY SOCIAL STUDIES.
Buying Income. The following map on the BUYING INCOME PER PERSON IN SOUTHERN ILLINOIS reveals that the lowest incomes of the state are to be found in this area. Obviously the occupations of the individuals are (a) not sufficiently remunerative and/or (b) not sufficiently steady throughout the year to maintain the buying capacities. At the same time, a comparison between this map and the preceding one on STANDARDS-OF-LIVING, reveals that the standards-of-living in many of the counties are lower than the average income would suggest. Here is one example of the interdependence of the citizens of Southern Illinois, proof that unproductive attitudes and abilities in some quarters pervade the entire section and lower the standards-of-living in general. The following consideration of Home Values in Southern Illinois further illustrates this point.
ESTIMATED EFFECTIVE BUYING INCOME, PER PERSON, IN ILLINOIS, BY COUNTIES, 1945.

WITH EMPHASIS ON COMPARISON BETWEEN NORTHERN AND SOUTHERN ILLINOIS AREAS

LEGEND:
- $1000 & OVER
- $700 TO 3999
- $500 TO $699
- $300 TO $499

SOURCE: SOUTHERN ILLINOIS UNIV. SOCIAL STUDIES, 1944.
Home Values. The average value of homes in Southern Illinois tends to be far below that of the northern two-thirds of the state, as the accompanying map fully illustrates (AVERAGE VALUE OF HOMES IN ILLINOIS). Some of the reasons for this condition are identical with those given above concerning the standards-of-living. And there are others. The Director of the Vocational-Technical Institute of Southern Illinois University, after an extensive survey, reports that home construction artisans in Southern Illinois are sadly lacking in the know-how of quality construction. Bricklayers, carpenters, interior decorators, painters, need to be shown (a) what high quality work is and then (b) how that high quality work can be achieved. Again Television could assist.
AVERAGE VALUE OF HOMES IN ILLINOIS
BY COUNTIES, 1940.
WITH EMPHASIS ON COMPARISON BETWEEN
NORTHERN AND SOUTHERN AREAS.

LEGEND:
- $2000 & OVER
- $1500 TO $1999
- $1000 TO $1499
- $500 TO $999

SOURCE: SOUTHERN ILLINOIS UNIV.
SOCIAL STUDIES.
PER CAPITA ASSESSED VALUATION IN ILLINOIS, BY COUNTIES, 1945.

WITH EMPHASIS ON COMPARISON BETWEEN NORTHERN AND SOUTHERN AREAS.

LEGEND:
- OVER $4000.
- $3100 TO $3999
- $2200 TO $3099
- $1400 TO $2199
- $600 TO $1399

SOURCE: SOUTHERN ILLINOIS UNIV. SOCIAL STUDIES.
Principal Industries. What are the occupations of our area? A short excerpt from a study made by Richardson Wood and Company of New York summarizes the situation in part quite effectively:

Southern Illinois is at the very heart and center of an enormously rich continent still being actively developed.... Bursts out of the earth right across the area are thick seams of coal. A few miles northeast of them, hundreds of wells pump crude oil to the surface. Small wonder that such a scene has given rise to visions of Empire. But the visions have failed to materialize for the most part. Instead of Empire, there is a dwindling population and a rising relief load.... A hundred years of modern technology and energetic enterprise have swept through Southern Illinois and passed on, leaving little more than a desperately struggling coal industry. For coal is the one natural resource of Southern Illinois that has invited exploitation on a relatively large scale....

.... There will, in all probability, be an important coal mining business in Southern Illinois for many years to come, since the reserves are enormous. However, the area can longer safely look to coal as the economic mainstay of its existence.... To combat this process of market attrition and to meet the wage requirements of labor, the coal industry has devised ways and means of mining coal with fewer men.... The industry is constantly seeking new and better ways of using coal, but these efforts often result in a net diminution of coal demand, since each pound of coal is made to render more energy.*

The following map on COAL MINING COUNTIES IN SOUTHERN ILLINOIS shows graphically the influential position coal has held in this part of the state. However, it cannot reveal the following less tangible effects it has had upon the area:

1. Coal mining is seasonal at best. Hence, miners have periods, particularly during the summer months, when coal is not in such great demand, when they are at least partially idle, when their energies could well be put to other profitable occupations, such as farming, or carpentry, or lumbering. Here is an absolute demand for area-wide education.

2. As reported by Wood and Company, year by year the minds are closing down. Every day our newspapers carry stories of the abandoning of mines and the sharp decreases in the amounts of coal being mined. We cite the accompanying reproduced newspaper article as evidence. You will note that during the past year, the tonnage mined has fallen off by approximately one-third.

Miners desperately need, and would accept, new means of livelihood, if only they had the opportunity to train themselves. But miners are too old some of them, and too proud, others, to go to school in a formal manner. If they could be given instruction in a subtler way, gradually their entire outlook and the outlook of the area would be changed.

The miners could migrate from the territory, yes, but they still would be without an occupational skill to sustain them. Then, too, Southern Illinois is their home. They have their roots here, their property. Certainly the region should be able to support them, and it could if these men—and women too—but knew how to avail themselves of the other resources in which the area abounds.

While coal mining has been concentrated in the central and western part of the area, oil production has been pretty well concentrated in the eastern and northeastern parts of Southern Illinois. This has brought a fair amount of wealth to some land-owners, but it is no longer furnishing any appreciable amount of employment to area residents. Rather, some workers who migrated to the territory with the oil boom of fifteen years ago, remain on after the demand for their services has disappeared. These too need guidance and training.
COAL MINING COUNTIES IN SOUTHERN ILLINOIS

Legend: Figures indicate numbers of tons mined, as of 1944. Counties with no figures reported no coal production as of 1945.

Note: Illinois Department of Mines and State Geological Survey.
Coal Mined Decreases in July, Seven Shaft, One Strip Mine Close

Coal production in Illinois in July dropped by 240,915 tons less than in June according to a report by the Department of Mines and Minerals.

Production for July was 2,547,105 tons for 22 strip mines and 49 shaft mines in June, 3,857,397 tons of coal were mined.

Actually the difference in the production is 379,669 tons less, because 69,377 tons mined in late June is included in the July report by the department.

Besides the decrease in production, there were decreases in the number of mines operating, number of men on the payrolls and number of men working.

EIGHT LESS mines operated in July than operated in June. Seventy-nine mines worked in June, but the number dropped to 71 in July.

Number of men on the payroll dropped from 21,211 men to 18,451. Number of men working dropped from 20,529 to 17,819.

The 71 Illinois mines worked only an average of 15 shifts during the month. The nine Williamson county mines worked an average of 21 shifts, while the one Jackson county mine worked eight shifts.

Williamson county mines produced 210,249 tons of coal in July. There were 1,273 men on the payroll, and 1,259 worked during the month.

Production in Williamson County in June was 310,489. The decrease for July from June was 100,240 tons.

THE JACKSON county mine had 448 men on the payroll, and 441 worked during the month. The mine, the Traux-Traer, produced 44,729 tons of coal in July, a drop of 59,858 tons from the June figure of 104,587 tons.

The top five counties producing coal were Christian, 532,374 tons; Fulton, 385,543 tons; Franklin, 236,542 tons; Williamson, 210,249 tons; and Peoria 198,838 tons.

Williamson county, although mining about 100,000 tons less than in June, climbed from the sixth spot in June production to the fourth spot in July production.

Franklin county dropped from second to third in July production. Christian county was also the leader in June with a figure of 726,497 tons.

FRANKLIN county’s five mines employed 2,950 men with 2,847 working during the month.

Seven shaft mines throughout the state shut down in July, and one strip mine did not produce coal.

The July, 1951, production was a far cry of the amount mined in July, 1950. A total of 3,389,966 tons were mined in the month in 1950, while the 2,547,105 tons in July, 1951, represents a drop of 842,861 tons for the same month a year later.
DISTRIBUTION OF OIL IN SOUTHERN, ILLINOIS

LEGEND: BLACKENED AREAS INDICATE FIELDS

NOTE: BASED ON ILLINOIS STATE GEOLOGICAL SURVEY, JUNE, 1944
If one is familiar with the lands which have been used for oil drilling and production, one knows that a good deal of soil rebuilding is necessary to make that land agriculturally productive again. But Southern Illinois farmers have been both ignorant of and loathe to avail themselves of the most modern means of soil conservation and re-building, and scientific farming. Not the least of educational television’s jobs in Southern Illinois would be agricultural education.

Reference to the map following on SOUTHERN ILLINOIS COUNTY POPULATIONS WITH URBAN PERCENTAGES will reveal that in only three instances are county populations as much as fifty percent urban. It will be observed further that the region is to a large extent rural with eight of the thirty one counties showing no urban population. Thus, it must be concluded that the region needs a good deal of farmer education. The need for that agricultural information is particularly apparent when the following map on GROSS FARM INCOME PER ACRE is examined. It is too evident that the Southern Illinois acres are low in production.

It is true that the soil of the region is not fitted for certain crops, such as might be raised in the northern part of the state, but the Southern Illinois University Agricultural Department, with the cooperation of the University of Illinois, and of the County Farm Advisers, could bring valuable and profitable information and techniques to the land operators of Southern Illinois. In fact, at the present time the Southern Illinois University Agricultural Department is carrying on extensive experiments which have shown that agricultural pursuits can be both successful and profitable in the region, far beyond what they have been.

Horticulture, in the form of peach and apple raising, has been a principal crop in many parts of the area, but this type of operation could be vastly expanded and improved. Dairying is another farm business which could be advanced. At the present time dairy production and processing is very low in the region, far below the actual needs. Poultry farming is greatly needed. The requirements of the area are not being met, and produce could be shipped out of the area for profit. All of these agricultural pursuits, grain raising, horticulture, dairying, poultry raising, farms products processing, and marketing, all of these, and more, could be incorporated into an educational television operation.

In brief, insufficient development of existing industries and occupations, as well as a lack of diversity among them, deprive area residents of comfortable and permanent livings. Evidence of this condition is attested to by scrutiny of the chart on the following page showing the PERCENTAGE OF THE LABOR FORCE EMPLOYED AND UNEMPLOYED. Here there are at least half again as many men unemployed proportionately as in all of Illinois and in the United States. Naturally, it follows, as the charts indicate, that there is a smaller percentage of men employed in Southern Illinois than in the state and in the nation. With employable women, the story is about the same.

It is impossible to say to exactly what degree health conditions in the Southern Illinois area affect this situation. No actual statistics as to comparative health levels throughout the state are available to us at the present time. However, Dr. O. P. Sagen, Chief of the Bureau of Statistics, Illinois State Department of Health, states that Southern Illinois definitely outranks the remaining portions of the state in the prevalence of tuberculosis and dysentery, and, with the exception of Chicago, in the prevalence of venereal diseases. Thus, it seems altogether reasonable to assume that Southern Illinois’ employment status may be, in some part, due to lower health standards. A further assumption would be that in the cause of Public Health, Educational Television could do a most worthwhile job.
GROSS FARM INCOME PER ACRE, II
ILLINOIS, BY COUNTIES, 1940.

LEGEND
- UNDER $5.00
- $5.00 TO $9.99
- $10.00 TO $14.99
- $15.00 TO $19.99
- $20.00 TO $24.99
- $25.00 & OVER

SOURCE
U.S. CENSUS, 1940.
SOUTHERN ILLINOIS COUNTY
POPULATIONS 1950 WITH
URBAN PERCENTAGES

LEGEND

UPPER NUMBER IN EACH COUNTY,
POPULATION. LOWER FIGURES, UNDER-
LIED INDICATE PERCENTAGE OF
POPULATION WHICH IS URBAN.

BROKEN LINE IN PLACE OF LOWER
FIGURES, INDICATES NO URBAN
PERCENTAGE.

SOURCE
POPULATION, 1950, U.S. CENSUS
URBAN PERCENTAGE, 1940 U.S. CENSUS,
PERCENTAGE OF LABOR FORCE EMPLOYED AND UNEMPLOYED, BY SEX, IN ILLINOIS, SOUTHERN ILLINOIS, AND THE UNITED STATES 1940.

LEGEND:
- MALES EMPLOYED
- MALES UNEMPLOYED
- FEMALES EMPLOYED
- FEMALES UNEMPLOYED

Now, because of this employment situation, two conditions have resulted:

1. Migration out of the area is higher.

2. Relief rolls are much higher than in other parts of the state.

It is our contention that, in a well-planned, long-range educational program, such conditions can be overcome.

These problems and procedures have been verified by such men as Mr. Wilford White of the Small Business Division of the United States Department of Commerce, and by Richardson Wood and Company of New York, whose survey work in the region has already been mentioned. The report on that survey sets forth that:

The natural inclinations of the people of the area reinforce the conclusion that the existing social plant and the resources of the countryside should be used to the full, rather than gradually abandoned in part. The people like the place...in many other coal mining districts less pleasant to live in than this one...miners are reluctant to move away when the mines can no longer support them...That...tendency is strengthened in this area by the agreeableness of the surroundings. Unlike many other coal mining districts, the climate is mild...the land is flat and easy to come by...The people are devoted to it...The slightest rumor that a mine may be opening up will bring hundreds of native sons back from the northern cities to which they have migrated...A recent call for tool and die makers issued from the area on behalf of a prospective metal working operation brought out five hundred applications...There is no question that the greatest asset of the area is its people—those who are there now and those who wish they could come back.*

Here indeed is fertile ground for the education of an area. What better way to greatly implement this great educational plan than with educational television.

In summary of the Socio-Economic Pattern of Southern Illinois, it may be accurately observed that:

1. The mineral resources, particularly coal, are great. Other minerals also, such as fluorspar are being mined, but such possibilities need further exploration.

2. The agricultural pursuits can be vastly developed in terms of the land which is available, but such development requires expert research and guidance. We mention here, horticulture, poultry raising, dairying. In addition, forestry offers untold possibilities, since thousands of acres of the area are already covered by the Shawnee National Forest.

3. The possibilities for industries in the area are inestimably great. Here are coal, water, and labor, all in a mild climate...and in an area which is comparatively densely populated, even though there are no large cities. Both the Wood Report* and the Survey made by the United States Department of Commerce indicate that the region is well suited to the development of additional small businesses; definitely of the manufacturing type. The people, however, are not sufficiently equipped with the techniques and knowledge to establish and carry on such projects. In many cases, they lack the "working philosophy" which results in productivity. Labor in the area has acquired a reputation which has repelled extensive industrial ventures, many of which have been proposed for the area. Sales service, as given by employees, is noticeably poor.

Area education may profitably deal with intangibles—the remolding of attitudes and social philosophies—as well as the concrete, in teaching techniques and skills. This is the task of Education--of Southern Illinois University—and of educational Television.

POPULATION IN TWO CIRCULAR AREAS SURROUNDING CABONDALE, ILLINOIS

Legend:
- Dark area: Radius 50 miles. Total Population: 356,674 (EST'D)
- Light area: Radius 75 miles. Total Population: 696,542 (EST'D)

Source: 1950 U.S. Census.
ESTIMATED POPULATIONS OF CIRCULAR AREAS SURROUNDING CARBONDALE, ILLINOIS

<table>
<thead>
<tr>
<th>Distance</th>
<th>Area Description</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 mile</td>
<td>Illinois Counties only</td>
<td>175,000</td>
</tr>
<tr>
<td>50 mile</td>
<td>Illinois Counties only</td>
<td>360,000</td>
</tr>
<tr>
<td>75 mile</td>
<td>Illinois Counties only</td>
<td>660,000</td>
</tr>
<tr>
<td>50 mile</td>
<td>Including Missouri and Kentucky</td>
<td>450,000</td>
</tr>
<tr>
<td>75 mile</td>
<td>Including Missouri and Kentucky</td>
<td>750,000</td>
</tr>
</tbody>
</table>

Reference to a previous map—SOUTHERN ILLINOIS COUNTY POPULATIONS—will furnish further verification of these figures and of the county populations for the whole area.

