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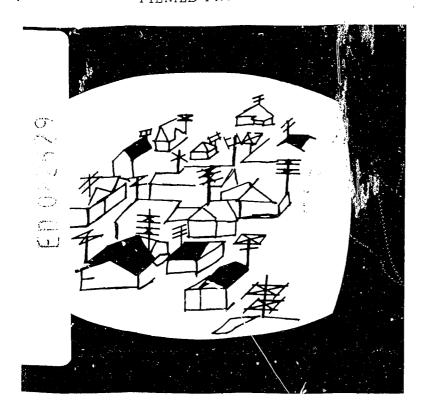
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ABSTRACT

The status of educational television is reported through information about 115 educational television stations from one week in 1966. This report brings together information about instructional television as well as the broad cultural broadcasts that range from the informational to science, news and public affairs to programs about the arts. An introductory section describes the stations, program sources, and the findings of the report. Other sections distinguish between types of educational television audiences--general, school, and college-adult instruction--in presenting information about amounts broadcast, broadcast patterns, programing, program sources, subject broadcast, repeats, and transmission. Appended are a description of the methodology of the report, a list of stations submitting program schedules for dates other than the week selected for study, educational television station licensees, and supplementary tables. [Supplementary tables may not be legible on microfiche.] (Author/SH)

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ONE WEEK OF EDUCATIONAL TELEVISION

Number four

APRIL 17-23, 1966

EM OISOY

THE MORSE COMMUNICATION RESEARCH CENTER/BRANDEIS UNIVERSITY

THE NATIONAL CENTER FOR SCHOOL AND COLLEGE TELEVISION



ETV STATIONS BROADCASTI



BROADCASTING OCTOBER 1966



ONE WEEK OF EDUCATIONAL TELEVISION

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FOREWARD

It has been nearly fourteen years since the first educational television station started broadcasting (KUHT, University of Houston). This report covers 115 ETV stations licensed in April 1966. It provides a measurement of their output—the types of programs that can be seen by those who watch and use these stations.

Although a great deal of additional pertinent information is included, there is no attempt to furnish judgments about the quality or style of the programing. Essentially, it is a quantitative presentation that makes it possible to determine where ETV now stands, after fourteen years.

It brings together information about instructional television as well as the broad cultural broadcasts that range from the informational to science, news and public affairs to programs about the arts (presently the leading category in percentage of time).

As the material is studied, it is interesting to note that ETV does not yet have an interconnected live national network, although those who pioneered and brought commercial radio and television to gigantic size realized very early that such national networking was vital to their success.

ETV broadcasters are thoroughly familiar with the networking history of their commercial colleagues but any similar attempt by those who might want to institute a comparable national delivery system know it is totally beyond their financial reach. Whether it now will be possible by satellite as proposed by the Ford Foundation, or by some other combination of methods, the subject at last has been placed prominently before the American public. This report, of course, covers the many services provided by NET but that is the extent to which any form of national networking is discussed.

One Week of ETV does not attempt to deal with the subject of finances, station budgets, production costs, etc. It can be guessed, however, that the sum total of dollars spent this past year for all ETV falls rather short of the amount spent by the commercial broadcasters for their feature films this past year.

As the programing spectrum is reviewed here, it may be worth considering the changes that might occur if there is response in the private and public sectors to the dialogue that has been started by the Ford proposal to the FCC. Further, the recommendations and observations from the Carnegie Commission Report will have their impact for what may eventuate in significant change during the next years.



While One Week of ETV does not attempt to deal with the purpose of ETV programing, the reader may do well to consider the end product as being reported in those terms. A comparison with other television programing reports will make clear the significant differences almost by program titles as well as by classifications of subjects. What emerges through an examination of the following materials are the changes in program emphasis from years past that reflect the responsiveness by ETV broadcasters as well as their willingness to assume their responsibilities to their viewers. For example: expanded public affairs programs often on "controversial" topics.

The public discussions about ETV this past year, the reports of the Carnegie Commission and the interest of the FCC and the Congress combine with the facts presented here to raise again the fundamental question about all television broadcasting: Is it a resource or a property right?

This report, which obviously has been prepared with great care, is likely to be the most important of the four studies of *One Week of ETV*. Its issuance at this time provides a richness of information that will be highly illuminating for all who may be concerned not only with the future of ETV—the Second Service—but with future developments for all television.

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INTRODUCTION

About all the nation's ETV stations have in common is that they are noncommercial. Beyond that, similarity ends. Some stations are established solely to serve the schools; others pull the community-at-large and its many needs into their program philosophies. A few are three or four-man operations, while another few sustain large staffs with sizable yearly budgets. While some admittedly interpret tweir function as being literally educational, others take that word in its fullest context—the presentation of any and all subjects to enlighten and inform. Within this rainbow of size, purpose, and ideals a general picture of an average week's offerings—in this instance, April 17 through 23, 1966—can be drawn from the schedules of the educational stations themselves.

As in previous One Week studies,¹ this general description of ETV's program effort is mainly one of numbers with quantity being the gauge for comparison. One Week, No. 4 follows precedent in distinguishing the three separate audiences served by ETV and according each its own analysis:

- A. The School Audience—Instructional programs designed for classroom viewing in grades K-12.
- B. The College-Adult Instruction Audience—Credit and non-credit courses both in and out of a classroom setting.
- C. The General Audience-All other programs.

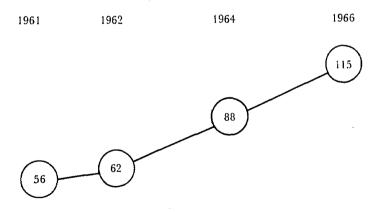


¹ The first three editions were produced under the auspices of the Morse Communication Research Center of Brandeis University, which initiated these reports. The three previous *One Week* reports dealt with the following typical broadcast weeks: *No. 1*, May 21-27, 1961; *No. 2*, March 18-24, 1962; and *No. 3*, April 19-25, 1964; and the 1966 week was Sunday, April 17, through Saturday, April 23. For the precise research methodology used for *One Week*, *No. 4*, see Appendix I, p55.

The Stations

At the time of this survey, 115° educational stations were on the air with 653 more in various stages of development. This number is more than double the 56 stations whose programs were surveyed in the first of these reports in 1961. Since the 1964 report, one station, KLSE in Monroe, Louisiana, has permanently ceased operation.

Figure 1 Growth of ETV Stations



² Two other operations exist that are not literally within the aegis of educational television. KVZK, in Pago Pago, American Samoa, is a unique project run by the Department of the Interior and the National Association of Educational Broadcasters as an integral part of the Samoan educational system. WMNR at Northern Michigan University in Marquette produces instructional programs but does not air them. It has a license from the FCC to use microwave as relay to community antenna systems. Both are members of NET. Milwaukee's second channel, WMUT, was temporarily off the air during the sample week but was still included in the calculations.

3 The number is the estimate of HEW's Dr. John Bystrom, special assistant in Educational Television, U. S. Department of Health, Education and

Welfare.



These stations are found in large cities and small. Furthermore, the proximity to each other of several independent ETV outlets gives citizens of some communities a variety of channels from which to choose

By April 1966, educational television had become part of 104 American communities, Puerto Rico, and American Samoa. Except for San Diego, California, and Baltimore, Maryland, the 25 most populous centers of the United States are served by educational stations.

In April 1966 all but ten states had at least one educational station. And of those states without facilities, most were planning to have ETV by the end of 1968. Some states without ETV channels have neighbors who can send broadcasts across state lines.

Station Ownership

Educational television is the child of the interests, efforts, and support of four distinct groups: (1) colleges and universities, henceforth referred to as University; (2) school systems or districts; (3) state organizations established to manage ETV, such as the Oklahoma State Educational Television Commission, or state departments of education, which own and operate the Georgia and Oregon ETV state networks; and (4) community groups. WNYC-TV in New York, classified as educational by the FCC because it holds a noncommercial license, is the sole municipality-owned and operated ETV outlet.

In all but a few cases, the ownership designation in this study has been that of the station itself.⁵

More than half of the 1966 ETV stations operated in the very high frequency band, channels 2-13, and the rest broadcast in the ultra high spectrum, channels 14-83. (See Figure 2.) Two years ago, two-thirds of the stations were in the VHF spectrum. This changing ratio is a prelude to future developments, since most of the remaining allocations are located in the UHF band.

⁴ See Appendix IV, Table 1, p.62.
⁵ Three ownership classifications have been changed from those of the 1964 analysis: WCBB in Augusta, Maine, has gone from University to Community; WFSU, Tallahassee, and WUFT, Gainesville, Florida, from State to University. KNME in Albuquerque, New Mexico, is the only station owned by both a school system and a university. It is listed as a University station in this report.



Figure 2 Number of Stations by Ownership and Frequency, April 1966

Ownership	Number of VHF	Number of UHF
38 Community	20	18
33 University	25	8
22 State	15	7
21 School	6	15
1 Municipal		1
115 TOTAL ETV STATIONS	66	49

The New Stations

Twenty-eight stations have come on the air in the two years since April 1964, swelling the number of stations from 88 to 115.6 Hawaii's KHET inaugurated broadcasting during the sample week.

The new stations, an arbitrary designation used to distinguish those stations not included in the 1964 One Week, vary widely in intention and organization. Twelve of the 28 new stations are owned by community groups, eight by universities, six by state authorities, and two by school systems. Eleven of these stations are in the VHF band and 17 in the UHF.

Figure 3

Ownership of Stations Beginning Broadcasting
Between April 1964 and April 1966

Total	Туре	VHF	UHF	
12	Community	3	9	
8	University	6	2	
6	State	2	4	
2	School		2	
28 New St	ations	11	17	

⁶ For a complete listing of the new stations that began broadcasting after April 1964, see Appendix IV, Table 2, p.63. For a complete list of the stations that started broadcasting between May 1, 1966, and November 1, 1966, see Appendix I^{*}/, Table 3, p63.



Weekly Broadcast Hours

The nation's 115 stations broadcast a total of 5,6887 hours during the survey week of April 17-23, 1966, for a weekly average of almost 50 hours (49:27). The 1966 average weekly broadcast time is an increase of seven hours over the 1964 broadcast week (42:20), when 88 stations were responsible for 3,715 hours of broadcasting.

The 28 new stations that started broadcasting between April 1964 and April 1966 averaged a 45-hour broadcast week (or 1,260 hours), nine hours more than the stations that began operations from 1962 to 1964.

One of the highlights of the 1966 survey is that 39 stations included Saturday and/or Sunday (usually the latter) in their weekly schedules. Fourteen stations broadcast seven days, and 25 stations, six days. In 1964, sixteen stations broadcast on weekends.

Figure 4
Number of Stations Broadcasting 6 and 7
Days a Week

	Number of Stations Broadcasting		Total Number	Percent Broadcasting	
Year	Six Days	Seven Days	of Stations	6 and 7 Days a Week	
1966	25	14	115	34%	
1964	10	. 6	83	18%	
1962	8	3	62	18%	
1961	2	5	56 -	13%	

More than half of the weekend broadcasters in 1966 were community stations. University and state-operated stations followed, and New York City's municipal station WNYC completed the weekend schedule. School-owned stations were totally absent from the April 1966 weekend broadcasting schedule.



⁷ See Appendix IV, Table 4. Stations Ranked by Total Program Hours Broadcast, p.64.

Program Sources^s

Local Production

Local production, though the second largest source for all programs in 1966, decreased from 37 percent of the total broadcast time in 1964 to 27 percent in 1966. Because of the growth in stations on the air, stations produced 1,510 local broadcast hours as compared with 1,364 hours in 1964. Local production for school broadcasting decreased from 59 percent in 1964 to 41 percent in 1966.

Figure 5
Local Production by Audience

Audience	Total Hours Broadcast		Total Hours Local Production		Percent of Total Hours/Local Prod.	
Year	1966	1964	1966	1964	1966	1964
Total	5,688	3,715	1,510	1,364	26.7%	36.7%
General	3,248	1,992	483	405	15.2%	20.3%
School	1,906	1,188	776	704	40.6%	59.3%
College- Adult Instruction	534	535	251	255	47.0%	47.6%

Other Sources

Just the word "greater" is perhaps the simplest way of summarizing the impact of production and distribution agencies serving educational television stations between 1964 and 1966.

National, regional and state agencies accounted for 3,020 hours, or 53 percent of all airtime. And, as far as the general audience is concerned, these agencies and networks provided more than three-fifth (62.6 percent) of all the programs broadcast for them.

Only five stations were without any outside affiliations in the 1966 sample.



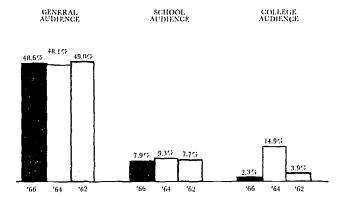
⁸ See Appendix IV, Table 11 for a comparison of program sources for 1966, 1964 and 1962, p.70.

⁹ The municipally-owned and operated WNYC in New York City; KTEH, San Jose, and KCSM, San Mateo, California; KOKH, Oklahoma City, Oklahoma; and KRET, Richardson, Texas. With the exception of KCSM, run by the College of San Mateo, and WNYC, the other three are school stations.

National Educational Television

In April 1966 103 stations were affiliated with National Educational Television. Thirty-one percent of all hours broadcast April 17-23, 1966, came from NET, making that agency the largest single source of ETV programs for the first time. Previously, combined local station production ranked highest. Nearly half (48.6 percent) of all general audience programing came from NET in 1966. It accounted for nearly half of all public affairs and 65 percent of all cultural programing.

Figure 6
NET's Contribution to ETV's Three Audiences
During the 1966 Survey Week



Educational Television Stations

Educational Television Stations, a division of the National Association of Educational Broadcasters, is a comprehensive service devoted to matters of mutual concern to all stations on the air, aids in the development of new stations, and provides a program service, headquartered in Bloomington, Indiana. The program service had barely been established in April 1966, yet was responsible for about one percent of general audience programing.



¹⁰ Stations not affiliated with NET: KTEH, San Jose, and KCSM, San Mateo, California; WMFE, Orlando, Florida; KWCM, Appelton, and KTCA and KTCI, Minneapolis, Minnesota; WNYC, New York City; KYNE, Omaha, Nebraska; KOKH, Oklahoma City; KRET, Richardson, Texas; KOET, Ogden, and KBYU, Provo, Utah.

National Agencies in Instructional Television

In 1966 59 percent of school programing came from non-local sources, including regional agencies, state and regional networks, and national agencies.

The Midwest Program for Airborne Television Instruction, located in Lafavette, Indiana, distributes its programs to more than 50 users -educational television stations and a few commercial, 2500 megacycle, and closed-circuit operations. Now that its initial Ford grant has expired, MPATI's support comes from a pupil assessment of its cooperating schools and colleges. Most of the 12.2 percent of school programing from outside sources in 1966 was supplied by MPATI. (The 1964 figure, three percent or 40 hours.)

A concern for quality in instructional television materials is the reason for The National Center for School and College Television at Bloomington, Indiana. Successor organization to the demonstration National Instructional Television Library, the Center is making programs available for preschool, elementary, secondary, college, extension, industrial, and continuing professional education.