Certainly, then, we are not proposing an educational television station which would provide service for only Carbondale, Illinois, with a population of only 10,000. We are proposing a television station which would furnish service to Murphysboro (7 miles distant) with a population of 9,500; to Herrin (10 airline miles away) with a population well over 10,000; to Marion (10 airline miles away) with a population of over 10,000; to West Frankfort (15 airline miles away) with a population of approximately 14,000; to many other towns and cities of the same size and to those with populations between 2,000 and 5,000 and there are many of the latter. In addition there is the heavily populated rural area between the urban communities. Of course, the population served would be determined by the coverage pattern which the Federal Communications Commission would permit, but certainly it would not be too much to say that such a station would furnish primary service to 350,000 people. May we emphasize again that this would be a Southern Illinois Area Station, furnishing programming for and taking its talent and materials and ideas from the entire area.
IV. THE EDUCATIONAL PATTERNS OF SOUTHERN ILLINOIS

The area-wide educational task that is being undertaken by Southern Illinois University is well brought into focus by the following map on COMPARISON OF NUMBER OF COLLEGES AND UNIVERSITIES IN NORTHERN AND IN SOUTHERN ILLINOIS. Actually, there are forty-two four-year institutions of higher education, fully accredited by the North Central Association, in the northern two-thirds of the state, whereas the Southern one-third has only three such operations. It is also true, however, that Southern Illinois University is the only school of University status—comprised of four colleges and that is offering other than straight Liberal Arts degrees—in all of the Southern thirty-one counties. Thus it may be readily observed that this University for all of Southern Illinois is the logical and most fully equipped source of adult-vocational-cultural training for the entire area.

Now, while it is possible for young people to come to college, it is impossible, both from the economic and from the pride standpoint, for adults to attend college. Further, much of the adult education in the home must be given subtly, and that subtle education television can immeasurably implement.

The number of students enrolled in college, per 100,000 population, as indicated by the following map, is evidence of a great need for adult education in this section. From the thirty-one counties in Southern Illinois only 376 individuals for every 100,000 population attend college, whereas in the northern two-thirds of the state, 1,532 of every 100,000 attend college. That is, practically five times as many college students—and graduates—may be found in the northern part of the state as in the southern section.

The number of years of school completed (following map on MEDIAN NUMBER OF YEARS OF SCHOOL COMPLETED BY MALES 25 YEARS OF AGE AND OVER IN ILLINOIS) substantiates this lower level of education in the Southern Illinois counties as compared with the northern section of the state. The median number of years of schooling completed in Southern Illinois is, with the exception of six counties, less than eight years. For more than one-third of this section—eleven counties—the median number of years is 7.7 years and less. This means that the male adults of at least one-third of the area have less than a seventh grade education. In direct contrast to this, the major portion of the northern two-thirds of the state has well over an eighth-grade education for its adult males.

If the adage passed on to us by previous generations is actually the wisdom of experience, then "better late than never" would mean that general education as well as technical information originating in the Vocational-Technical Institute of Southern Illinois University, must be brought to these Southern Illinois in their homes.
COMPARISON OF NUMBER OF COLLEGES AND UNIVERSITIES IN NORTHERN AND IN SOUTHERN ILLINOIS.

LEGEND
Each dot indicates location of each of the 45 four-year institutions accredited by the North Central Association.

NORTHERN ILLINOIS AREA
SOUTHERN ILLINOIS AREA

SOURCE
U.S. Office of Education.
MEDIAN NUMBER OF YEARS OF SCHOOL COMPLETED BY MALES 25 YEARS OF AGE AND OVER IN ILLINOIS, BY COUNTIES, 1940.

WITH EMPHASIS ON A COMPARISON BETWEEN NORTHERN AND SOUTHERN AREAS.

LEGEND:
- 7.7 YEARS AND LESS.
- 7.8 TO 8.0 YEARS.
- 8.0 TO 8.3 YEARS.
- 8.4 YEARS AND OVER.

SOURCE: U.S. CENSUS, 1940
PERCENT OF PERSONS 25 YEARS OF AGE AND OVER, IN ILLINOIS, BY COUNTIES, HAVING COMPLETED SIX OR MORE YEARS OF SCHOOL, 1940

WITH EMPHASIS ON COMPARISON BETWEEN NORTHERN AND SOUTHERN AREAS.

LEGEND:

OVER 90%
84% TO 89%
78% TO 83%
72% TO 77%
66% TO 71%
60% TO 65%

SOURCE: SOUTHERN ILLINOIS UNIV. SOCIAL STUDIES.
V. AREA RECOGNITION OF ITS PROBLEMS AND ITS SUPPORT OF THE PROPOSED TELEVISION PROJECT

It seemed advisable to ascertain whether or not the area which such a proposed television station might serve was: first, aware of the aforementioned problems, and second, was in favor of such a television project. In making this survey, more than fifty communities in the Southern Illinois area were visited. We found representative leaders acutely aware of the area socio-economic-educational problems and anxious to cooperate in overcoming them. Further, they are anxious to cooperate in overcoming them. Further, they are anxious to have Southern Illinois University take the lead in solving these problems. Consequently, all of them were in favor of the proposed television project.

The letters reproduced on the following pages are some of those which were received in support of this proposed educational television station at Southern Illinois University. The map, on the following page just preceding these letters, indicates the wide area coverage of the letter sources. It seems to us that these letters reflect the attitude of a representative cross-section of the area population. Generally, they indicate the area-wide support of the University as well as of the proposed educational television station.
SOURCE DISTRIBUTION OF LETTERS SUPPORTING TV CHANNEL APPLICATION BY SOUTHERN ILLINOIS UNIV.

LEGEND: EACH DOT INDICATES SOURCE OF ONE OR MORE LETTERS
The Federal Communications Commission,
New Post Office Bldg.,
Washington, 25, D. C.

Gentlemen:

It has come to our knowledge that it is possible that within the coming months, a television broadcasting station may be established at Carbondale, Ill., by the Southern Illinois University.

At its last regular meeting, Tuesday July 24th, the members of the Du Quoin Lions Club went on record as heartily indorsing such a projected telescasting station. In making its decision the club also is certain that it can speak with authority for the some odd 10,000 residents of the Du Quoin area as well as for the entire 30,000 population of Perry county, all of whom would benefit greatly, if such a station was installed.

Hoping that your commission will in the near future, see fit to authorize the establishing of this new telecasting station, for the benefit of all Southern Illinois, we remain,

Yours very truly,

DU QUOIN LIONS CLUB

Joe Hite, President.

D. A. Purdy, Secretary.
CITY OF CHESTER

Office of the Mayor
CHESTER, ILLINOIS

August 3rd, 1951

Federal Communications Commission
New Post Office Building
Washington 25, D. C.

Gentlemen:

Southern Illinois University of Carbondale is applying to the Federal Communications Commission for an area-wide television channel. With this letter I add my whole-hearted support to such a project.

Southern Illinois University, I believe, is rapidly becoming one of the great developmental forces in Southern Illinois. With an offering of educational television programs for the entire area, Southern Illinois University and education could become a still greater force. Education is what is needed in Southern Illinois.

It has been said that Southern Illinois is one of the three most underdeveloped areas in the United States. The U. S. Department of Commerce says further that the one way to overcome this difficulty is by education. Education can be greatly implemented in Southern Illinois by an area-covering educational television station at Southern Illinois University in Carbondale.

Yours very truly

Harry Katz, Mayor
July 27, 1961

Federal Communications Commission
New Post Office Building
Washington 25, D.C.

Gentlemen:

We understand that Southern Illinois University at Carbondale, Illinois, is planning the installation and operation of a Television Broadcasting Station, providing your commission sees fit to issue the necessary permit.

Since it would be the purpose of this station to provide cultural and educational programs, together with the televising of sports events and entertainment feature, and since there is no other station in Southern Illinois and only one in St. Louis, we are very much in favor of this move on the part of the university at Carbondale.

Much of Southern Illinois is now out of the range of any television station and Southern Illinois is proud of its university, which is filling a real need in the community. A television station there would benefit all of "Little Egypt" and we hope you can act favorably upon this application when it reaches your office.

Very truly yours,

Hove V. Morgan, Editor
News-Plaindealer
Sparta, Illinois
Federal Communications Commission  
New Post Office Building  
Washington 25, D.C.

Gentlemen:

Southern Illinois University, Carbondale, Illinois,  
I am informed is making application for a television  
station which will furnish service to all of Southern  
Illinois. This letter denotes my interest and whole-  
hearted support for such a project.

The Southern Illinois area is one which definitely  
needs educational rehabilitation. For many years coal mining  
has been the principal industry and occupation of much of  
the area. Now, due to reduced demand and mechanization  
of the industry, some families find it necessary to migrate  
from the area to seek employment. The further development  
of our natural resources and the bringing in of new  
industries is a must for our area to absorb our surplus  
labor which is now a burden on the taxpayer.

The University can be utilised to educate the youth  
and the adults in vocational training to fit the needs of  
industry, commerce and agriculture. I sincerely believe  
television can play a vital part in such an educational  
program. I earnestly hope that the Commission can see fit  
to grant an area television channel to Southern Illinois  
University.

Sincerely yours

President

Aug. 21, 1951
Federal Communications Commission
New Post Office Bldg.
Washington 25, D. C.

Gentlemen:

It has come to the attention of our local Chamber of Commerce that Southern Illinois University is considering application for a television station, which would serve the entire Southern Illinois area.

The Chester Chamber of Commerce unanimously endorses this project, for the following reasons:

(a) Southern Illinois has for years been dependent upon coal, and an economy built upon coal-mining. Now that this system is on its way out, many families are leaving this area.

(b) The people to whom Southern Illinois is home, and who will remain, must be cared for, either by means of relief roles, or new industrial opportunities.

(c) Both adult and juvenile education is badly in need of rehabilitation, and we feel that television is one of the most promising means of effecting that goal.

We, the members of the Chester Chamber of Commerce, therefore take this opportunity to express our whole-hearted support of Southern Illinois University and its efforts to secure a television channel. We sincerely hope that the Federal Communications Commission will grant the necessary channel, as soon as possible.

Respectfully Yours,

"Build a Better Chester Today for a Better Tomorrow"

"What Chester Makes, Makes Chester"
August the 9th, 1951

Federal Communications Commission
New Post Office Bldg.
Washington, 25 D.C.

Gentlemen:

I have heard with much interest of the effort being made to secure a Television Station at Southern Illinois Normal University, at Carbondale, Ill.

I am much interested in seeing this Television Station established, I own a Television set and can foresee much advantage of a local station offering the advantages of such talent as S.I.U. can provide for public interest programs that will be of educational value, will cover local sports interests and would use the Southern Illinois territory for the cultural enrichments and for the educational advantages, which the University can provide.

I deeply feel that this community which is located twenty-one miles from Carbondale, will be benefited...I knew that my own home and family will be benefited, and there can be no doubt but that the Television station would be a means of creating an increased public interest in the University.

Yours truly

[Signature]
Federal Communications Commission  
New Post Office Building  
Washington 25, D. C.

Gentlemen:

As a regional, civic, non-profit corporation composed of businesses, individuals, professional groups, and chambers of commerce in the area, this organization has as its aim the progressive development of the agricultural, recreational, educational, and industrial possibilities of Southern Illinois.

Southern Illinois has been neglected to a one economy and an inadequate educational system for many, many years. We are making a little progress.

It is our hope that the federal Communications Commission will act favorably on the application of Southern Illinois University for a television channel. Educational standards of our people must be raised, otherwise the relief load will continue to mount. This station will greatly aid the university in its area-wide program of education.

The people of Southern Illinois need some positive aid, and we think this station will be of inestimable value.

Respectfully yours,

M. J. Bozarth
President

August 21, 1951

"BUILDING A BETTER SOUTHERN ILLINOIS"
HOMER BUTLER  
REPRESENTATIVE  
FIFTIETH DISTRICT  

Illinois General Assembly  

Marion, Illinois  
August 30, 1951  

Federal Communications Commission  
New Post Office Building  
Washington, 25, D.C.  

Gentlemen:  

I wish to add my whole-hearted support to the application of Southern Illinois University of Carbondale, Ill. for an area-wide television channel.  

People in this area believe Southern Illinois University is rapidly becoming one of the great forces in a region which has been described as one of the three most underdeveloped areas in the United States. The U.S. Department of Commerce has said that the one way to improve the status of the region is by education. The offering of educational television programs for the entire area would, in my opinion, be a great factor in accomplishing this objective. An area-covering educational television station at Southern Illinois University at Carbondale would, I believe, greatly implement the general educational program of the area.  

Sincerely yours,  

Homer Butler
It has come to my attention that Southern Illinois University is making preliminary application for an educational television station, which would furnish service to all of southern Illinois. This letter indicates my wholehearted support of such an operation.

The Southern Illinois area is one which definitely needs educational training of all kinds and most definitely it needs agricultural improvement and expansion. It seems to me that a television station at Southern Illinois University could greatly assist the farmers of the area. Thus Southern Illinois farmers could not only be told how to improve their methods, but they could also be shown. Such a television station would be of great assistance to all those who direct Agriculture in Southern Illinois.

Such a television station could assist in many other ways too. The relief rolls are very high in Southern Illinois. Large numbers of families are migrating out of the area. It has been said that the great method for overcoming these difficulties, and others, in education both at the juvenile and at the adult levels. And an educational television station could bring this much-needed education and information to everyone in the area.

Southern Illinois University is rapidly becoming one of the leading forces in the area, and I am certain that it would do an outstanding rehabilitation job with television. I, as Farm Adviser of Jackson County and a representative of the Agricultural Extension Service, do sincerely hope that the Federal Communications Commission will see its way clear to grant a television channel to Southern Illinois University.

Sincerely yours,

Eldon L. Starkweather
Farm Adviser
Federal Communications Commission  
New Post Office Building  
Washington 25, D.C.

Re: S. Illinois Television Broadcasting

Gentlemen:

It is very invigorating to the educational leaders of Southern Illinois to learn that Southern Illinois University is tentatively planning on the installation of a Television Broadcasting Station to serve the southern third of the state. They are in position to offer educational and recreational leadership needed in this section of Illinois. The university is a rapidly growing and expanding influence. It has taken the leadership in development of economic resources already and is doing a great job to help the people help themselves. Southern Illinois has been heavily burdened with Relief Rolls since the closing of Crab Orchard Ordinance Plant. Coal mining once cared for all major economic needs. But now many Mines have been worked out and we have a large group of people, both adults and youth, who need to turn to other sources of livelihood. I know of no other source so well fitted to lead us into better economic and social ways than our own Southern Illinois University.

Thus the permit they are seeking of the Federal Trade Commission for the installation of a Television Broadcasting Station at Carbondale is exceedingly important to everyone in Southern Illinois.

Please give their request your most earnest consideration before deciding the issue.

Yours respectfully,

Santhus Krutsinger, Principal  
Zeigler Community High School
Federal Communications Commission  
New Post Office Building  
Washington 25, D. C.

Gentlemen:

Southern Illinois University, I am informed, is making application for a television station which will furnish service to all of Southern Illinois. This letter constitutes my wholehearted support of such a project.

The Southern Illinois Area is one which definitely needs educational rehabilitation. For many years coal mining has been the principal industry and occupation of much of the area. Now, however, that industry is vanishing. Many families are migrating from the area. The relief rolls will soon be higher than they already are unless other occupations are found for the area. Adult, as well as juvenile, education is needed badly.

It seems to me that television could be of immeasurable assistance to Southern Illinois University in this project. Hence, I hope sincerely that the Federal Communications Commission sees fit to grant an area television channel to Southern Illinois University.

Sincerely yours,

F. V. Lytle

F. V. Lytle

wn/FVL
August 6, 1951

The Federal Communications Commission
New Post Office Building
Washington 25, D.C.

Gentlemen:

We are very much interested in an Educational Television Station at Southern Illinois University, Carbondale, Illinois. We look to Southern Illinois University to lead in the providing of cultural and educational facilities for the residents of Southern Illinois along with the providing of entertainment and sports programs.