Regional Networks

Thirty-nine stations belonged to regional networks in the East and Midwest.11 In April 1966, regional networks were responsible for five percent (287 hours) of all the ETV sample week's offerings.

The largest and oldest of these is the Eastern Educational Network, whose 25 members form a spine along the East Coast and then jump as far west as California.12 About half of the country's population lives in the cities EEN members serve.

Subscribers to the program service, who receive only evening programs, are: California—KCET, Los Angeles; KVIE, Sacramento; KQED, San Francisco; Illinois—WTTW, Chicago.



¹¹ WT? W in Chicago is a member of Midwestern Educational Television, It, and also receives the program services of the Eastern Educational Network.

¹² EEN membership is divided into two categories:

Official membership with voting powers. These are by state: Connecticut—WEDH, Hartford; District of Columbia—WETA, Washington; Maine—WCBB, Lewiston; WMEB, Orono; WMED, Calais; WMEM, Presque Isle; Massachusetts—WGBH, Boston; New Hamp-Schenectady; WCNY, Syracuse; WXXI, Rochester; and WNDT, New York City; Pennsylvania—WQED/WQEX, Pittsburgh; WVIA, Scranton/Wilkes-Barre; WPSX, University Park; and WITF, Hershey. Class B Members.

Midwestern Educational Television, Inc. is the other regional network operating in 1966. Its membership is drawn from seven states in the Great Plains.13 There has also been an effort to establish a Western Educational Network on a one-year experimental basis.

Figure 7 Growth of State and Regional Network Programing

	State Networks		Regional I	Networks	
Year	1966	1964	1966	1964	
Total Hours	991	387	287	162	
General Audience Hours	259	109	205	106	
School Audience Hours	567	202	61	39	
College-Adult Instruction	165	76	2!	17	

State Networks

State networks, particularly in the South, increased from 1964 to 1966. Interconnected networks existed in 14 states and Puerto Rico in October, 1966. Stations belonging to state networks numbered 39 in April, when this survey was started, and 48 in October, when it was being written. By October, 1966, legislation had been passed for the construction of ETV networks in another eight states, and informal statewide associations existed among educational stations in another five states. By 1967, some form of state network was anticipated in more than half of the 50 states. Six states are planning to bring more than 80 per cent of their populations within the range of ETV in the next few years.14

Collectively, the state networks produced 17.3 percent of all programing in 1966 as compared to ten percent in 1964.15



¹³ MET's membership by state is: Illinois—WTTW/WXXW, Chicago; WSIU, Carbondale; Iowa—KDPS, Des Moines; Minnesota—KWCM, Appleton; WDSE, Duluth; KTCA/KTCI, Minneapolis/St. Paul; Nebraska—KLNE, Lexington; KUON, Lincoln; KYNE, Omaha; North Dakota—KFME, Fargo; South Dakota—KUSD, Vermillion; Wisconsin—WMVS/WMVT, Milwaukee.

14 Nebraska, New York, South Carolina, Alabama, Georgia, and Minnesota.

15 The state networks in Alabama, Georgia, and North and South Carolina use production centers as well as station facilities to fulfill their purpose of programing for entire states. All programing they originate was therefore considered as coming from a state rather than a local service.

considered as coming from a state rather than a local service.

Station Program Exchange

Individual station exchange activity accounted for three percent of the programing in April 1966. This extra-network activity added 192 hours to the entire week's airtime—most (117 hours) intended for the general audience.

Summary of Findings

Educational television stations continued to come on the air and their broadcast week continued to increase.

- 1. In 1961, when the first of these surveys was made, 56 stations were on the air. In 1964, there were 88 stations on the air. During the 1966 survey week there were 115 ETV stations operating.
- In 1966 the 115 stations broadcast a total of 5,688 hours for a weekly average of almost 50 hours (49:27). This is an increase of seven hours over the average 1964 broadcast week (42:20), when 88 stations were responsible for 3,715 hours. Interestingly, these 88 stations surveyed in 1964 broadcast 4,428 hours in 1966, increasing their weekly average by nine hours.
- The 28 stations beginning broadcast between April 1964 and April 1966 averaged a 45-hour week, nine more hours than those stations that began broadcasting between 1962 and 1964.
- 4. Some of the increase in the average weekly broadcast time may be due to the fact that 39 stations in 1966 were broadcasting Saturday and/or Sunday (usually the latter). In 1964, 16 stations were broadcasting on weekends.

Local production continued to decrease.

- 1. For the first time in 1966, National Educational Television was the largest single source of ETV hours—the result not of an increase in NET's percentage (30.6 percent—1,742 hours—of all ETV airtime in 1966 as compared to 31 percent—1,150 hours—in 1964) but of a sharp decrease in local efforts from 37 percent of total broadcast hours in 1964 to 27 percent in 1966.
- Local production, second highest source of ETV programs, was the largest single source of school programing. Even so, local production here declined from 59 percent of total school hours broadcast in 1964 to 41 percent in 1966.
- Other national agencies are providing new program sources for stations.



- 4. By 1967, more than half of the nation's states were anticipating some form of state networking. Central state production sources in 1966 were contributing more of educational television's programing—17 percent—as compared to 10 percent in 1964.
- Thirty-nine stations (some of which are also affiliated with state networks) belonged to regional ETV networks, which provided another five percent of the overall ETV schedule.

Educational television is devoting more time—a clear majority—to its general audience.

1. Fifty-seven percent of all educational television's time was intended for the general viewer; 33 percent for school children; and nine percent for the college-adult instruction audience. In both 1964 and 1962, the share for a general audience was 54 percent; for classroom viewing, 32 percent; and for college-adult instruction, 14 percent.

The Arts have replaced Science as the major programing concern.

- 1. The Arts were ETV's chief preoccupation in April 1966. They made up 18 percent of the entire schedule—first among the subjects broadcast to the general audience and fourth for the school audience.
- 2. Science was no longer the undisputed leader of ETV subjects, a position it held in both 1964 and 1962. It still accounted for most of the school programing (almost one-quarter of all school hours were in science), which helped make it second among all topics aired. However, it provided barely nine percent of college-adult instruction (one-third its 1964 showing) and a scant three percent of general audience programing (one-half its 1964 total).

More time was given to Public Affairs programing.

- 1. In programing for the general audience, Public Affairs/News programing was second only to the Arts and was third among all subjects broadcast.
- 2. In-depth examination of certain topics remained ETV's major approach to the News in 1966. Only 18 stations broadcast daily newscasts.
- Program titles indicated a willingness to present significant hearings and symposia, to make time available after elections to elected officials, and to deal with controversial subjects.



Programing for children is still very much a concern. Hours for this audience accounted for 10 percent of ETV's program schedules. ETV demonstrated its effectiveness in serving special groups.

- 1. In two years (1964-66) teachers had become ETV's prime special audience.
- 2. Seminar programing for physicians, engineers, and attorneys increased.
- 3. Industrial training for adults appeared for the first time.
- 4. Programs were broadcast for the young and the old, the deprived and the gifted, the deaf, women, farmers, and the foreign-born.

ETV was courting a larger audience with more fecture films, more sport reports, and more programs dealing with avocational pursuits from gardening to chess.



PROGRAMS FOR THE GENERAL **AUDIENCE**

General audience hours, as they are called in this report, have accounted for a majority of ETV's airtime in the past two reports-54 percent in both the 1964 and 1962 surveys. But the 3,248 hours broadcast for this group in 1966-a 1,256-hour increase over 1964represents 57.5 percent of the entire ETV schedule.

Amounts Broadcast

On the average, each of 109 stations serving the general audience broadcast nearly 30 hours a week for that audience, an increase of seven hours when compared with the 1964 and 1962 surveys. Most of the 1966 increase in the individual average broadcast week (49 hours in 1966, 42 in 1964) can be accounted for by general audience programing. Older stations (those on the air prior to the 1964 survey) accounted for 30 general audience hours weekly in 1966, compared to the 24 hours broadcast by the new stations. 16

One station, KUID at the University of Idaho in Moscow, broadcast solely for the general audience; six others completely ignored it.17 Seventy of the 115 stations, however, devoted more than half their schedules to this audience. It was the community and university stations that gave the general audience more hours, on the average, than any of the others.18

graming Intent, p. 67.



¹⁶ For a further breakdown, see Appendix IV, Table 6. Program Hours for the General Audience by Stations, p.66.
17 Three are school stations: KTEH, San Jose, California; KOKH, Oklahoma City, Oklahoma; KRET, Richardson, Texas; the other two, second channels, WSEC in Miami and WXXW in Chicago. Milwaukee's second channel, WMVT, was off the air during the 1966 survey week.
18 See Appendix IV, Table 7, Relationship of Station Ownership to Programing Intent. p. 67.

Figure 8
Comparison of General Audience Programing

Year (Number of Stations)	1966 (115)	1964 (88)	
Hours Broadcast for General Audience	3,248	1,992	
Increase in Hours	1,5	256	
Percent of Increase-1966 over 1964	63%		
Number of Stations Programing for General Audience	109	86	
Average Hours per Station of General Audience Programing	29.9	23.1	
General Audience Hours as Percent of Total Hours Broadcast	57.5%	54%	

Broadcast Patterns

As in 1964, six percent of general hours were broadcast in the morning; 27 percent, during the afternoon; and 67 percent, in the evening.¹⁹

Most of the 207 morning hours for the general audience were a random assortment of free films, travelogs, or NET program repeats. The only thread of consistency was in children's, farm, and home programs that were broadcast either early in the morning (before school hours) or at noon, the least popular time for formal instruction. A number of woman's and agriculture programs were scheduled at noon.

A few educational stations in April 1966 used the middle afternoon hours for woman's programing. Denver, for example, had a half-hour woman's program every weekday afternoon, each a distinct entity with a distinct topic ranging from drapery-making to prenatal care.



¹⁹ In this survey all hours before noon were considered morning; noon-6 p.m., afternoon; and after 6 p.m., evening. For a special breakdown of subjects broadcast to evening audiences, see Appendix IV, Table 8, p. 67. For 1966 broadcast patterns and audience emphases at various times of the day, see Appendix IV, Table 9, p. 08.

The practice of setting aside one of the late afternoon hours for teacher or professional programs²⁰ has become common. Most stations offered children's programing from 4:30 to 7 p.m.

Sixty-seven percent of all general audience programing was broadcast during the weekday evenings—2,160 hours. Another 200 hours of formal instruction²¹ were also offered during that time.

Program Sources

In terms of its share of the total broadcast time for the general audience, local production again decreased (1962—29 percent, 1964—20 percent, and 1966—15 percent).

Figure 9
Locally-Produced General Audience Programing

Year	1966	1964
Total Hours Broadcast	3,248	1,992
Locally Produced Broadcast Hours	483	405
Percent of Total General Audience Hours/Locally Produced	15%	20%
Number of Stations	115	88
Average Hours/Locally Produced per Station	4.2	4.6

In 1966 two-thirds of local production was in News and Public Affairs, the Arts, and for Children. One quarter of all local production was in Public Affairs.

Use of materials from outside agencies increased in 1966, as in 1964. NET's 1964 showing of 48.1 percent increased a bit to 48.6; the state and regional networks collectively were responsible for 14 percent of the ETV general schedule (22 percent was their contribution to the new stations); the informal exchange between individual ETV stations provided another four percent; and the newly formed Educational Television Stations Program Service, almost one percent.

²⁰ These are described under the section on subjects broadcast for the Adult-College Instruction Audience, p. 47.

²¹ Formal courses, often given for credit, are those so structured that each program in the series is the outgrowth of its predecessor. Courses such as FRENCH CHEF, CHESS, those in the applied arts, more informal in the sense that each program is more or less a complete unit, were counted under the Skills category of General Programing. In no case is credit given in these skills.



Groups outside the family of ETV affiliations—film distributors and commercial networks and stations—accounted for 563 hours, 17.3 percent of the general audience program schedule. These non-ETV groups were the only ones to experience a decrease from their 1964 position.²²

Subjects Broadcast

Programs in the Arts accounted for the largest amount of time in the broadcast schedule for the general audience. The emphasis on arts was almost equaled by Public Affairs and News programing. Twenty-five percent of all general audience programing in 1966 was concerned with some aspect of the Arts, and 24 percent was allocated to Public Affairs and News.

Figure 10
Comparison of Three Major Subjects Broadcast

General Audience Subject	Year	Hours Broadcast	Total Hours Gen. Audience	Percent of Gen. Audience Hours
The Arts	1964	387	. 1,992	19.6%
	1966	811	3,248	25.0%
Public Affairs/	1964	465	1,992	23.5%
News	1966	772	3,248	23.8%
Children's	1964	367	1,992	18.4%
Programs	1966	558	3,248	17.2%

The percent of ETV time given to Public Affairs programing has grown steadily each year, from nine percent in 1962 and 15 percent in 1964 to 18 percent in 1966. When News and Public Affairs are coupled, as they are in this report, they account for 24 percent of the general audience programing.

One-sixth, or 17 percent, of general audience air time was devoted to *Children's* programs.



²² See Appendix IV, Table 10. Program Sources, April 1966, p.69. and Table 11. Program Sources, 1966, 1964, and 1962 Survey Weeks Compared, p.70

No other program category received more than six percent of the schedule in 1966. A breakdown of the different subjects broadcast, with hours, percent of schedule, comparisons with earlier years, and mention of specific programs in the different categories follows:²³

The Arts. The 25 percent of general audience hours devoted to the Arts amounted to 811 hours, more than double the 387 hours broadcast in 1964 when Arts programing accounted for 20 percent of ETV general audience programing.

In 1966, as was true in 1964, 34.2 percent (277 hours) of the Arts concerned the entire musical spectrum—jazz, hootenanny, folk music, chamber music, symphony—and many specific periods such as MUSIC OF THE TWENTIES, IGOR STRAVINSKI, TURN OF THE CENTURY, and NEW ORLEANS JAZZ.

Theater Arts, drama and programs about the theater, accounted for another 33.8 percent (274 hours) in this area. Dramatic productions such as ANNA KARENINA, CRIME AND PUNISHMENT, THE LOWER DEPTHS, and several selections from THE PLAY OF THE WEEK were broadcast, and contemporary theatrical developments were discussed in USA: OPPOSITION THEATER, part of the USA series.

Drama was a local venture on only two educational stations during the sample week.

Boston's ELLIOT NORTON, 1964's only drama critic, was joined in 1966 by two others: San Francisco's David Littlejohn and Los Angeles' Cecil Smith.

As was true in other years, the least-considered subject here was the fine arts. In 1966, 10 percent (81 hours) of programing concerned the fine arts; in 1964 fine arts had accounted for 16.5 percent (64 hours). These are museum programs, NET's ARTS AND THE UNIVERSITY (another part of NET's USA series), and Milwaukee's quiz, NO DOUBT ABOUT IT.

The remaining Arts category, a catch-all for the many other kinds of Arts programing, accounted for five and one-half percent. Here were programs dealing with such subjects as dance, crafts, antiques, photography, and film.

Art films and programs dealing with film as art were considered Arts. Feature films were classified *Entertainment*, and are discussed under that heading.