It is our understanding that it would be the goal of the station to utilize talents, materials, and ideas of the entire Southern Illinois area. This will assist in stimulating greater interest and faith in the whole area and will bring the residents of the area closer together.

We have had no such opportunity to build the appreciation and understanding of the people of Southern Illinois in the area itself to this date and we feel that the benefits derived from this station will be many and in addition to the cultural and educational advantages.

Very truly yours,

[Signature]

Executive Vice President
Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Gentlemen:

We understand that Southern Illinois University of Carbondale is applying for a new television channel. With this letter, The Kiwanis Club of Enfield, Illinois adds its support to such a project.

We like to think of Southern Illinois University as being one of the main developmental institutions in Illinois, and with the addition of education television programs for the entire area of Southern Illinois, which at present has no television station within 120 miles, it could become even greater in the educational field. We also believe that education is needed in our part of Illinois.

One of the main ways that Southern Illinois can overcome being classified as one of the three most underdeveloped areas in the U.S. is by education, and a television station at SIU would greatly aid in educational training, we believe.

Sincerely yours,

E. Earl Gott, Secy,
ENFIELD KIWANIS CLUB
If there is any area in the United States which needs help it is Southern Illinois. The institution which seems destined to lead this area out of the wilderness is Southern Illinois University. An important part of its program is a proposed area-wide television station which can be achieved only if you gentlemen see fit to give SIU a suitable channel.

I am no TV expert and if I were I would not presume to tell you how to allocate the channels. However, I am sure that I represent the views of the citizens of this area in asking that you give every consideration to the application of SIU. If, after this consideration, you feel that the proposed station would benefit this area, I am convinced that you will allocate a channel to the University.

Sincerely yours,

Charles C. Feirich
Federal Communications Commission  
New Post Office Building  
Washington, D.C.

Gentlemen:

It has come to my attention that Southern Illinois University of Carbondale is applying to you for an educational television station license.

I heartily commend the S.I.U. officials for this progressive step and am writing you to set forth my views on what such a station could accomplish for Southern Illinois.

Our county, Franklin county, among others in Southern Illinois is in what is known as a "blighted" area in the state. At about the end of the last century coal was discovered and the entire area shot into national prominence as a coal center. Hundreds of coal shafts were sunk and the area boomed. In recent years, however, the coal has been depleting and the mines closing down. Hence the "blighted" tag to the entire area.

A new, progressive and revitalized spirit must be implanted in the people of the area. The relief rolls are high. Unemployment has become for many a "gainful" occupation. Farm land is run down and neglected.

To me it appears as primarily an educational problem. We have evidence that the land can be returned to usefulness. We have a number of industries establishing themselves and finding both the people and the climate a production asset.

Southern Illinois has taken a prominent part in leading the area back into a better economy and a better place in which to live. With the help of the proposed television station I am sure they could accomplish even much more. A good television station would give the University the best possible means of "educating" the people of the area to a better way of living. Their influence in farming alone would well make such a station worthwhile.

I hope that you commission will give these considerations serious study and attention in acting on the University's application.

Sincerely,

[Signature]

Editor

Editor, The Christopher Progress
Federal Communications Commission  
New Post Office Building  
Washington 25, D.C.

Gentlemen:

I have been informed that Southern Illinois University is applying to the Federal Communications Commission for a television channel to be used for educational purposes. We of Southern Illinois most enthusiastically and heartily endorse such a project.

Southern Illinois University is the only fully accredited university in Southern Illinois - and area of thirty-one counties - and it is now taking the lead in all types of area services, in rehabilitating Southern Illinois, in fact. In such educational service, a University television station covering the entire area, would be of inestimable value.

I understand that Central Illinois is to have a wide-coverage television station at the State University, and that Northern Illinois is to have such a station at Chicago. It seems only just that Southern Illinois should have an area educational station at Southern Illinois University.

I am certain that I speak for all of Southern Illinois when I say that Southern Illinois University should have a television station. May the Federal Communications Commission act favorably on this application.

Sincerely yours,

[Signature]

RUSSELL KEITH  
GENERAL MERCHANDISE  
GROCERIES — MEATS — HARDWARE — PAINTS  
GRAND TOWER, ILL.  
August 1, 1951
August 18, 1951

Federal Communications Commission
New Post Office Building
Washington 25, D.C.

Gentlemen:

The Southern Illinois University of Carbondale is applying to the Federal Communications Commission for the area-wide television channel. I wish to add my support to this project.

S.I.U. is the educational center for this area and practically all Dongola students who attend college enroll there. The institution has grown rapidly in the last few years and we believe that addition of television broadcasting station will increase its value to this community.

I hope that you will give the University’s license application your utmost consideration.

Sincerely yours

Frank M. Bond

Frank M. Bond
The Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Dear Sirs:

I have been advised that Southern Illinois University has made application with your Commission for the installation and operation of a television broadcasting station. It is my understanding that this station will be used to provide entertainment and sports programs as well as public interest, cultural and educational programs to Southern Illinois. It is my opinion that such a station would greatly benefit this area. Further, I am especially glad that the University is sponsoring this sort of station. I believe that they can do a better job than a commercial station attempting such a program.

Sincerely yours,

Robert F. Catlett
August 14, 1951

Federal Communications Commission
New Post Office Building
Washington 25, D.C.

Gentlemen:

Southern Illinois University, I believe, is rapidly becoming one of the strong developmental forces in Southern Illinois. With an offering of educational television programs for the entire area, Southern Illinois University and education could become a still greater force.

It has been said that Southern Illinois is one of the three most underdeveloped areas in the United States. One way to overcome this difficulty is by education. And education can be greatly implemented in Southern Illinois by an area-covering educational Television station at Southern Illinois University in Carbondale.

Such a service could be of tremendous importance to Marion and other towns of the area.

Sincerely,

[Signature]

Philip G. Knecht
Mayor
August 3, 1951

The Federal Communications Commission
New Post Office Building
Washington 25, D. C.

Gentlemen:

My attention has been called to a petition from Southern Illinois University for permission to install a television station to serve the lower half of the state.

As there is no large city in Southern Illinois, it is my opinion that the television interests of the residents of that part of the state will not receive maximum attention unless the university's petition is granted. Being an educational institution, moreover, it is my belief that a high standard would be maintained in programs sponsored by it. For these reasons, the petition has my hearty approval.

However, before offering my approval in the form of this letter, I took the matter up with the New Athens Rotary Club to obtain a cross-section of opinion in the matter. The Rotarians enthusiastically added their approval to mine.

We would like to see a television sponsored by Southern Illinois University.

Sincerely,

[Signature]

N. A. Fischer, Editor
August 17, 1951

Federal Communication Commission
Post Office Building
Washington 25, D. C.

Gentlemen:

It has just been brought to my attention that the Southern Illinois University of Carbondale is making application with your Commission for a television channel. As a business man in Southern Illinois I would like for you to know that I am very much in favor of such a project.

The need for a television station in this area offering educational programs is great.

Southern Illinois University has shown rapid growth especially during the past ten years and has become one of the great developed mental forces in Southern Illinois.

As a Director of Southern Illinois Incorporated I am familiar with the under development of this area. In my opinion the greatest way to overcome this difficulty is by education, and a television station in this section would be very instrumental in attaining that goal.

Sincerely yours,

L. J. Wohlwend, President
WOHLWEND MOTOR & EQUIPMENT CO., INC.

LJW:CT
August 31, 1951

Burren C. Robbins
Director of Radio
Southern Illinois University
Carbondale, Illinois

Dear Sir:

Southern Illinois University is making a preliminary application for an educational television station. Since the Southern Illinois University at Carbondale is the only school giving degrees for the people of southern Illinois anything that will assist them in bringing education to the people will be of much value to the southern part of the state.

The southern Illinois area needs educational training especially in agricultural improvement and expansion. It seems to me that a television station at the Southern Illinois University serving the farmers of that area would be of great value. In many cases the farmers of southern Illinois not only would be told how to improve their farming methods but could be shown over the television station. Relief rolls of flood disasters and other emergencies in Southern Illinois could be handled by a television station serving this area. As far as relief rolls are concerned education is one of the main methods of overcoming this condition. A television station for southern Illinois could greatly improve the education of both the youth and adults.

I sincerely hope that the Federal Communications Committee will see its way clear to grant a television channel to Southern Illinois University.

Yours truly,

Floyd M. Smith
Farm Adviser
Clinton County
Federal Communications Commission
New Post Office Building
Washington 25, D. C.

Gentlemen:

It has come to my attention that the Southern Illinois University is making application to the Federal Communications Commission for a television channel to be used for educational purposes.

Southern Illinois University is the only fully accredited University within 100 miles of Franklin County, and it is now taking the lead in all types of area services. Franklin County looks to Southern Illinois University for educational leadership. A University television station at Southern Illinois University would be of inestimable value to Franklin County.

I understand that Central Illinois is to have a wide coverage television station at the University of Illinois and that Northern Illinois is to have such a station at Chicago. It seems only just that Southern Illinois should have an area educational station at Southern Illinois University.

I am certain that I speak for all of Franklin County when I say that Southern Illinois University should have a television station. I hope that the Federal Communications Commission will act favorably on this application.

Sincerely yours,

A. Gordon Dodds
Gentlemen:

I have been informed that Southern Illinois University is applying to your Commission for a permit to operate a television station in connection with the University for educational purposes. Let me say that I would heartily endorse such a project since Southern Illinois University is the only accredited school covering this area. I am sure if Southern would be granted such a permit it would materially aid the students in my county in the field of audio-visual education. It is not my purpose in this letter to bring to the attention of the Commission that other areas of the State of Illinois are being adequately served and that the Southern part of the State is being over-looked, but I do feel that by allocating a channel and a station to Southern Illinois it would be for the best cultural interests of the people in the area and I am sure that I can speak for my administrators and teachers in this respect.

It is my plea that the Federal Communications Commission act favorably on Southern Illinois University’s application.

Yours very truly,

[Signature]

NED F. CARLTON
Superintendent of Schools
August 3, 1951.

Federal Communications Commission  
New Post Office Bldg.  
Washington 25, D. C.

Gentlemen:

It has come to the attention of our local Chamber of Commerce that Southern Illinois University is considering application for a television station, which would serve the entire Southern Illinois area.

The Chester Chamber of Commerce unanimously endorses this project, for the following reasons:

(a) Southern Illinois has for years been dependent upon coal, and an economy built upon coal-mining. Now that this system is on its way out, many families are leaving this area.

(b) The people to whom Southern Illinois is home, and who will remain, must be cared for, either by means of relief rolls, or new industrial opportunities.

(c) Both adult and juvenile education is badly in need of rehabilitation, and we feel that television is one of the most promising means of effecting that goal.

We, the members of the Chester Chamber of Commerce, therefore take this opportunity to express our whole-hearted support of Southern Illinois University and its efforts to secure a television channel. We sincerely hope that the Federal Communications Commission will grant the necessary channel, as soon as possible.

Respectfully Yours,

"Build a Better Chester Today for a Better Tomorrow"  
"What Chester Makes, Makes Chester"
Federal Communications Commission  
New Post Office Building  
Washington, 25, D.C.

Gentlemen:-

I wish to take this method of adding my endorsement and that of our newspaper to the project of the Southern Illinois University, of installing an area wide television station. I understand they have an application before you at this time.

We believe that a university operated television station as an educational project would be of immeasurable benefit, both to the area as a whole and to each individual community, our own included.

It has been said that Southern Illinois is one of the three most underdeveloped areas in the United States. The Department of Commerce has said that Education is one way to overcome this condition. The granting of a television channel to our only University in Southern Illinois will be a step toward remedying this condition.

Very truly yours,

Lucien File  
Editor, Chester Herald-Tribune  
News Commentator Radio Station KSGM
Federal Communications Commission
New Post Office Building
Washington 25, D. C.

Gentlemen:

I understand that Southern Illinois University is making an application for a television station which will furnish services to the Southern Illinois area.

In this regard, Southern Illinois is in need of developing and raising its educational standards to compare with that in the northern part of the state, as well as the nation. This area for many years has been in need of educational and economic development, and is high on the relief rolls of the state. Leading professional and businessmen feel that the only way to attack this problem is by education, and that in the near future television will be one way in which educational facilities can assist in raising this economic level.

Adult education is greatly needed and, no doubt, the leading influence for this area for many years to come should and will be Southern Illinois University.

You will please consider this letter as evidencing my sincere desire to support the application for a television station as applied for in Southern Illinois University's application. I sincerely hope that the Federal Communications Commission will be able to grant the area television channel to Southern Illinois University.

Very truly yours,

[Signature]

Arthur G. Hendricks

AGH/nc
Elkville, Illinois
1 September 1951

Federal Communications Commission
New Post Office Building, Washington 25, D.C.

Gentlemen:

As president of the Elkville Parent and Teachers Association, I have been informed that Southern Illinois University in Carbondale, Illinois is applying for a television channel which is to be utilized for the purposes of adding another medium of education for the people in this Southern Illinois area.

Southern Illinois has often been referred to as the "forgotten part" of our state. This forgotten part consists of the lower thirty-one counties. In this area, Southern Illinois University is the only fully accredited university which can provide the service which Southern Illinois demands. It has been said "that the key to a better generation is a better education". Southern Illinois University, if allotted an educational television channel, can fulfill the adage.

I have been told that two television channels have been awarded the State University and Chicago respectively. I think it only fair that one should also be granted to Southern Illinois University. From Southern Illinois University we receive an un-expressable, unsurpassed service. We, in turn, support our university with our desire for greater means of education and a better generation for the tomorrow.

In conclusion, I do hereby affirm the full desire from our Parent and Teacher Association that the Federal Communication Commission will act favorably on the application for a television channel in Southern Illinois - located at Southern Illinois University.

Very truly yours,

Letha N. Piper
President,
Parent-Teacher Association
Elkville, Illinois
The Federal Communications Commission  
New Post Office Building  
Washington 25, D. C.

Gentlemen:

It has come to my attention that Southern Illinois University of Carbondale will make application to your commission to construct and operate a television station which will serve this area.

As a life-long resident of this area and knowing its people and conditions as I do, I want to urge that your commission give this application earnest consideration.

The area to be served by this station is one of the most densely populated areas, outside of Chicago and East St. Louis, in the state. It is inhabited by persons who are badly in need of the information, education, and entertainment that such a station would provide.

I understand that the proposed channel will operate in a radius of 80 miles from Carbondale. This will furnish programs for the entire tip end of Southern Illinois and since many of the citizens living within the area were at one time in their life students of the institution, the station would have a large audience.

Again, may I ask in behalf of the people of the area around Anna that you give this matter your earnest and favorable consideration.

Very truly yours,

[Signature]

L. OARD SITTER

LCS:clt
West Frankfort, Illinois
August 18, 1951

Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Gentlemen:

It is my understanding that Southern Illinois University at Carbondale, Illinois, is making application to the Federal Communications Commission for a Southern Illinois television channel.

It is my opinion that such a service as is contemplated by the applicant would be far-reaching and highly beneficial to this Southern Illinois area. Southern is the only institution of higher learning in the southern third of Illinois, while central and northern Illinois are served by several such schools.

A SIU-operated television station would, in my opinion, do much to provide the educational and development needs of the area as recognized in recent surveys conducted by the United States Department of Commerce. The school has unlimited talent for airing the sustained and constructive type of program planned.

It is my hope that your investigation of the possibilities will convince you of the worthiness of SIU's application.

Yours very truly,

[Signature]

Roger G. Kelly, Editor
August 9, 1951

Federal Communications Commission,
New Post Office Bldg.,
Washington, D.C.

Gentlemen:

We understand that the Southern Illinois University of Carbondale, Illinois, is applying to the Federal Communications Commission for an area-wide television channel. We wish to add our whole-hearted support to this movement with this letter.