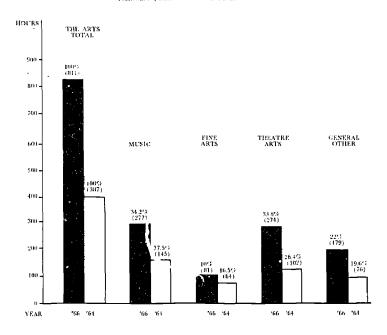
²³ See Appendix IV, Table 12. Subjects Broadcast for the General Audience for 1966, 1964, and 1962, p.71.

The General Arts included such programs as New York City's SUNDAY SHOWCASE.²¹ This was a showcase for the arts, and for experimentation in television format as well. The Russian poet, Andre Vosnesensky, for example, was given an afternoon on television for a poetry recital. Finally, in this category was placed NET's USA. A national magazine of contemporary arts, this series covered poetry, dance, drama, the novel, music, artists, and arts and the university.²⁵

Figure 11

Arts Programing in Hours, April 1966

Engares in () indicate the number of hours broadcast.



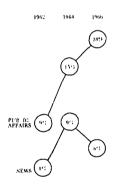


²⁴ Also distributed by ETS Program Service.
²⁵ When the series was specific, as in USA: NOVEL, it was counted under the appropriate Art, or in this case Literature.

Other Arts ranged from photography to ceramics, variety shows to puppetry. Together these Other and General Arts programs made up 179 hours, 22 percent of all Arts programing.

News and Public Affairs made up almost 25 percent (362 hours) of all general audience hours, or 15 percent of all ETV airtime. News' three percent loss in 1966 (see Figure 12) was Public Affairs' gain.

Figure 12 Change in Emphasis in News and Public Affairs



News. In 1966, 18 of 115 stations had a daily newscast as part of their schedule. In 1964, 19 of 88 stations were daily newscasters, while 18 of the 62 stations on the air in 1962 presented newscasts. So, the four-year period that witnessed the near doubling of ETV stations saw the number of stations broadcasting news remaining almost constant.

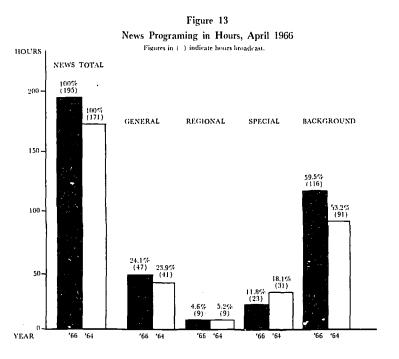
Regional News. In spite of the growing number of state and regional affiliations, broadcasting the news of a region or state is still largely ignored. Nine such hours were found in 1964 and in 1966, most with a state rather than a regional outlook.

The use of educational television as a public servant's liaison with his constituents occurred for the first time in 1966.

As television and politics become entwined, it will be interesting to pursue the development of this relationship. Will educational television come forth only during elections, or will it follow the political scene throughout the year? As evidenced by the airing of hearings, programs such as SENATORS' and GOVERNORS' REPORTS, Los Angeles' MEET YOUR PUBLIC SERVANT, Fargo's WRITE YOUR CONGRESSMAN and Philadelphia's LOCAL REPORT, educational television has taken some steps to bring the politician to the people after, as well as before, his election.



Special News. Still another category of news focused entirely on events within a given field. Some examples were the Alabama Network's EDUCATION REPORT, Sacramento's STOCK MARKET REPORT, Schenectady's HEADLINES IN RELIGION, and the Oklahoma Network's oldest continuing program, RELIGION IN THE NEWS. Others dealt with political or cultural developments, for instance, the EEN's N'AL McNEIL REPORTS ON CONGRESS and SOVIET PRESS THIS WEEK or New York City's CHINA DEVELOPMENTS. Undoubtedly the most unique of these specialized programs was the WNYC news program, LA TRIBUNA DELPUEBLO, broadcast not only to Puerto Ricans in New York City but to those in Puerto Rico itself via WIPR and WIPM. In sum, this type of news broadcast accounted for 23 of the News category's 195 hours (11.8 percent), a decrease as compared with 1964.





News Analysis.²⁶ The ETV decision to probe beneath the surface of daily events is partially revealed in the growing number of hours devoted to background and analysis of current news. Some of these took the form of press conferences, others provided a forum for opinion. Still others each week offered the views of noted Washington columnists, while several restricted their analytical gaze either to foreign news or to a report on foreign newspapers. This background analysis of the news accounted for 59.5 percent of the total news hours broadcast in 1966.

Public Affairs. Judging from the titles alone, public affairs—the consideration of problems rather than events—was not only an ETV program fixture in April 1966 but a bold one as well. One of the significant changes in ETV these past two years was found in the new tone of public affairs programing.

In 1966 Public Affairs was second only to the Arts in time given to general audience service. What made Public Affairs so distinctive was that, at least on a national level and sometimes locally, it addressed itself to some topics that were infrequently, if ever, discussed on television. Here ETV seemed willing to deal with controversial subjects.

Three series, all offered by NET during the sample week, illustrated this change in mood. One, DOLLARS AND SENSE, talked plainly about the consumer dollar and how best it could be spent. Specific products were presented, and their relative merits weighed. THE RADICAL AMERICANS brought viewers to the scene of activity at both the far left and right. THE HISTORY OF THE NEGRO PEOPLE, controversial because the subject had so long been ignored, was the *first* television series produced by a national network dedicated to exploding the silence.²⁷

National incentive was matched by local initiative. Denver's monthly documentary PRIORITY probed the state for topics in the public interest. In April, it was hospitals. Others provided forums—for instance, the Georgia Network's IN MY OPINION, Buffalo's VIEWPOINT, Minneapolis' INQUIRY, and San Francisco's BAY



²⁶ Some daily ETV newscasters, notably Boston's Louis Lyons and Los Angeles' Cecil Brown, included commentary with their reports.

²⁷ The first and only other series on Negro history, THE AMERICAN NEGRO, was made by the University of Michigan Television Center and distributed during the 1964-65 season.

AREA. This is a far cry from 1964 when only one local program, BAY AREA, purposefully "courted controversy." (Other series, OPEN MIND and OPEN END, broadcast in 1966 and 1964, did occasionally deal with such subjects; however, these were not local in origin.)

The decision to broadcast hearings was another sign of some stations' willingness to confront controversy, for the hearings televised were usually those dealing with sensitive matters. During the sample week, Boston's WGBH carried the hearings of the Massachusetts Legislature on the proposal to amend the 80-year-old law prohibiting the dissemination of birth control information. (These six and one-half hours were carried by delayed broadcast at night and repeated on the weekend.) The Central California Network brought to the airwaves a different type of long debate, a symposium, THE UNCERTAIN QUEST, on teenage marriage and divorce. No hearings of any kind were broadcast during the 1964 sample week.

Education was a popular topic in discussion and special programs. Austin, Dallas, Houston, Memphis, Tucson, Los Angeles, the Oklahoma Network, Madison, and Philadelphia were only some of the stations that devoted one or more programs to educational developments.

Finally in this discussion of ETV Public Affairs must come Religion. The only appearance made by religion on ETV in 1964 was either in News programs or in a few courses, and then the perspective was philosophical. In 1966, religion was everywhere—in public affairs (which is why it is mentioned here), in courses, in drama, in news, and even in a children's program. Some of these programs, such as Pittsburgh's FAITH TO FAITH and New Orleans' FOCUS, brought together representatives of the different faiths for religious discussions. Others used the clergy as a springboard for evaluating the role of religion in contemporary life. Cleveland took a different tack in its INSIDE CATHOLIC SCHOOLS, during which it introduced non-Catholics to the workings of the city's Catholic school system.

a) The New York State stations' coverage of Schenectady's broadcast of the hearings to change New York divorce law.

c) The Commission on Civil Rights meeting in Boston, televised by WGBH.

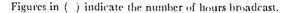
d) The Senate Commerce Subcommittee hearing on the Ford Foundation satellite proposal broadcast to Boston, New York, Philadelphia and Washington.

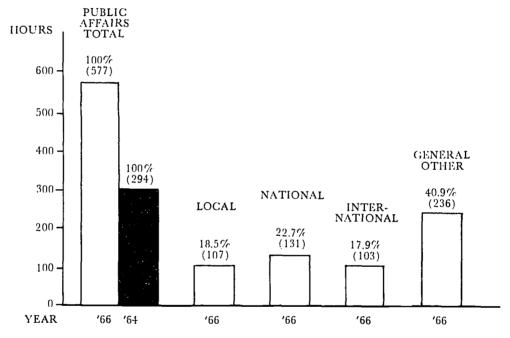
Washington's coverage of the U. S. Senate hearings on Urban Affairs. Some stations during certain August days in 1966 carried both the Ford and Big Cities hearings; one in the morning, the other by delayed evening broadcast.

²⁸ Other hearings broadcast on ETV before and after the sample week were:

b) New Hampshire's hearings on the right of Communists to speak on the campus of the University of New Hampshire, carried in full by its station, WENH.

Figure 14
Public Affairs Programing in Hours, April 1966





Programs for *Children* accounted for almost 558 hours, third in programs for a general audience and fourth among the host of single categories broadcast during all educational television airtime.²⁹

The incidence of children's programing, however, has not changed much in percentage from 1964's 18 to 1966's 17. In hours, however, children's programing jumped considerably from 367 in 1964.

Preschool programing was distinguished in 1966 for the first time from the rest of the Children's schedule. These 125 hours ranged from the NET standby FRIENDLY GIANT to daily series such as East Lansing's LAND OF PLAY, Memphis' ALL ABOARD, Dallas' FLIGHT 6, Tallahassee's MISS NANCY'S STORE, New York's ONCE UPON A DAY (also seen in San Francisco), and the South Carolina Network's JUNE BUGG. Some 17 stations produced programs or series for their youngest ETV audience. KINDERGARTEN programs, notably those of Pittsburgh and Albuquerque, were considered part of this group, since they were primarily designed for viewing outside the classroom.



²⁹ Regardless of the subject, if a program was intended for children it was so categorized; e.g., THE OBSERVING EYE (in science) was classified under children's programing.

Washington's experimental ROUNDABOUT, on the other hand, was one of two preschool series planned for an informal school setting. The United States Office of Education-sponsored project demonstrates the use of television for enhancing the educational experience of disadvantaged preschool children. ROUNDABOUT³⁰ and Detroit's privately-financed RHYME TIME are examples of a new use of ETV in 1966—that of participant in the country's massive Project Headstart. Nationally, the schedules revealed a far greater initiative in producing preschool programs locally (about one-quarter) than in making elementary school (1-6) materials (about one-eighth).

NET's WHAT'S NEW series is the undisputed leader among all series designed for children from 6 to 12. It was seen at least once during the sample week in 95 communities. Usually it was broadcast every weekday, and sometimes it was repeated each day. Some 25 stations made their own programs for this age group.

The Teenager was not precluded from educational television's interest in programing for the young. Twenty-eight stations carried about 37 hours for this age group, equaling about one percent of the general audience hours, the same as in 1964.

The concern shown for children was not demonstrated for the *Elderly*. Some half-dozen stations, however, both in 1966 and in 1964, did produce materials designed for senior citizens.

Subjects granted less priority in programing for the general audience were Skills, Social Sciences, Entertainment, Literature, Physical Education, Family, English, and those geared especially for Women, Farmers or Special segments of the audience.

Skills, instruction on a casual rather than formal basis, tripled its share of the schedule between 1964 and 1966 from two percent to six percent. Much of the credit for this belongs to WGBH's THE FRENCH CHEF, clearly one of ETV's most remarkable successes. Next in frequency were the gardening programs.

Maine's THE PLEASURE HORSE AND YOU, Denver's DOG SENSE, and Alabana's ABOUT PETS were a few of the animal care programs. Other series catered to a multitude of interests, from the EEN's KOLTANOWSKI ON CHESS to Miami's CAMPING to PLAYING THE GUITAR (San Francisco and Los Angeles each had similar programs) and even HOW TO BABYSIT from Dallas.



³⁰ This pioneering series, and its accompanying teachers' series, appeared only in Washington during the sample week. Wider distribution of it was planned for 1966-67 and subsequent years by the National Center for School and College Television.

Figure 15 Subjects Broadcast for General Audience

Bars represent hours broadcast, figures in (). THE ARTS **'**66 19.677 (387) 64 PUBLIC AFFAIRS 17,85 (577) '66 14.8% (294) '64 CHILDREN'S 17.2% (558) **'**66 18.4% (367) NEWS SOCIAL SCHENCE 6.0% (195) 5.7% (187) 5 657 (183) 8.7% (171) 1.8% 6.5% (129) '64 ENTERTAINMENT MISC. LIT-HUMANITIES 5.1% (167) 4 8% (154) 3.7% (119) -7.5% (153) 6,5°7 (138) 3.9% '64 SPECIAL AUDIENCES* SCIENCE TEEN'S WOMEN'S 2.99 (95) 2.0% (65) 1.1% (37) 1 (S) (36) 66 2.7% (52) 1.1% (22) 1.459 (27) PHYSICAL EDUCATION FAMILY ENGLISH 1.0% (32) 0.7% (21) 0,3% 66 0.557 (9) 0.65£ (12) 1.0% (19) **'64**

*Includes Agriculture. See Appendix IV. Table 11, p.70.



Literature (which includes Religion and Philosophy) and English together were allotted four percent, 130 hours. Actually, this figure does not reflect the true portion of literature measured, since General Arts series do deal occasionally with books.

Eleven hours of linguistic analysis were offered in *English*. These were the NCSCT-distributed ENGLISH—FACT AND FANCY and NET's LANGUAGE AND LINGUISTICS.

Philosophy was rare.

Social Sciences accounted for six percent of all general audience programing. Its 183 hours explored history, government, economics, psychology, and related subjects.

Half of the 183 hours were recorded in *History*, most by the NET series LEGACY, a history of Western civilization; PATHFINDERS, contributions of well-known people; and THE HISTORY OF THE NEGRO PEOPLE. Philadelphia's HISTORY OF DELAWARE and East Lansing's YESTERDAY'S HEADLINES were the only instances of locally-produced history series for the general audience.

A few programs on law and the average citizen were broadcast in 1966, and there was a slight increase in programs concerning *Economics* and *Finance*.

Sports doubled its 1964 hours. The 39 recorded hours included the broadcast of sports events or portions of them on eight stations. Thirty-six stations included sports in their schedules, most less than one hour each dealing with reviews, interviews, news or films.

By far the largest portion of Entertainment was Trave!-Recreation. Half of these entertainment programs consisted of free, annichairtourist films. Most of the non-art films were also measured here. In earlier One Week studies, feature films were a rarity, but in 1966 they accounted for nearly one percent of ETV general audience programing.

In 1962, feature films were almost non-existent on educational television. In 1964, a small number of stations began to include them in their schedules. By 1966, however, feature films had begun to find a far more secure though still small, niche in ETV. Altogether these features—foreign, experimental, silent, old, and art—were seen on 13 stations, a few of which carried more than one during the sample week.