We are very proud of Southern Illinois University and the work it is doing in our area; it is growing by leaps and bounds, and offering a service to young men and women who otherwise could not avail themselves of a University education. It is a University of high educational standards, and the personnel is excellent; we believe that if permitted to have the added facility of educational television programs, it would reach out and be available to more people.

It has been said that Southern Illinois is one of the three most underdeveloped areas in the United States. We believe as stated by the Department of Commerce that the one way to overcome this difficulty is by education. We doubt that education can be greatly implemented in Southern Illinois by an area-covering educational television station at Southern Illinois University in Carbondale. We trust that you may see fit to grant their application.

Sincerely,

RENDLEMAN and RENDLEMAN,

By Ford L. Rendleman.
THE FEDERAL COMMUNICATIONS COMMISSION
New Post Office Building
Washington 25, D. C.

GENTLEMEN:

I UNDERSTAND THE SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE IS PLANNING THE INSTALLATION AND OPERATION OF A TELEVISION STATION WITH AMPLE POWER AND FREQUENCY TO BRING TELEVISION PROGRAMS TO ALL THE HOMES OF A 80-MILE RADIUS OF CARBONDALE. I FEEL THAT THE PROGRAMS WOULD PROVIDE EDUCATIONAL AND CULTURAL PROGRAMS TO ALL THE HOMES IN THIS 80-MILE RADIUS AS WELL AS PROVIDE ENTERTAINMENT AND SPORTS PROGRAMS AND PROGRAMS OF PUBLIC INTEREST TO THOUSANDS OF PEOPLE IN THIS COMMUNITY.

IT IS MY UNDERSTANDING THAT THESE PROGRAMS WOULD UTILIZE THE TALENT AND IDEAS OF THIS COMMUNITY AS WELL AS THAT OF THE ENTIRE SOUTHERN ILLINOIS AREA.

I FEEL THAT A GREAT DEAL OF GOOD CAN BE ACCOMPLISHED IN SOUTHERN ILLINOIS BY THE OPERATION OF SUCH A STATION AND WE TRUST THAT THE FEDERAL COMMUNICATIONS COMMISSION, AFTER DUE CONSIDERATION, WILL SEE FIT TO GRANT SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE THE NECESSARY LICENSE TO OPERATE THIS STATION.

YOURS VERY TRULY,

C. F. BECKER
MAYOR, RED BUD, ILLINOIS
August 27, 1951

Federal Communications Commission
New Post Office Building
Washington 25, D. C.

Gentlemen:

As an educator in Southern Illinois, I would like to add my whole hearted support to an application for an area wide television channel made by Southern Illinois University at Carbondale.

I believe that educational television programs would add a great deal to Southern Illinois. It would help to develop a backward area in education, industry, and agriculture.

Sincerely yours,

Virgil H. Judge
Supt. of District
Federal Communications Commission  
New Post Office Building  
Washington 25, D. C.

Gentlemen:

Southern Illinois University of Carbondale is applying to the  
Federal Communications Commission for an area-wide television channel.  
With this letter I add my whole-hearted support to such a project.

Southern Illinois University, I believe, is rapidly becoming one  
of the great developmental forces in Southern Illinois. With an offering  
of educational television programs for the entire area, Southern  
Illinois University and education could become a still greater force.  
And education is what is needed in Southern Illinois.

It has been said that Southern Illinois is one of the three most  
underdeveloped areas in the United States. The U. S. Department of  
Commerce says further that the one way to overcome this difficulty is  
by education. And education can be greatly implemented in Southern  
Illinois by an area-covering educational Television station at Southern  
Illinois University in Carbondale.

We feel that the schools and communities of Alexander County would  
benefit greatly both culturally and economically from the installation  
and operation of a television station by the Southern Illinois University  
at Carbondale, Illinois.

Sincerely yours,

Lucy Twente McPherson  
County Superintendent of Schools  
Alexander County, Illinois
Federal Communications Commission,  
New Post Office Building  
Washington 25, D.C.

Gentlemen:

Southern Illinois University of Carbondale is applying to the Federal Communications Commission for an area-wide television channel. With this letter I add my whole-hearted support to such a project.

Southern Illinois University, I believe, is rapidly becoming one of the great development forces in Southern Illinois. With an offering of educational television programs for the entire area, Southern Illinois University and education could become a still greater force. And Education is what is needed in Southern Illinois.

It has been said that Southern Illinois is one of the three most underdeveloped areas in the United States. The U.S. Department of Commerce says further that the one way to overcome this difficulty is by education. And Education can be greatly implemented in Southern Illinois by an area-covering educational television station at Southern Illinois University in Carbondale.

Very truly yours,

[Signature]

Peyton H. Kunce
HARDIN COUNTY INDEPENDENT
Harry L. Porter, Publisher
Elizabethtown, Illinois

August 22, 1951

Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Gentlemen:

I have been informed that Southern Illinois University is applying to F. C. C. for a television channel, and if such channel is allocated to it, plans to install and operate a television broadcasting station.

Such a broadcasting station as proposed by the University is sorely needed in Southern Illinois.

At present, television cannot be received in Hardin county successfully. A broadcasting station at Carbondale would more than likely make reception successful.

In Southern Illinois, Southern Illinois University is becoming recognized as a source of culture, information and education -- more and more with each passing day.

The people in Southern Illinois need the proposed television station. It will give the people a chance to receive visual education and entertainment which is greatly needed.

Give the people in the Hills of Hardin County a chance to get out of the woods.

Sincerely yours,

Harry L. Porter

RUL ED BUSINESS FORMS A SPECIALTY
Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Gentlemen:

I just recently found out that Southern Illinois University is making an application for an educational television station. This station, should it be granted, would furnish an un-expressable service to all of Southern Illinois, and definitely be most beneficial to its inhabitants.

As a druggist, I meet all classes of people and associate with all levels of living daily, particularly youths in school. These students should pursue a higher course of education. Before one begins to pursue a particular field of study, he must meet with a conducive element which incites his desire to qualify himself in that particular field. Television, operating from an educational institution, could furnish that desire for further knowledge. From that adult viewpoint it would serve this interest. Our area here is chiefly an agricultural one. It seems to me that a television station at Southern Illinois University could assist the farmers of the area, for Southern Illinois farmers could not only be told how to improve their methods, but could see the method.

Southern Illinois University, a university which serves Southern Illinois, is rapidly becoming one of the leading forces in the area, and I am certain that it would do the outstanding rehabilitation of the entire area which is needed so badly. It is my sincerest hope that the Federal Communication Commission will grant a channel to Southern Illinois University.

Sincerely yours,

[Signature]

John B. Lockwood, R. Ph.
Federal Communications Commission,
New Post Office Building,
Washington 25, D. C.

Gentlemen:

It has come to my attention that Southern Illinois University is applying to your commission for a channel to be used for educational television. Having been both a teacher and a minister of the Gospel, I can say that educational and religious leaders of Southern Illinois would welcome such a project and give it their enthusiastic backing.

Southern Illinois University is fully accredited. It has a place of educational leadership all through the southern part of the state. An educational television service sponsored by the university would be of tremendous value. Since Central Illinois will receive similar television privileges through the University of Illinois at Urbana, we of Southern Illinois urge strongly that Southern Illinois University be granted the same opportunity and privilege in our part of the state.

Sincerely,

Carroll Langston, Minister

Carroll Langston, Minister
Gentlemen:

Information has just reached me to the effect that the Southern Illinois University at Carbondale, Illinois is applying to your Commission for a Television Channel to be used for educational purposes. I am very happy to learn this, for it would be a very great service to the people of southern Illinois.

Our state is very long from north to south, and divides naturally into northern, central, and southern areas. I understand that both northern and central areas of Illinois are to have television service, and it seems only fair to grant a like privilege to the southern area. It is fortunate that the Southern Illinois University at Carbondale has indicated its willingness and desire to supply this needed service, for it is strategically located, and its scholastic standing and high reputation would insure the quality of its programs.

By acting favorably on this application, I feel that you will render a substantial service, not only to the Southern Illinois University itself, but to the people of more than thirty counties in this area.

Very sincerely yours,

Robert B. Guthrie
First Presbyterian Church
Mt. Vernon, Illinois.
VI. PROGRAMMING THE PROPOSED STATION

Programming Aims for the Proposed Station. As we have previously reiterated, a television station operated by Southern Illinois University would, in practice, become a Southern Illinois Television Station. Its programs would be designed to meet the needs of and to utilize the ideas, materials, and talents of the entire area which it might serve. In short, it would seek fully to serve "the public interest, convenience, and necessity".

Now, while this would be an educational, non-commercial station, that does not mean that the programs could not and would not have showmanship. It is our contention that educational programs can be diverting, without detracting from their educational impact. In fact, that educational impact would be undoubtedly intensified by such diversional techniques. Furthermore, it is our firm conviction that an educational television station cannot attract and hold its audiences without offering entertainment. (And right here we must define entertainment as being that type of program which offers nothing except diversion.) These convictions will be evident in the program schedule—and formats—which we submit here, and would be evident in any programs which a Southern Illinois University Television Station might produce in the future.

In line with such a station's policy of serving the Southern Illinois Area—and the surrounding state areas that might come within its primary coverage area—an important consideration arises. Let us assume that the Federal Communications Commission saw its way clear to allocate Very High Frequency Channel No. 19 to Southern Illinois University in Carbondale. It might be then that the University's station would be the dominant one in the area, at least for a time. Then the important question would arise: "Should not the Southern Illinois University station increase the number of its entertainment programs in an attempt more nearly to satisfy the fuller-cross-section of its area audience? Our answer is yes Southern Illinois would definitely feel obligated to increase its entertainment programming over the amount shown in the sample schedule included here. This might be even to the extent of carrying selected sponsored network programs—with commercials deleted—if such an arrangement could possibly be made.

There are some other changes which we are certain would be made in the proposed programming schedule, were such a schedule to be used in actual operation. First, we believe that one of the most valuable services of television is to bring the average citizen to the scenes of important international, national, state, and even local events, events which heretofore might have been only vaguely related to him. Therefore, our actual programming schedule would always be at the mercy of fate. Whatever the occurrence, whenever it might arise, any regularly scheduled program would be cancelled for the instantaneous telecasting of such public interest features, whenever it was possible to secure those features. In any case, our schedule would include a delayed, filmed telecast of the event.
You may well ask, "How will this be done?" and we cannot answer definitely. There are many possibilities, but the entire idea of educational telecasting is as yet too young and undeveloped for any of the possible channels of nation-wide and world-wide events coverage to be a certainty. If educational television becomes prevalent enough, a network operation among these stations may develop. It is not improbable that commercial networks might be willing to feed special events, which they were carrying on a sustaining basis, to educational stations. The National Association of Educational Broadcasters, and associated organizations, have already taken steps to establish a film library and service for educational stations and to produce programs specifically for these operations. Although it is impossible to be specific about the means, of one thing we do feel certain. A concurrent development with the growth of educational television will be the growth of a means by which stations may exchange programs, materials, and services.

And this is the second reason that any program schedule submitted here must be purely tentative. At present it is impossible to know what programs might be available from outside sources, once telecasting were started at Southern Illinois University. It is our intention to take advantage of the very best materials available for our audience. However, until we know specifically what these outside sources may be, our programming, as presented here, must be built largely from a local organization standpoint.

The third facet of telecasting at Southern Illinois University which it is impossible to include in a routine program schedule, is that of one-time events, such as sportscasts or symphony concerts, or area special events. Athletic events do not fall in a regular time pattern. The same is true with symphony or band concerts, or special agricultural demonstrations, or the opening of an area project. Nevertheless, the proposed Southern Illinois University station would plan to relay these events to its viewers, whenever they occurred, whether they were on or off campus, and from throughout the station's service area.

In summary, the following program schedule is strictly tentative and should be considered flexible, as any schedule which Southern Illinois University put into operation would be. Above all, the programming of an educational television station at Southern Illinois University would have as its underlying purpose the integrating educating and rehabilitating of the area. This would not incidentally, cause the major portion of its programming to be any less beneficial to those sections of Missouri and Kentucky—and even Indiana and Arkansas—which might receive the station's signal.
SUGGESTED WEEKLY PROGRAM SCHEDULE

for

AN EDUCATIONAL TELEVISION STATION

at

SOUTHERN ILLINOIS UNIVERSITY
Carbondale, Illinois

---

The following section contains a tentative program schedule for one week. Included here on pages 13 to 43 are the details of representative programs in this schedule.