Unlike drama, with three critics on television, the cinema had none.



Special Audiences. Informal instructional materials³¹ filled one percent of the program schedule for the general audience.

Programing for Women accounted for 36 hours of ETV time. Five stations set aside daily time for Women. The rest of the 35 stations with woman's programing present it on a weekly or semi-weekly basis.

Farmers received 36 hours of airtime, usually from stations located in farm states. Financing and child rearing seemed the most prevalent themes of the 21 hours of programs for the Family. Programing for the consumer was rare in 1966.

The 32 hours (one percent) offered in *Health* and *Safety* belie the variety of programs that ranged from first-aid to boat safety, home nursing to highway and hunter precaution. Civil defense programs were noted for the first time in 1966.

The viewer looking for Science and Technology would have been disappointed in the distribution of educational television general viewing hours in 1966. Combined, these two subjects accounted for only three percent of the schedule compared to the six percent registered in 1964 and the ten percent in 1962.

The solitary *Math* hour was an informal course for parents on modern math—perhaps it could have been called another guidance program.

The Miscellanea of ETV programing accounted for five percent of the general audience programing. Often these come from the fund of free films available to the broadcaster. Some 154 hours of Miscellaneous programming were broadcast in the 1966 sample week.

Weekend Programing

Programing on one or both the weekend days, as has been indicated in the Introduction, was more of an ETV habit in 1966 than in 1964.³²

Saturdays and Sundays on educational television were, at least partially, a time to repeat significant programing, since almost half of those hours (143 of 355) were replays of programs aired earlier durthe sample week. Only nine hours of nongeneral programing were broadcast during the April weekend surveyed, mainly by Pittsburgh and Philadelphia for in-service teacher education.



³¹ The section on p.47, Programing for the College-Adult Instruction Audience, deals with more formal credit and non-credit series.

³² See Appendix IV, Table 13, p.72, for stations on the air six or seven days.

Three of every four weekend hours were in Arts, News, Public Affairs, Skills or Entertainment with the Arts the leader. Literature, the Social Sciences, and shows for Children each tallied about 13 hours with the rest of the weekend schedule scattered among the other subjects already discussed.

Repeats³³

The device of replaying programs was not limited by the educational broadcaster to his weekend schedule, however. The incidence of repeats climbed from 20 percent in April 1964 to 24 percent in a comparable week two years later. Evening, as would be suspected, was the major time for repeat programs, although a significant number were also reserved for afternoon broadcasts. Repeats accounted for 783 hours.

Figure 16 Repeat Patterns in General Audience Programing, April 1966 and 1964

Years	Total General Hours	Total General Repeats	Morning	Afternoon	Evening
1966	3248	783	75	305	403
1964	1992	402	44	155	203

Transmission34

Live broadcasting decreased in 1966, from 13 percent in 1964 to eight percent in 1966. Live broadcasting persists mostly in programs of immediacy—dailys newscasts and local public affairs discussions.

In the midst of all the recorded programing were about 25 live hours, among them WNDT's SUNDAY SUPPLEMENT, a weekly analysis of major developments of the past week, and Chicago's SUN-DAY EVENING CLUB, discussions by some of that city's religious leaders.

bined in 1966.



³³ The term repeat is used to denote programs broadcast more than once within the sample week only.

34 Videotape and film transmission, treated separately in 1964, were com-

Figure 17
Live and Recorded General Audience Programing,
April 1966 and 1964

	1	1966		1964	
Live	256	8%	259	13%	
Recorded (VTR-Film)	2992	92%	1733	87%	
Total	3248	100%	1992	100%	



PROGRAMS FOR THE SCHOOL **AUDIENCE**

The schools in April 1966 commanded one-third of educational television's schedule-1,906 hours, or 718 hours more than in 1964.

Che hundred and five stations broadcast for school children. Ten ctations carried no school programing; by and large, these were university-based stations.35 At the other extreme were the three stations whose entire energies were devoted to instructional programing: KRET, Richardson, Texas; WMFE, Orlando, Florida; and WBEC, the second channel of Miami's ETV outlet. Another four reserved more than four-fifths of their air time for school use-KOKH, Oklahoma City; KOET, Ogden, Utah; KYNE, Omaha; and Chicago's second channel, WXXW.

Twenty-one stations scheduled half or more of their broadcast hours for classroom viewing. Another 12 devoted more than 45 percent of their weekly hours to school programing,36

These 33 stations did not necessarily broadcast the greatest number of school hours, but the fact that they represented more than onequarter of the total ETV enterprise was testimon, to the continuing place of school service in station scheduling. Most of these stations are the operations of either state or local education departments.

Broadcast Patterns

Slightly more than half of school service was broadcast in the morning, with 46 percent in the afternoon, and a few repeats in the evening (mostly subjects directed at high school students for review,

the School Audience, p.73.



³⁵ Non-school broadcasters were: KAET, Phoenix; KCSM, San Mateo, California; KHET, Honolulu; KUID, Moscow, Idaho; WILL, Urbana, Illinois; KTCI, Minneapolis' second channel; WOUB, Athens, Ohio; KTXT, Lubbock, Texas—all University Stations; WNYC, the city station of New York; and WMVT, off the air during the survey week.

36 See Appendix IV, Table 14. Stations Ranked by Program Hours for

such as driver education, calculus and secretarial skills).37 WHYY in Philadelphia offered a High School of the Air at night, featuring English history during the sample week.

Occasionally, a school program was repeated at night for an adult audience. In such cases, the station's audience intention changed and the programs were accordingly tabulated as being for the collegeadult instructional audience.38

Programing: How Much and For Whom³⁹

Taken as a whole, the average school schedule came to about 18 hours weekly, an increase of three hours over the 1964 figure. Whether or not a station was old or new made little difference. Old stations aired 16:40 school hours each week, and new, 16:10-a 30-minute difference. The average school-operated station devoted half of its

Figure 18 School Audience Programing

Year (Number of Stations)	1966 (115)	1964 (88)
Hours Broadcast for School Audience	1,906	1,188
Increase in Hours	718	
Percent of Increase 1966 over 1964	60%	
Number of Stations Programing for School Audience	105	78
Average Hours per Station of School Audience Programing	18.2	15.2
School Hours as a Percent of Total Broadcast Hours	33.5%	32%



³⁷ For exact hours and percentages of school hours, see Appendix IV, Table 9. Broadcast Patterns, p.68.

³⁸ The program questionnairs returned by the individual stations provided the information on intended audiences.

³⁹ See Appendix IV, Table 15. Comparison of Subjects Broadcast by Grade Level, April 1966, p.74.

programing to classvoom viewing.⁴⁰ This does not mean, however, that this group as a whoie 'croadcast *more* hours for the schools. That distinction fell to the community stations (there are more of them), followed by the state stations (See Figure 2).

Figure 19
Total Weekly Hours and Percents of School
Programs by Station Ownership

Туре	Number of School Hours	Number of Total Hours	School/Total Percent
Community	684	2,094	33%
University	325	1,446	23%
State	519	1,330	40%
School	378	750	50%
Total	1,906	5,620	33%

Figure 20 School Programing as a Percent of School Hours

Grade Level	1966		1964	
Primary (K-3)	17.2%		55%	
Intermediate (4-6)	39.8%	57.0%		
Junior High (7-9)	20.3%		19%	
Senior High (10-12)	22.7%		26%	



⁴⁰ A few school stations devoted much of their time to general audience broadcasting, and non-school stations did the same for their instructional audiences. For example, one of the stations broadcasting exclusively for the schools, WMFE in Orlando, Florida, was a community station.