---

The page numbers in the index on the following pages are not in sequence with the main part of this presentation.
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Program Schedule By Titles</td>
<td>1</td>
</tr>
<tr>
<td>Weekly Program Schedule By Educational Areas</td>
<td>7</td>
</tr>
<tr>
<td>READ SOME MORE</td>
<td>13</td>
</tr>
<tr>
<td>TELESCOOL I</td>
<td>14</td>
</tr>
<tr>
<td>TELESCOOL II</td>
<td>15</td>
</tr>
<tr>
<td>TELESCOOL IV</td>
<td>16</td>
</tr>
<tr>
<td>COME INTO THE KITCHEN</td>
<td>17</td>
</tr>
<tr>
<td>MUSICAL CHARADES</td>
<td>18</td>
</tr>
<tr>
<td>DON'T BE A STATISTIC</td>
<td>19</td>
</tr>
<tr>
<td>HOW FIX IT</td>
<td>20</td>
</tr>
<tr>
<td>HERE'S HOW</td>
<td>21</td>
</tr>
<tr>
<td>LIFE AT THE CARTERS</td>
<td>22</td>
</tr>
<tr>
<td>S. I. U. TERMINAL</td>
<td>23</td>
</tr>
<tr>
<td>MODERN CANTEEN</td>
<td>24</td>
</tr>
<tr>
<td>IT'S A FREE COUNTRY</td>
<td>25</td>
</tr>
<tr>
<td>THE EYET STORY</td>
<td>26</td>
</tr>
<tr>
<td>YOU AND YOUR JOB</td>
<td>27</td>
</tr>
<tr>
<td>WOMEN AT WORK</td>
<td>27</td>
</tr>
<tr>
<td>THEY SAY IT WITH MUSIC</td>
<td>28</td>
</tr>
<tr>
<td>EACH IN HIS OWN WAY</td>
<td>29</td>
</tr>
<tr>
<td>ART FOR YOUR SAKE</td>
<td>30</td>
</tr>
<tr>
<td>WHAT DO YOU SAY?</td>
<td>31</td>
</tr>
<tr>
<td>LYRICAL LEAVES</td>
<td>32</td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>FIGURE IT OUT</td>
<td>33</td>
</tr>
<tr>
<td>WHAT MAKES THE WHIRLS GO ROUND</td>
<td>34</td>
</tr>
<tr>
<td>TO BE OF SERVICE</td>
<td>35</td>
</tr>
<tr>
<td>AMERICA UNTAUNTED</td>
<td>36</td>
</tr>
<tr>
<td>IT'S IN ILLINOIS</td>
<td>36</td>
</tr>
<tr>
<td>NEVER TOO OLD</td>
<td>37</td>
</tr>
<tr>
<td>WELCOME TO</td>
<td>37</td>
</tr>
<tr>
<td>MISTER CHAIRMAN</td>
<td>38</td>
</tr>
<tr>
<td>MIND YOUR BUSINESS</td>
<td>39</td>
</tr>
<tr>
<td>UNRAVELING THE RED TIDE</td>
<td>40</td>
</tr>
<tr>
<td>CURTAIN TIME</td>
<td>41</td>
</tr>
<tr>
<td>IT MAY BE LAW</td>
<td>41</td>
</tr>
<tr>
<td>WHAT WOULD YOU DO?</td>
<td>42</td>
</tr>
<tr>
<td>DOWN ON THE FARM</td>
<td>43</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
</tr>
<tr>
<td></td>
<td>Test Pattern</td>
</tr>
<tr>
<td>8:00</td>
<td>Sign On</td>
</tr>
<tr>
<td>8:50</td>
<td>Program</td>
</tr>
<tr>
<td></td>
<td>Prevu</td>
</tr>
<tr>
<td>9:00</td>
<td>News -</td>
</tr>
<tr>
<td></td>
<td>Weather</td>
</tr>
<tr>
<td>9:15</td>
<td>Read Some</td>
</tr>
<tr>
<td></td>
<td>More.</td>
</tr>
<tr>
<td>9:30</td>
<td>Teleschool</td>
</tr>
<tr>
<td></td>
<td>I</td>
</tr>
<tr>
<td>9:45</td>
<td>Teleschool</td>
</tr>
<tr>
<td></td>
<td>II</td>
</tr>
<tr>
<td>10:00</td>
<td>Teleschool</td>
</tr>
<tr>
<td></td>
<td>III</td>
</tr>
<tr>
<td>10:15</td>
<td>Teleschool</td>
</tr>
<tr>
<td></td>
<td>IV</td>
</tr>
<tr>
<td>10:30</td>
<td>Come Into</td>
</tr>
<tr>
<td></td>
<td>The Kitchen</td>
</tr>
<tr>
<td>10:45</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>Markets</td>
</tr>
<tr>
<td>11:08</td>
<td>Musical</td>
</tr>
<tr>
<td></td>
<td>Charades</td>
</tr>
<tr>
<td>11:15</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>Now Fixit</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td>Illinois</td>
</tr>
<tr>
<td></td>
<td>Offers</td>
</tr>
<tr>
<td></td>
<td>You.</td>
</tr>
<tr>
<td>FM HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>12:00</td>
<td>News</td>
</tr>
<tr>
<td>12:15</td>
<td>Down On Your Farm</td>
</tr>
<tr>
<td>12:30</td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td>Don't you Believe It</td>
</tr>
<tr>
<td>1:00</td>
<td>Out Of The Mouths Of Children</td>
</tr>
<tr>
<td>1:20</td>
<td>Closing Markets</td>
</tr>
<tr>
<td>1:30</td>
<td>Teleschool I</td>
</tr>
<tr>
<td>1:45</td>
<td>Teleschool II</td>
</tr>
<tr>
<td>2:00</td>
<td>Teleschool III</td>
</tr>
<tr>
<td>2:15</td>
<td>Teleschool IV</td>
</tr>
<tr>
<td>2:30</td>
<td>Strictly For You</td>
</tr>
<tr>
<td>2:45</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>Here's How</td>
</tr>
<tr>
<td>3:15</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>The Carters</td>
</tr>
<tr>
<td>3:45</td>
<td>S. J. N.</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>4:00</td>
<td>Modern Canteen</td>
</tr>
<tr>
<td>4:15</td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td></td>
</tr>
<tr>
<td>4:45</td>
<td>✓</td>
</tr>
<tr>
<td>5:00</td>
<td>Great Adventures</td>
</tr>
<tr>
<td>5:15</td>
<td>Not For Parents</td>
</tr>
<tr>
<td>5:45</td>
<td>Tomorrow's Weather</td>
</tr>
<tr>
<td>6:00</td>
<td>Fan's Club</td>
</tr>
<tr>
<td>6:15</td>
<td>Who's Who In Egypt</td>
</tr>
<tr>
<td>6:30</td>
<td>News</td>
</tr>
<tr>
<td>6:45</td>
<td>It's A Free Country</td>
</tr>
<tr>
<td>7:00</td>
<td>Down On The Farm</td>
</tr>
<tr>
<td>7:15</td>
<td>Toddle Time</td>
</tr>
<tr>
<td>7:30</td>
<td>Egypt Story Hobby Time Egypt Story</td>
</tr>
<tr>
<td>7:45</td>
<td>...</td>
</tr>
<tr>
<td>HOUR PM</td>
<td>MONDAY</td>
</tr>
<tr>
<td>---------</td>
<td>--------</td>
</tr>
<tr>
<td>8:00</td>
<td>You and Your Job.</td>
</tr>
<tr>
<td>8:15</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>They Say It With Music (Town Name) Presents!</td>
</tr>
<tr>
<td>9:00</td>
<td>Calling All Dads! Does It.</td>
</tr>
<tr>
<td>9:15</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>What Do You Say?</td>
</tr>
<tr>
<td>9:45</td>
<td>According To History</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>Lyrical Leaves</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>News</td>
</tr>
<tr>
<td>11:00</td>
<td>Sign Off</td>
</tr>
<tr>
<td>HOUR</td>
<td>PROGRAM</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>4:00</td>
<td>Test Pattern</td>
</tr>
<tr>
<td>8:10</td>
<td>Sign On</td>
</tr>
<tr>
<td>8:15</td>
<td>Program Preview</td>
</tr>
<tr>
<td>9:00</td>
<td>News - Weather</td>
</tr>
<tr>
<td>9:15</td>
<td>Read Some More.</td>
</tr>
<tr>
<td>9:30</td>
<td>Teachers' Workshop</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Make Believe Inn.</td>
</tr>
<tr>
<td>10:30</td>
<td>The Better To See and Hear</td>
</tr>
<tr>
<td>10:45</td>
<td></td>
</tr>
<tr>
<td>10:55</td>
<td>Mark's</td>
</tr>
<tr>
<td>11:00</td>
<td>Animal Fair.</td>
</tr>
<tr>
<td>11:15</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>Play It Safe.</td>
</tr>
<tr>
<td>11:45</td>
<td>Sportsland.</td>
</tr>
<tr>
<td>12:00</td>
<td>News - Weather</td>
</tr>
<tr>
<td>12:15</td>
<td>Born On Your Farm</td>
</tr>
<tr>
<td>12:30</td>
<td>Born On Your Farm</td>
</tr>
<tr>
<td>12:40</td>
<td>Closing Markets</td>
</tr>
<tr>
<td>12:45</td>
<td>Outdoors in Egypt</td>
</tr>
<tr>
<td>HOUR</td>
<td>PROGRAM</td>
</tr>
<tr>
<td>------</td>
<td>---------</td>
</tr>
<tr>
<td>AM</td>
<td>11:30</td>
</tr>
<tr>
<td></td>
<td>11:50</td>
</tr>
<tr>
<td></td>
<td>11:53</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
</tr>
<tr>
<td></td>
<td>12:15</td>
</tr>
<tr>
<td></td>
<td>12:30</td>
</tr>
<tr>
<td></td>
<td>12:45</td>
</tr>
<tr>
<td></td>
<td>1:00</td>
</tr>
<tr>
<td></td>
<td>1:15</td>
</tr>
<tr>
<td></td>
<td>1:30</td>
</tr>
<tr>
<td></td>
<td>1:45</td>
</tr>
<tr>
<td></td>
<td>2:00</td>
</tr>
<tr>
<td></td>
<td>2:30</td>
</tr>
<tr>
<td></td>
<td>2:45</td>
</tr>
<tr>
<td></td>
<td>3:00</td>
</tr>
<tr>
<td></td>
<td>3:30</td>
</tr>
<tr>
<td></td>
<td>4:00</td>
</tr>
<tr>
<td></td>
<td>4:30</td>
</tr>
<tr>
<td></td>
<td>5:00</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>All</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>General Information - Social Sciences</td>
</tr>
<tr>
<td>9:15</td>
<td>Literature - History</td>
</tr>
<tr>
<td>9:30</td>
<td>In-School Program</td>
</tr>
<tr>
<td>9:45</td>
<td>In-School Program</td>
</tr>
<tr>
<td>10:00</td>
<td>In-School Program</td>
</tr>
<tr>
<td>10:15</td>
<td>In-School Program</td>
</tr>
<tr>
<td>10:30</td>
<td>Home Economics</td>
</tr>
<tr>
<td>10:45</td>
<td>Home Economics</td>
</tr>
<tr>
<td>11:00</td>
<td>Agricultural and Business Information</td>
</tr>
<tr>
<td>11:08</td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>Home Management - Health - Safety</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>General Information - Social Sciences</td>
</tr>
<tr>
<td>12:15</td>
<td>Agricultural Information</td>
</tr>
<tr>
<td>12:30</td>
<td>Agricultural Information</td>
</tr>
<tr>
<td>12:45</td>
<td>Adult Education</td>
</tr>
<tr>
<td>1:00</td>
<td>Music Education</td>
</tr>
<tr>
<td>1:20</td>
<td>Agricultural and Business Information</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>PM</td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
</tr>
<tr>
<td>1:45</td>
<td>In-School Program</td>
</tr>
<tr>
<td>2:00</td>
<td>In-School Program</td>
</tr>
<tr>
<td>2:15</td>
<td>In-School Program</td>
</tr>
<tr>
<td>2:30</td>
<td></td>
</tr>
<tr>
<td>2:45</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>Home Economics</td>
</tr>
<tr>
<td>3:15</td>
<td>Home Economics</td>
</tr>
<tr>
<td>3:30</td>
<td>Child Guidance</td>
</tr>
<tr>
<td>3:45</td>
<td>Geography</td>
</tr>
<tr>
<td>4:00</td>
<td>Music Ed., Vocational Guidance, FFA, 4-H, News of Youth Groups</td>
</tr>
<tr>
<td>4:15</td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td></td>
</tr>
<tr>
<td>4:45</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>Literature</td>
</tr>
<tr>
<td>5:15</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Vocational Training, Botany &amp; Conservation</td>
</tr>
<tr>
<td>5:45</td>
<td>Geology &amp; Geography</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>6:00</td>
<td>Sports History and News - Physical Education</td>
</tr>
<tr>
<td>6:15</td>
<td>Area Integration</td>
</tr>
<tr>
<td>6:30</td>
<td>News - General Information - Social Sciences</td>
</tr>
<tr>
<td>6:45</td>
<td>General Adult Education - Social Sciences</td>
</tr>
<tr>
<td>7:00</td>
<td>Agricultural Information</td>
</tr>
<tr>
<td>7:15</td>
<td>Elementary Grades - Reading</td>
</tr>
<tr>
<td>7:30</td>
<td>Area Integration</td>
</tr>
<tr>
<td></td>
<td>History</td>
</tr>
<tr>
<td></td>
<td>Archeology</td>
</tr>
<tr>
<td></td>
<td>Public Health</td>
</tr>
<tr>
<td></td>
<td>Government</td>
</tr>
<tr>
<td>7:45</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Vocational-Technical Education</td>
</tr>
<tr>
<td>8:15</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Music Edu.</td>
</tr>
<tr>
<td>8:45</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Child Guidance, First Aid, Health</td>
</tr>
<tr>
<td>9:15</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Language Arts</td>
</tr>
<tr>
<td>HOUR</td>
<td>MONDAY</td>
</tr>
<tr>
<td>-------</td>
<td>----------------</td>
</tr>
<tr>
<td>FM</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>History</td>
</tr>
<tr>
<td>10:15</td>
<td>Literature</td>
</tr>
<tr>
<td>10:30</td>
<td>Literature</td>
</tr>
<tr>
<td>10:45</td>
<td>General Information</td>
</tr>
<tr>
<td>HOUR</td>
<td>AREA</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>AM</td>
<td>Gen. Information &amp; Social Sciences</td>
</tr>
<tr>
<td>9:00</td>
<td>Literature &amp; History</td>
</tr>
<tr>
<td></td>
<td>Teacher Training</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Periods which are blank are filled with entertainment programs.
### EDUCATIONAL AND PUBLIC SERVICE AREAS

Covered In

TENTATIVE WEEKLY PROGRAM SCHEDULE

Sunday

<table>
<thead>
<tr>
<th>HOUR</th>
<th>AREA</th>
<th>HOUR</th>
<th>AREA</th>
<th>HOUR</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td></td>
<td>12</td>
<td></td>
<td>12:30</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>General Information. Social Sciences</td>
<td>4:15</td>
<td>Geography</td>
<td>8:30</td>
<td>State &amp; Nat'l Governments</td>
</tr>
<tr>
<td>12:15</td>
<td>Vocational Training</td>
<td>4:30</td>
<td>Parliamentary Law</td>
<td>8:45</td>
<td>Same as 8:30</td>
</tr>
<tr>
<td>12:30</td>
<td>Vocational Training</td>
<td>4:45</td>
<td>Parliamentary Law</td>
<td>9:00</td>
<td>Home Remodeling, Decorating</td>
</tr>
<tr>
<td>12:45</td>
<td>Music Edu.</td>
<td>5:00</td>
<td>Vocational Guidance &amp; Business</td>
<td>9:15</td>
<td>Same as 9:00</td>
</tr>
<tr>
<td>1:00</td>
<td>Civilian and National Defense</td>
<td>5:30</td>
<td>Gov't Information</td>
<td>9:30</td>
<td>Ethics, Social Sciences, Law</td>
</tr>
<tr>
<td>1:15</td>
<td>Same as 1:00</td>
<td>5:45</td>
<td>Gov't Information</td>
<td>9:45</td>
<td>Same as 9:30</td>
</tr>
<tr>
<td>1:30</td>
<td>Music Education</td>
<td></td>
<td></td>
<td>10:00</td>
<td>History, Current Events</td>
</tr>
<tr>
<td>1:45</td>
<td>Music Education</td>
<td></td>
<td></td>
<td>10:15</td>
<td>Music - Literature</td>
</tr>
<tr>
<td>2:00</td>
<td>Public Edu. about Schools</td>
<td>6:00</td>
<td>General Info., Social Sciences</td>
<td>10:30</td>
<td>Music - Literature</td>
</tr>
<tr>
<td>2:30</td>
<td>Public Education about schools</td>
<td>6:45</td>
<td>Gen. Adult Edu. &amp; Social Sciences</td>
<td>10:45</td>
<td>General Information</td>
</tr>
<tr>
<td>2:45</td>
<td>Vocational Guidance</td>
<td>7:00</td>
<td>Geography</td>
<td></td>
<td>Social Sciences</td>
</tr>
<tr>
<td>3:00</td>
<td>Gardening &amp; Landscaping</td>
<td>7:15</td>
<td>Geography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td></td>
<td>7:30</td>
<td>Drama - Literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td>Geography</td>
<td>7:45</td>
<td>Drama - Literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:00</td>
<td>Drama - Literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8:15</td>
<td>Drama - Literature</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: All periods which have been left blank contain entertainment programs.
Title: **READ SOME MORE** (Series)

Time: 9:15 - 9:30 Monday thru Friday, AM

Type: Book Review - primarily reading aloud.

Purpose: To impart knowledge of a large number of fields - social customs, history, literature, for example - through the fascination of the really great novels of the past and present.

Audience: Primarily adult women. Suitable for any person over 12 years of age.

Program Procedure: Reading of great novels by an expert and animated reader. Long, descriptive passages would be shortened and/or replaced by the reader's summary of that portion of the text. Using such a book review technique, all historical allusions could lead into a brief history lesson, illustrated by slides and maps. The same would be true of geography, or of botany, or of social customs, and so forth. Direct reading from the book would comprise the main thread of the program, with the camera's constantly returning from the illustrative slide-film material to the reader. The author's individual style of narration would thus be preserved to a certain extent. The reader would necessarily have to possess a warm, casual personality. The scene of the program would be a comfortable, middle-class living room, with a globe, a map, and books available and visible. These lend atmosphere, as being of use for illustrative purposes. The camera pans the living room, comes to a stop on the door - obviously to the dining room and kitchen. The door opens; the reader enters; he greets his visitors, of the air, takes his seat in a comfortable chair, and the reading begins. The reader would borrow the "cliff-hanging" technique from radio serial drama in that he would, whenever possible, build up his audience for the next reading session.

**Suggested Books**

- THE CRISIS, Winston Churchill
- The IDES OF MARCH, Thornton Wilder
- RETURN TO PARADISE, James A. Michener
- THE HOUSE OF THE SEVEN GABLES, Nathaniel Hawthorne
- THE WALL, John Hersey

**Values**

- History: Civil War Era
- History: Caesar's Rome
- Customs
- Social Customs: South Pacific Islands
- Geography
- Social Customs: Colonial New England
- History: Nazi Conquest of Poland

Talent: University staff member or advanced student.
TENTATIVE PROGRAM SCHEDULE

Title: TELESC~Hool I (Primary Grades)

Time: 9:30 - 9:45 AM; 1:30 - 1:45 PM, Monday thru Friday.

Type: In-School Viewing.

Purpose: To supplement the regular course of study with materials not available for classroom use.

Audience: Kindergarten, first, second, and third graders. Also any adults who are curious about the 3 r's in the big brick schoolhouse.

Subject Areas: Monday - Art

Tuesday - Reading and Literature.

Wednesday - Health and Physical Education.

Thursday - Science, including Arithmetic.

Friday - Music.

Program Procedure: For Thursday - Science - The Story of Growing Flowers

A film starts with planting of the seed and utilizes time-lapse photography to show the entire growing process in a few minutes. Narration by a staff announcer explains the process, step by step. Then a shift to a garden, where children, where the seed has presumably been planted. The children in the garden study the effectiveness of their gardening. By measuring the height of stalks and the diameter of blossoms, an old gardener who is with the children explains the use of a rule. By counting the number of blossoms of each kind - or in each row - the children understand the methods of addition. A comparison of these results with the number of seeds planted, illustrates for them the methods of subtraction. Program closes with return to studio and announcer - the narrator - holding a flower stalk and summarizing what has gone before. Then he points out pictures of many different types of flowers and tells the children that these will be discussed on succeeding programs.

Talent: Staff announcer. Old man - or campus gardener - for garden scene which has been filmed before this program. Children from University school on the campus or other schools in area.

Source: Film, already available, from Audio-Visual Aids Service. Other information available from Agricultural Service.
Title: TELESCCHOOL II (Advanced Elementary)

Time: 9:45 - 10:00 A.M.; 1:45 - 2:00 P.M., Monday thru Friday.

Type: In-School Viewing.

Purpose: To supplement the regular course of study with materials not available for classroom use. The area covered in these in-school casts would be determined to some extent through communications exchanged with schools throughout the viewing area.

Audience: Fourth, Fifth, and Sixth graders. Also adults who are curious about the 3 r's in the big brick schoolhouse.

Subject Areas:
- Monday - Spelling.
- Tuesday - Science, including Arithmetic.
- Wednesday - Literature.
- Thursday - Health and Arts (Alternatively)
- Friday - Social Studies (Including Current Events).

Program Procedure: For Monday - Spelling.

Grandpa, in his easy chair, tells the children the story of words. He not only tells them how "clash" is a combination of "clap" and "crash"; he would have a small blackboard (casel style) where he could write the words. There he would illustrate how "cla" and "sh" combine to bring about "clash". Further, he would have a film projector, so the children could see his operating it, from which he would show film clips which would illustrate the semantic differences between words. Another type of word story would be that connected with the word "sparrow grass", which comes from "sparrow grass". Grandpa would show film clips - of slides - of the medieval use of "sparrow grass". Grandpa could be shown in various spots, as the words which he was illustrating might dictate. At one time he might be on the front; at another time, out in the fields; at still another time, in the living room. Always, in these scenes, there would be some object (s) at hand with which he might illustrate his words.

Talent: Staff member or other individual from community. Occasionally other individuals, old and young, would visit him on the program. These would be students from schools in the area.

Resources: Film clips from Audio-Visual Aids Service, or taken by Photographic Service. Informational materials from such books as Leil's "The Story of Words" and many others. Words derived in the region particularly good.
Title: TELESCHOOL IV (Senior High School)

Time: 10:15 - 10:30 AM; 2:15 - 2:30 PM, Monday thru Friday.

Type: In-School Viewing.

Purpose: To supplement the regular course of study with materials not available in the classroom.

Audience: Tenth, Eleventh, and Twelfth Grade students.

Subject Areas:

Monday: Language and Literature.
Tuesday: Social Sciences.
Wednesday: Physical Sciences.
Thursday: Vocational and Industrial Arts.
Friday: Art and Music.

Program Procedure: For Thursday - Commercial Science.

Filmed tour of a typical office in a large business concern. Unseen narrator would explain the individual shots which emphasize the office routines. Close-up shots of equipment and techniques - typing, folding letters, etc. - would be highlighted with this technique. At close of tour, the office manager of the concern would be shown interviewing an applicant for a stenographic position. During the course of the interview, the applicant would be given a shorthand and a typing test. The viewing class would also take this dictation and transcribe by typing.

Talent: Staff personnel and area business men - and employees used in film.

Resources: Filming by Audio-Visual and Photographic Services. Some of this type film already available. Many types of businesses in area would welcome opportunity either to send employees to appear and to demonstrate equipment in the studio or allow movies or still shots to be taken of their actual operations.
Title: **COME INTO THE KITCHEN.**

Time: 10:30 - 11:00 AM, Monday thru Friday.

Type: Practical Demonstration.

Purpose: Adult Education.

Audience: Homemakers. Home Economics teachers would be furnished with a detailed schedule so that they might use any part which fitted into their course of study.

Subject Areas: Meal Planning - Menus, Diets and Nutrition, Buying Standards,

Food Preparation,

Serving - Table Setting, Carving, Methods of Serving,


Program Procedure: Two regular personalities, an older woman and a young housewife, would jointly discuss and demonstrate kitchen arts in a well-equipped, but not unduly luxurious kitchen. Two women would be neighbors and thus give possibility of working back and forth between two types of kitchens, one well-equipped, one not so well-equipped. The older woman would speak from experience of cooking and associated subjects. She, for instance, cooks by the "dash" method, while the younger woman conforms strictly to absolute measures. Thus we have some differences of opinions to liven program. Neighbors and service men and husband occasionally drop in to visit and taste and so........ The younger woman's son - just ten - drops in at opportune moments. The show has human interest continuity as well as information on cooking, but without becoming a serial drama.

Talent: Staff Personnel and competent students.

Resources: Materials from Home Economics Department and various companies which dispense new products and gadgets.
Title: **MUSICAL CHARADES**

Time: 11:08 - 11:30 AM, Monday thru Friday.

Type: Audience Participation.

Purpose: To build general viewing audience - Entertainment.

Subject Area: Popular Music.

Program Procedure: A committee of 3 is furnished each day by a different club or church organization of the area. This committee will appear at the studio at least a half hour before the show goes on the air. During this early period the master-of-ceremonies - an announcer - will give the members the titles of the musical numbers which are to be played each day, sometimes by transcriptions, sometimes by the station musical director on the electric organ. This committee is to prepare little acts or tricks - charades - which indicate definitely the title of the melody. Of course, some of these melodies will not be too well known. Materials for the charades will be in the studio.

As the audience assembles, the master-of-ceremonies interviews one lady and then another. After one or two he selects a person to guess the charade of the number. If she guesses the title correctly, she is given a prize. If she does not, the prize goes to the organization which the ladies represent.

Area merchants would be solicited for the prizes, an attempt would be made to make the items practical.

In case audiences did not materialize because of inclement weather the viewing audience - at home - could guess by telephone.

Although most of time studio would be site of show, it might be taken to nearby communities for community interest.

Talent: Staff announcer, musical director, area organizations.
Title: DON'T BE A STATISTIC.

Time: 11:30 - 11:45 AM, Tuesday and Thursday.

Type: Adult Education.

Purpose: To impress all viewers with necessity for precautionary measures to ensure health and safety.

Audience: Homemakers, with some men.

Subject Areas: Health, Safety, First Aid.

Program Procedure: The program opens with a slide showing the current statistics on whatever the topic under discussion may be - colds, polio, drownings, home accidents, etc. The statistics would be shown in chart form, with stick men being used to represent the number of cases. As the show opens the staff member - middle-aged and mature (S. L. U. has them) - would be in the act of adding another stick man (adhesive cut-out) to the chart. He turns and cautions the audience that the viewer should not be that person. The host then proceeds with information on the problem of the day. As illustrative materials he uses films, slides, film clips, charts. He relies as much as possible upon guests: public health employees and officials, Red Cross staffs, police and firemen, for demonstrations and interviews. Also, individuals who have been victims of a disease - or an accident - are brought into the show as a living statistic. This program is particularly open to new medical techniques.

Talent: Continuing personality - older man from station staff, and guests.

Resources: Safety films, available from many sources; health films and slides from national foundations and from local Audio-Visual Service;
Tentative Program Schedule

Title: NOW FIXIT.

Time: 11:30 - 11:45, Monday and Friday AM.

Type: Demonstration interview.

Purpose: To instruct housewives in simple household repair techniques which usually wait around for a man.

Audience: Homemakers, and some men (they might profit too.)

Program Procedure: Female staff member is continuing personality on program, aided and abetted at times by male staffer. The lady is always beset by household problems - fix it problems - and she gets into some difficulties in her own sincere way. So she asks the male staffer. He invites in the expert - an electrician, a plumber, a carpenter, a painter - and he tells her how to do it simply. She tries the same thing that the expert has demonstrated and - - - that's where part of the humor of the program arises. But all comes out well.

Film clips and slides are used to supplement. Some of these clips and slides are humorous incidents, with "Fate Smith" remarks by the announcer. However, the serious objective of the program is always attained.

Talent: Staff personnel and University instructors from Vocational-Technical Institute. Also craftsmen of the area.

Resources: Film clips and slides from Audio-Visual and Photographic Services.

Title: Markets

Time: Various times throughout telecast schedule.

Type: Demonstration information.

Purpose: To inform farmers, elevator operators, fruit growers, business men, on state of markets.

Audience: Same as above.

Program Procedure: Announcer remains in background, giving market quotations and predictions verbally as he or assistant writes on large blackboard. Large charts may be used to indicate Dow-Jones Industrials and the like. Give the viewers plenty of time to take down the information on charts and boards.

Talent: Announcer, assistant.

Resources: Ticker service.
Title: HERO'S HOW.

Time: 3:00 - 3:30 PM, Monday thru Friday.

Type: Practical demonstration.

Purpose: Adult Education.

Audience: Homemakers.

Subject Areas: Sowing - Dressmaking, Slip Covers and Draperies, Mending.
Housekeeping - Laundry, Cleaning, Pest Control.
Interior Decoration
Fashions and Beauty Aids.
Hobbies - Needlework, Flor Arrangement, Knitting, Antiques.

Program Procedure: The setting would be that part of the home which is connected with and about which the day's topic revolves - i.e., laundry, work room, living room, bed room, etc.

The program opens with Mrs. Sothorn at the telephone. She repeats question which obviously is being asked of her by person at other end of line - "How can you cut down a size 16 pattern to your size?" - "I'll be right over." We see her gather up materials - or her purse - and go out the door.

Next Mrs. Sothorn is seen in questioner's sewing room where she demonstrates the answer which was asked of her over the telephone. Before she leaves, the two may discuss some other aspect of housekeeping and Mrs. Sothorn will demonstrate the solution in another part of the house.

Variation on Program Format: Program opens with Mrs. Sothorn at the telephone, extending invitation to friend to come over and display her hobby - or to travelling demonstrator for automatic ironer to come out to compare tricks.

Talent: Mrs. Sothorn (University staff wife or other qualified). SITV students as housewives. Bring in many housewives from community as they are found telegenic or animated. Filming may be taken on occasion from actual homes throughout community.

Resources: Home Economics Department of University, as well as of high schools in area. Information and demonstrations from various companies specializing in homemaking equipment.
Tentative Program Schedule

Title: LIFE AT THE CARTERS

Time: 3:30 - 3:45 PM, Monday through Friday.

Type: Serial Drama.

Purpose: To teach child guidance and social problems through illustration.

Audience: Homemakers.

Subject Areas: Child Psychology and Guidance
Health
General Home Economics.

Program Procedure: The continuing story of life in the Carter family and in that of their neighbors and friends, as it is affected by their children. Jim Carter is a man of about 40 - an electrician. His wife, about the same age, a high school graduate. They have two children - Joe, 7, and Sally, 14. Their close friends, the Williams, have one daughter, 7, and another 2½. The Clark's, two doors down from the Carters, have a daughter of 19, who is married and has a baby. Hence, the scene is set for innumerable child guidance problems, and the interweaving of several story lines.

For instance, while Junior's habit of fibbing is growing steadily worse - with the use of improper corrective measures by the Carters - the 19-year old neighbor girl is struggling with her family for permission to leave home and work elsewhere. Such problems result in some highly comical and some very touching episodes. The solution to each problem as it arises is eventually suggested by some authoritative character - minister, nurse, doctor, teacher, older parent, who lived through the same thing.

At times, various household hints are adapted into the action of the story. Health information lends itself to this type of dramatic material quite readily.


Resources: Only outlines of stories - episodes written. Series under way, the show will be done largely in ad lib fashion, with only a skeleton plot for guidance.
Tentative Program Schedule

Title: S. I. U. TERMINAL

Time: 3:45 - 4:00 PM, Monday thru Friday
      4:00 - 4:30 PM, Sunday.

Type: Travelogue.

Purpose: To reveal the economic, cultural, social and home life of neighbors throughout the United State, the World.
To show the accomplishments of these neighbors, their hardships, and above all else, their common interests with the viewer.

Audience: Entire family.

Program Procedure: Opening Scene: Toy railroad train whose flat cars carry reels of film steams into a replica - in miniature - of Old Main building on the SIU campus. Voice calls out, "Tour leaving for ______ in thirty seconds". Puppet Red Cap takes film off one flat car and carries it over to miniature movie projector. As puppet slips reel of film onto pin of projector the travelogue film starts. Preceding this, voice says, "all 'board...We're off!" 

Talent: Staff Personnel.

Resources: Film libraries. Also film to be taken by S. I. U. Audio-Visual Aids Service and Photographic Service, these films to be exchanged with other university services.
PROGRAM DETAILS

Tentative Program Schedule

Title: MODERN CANTOEN

Time: 4:00 - 5:00 PM, Monday thru Saturday.

Type: Variety Show.

Purpose: To occupy time (entertain) teen-agers, and youngsters below teen-age level. To educate in various ways.

Subject Areas: Popular Music, Music Education, Vocational Guidance, Social Behavior, Youth Activities.

Audience: Teen-Agers, Adolescents, Homemakers.

Program Procedure: Two college boys and two college girls serve as hosts and hostesses. They appear in varying combinations on rotating days.

The scene is a comfortable and utilitarian lounge and recreation room, with piano, record player, movie and slide projector.

A local, teen-age "hot" drummer beats out the signature on the words Modern Canteen as they are flashed letter by letter on the screen. The current, popular recordings are now played.

Youth groups, such as the FFA, 4-H, Scouts, church groups are entertained either individually or in groups. The hosts and hostesses interview these individuals, first about their organizations and then lead into youth problems. These discussions are illustrated by slide and film materials.

Occasionally a talented teen-ager performs solo on some instrument or in dramatic monologues. He even explains a few of the basic techniques involved in playing his particular musical instrument. A popular visitor is Mr. Adams, a young male music teacher, who drops in most every day on his way home. The pop tune being played as he enters gives him opportunity to give a quick, snappy music lesson, perhaps seated at the piano.

Talent: Students, Music Teacher from University Staff, Guest teen-agers.
Title: **IT'S A FREE COUNTRY.**

Time: 6:45 - 7:00 AM, Monday thru Sunday.

Type: Round Table Discussion.

Purpose: Adult Education.

Audience: Adults and teen agers.

Subject Area: The day's news and all fields related to it.

Program Procedure: Immediately following newscast a panel of a University professor - of government or history - and the station news director and an area citizen or a newspaper editor discuss the news and its implications. The show would open with each panel member making a positive statement - but with opposite views - about some phase of the news.

Then the announcer says, Well, gentlemen, you don't agree, but it's a free country - so we can all say what we think. He introduces the panel and they're off on the discussion.

If panel members agree on opening statements, then announcer indicates that they do not agree with the government policy or with some one it, and they all have the right to speak.

Talent: University staff members alternated on program.

Citizen or newspaper editor always different.

Resources: Viewers will be encouraged to send in their opinions on the topics of the day. From their comments, guests for the show may be picked.
**PROGRAM DETAILS**

**Tentative Program Schedule**

**Title:** THE EGYPT STORY

**Time:** 7:30 - 8:00 PM, Monday, Wednesday, Friday.

**Type:** Documentary, Travelogue.

**Purpose:** Area Integration, Adult Education.

**Audience:** Adults and Teen-Agers.

**Subject Area:** Vocational Guidance, History, Archeology, Government, Public Health.

**Program Procedure:**
- **Monday evening:** Special attention to vocational guidance by highlighting a different industry or business each week, showing how and where this organization functions in Southern Illinois. For example, Mining, Oil, Stock Yards, Railroad Yards, Manufacturing of Railroad cars, Sew Manufacturing. Many of these programs would be direct filmed pick-ups from the plant or institution. Instantaneous pick-up where possible.

- **Wednesday evening:** Based upon area history and legends, or current area problems in public health and in government, in one community or in several. A travel talk or discussion might be used - both supplemented by slides, film clips, and backgrounded fittingly with music.

- **Friday evening:** A weekly round-up of the news round about Southern Illinois. Would be presented largely from film clips and slides which had been taken in the area during the previous week perhaps by the camera teams of the station or University. Some of the weekly events: the opening of a new hospital, the county fairs, placing a sign in a new Mississippi River bridge.

**Talent:** Staff personnel, individuals from the area, particularly those with information on area background.

**Resources:** Local libraries, individuals - Limitless.


**PROGRAM DETAILS**

**Tentative Program Schedule**

**Title:** YOU AND YOUR JOB

**Time:** 8:00 - 8:30 AM, Monday thru Friday.

**Type:** Demonstration Teaching.

**Purpose:** Adult Vocational Education.

**Subject Areas:** Carpentry, Plumbing, Electric wiring, painting, Interior Decorating, Bricklaying, Cement mixing and Placement, Blueprint Reading, Etc.

**Audience:** Laboring men.

**Program Procedure:** This time is allotted for demonstration teaching of vocational skills. It is a "on the job" training to be conducted by the Southern Illinois University Vocational-Technical Institute. Sometimes the technique would be direct demonstration by an instructor; at other times it would be a film of on-the-job procedures, or of types of completed work, or of work techniques.

**Talent:** University Staff, Workmen of the Area.

**Resources:** Suggestions sent in by workmen, Research which has been done in the area, area work projects from which information and pictures have been taken.

---

**Title:** WOMEN AT WORK.

**Time:** 3:30 - 4:00 PM, Saturday and Sunday.

**Audience:** Working women - not office workers necessarily.

**Program Procedure:** This time is allotted also to the Southern Illinois University Vocational-Technical Institute to be used for specializing courses in skills for which women are primarily engaged.

**Talent:** University and Area women workers.

**Resources:** Plants of the area, suggestions and observations made in research of the area.
Title: **THEY SAY IT WITH MUSIC**.

Time: 8:30 - 9:00 AM, Monday.

Type: Musical Drama with Puppets.

Purpose: Adult and teen-age Musical Education.

Audience: The whole family.

Subject Area: Vocal Music and Operas, Light Operas.

Program Procedure: A narrator relates the story of an opera in a very intimate, rather gossipy fashion. His narration is illustrated by puppets, who act out the story. Recordings of selected numbers from the opera are used as the story progresses. At times, more scenes give the atmosphere, without action by the puppets. For these atmospheric, dramatic settings film clips and slides are employed. If the scene is comic, puppets enact scenes as music plays. Otherwise, the film clips are used.

Suggestions as to numbers and operas to be used are sought from the audience.

Talent: Staff Narrator. Technical assistance by University music staff.

Resources: Limitless.
Title: 

Purpose: 

Audience: 

Subject Area: 

Program Procedure: 

Talent: 

Those individuals are not practicing ministers, however.

Church officials.
Title: ART FOR YOUR SAKE.

Time: 8:00 - 8:30 P.M., Wednesday.

Type: Demonstration.

Purpose: Adult Education. To teach Art through the application of its principles.

Audience: Adults and Teen-Agers.

Program Procedure: The Program opens with the sketch of a room, a window display, or even a fashionable costume. The creator of this particular object, is queried by the program hostess as to his inspiration. The masterpiece - painting, sculpture, or architecture, etc. - upon which his work is based is shown by slides or even by film clips. The art expert explains the artistic factor which is most outstanding in the masterpiece. Involved in these discussion are such topics as color, composition, movement, etc.

Every effort is made to popularize art by the use of models, window displays, buildings, advertising if possible.

The historical background of the masterpieces are discussed in this program. Then, it would be shown how the same artistic principle is applied in the decoration of rooms today, window displays, etc.

Talent: University Art Staff, other competent artists from area.

Resources: Southern Illinois University Art Department, Area Painters, Area art collections, St. Louis Museum of Art, Chicago Art Museum.
Title: **WHAT DO YOU SAY?**

Time: 9:30 - 9:45 AM, Monday thru Friday.

Type: Audience Participation.

Purpose: To improve language facility of viewers and participants.

Audience: Adult and Teen-agers.

Subject Area: Grammar, Spelling, Pronunciation, Semantics.

Program Procedure: This is a variation on the Old-Fashioned Spelling Bee. Contestants are divided into two teams - teams preferably come from area clubs and organizations. They answer such questions as:

a. Is it c-vent' or c'-vent?

b. Is it "I want to disperse any doubts" or "I want to dispel any doubts"?

c. Is it "You was there" or "You were there"?

The same technique would be used with word pronunciations and meanings.

Prizes come from area merchants. When organizations furnish teams, the prizes go to winning organization.

Talent: Staff master-of-ceremonies.

Resources: Limitless.
Title: **LYRICAL LEAVES**

Time: 10:15 - 10:45 AM, Daily

Type: Musical Romance

Purpose: Adult Education through entertainment.

Audience: Adult and some teen-agers.

Subject Areas: Literature, Classical and Semi-Classical Music.

Program Procedure: A dream-like, romantic presentation, with the sole aim of being pleasant, relaxing, late-evening listening, and viewing. This is definitely a mood show. The video signature would be a montage film of: fingers "ripping" over piano keys - leaves of music -- the leaves of a book blowing in the wind - as well as autumn leaves falling. After this montage opening, with soft music for the audience, the camera slowly pans to a reader - an elderly man - seated in a comfortable chair in front of a fire place, or other relaxing setting. He is reading from the pages of a large book. Now the camera shifts to the fingers on the keyboard again. The music wells up. Then down. The man is reading poetry, or classic prose, or great but simple philosophy. Music is always gently under him. Occasionally we hear the notes of a violin and our camera picks up the dimly outlined features of the players. Then it may be a singer, or a group of singers. Never does the reader announce the titles of the selections he reads. The titles are given at the close of the show. Then on **LYRICAL LEAVES, LEAF BY LEAF**, at 11:45 AM, Tuesday and Thursday, a discussion of the selections is given.

There is no direct teaching in this program. However, a closing tag would invite listeners to send in any queries about the music and poetry. The discussion on these items would take place on Tuesday and Thursday, as noted.

Talent: Staff personnel, music students, University music staff, area music groups.

Resources: Indicated above.
Title: **FIGURE IT OUT.**

Time: 1:30 - 2:00 PM, Saturday.

Type: Interview and Demonstration.

Purpose: Adult Education.

Audience: Adults.

Subject Area: Simple mathematics.

Program Procedure: Each program is based on an incident in the life of an area resident when he needed a mathematical skill which he lacked. For instance, when the show opens, a young husband and wife are presented at the climax of an argument, and this argument has resulted from their frustration in trying to figure out a budget. They have obtained a sample budget from a government agency - (20% rent, 17% food - 4% clothing, etc.) - but neither one knows how to figure percentage. As if by magic, Mr. Digit appears - perhaps in a cloud of smoke. He assists in figuring out the budget - and while he is there, he gives a quick lesson in figuring percentages. Magic would be employed throughout the program. Mr. Digit would produce illustrative materials out of his sleeve or hat. He would cause a black board to appear out of thin air. Once the dilemma was solved, he would vanish as he came.

While this method of producing Mr. Digit may seem elementary, it would be the s. showmanlike means of reaching the very individuals who need this information.

Talents: Student Actors. Mr. Digit from University Staff.

Resources: Limitless.
TITLE: MELT MAKES THE WHEELS GO ROUND.

Time: 3:00 - 3:30 PM, Saturday.

Type: Interview and Demonstration.

Purpose: Adult Education.

Audience: Primarily men and boys.

Subject Areas: Physics - Mechanics.

Program Procedure: Each week a boy and his father are tinkering, on Saturday afternoon, with the family, the tractor, or perhaps Mother's washing machine. The specific repair to be made concerns that part of the machine which is illustrated by the physical principle to be explained on this Saturday. Incidentally, the mechanical procedures would be illustrated with close-ups.

For example, Billy and his Father are switching the tires on the car. They discover some badly worn tread areas. This leads into an explanation of "suction" by Father. He demonstrates his explanation by drawing diagrams with chalk on the driveway, or with a screw driver in the soft ground. They go into the house and get Mother's vacuum cleaner to use for an illustration.

All illustrative materials are pictures or articles conceivably available on the spot, although slides and films might be actually used on the show.

Talent: Staff Personnel, Individuals from area, Students.
PROGRAM DETAILS

Tentative Program Schedule.

Title: TO BE OF SERVICE

Time: 12:15 - 12:45 PM, Sunday.

Type: Demonstration.

Purpose: Vocational Education. (Salesmanship)

Audience: Teen-agers and adults who are engaged, or who wanted to be engaged, in the business of pleasing the public.

Program Procedure: Open with a brief dramatization of a sales situation. Saleswoman approaches customer who cannot make clear what she desires. Saleswoman is having great difficulty handling the situation when there is a cross fade to instructor who proceeds to lesson for the week, using film clips, slides, and student actors to illustrate his material.

Since Sunday is the only day salespeople would be available for viewing, this would be a concentrated course in salesmanship.

Talent: Instructor from Vocational-Technical Institute and Student actors.

Resources: Audio-Visual Aids Services and business establishments of the area.
Title: **AMERICA UNDAUNTED**

**Time:** 1:00 - 1:30 PM, Sunday.

**Type:** Film Dramatizations and Interviews.

**Purpose:** To dispense necessary information on public defense.

**Audience:** Teenagers and adults.

**Program Procedure:**
- Interviews with civilian defense chairman, supplementally illustrated by diagrams, charts, and film clips.
- Or - Interview with Recruiting officers, similarly illustrated.
- Or - Films issued by various government defense agencies. This is assuming that such films will be issued to TV stations.

**Talent:** Staff Personnel, civilian defense workers, recruiting officers.

---

Title: **IT'S IN ILLINOIS.**

**Time:** 7:00 - 7:30 PM, Sunday & 9:15 - 10:15 PM, Wednesday.

**Type:** Travelogue.

**Purpose:** To acquaint area citizens with remainder of the state.

**Audience:** The whole family.

**Subject Areas:** History, Art, Industry, Nature Lore, Transportation, ad infinitum, all of Illinois.

**Program Procedure:** Mature man as narrator tells of those things to be found in the state, assisted by slides, maps, film clips, charts. Visitors are also used on the show. These visitors are the well-known and the not-so-well-known.

**Possible Themes for Shows:** Let's Visit (an Illinois city)
- Schools in Illinois
- The Lincoln Country
- The Gladiola Belt
- Fluorspar mining
- Canals

**Talent:** Staff announcer and guests.

**Resources:** Films on Illinois from State Library and SIU Audio-Visual Service.
- State and Special Libraries.
**Program Details**

**Tentative Program Schedule**

**Title:** NEVER TOO OLD  
**Time:** 2:00 - 2:30 Sunday - FM  
**Type:** In-School Listening  
**Purpose:** To familiarize parents and general public with methods of modern education.  
**Audience:** The whole family, it is to be hoped.

**Program Procedure:** A repeat telecast - filmed - of the Teleschool program of the preceding week which was considered best. Program opens with a shot of a local area school which used the program.

---

**Title:** WELCOME TO (Name of school in area)!  
**Time:** 2:30 - 2:45 FM, Sunday.  
**Type:** Public relations for schools.  
**Purpose:** To acquaint the general public, and more particularly people in a specific Southern Illinois (or adjoining state) school with the activities of that school.  
**Audience:** The whole family.  

**Program Procedure:** Visit - via filming or microwave (if school can be opened on Sunday) - to area school. Tour of school. Interviews with students and faculty. Inclusion of some particularly outstanding school organization.  

This program may be done from the studios, if necessary.  
**Talent:** Area school faculty and students.
Title:  Mr. CHAIRMAN!

Time:  4:30 - 5:00 PM, Sunday.

Type:  Discussion and Demonstration.

Purpose:  Adult Education.

Audience:  Adults and teen-agers - some adolescents.

Subject Area:  Parliamentary Law and Organization Publicity.

Program Procedure:  Video signature; -- the pounding of a gavel.  The entire program would take on the form of a business meeting, but each week the type of organization would change: for instance, miners' union, woman's club, faculty meeting, American Legion Meeting, etc. "Mr. Chairman" would be the presiding officer in each instance, although he might at times turn over his gavel to the presiding officer of the particular organization. "Mr. Chairman" would instruct the audience through his correction of the mistakes of the organizations.

Other types of meetings would be held, such as committee meetings. Questions and suggestions from the audience would be encouraged. At times there would be discussions of the procedural techniques of national-internal national organizations, such as the U. N.

Talent:  Staff personnel, University instructors and others in authority from the area. Also student actors.

Resources:  Robert's Rules of Order, the proceedings of national-international organizations, legislative bodies, etc.
**Title:** MIND YOUR BUSINESS

**Time:** 5:00 - 5:30 PM, Sunday

**Type:** Discussion

**Purpose:** Adult Education

**Subject Areas:** Commerce - such as Insurance

- Investments - Loaning and Borrowing Money
- Stock Markets
- Real Estate
- Taxes
- Banking Services to the Public

**Applied Mathematics** - incidental to many of these discussions.

**Program Procedure:** Program opens with slide montage of bank books, insurance policies, houses, bills. Host - mature, middle-aged man - greets viewers and invites them to join him and his friends in a discussion of how to Mind Your Business successfully. The host joins layman, who is seeking advice, and both of them proceed - by double fade - to office of an expert. In this office Layman and host are given a short lesson in figuring compound interest, as well as the various means of getting a loan. To assist in this explanation, expert throws on a screen enlargements of various bookkeeping or bankbook entries, for instance. Films and charts are also employed.

**Talent:** Staff announcer, guests, and expert - from University staff.
Title: UNRAVELLING THE RED TAPE
Time: 5:30 - 5:45 PM, Sunday
Type: Interview Demonstration
Purpose: To instruct the public on how to use its government and government services.
Audience: Adults and possibly adolescents.

Program Procedure: Show opens with slide shot of snarled red tape (actually). Hand gradually comes into the picture and, as if by magic, wipes away the whole snarled mass. Then the man that owns the hand appears on the scene and says, "Did you think you just saw a lot of red tape? Well, you actually did, and our government sometimes seem to be wound up with just such red tape. But here's the man who can unravel that red tape for you...."
Here the narrator introduces the guest expert who explains with assistance of slides and charts, how to fill out applications for old age benefits, or social security, or income tax forms are clarified, or some other involved procedure.

Theme of the Program: There's no confusing red tape about it when you understand the forms and the procedures.

Different guest expert on each show.

Talent: Staff personnel and guests from government agencies.

Note: A typographical error inaccurately lists this program as running for 30 minutes. The 15-minute period from 5:15 - 6:00 PM should contain the program TOMORROW'S WEATHER, straight across the board.
Title: **CURTAIN TIME**.

Time: 7:30 - 8:30 PM, Sunday.

Type: Drama.

Purpose: Entertainment with good drama.

Audience: The whole family.

Program Procedure: Films of merit, although they might be old.

Talent: None.

Resources: Fairly wide.

------

Title: **IT MAY BE LAW**.

Time: 8:30 - 9:00 PM, Sunday.

Type: Round Table.

Purpose: Adult Education on Government.

Audience: Adult and Teen-Age individuals.

Program Procedure: A panel of University instructors (usually from Social Science and Commercial Departments). Other panels could be composed of area lawyers, editors, school administrators, along with the instructors. With the staff moderator, these panels discuss the pros and cons and the probable effects of pending legislation that is presently in Congress and the State Legislature. Opening shot (video) - a legislative clerk reading in stentorian tones one of the pieces of legislation to be discussed. The moderator then says, "...And it may be law next week - or month - or year"...It may be the best thing that ever happened; and on the other hand, - - - But I don't know much about it... Here are the men who can..."

At this point the panel discussion comes in. Close patterned on introduction style.

Talent: University Staff, Station personnel, area lawyers, teachers, legislators.

Resources: Shots from State Legislature and Congress available. Pending legislation plentiful.
**Title:** WHAT WOULD YOU DO?

**Time:** 9:30 - 10:00 AM, Sunday.

**Type:** Audience Participation.

**Purpose:** Adult Education.

**Subject Area:** Safety, Social Behavior and Relations, Ethics, Philosophy.

**Audience:** Adult, Men and Women.

**Program Procedure:** Studio audience. Brief, climactic scenes are shown by film, or scenes are acted by University theatre majors. These scenes are such that the person(s) involved must make a decision which may be somewhat to his detriment, if he pursues one course. However, if he takes the other course, he may profit, but he will also do serious injuring to some one else.

Master-of-ceremonies interviews members of audience to ask what they would do and why? Viewers outside studio are encouraged to send in their answers.

Sample problem: A man is hurrying down the street to avoid being late for an appointment which will mean a position to him. He sees a fire starting on the roof of a house. He rushes up to the door and knocks furiously. No one answers immediately. Should he rush on and allow the house to burn or should he remain and lose his chance for a good position?

Viewing audience is encouraged to send in details of quandaries in which they have found themselves. They are asked also to send the statement of the courses they took and the outcomes.

**Talent:** Board of experts on program would, individually or collectively tell what, in their judgment, should be done in each of the situations outlined.

**Talent:** Experts - Highway officer and Minister, Others.
Staff Master-of-ceremonies.
Studio audience.
**PROGRAM DETAILS**

**Tentative Program Schedule**

**Title:** DOWN ON THE FARM

**Time:** 12:00 – 12:30 PM, Monday thru Saturday.
7:00 – 7:15 PM, Monday thru Friday.

**Type:** Variety.

**Purpose:** Adult Education – Agricultural.

**Audience:** Adults engaged in agricultural occupations or avocations.

**Subject Areas:** Soil Conservation, Growing Crops, Dairying, Orchards, Truck Gardening, Animal Husbandry, Poultry Raising, Farm Equipment, Building Construction and Maintenance, Small Grains.

**Program Procedure:** Program opens with Station Farm Adviser – regular personality on program who may be University Agricultural Department Staff member – driving up in his car and saying: "Come on. Let's go over to Miller's (or other spot of interest for the-day), Jim's doing some fancy ploughing today". As the viewer drives along with Roscoe, the Station Farm Adviser, he turns on the radio to pick up some music. That calls for a fade to the studios for some folk ballad type music by the Farm Hands.

Upon arrival at the destination Roscoe has indicated at the first – an area farm in this case, but it might be the county fair, a farm implement, or feed store, or an agricultural meeting – Roscoe's instructional portion of show begins. This instruction he gives in off-hand, inoffensive manner. This "arrival" at the designated spot is achieved through microwave remotes or film strips taken at a previous date.

On other occasions, Roscoe invites farmers, experts, FFA and 4-H members and the like, to visit him in his office, where he has charts and pictures. His office is the studio. At other times he carries on laboratory experiments, sometimes in a regular laboratory, sometimes on the University farm.

To break up the program, one or two returns per show are made to the Farm Hands, the musicians. There may be – and often is – a good deal of joviality in the show, so it is anything but a cut-and-dried performance. Everyone feels right at home.

**Evening show would confine itself more to studio work with the musicians, but also with the information and guests.**

**Talent:** Staff member and guests.
**VII. TECHNICAL EQUIPMENT, BUILDINGS AND OPERATIONAL COSTS**

The Technical Equipment. As the programming outline in the previous section has indicated, the proposed educational television station at Southern Illinois University would be an area-wide station, and as such, both from an equipment and from a staff standpoint, would be equipped to carry on that type of operation. For instance, one of the very important units of the envisioned installation would be a mobile unit, to cost approximately $12,000—exclusive of cameras and relays—which would be equipped to pick up and micro-wave to the studios out-of-studio programs. In addition, in cooperation with the audio-visual service and the photographic service of the University, equipment would be utilized for the taking of motion picture and still camera shorts. Thus, programs—or parts of programs—could originate—either instantaneously or delayed—from all over the area. By this procedure, large, working film clip libraries could be built to be used on all types of programs.

Briefly, the equipment, exclusive of studios, offices, and transmitter building, would include the following general groupings at the approximate costs given:

<table>
<thead>
<tr>
<th>EQUIPMENT GROUPINGS AND UNITS</th>
<th>UNIT COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter and Antenna Equipment</td>
<td></td>
</tr>
<tr>
<td>Transmitter</td>
<td>$85,000.00</td>
</tr>
<tr>
<td>Spare Parts for Transmitter</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Antenna—probably 8-bay</td>
<td>35,000.00</td>
</tr>
<tr>
<td>Accessories, such as Transmission</td>
<td>10,000.00</td>
</tr>
<tr>
<td>line and signal demodulator</td>
<td></td>
</tr>
<tr>
<td></td>
<td>130,000.00</td>
</tr>
<tr>
<td>Antenna Tower</td>
<td></td>
</tr>
<tr>
<td>500 foot, guyed</td>
<td>40,000.00</td>
</tr>
<tr>
<td>Rack Equipment</td>
<td></td>
</tr>
<tr>
<td>Rack Equipment—Transmitter Monitors</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Rack Equipment—Audio</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Rack Equipment—Video</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Rack Equipment—Power</td>
<td>900.00</td>
</tr>
<tr>
<td>Rack Equipment—Synchro. Generator</td>
<td>4,700.00</td>
</tr>
<tr>
<td></td>
<td>16,100.00</td>
</tr>
<tr>
<td>Film Camera, Projectors and Control Equipment</td>
<td>30,000.00</td>
</tr>
<tr>
<td>Test Equipment</td>
<td>4,500.00</td>
</tr>
<tr>
<td>Field Equipment</td>
<td></td>
</tr>
<tr>
<td>Two Camera Chains—Field Pickup</td>
<td>42,000.00</td>
</tr>
<tr>
<td>Mobile Truck</td>
<td>12,000.00</td>
</tr>
<tr>
<td></td>
<td>54,000.00</td>
</tr>
<tr>
<td>Microwave Relay Equipment</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12,500.00</td>
</tr>
</tbody>
</table>

**TOTAL COST**

$287,100.00
Equipment, such as microphones, sound effects wagons, and lights are not included here, since we already have these on hand. These prices may be higher by the time such a proposed station were in the process of construction. However, these estimates are sufficiently within the realm of possible future prices to make Southern Illinois University's view of the whole matter a realistic one.

The Transmitter Site and Building. As we envision it, the transmitter would be separated from the studios. Although we have several possible locations in mind—one of them atop a hill about a mile from the campus—the final location would be determined, of course, by engineering specifications. Suffice to say that the audio signal would probably be carried from the studios to the transmitter by telephone lines, while the video signal would be carried by micro-wave relay. The transmitter building itself would be a functional, block type, brick structure, with three rooms, to cost about $6,000, including surrounding land.

The Studios. Briefly, the studio building should probably contain the following:

1. Large Production Studio—approx. 60' x 90'
2. Large Rehearsal Studio—Also to be used for production.
3. Control Room—elevated—with light partition for both studios.
4. Projection Room.
5. Film-Editing Room.
6. Film Developing Room.
7. Film Storage.
8. Paint and Carpenter Shop.
11. Large Dressing Room for Men.
12. Large Dressing Room for Women.
15. Continuity Office.

The building itself would be designed to be functional rather than ornate. The anticipated cost of such a building, Exclusive of equipment, would be $150,000. This figure might be cut drastically, since there are in prospect several spaces, in substantial buildings on the campus, which might be used for this operation.
Annual Operation Cost. Operation costs would total $175,000 per year or more. The budget would be roughly divided as follows:

<table>
<thead>
<tr>
<th>BUDGET ITEM</th>
<th>UNIT COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>7,500.00</td>
</tr>
<tr>
<td>Stenographic</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Production Manager</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Assistants in Production--2</td>
<td>11,000.00</td>
</tr>
<tr>
<td>Continuity Head</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Assistants in Continuity--2</td>
<td>10,000.00</td>
</tr>
<tr>
<td>Musical Director</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Announcers--Switchers --4</td>
<td>22,000.00</td>
</tr>
<tr>
<td>Film Director</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Assistant--1</td>
<td>4,500.00</td>
</tr>
<tr>
<td>Engineers--3</td>
<td>18,000.00</td>
</tr>
<tr>
<td>Carpenter</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Painter</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Student Assistants</td>
<td>8,000.00</td>
</tr>
<tr>
<td>Films and Processing</td>
<td></td>
</tr>
<tr>
<td>Raw Film</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Processing, Etc.</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Film Rentals and Carriage</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Transcription and Musical Libraries, Including Licenses</td>
<td>3,500.00</td>
</tr>
<tr>
<td>Scenery and Costume Materials</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Equipment Replacement</td>
<td>20,000.00</td>
</tr>
<tr>
<td>Transportation</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Electric Power</td>
<td>7,500.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>10,000.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>189,000.00</td>
</tr>
</tbody>
</table>

One of the aspects of this operational picture which must be considered is that qualified students may be used in many positions on the staff without in any way impairing the effectiveness of production. Thus, the annual operational budget might be cut considerably. At the same time, however, by such use of students the supervisory staff would have to be of the highest calibre.

Again, as was the case with estimate on the cost of installation of the proposed station, we have made our estimate sufficiently high as to take care of most contingencies and to give ourselves a realistic view of the whole operation.
VIII. FINANCING THE OPERATION

It has been illustrated in the preceding pages that the Southern Illinois University administration is fully aware of the cost of such a proposed television operation.

The installation and operational costs would come from the University budget, funds for which budget are appropriated each biennium by the Illinois State Legislature. The Southern Illinois University administration is authorized to distribute these appropriated funds in whatever manner it deems most advantageous. Since the University administration considers television of major importance in education of the future and of this area in particular, it would be in a position to allocate funds for this television operation.

For the present biennium the University has an operating budget of $8,232,400. It is to be assumed that the University will have at least this large a budget available ($8,232,400), if not larger, for each coming biennium, and can request legislative appropriation of additional funds to activate a television station. Hence, the operation of the television station could be assured.
In the Matters of )  
Amendment of Section 3.606 of the ) Dockets Nos. 8736 and 8975  
Commission's Rules and Regulations. )  
Amendment of the Commission's Rules, ) Docket No. 9175  
Regulations and Engineering Standards )  
Concerning the Television Broadcast )  
Service. )  
Utilization of Frequencies in the )  
Band 470 to 890 Mcs. for Television ) Docket No. 8976  
Broadcasting. )

SWORN STATEMENT OF SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE, ILLINOIS, IN OPPOSITION TO AFFIRMATIVE STATEMENT OF ALLEN B. DUMONT LABORATORIES, INC. DATED AUGUST 17, 1951

1. On May 7, 1951 Southern Illinois University at Carbondale, Illinois filed its comments in this proceeding to which was attached the engineering statement of George P. Adair proposing that VHF Channel #10 be made available at Carbondale and reserved for a non-commercial, educational television station.

2. The sworn statement of Southern Illinois University in support of its position will be filed with the Commission on or before September 17, 1951.

3. This statement is being filed at this time in opposition to the affirmative statement of Allen B. DuMont Laboratories, Inc. filed with the Commission on August 17, 1951.

4. The basis of our opposition is set forth in the attached affidavit of George P. Adair, our consulting radio engineer.

Respectfully submitted,
SOUTHERN ILLINOIS UNIVERSITY

By: /s/ Delyte W. Morris  
President

Sworn to and subscribed before me this  
25th day of August 1951.

/s/ Phil R. Hussey  
Notary Public

My Commission expires Dec. 19, 1952  
[SEAL]
CITY OF WASHINGTON  
) SS 
DISTRICT OF COLUMBIA 
)

GEORGE P. ADAIR, HAVING BEEN DULY SWORN, DEPLOSES AND SAYS:

1. THAT HE IS A CONSULTING RADIO ENGINEER WITH OFFICES AT 1833 M ST. N. W., WASHINGTON 6, D. C. HIS QUALIFICATIONS AS AN ENGINEER ARE KNOWN TO THE FEDERAL COMMUNICATIONS COMMISSION THROUGH HIS EMPLOYMENT BY THE COMMISSION AND ITS PREDECESSOR, THE FEDERAL RADIO COMMISSION, FROM 1931 TO 1947, AND THROUGH HIS NUMEROUS STATEMENTS IN HEARINGS BEFORE THE COMMISSION.

2. THAT HE HAS BEEN EMPLOYED BY THE SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE, ILLINOIS TO STUDY THE ALLOCATION PLAN FOR THE ASSIGNMENT OF TELEVISION CHANNELS PROPOSED BY THE ALLEN B. DUMONT LABORATORIES, INC.

3. THAT HE HAS COMPLETED THIS STUDY AND FINDS THAT NO PROVISION HAS BEEN MADE FOR THE ASSIGNMENT OF A VHF TELEVISION CHANNEL AT CARBONDALE, ILLINOIS.

4. THAT, IN VIEW OF THIS FACT, THE ALLOCATION PROPOSAL, SECTION B, OF THE ALLEN B. DUMONT LABORATORIES, INC., IS OPPOSED BY THE SOUTHERN ILLINOIS UNIVERSITY.

5. THAT, IN ACCORDANCE WITH THE SUGGESTION IN SECTION E OF THE DUMONT PROPOSAL CONCERNING POSSIBLE LOCAL REVISIONS, A VHF CHANNEL CAN BE MADE AVAILABLE AT CARBONDALE, ILLINOIS, WHICH IS APPROVED BY SOUTHERN ILLINOIS UNIVERSITY.

GEORGE P. ADAIR  
Radio Engineering Consultants  
WASHINGTON, D. C.
6. That one possibility is to remove channel No. 6 from Mount Vernon, Illinois, as proposed by Dumont, and assign number 6 to Carbondale, Illinois.

7. That removing channel No. 6 from Mount Vernon is a fair and reasonable change, and is evident in view of the fact that no counter proposals have originated at Mount Vernon requesting a VHF assignment.

8. That the second possibility is to remove channel No. 3 from St. Louis, Missouri, as proposed by Dumont, and assign No. 3 to Carbondale, Illinois.

9. That the second possibility also is a fair and reasonable change since the Dumont proposal concentrates the VHF spectrum at St. Louis with 5 proposed channels as compared with 4 assignments proposed by FCC.

10. That if either of the possibilities given in paragraph 6 and 8, of this statement is incorporated in the allocation proposal, the Southern Illinois University will have no opposition to the proposal.

______________________________
GEORGE P. ADAIR

Subscribed and sworn to before me this
DAY OF AUGUST 22, 1951

NOTARY PUBLIC

MY COMMISSION EXPIRES 10/1/52
Respectfully submitted,

SOUTHERN ILLINOIS UNIVERSITY

By:

__________________________
President

Subscribed and sworn to before me this ___ day of ___, 1951.

__________________________
Notary Public

My commission expires ____________

(SEAL)