More hours in intermediate grade level materials (4-6) were transmitted during the survey week than for any other grade level. More than 39.8 percent of instructional television hours were transmitted for this group. Hours for the senior grades (10-12) followed with 22.7 percent, courses for the junior high school students (7-9) amounted to 20.3 percent, and those for primary grades (K-3), 17.2 percent.⁴¹

Program Sources

In 1962 almost 82 percent of all school programing was locally produced. Within four years, this percentage has been cut by half, bringing the 1966 figure of local production to 40.6 percent.

An example of shifts in school production can be found in stations electing to air only their own school programs. In 1962 there were 13. In 1964 the number had dropped to eight, and 1966 found only two (of the 115 educational stations) producing every school program. Incidentally, these two—KRET in Richardson, Texas, and WMFE in Orlando, Florida—broadcast only for schools.

This turn from local school production has been, in part, a byproduct of the ever increasing number of state networks. As they grow, more and more of the actual preparation of programs is being done at separate network production centers.

State alliances were responsible for almost 30 percent of 1966's school programs—a jump from 1964's 17 percent.

As the number of educational stations has increased, so too has their reliance on sources of instructional programing beyond city and state. In Spring 1966 30 percent of instructional television came from regional and national agencies. Twelve stations⁴² received their entire school schedules from such sources—regional networks, regional agencies such as the Great Plains Regional Instructional Television Library, National Educational Television, film distributors, the Midwest Project for Airborne Television Instruction, and the National Center for School and College Television.

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42 These are:
WTTW & WXXW (except for a local 30-minute teachers program)
Chicago, Illinois
KTWU Topeka, Kansas
WCBB Augusta, Maine
WUCM University Center, Michigan
KWCM Satellite of KTCA, Minneapolis
WDSE Duluth, Minnesota
WCNY Syracuse, New York
WGSF Satellite of WOSU, Columbus, Ohio
WLVT Hershey, Pennsylvania
KUSD Vermillion, South Dakota
KBYU Provo, Utah
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36

⁴¹ One Week, No. 4 is the first to separate programing for the youngest students into primary and intermediate. In 1964 grades K-6 were treated as one unit.

Figure 21 Local and State Network Production Material Broadcast to School Audience

Year	1966	1964	1962
Local Production Hours	776	704	685
Percent	40.6%	59.3%	81.5%
State Network Production Hours	567	202	
Percent	29.8%	17.0%	

Even though state and independent groups have demonstrated the most dramatic growth within the past two years, more school hours were actually being offered by the local stations, NET, the regional networks and informal exchange than were offered in 1964. No program source decreased in total hours during 1966, only in relative position.43

Subjects Broadcast

Science and Math combined led the school television program offering—just as I ey have for the past five years. Their 579 air hours (more than 30 percent of all school broadcasting) were almost double the closest subject category.44 They dominated the classroom screens of all but the senior grades. Only five communities broadcast no science in their school schedules in the sample week.

General Science, courses touching on a variety of scientific areas, accounted for 13.7 percent of all school broadcasting.45 Taken as a unit, there were more programs directed toward an understanding of science as a whole (260 hours), most of which were designed for lower grades,46 than there were of specific disciplines. As in 1964, more General Science was produced locally than any other subject.



⁴³ Lee Appendix IV, Table 11. Program Sources, p.70.
⁴⁴ See Appendix IV, Table 16, for a comparison of Program Categories in

School Broadcasting, p. 75.

45 Many of the science series' titles do not give a clear indication of the specific field of concentration. They were therefore assumed to be general in

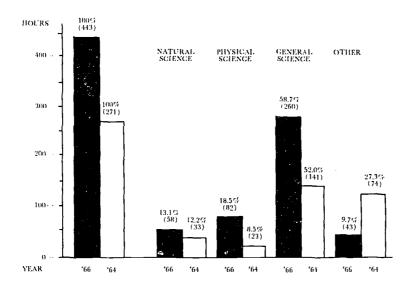
intention and tabulated as such.

46 It was not uncommon to find stations, such as Atlanta's WETV, providing a science course for each of the grades from one through six.

Figure 22
Categories of Science Broadcast to School Audience in Percent of Total Science Offered

Figures 6: () indicate hours broadcast.

SCIENCE TOTAL



The *Physical Sciences* received greater attention in 1966 than in 1964, especially in *Physics* and Chemistry for the junior and senior grades. Most programs in the *Physical Sciences* came from state sources.

Natural Science, mainly Biology, occupied the attention of the primary, intermediate, and senior students in exactly the same proportion (3.1 percent) as it did two years earlier. For higher grades, the programs consisted of formal biology courses.

Various uses of television in instruction were apparent in the 43 hours offered in *Other Sciences*. Here were found, for instance, a vehicle for exposing gifted sixth graders to Astronomy; an assortment of programs on Space; a geology series for junior high schools; and a few series dealing with the history of science and its relation to other fields such as industry and the social sciences.



Mathematics occupied 7.1 percent of school time. Again there were projects for the gifted, and even Geometry for the sixth grade in Los Angeles.

Quantitatively, the presentation of mathematics on television was evenly divided among grade levels.

The Social Sciences (296 hours) accounted for 15 percent of school programing, as compared with 1964's 18 percent (217 hours). History made up nearly half the category, a fact that may explain the concentration of social science broadcasting in the higher grades. The spectrum of historical emphases was presented—state, national and world. Usually state history was offered for intermediate or junior students.

Figure 23
Hours of Social Science Broadcast to School Audiences

SOCIAL SCIENCE TOTAL

HOURS

100%
(296)

100%
(217)

HISTORY SOCIAL GOV'T OTHER
SCIENCE ECON.

100
45.9%
(136)
36.5%
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Figures in () indicate hours broadcast.



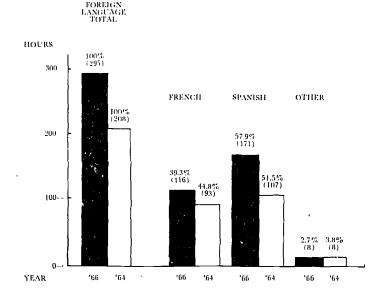
Social Studies and Geography were next in importance among the social sciences. Social Studies was most often scheduled for children in grades four through eight. Geography for the junior high school was receiving more attention than it had in 1964. Like history, these two subjects were usually produced either by the individual stations or a state network.

Nearly two percent of 1966 school courses were in *Government* and *Economics*. Economics made its television debut into the senior high school in 1966.

In spite of the steadily increasing number of hours scheduled in foreign language series, *Foreign Languages* as a whole accounted for three fewer percentage points in 1966 than in 1964. Its 15 percent share of the school service still places it second (with the social sciences).

Figure 24
Number of Hours of Foreign Language Broadcast to School Audiences

Figures in () indicate hours broadcast.





American instructional television gave primary attention to two foreign languages, French and Spanish. French was seen more often along the Eastern seaboard and in the Great Lakes states, while Spanish was prevalent in the Midwest, West, South, and in the Southwest.

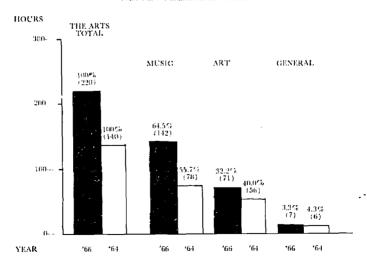
A number of stations broadcast both languages and others aired none. As a rule, the latter occurred among the stations carrying the least instructional programing.

Four stations in 1966⁴⁷ offered *German*. Each of the survey years found three or four stations airing German, but only Minneapolis and Columbus have continued it.

MPATI'S BASIC LIVING RUSSIAN for high school viewers was offered by one station.

Two hundred and twenty hours in art education were broadcast into the schools during the April survey week. Programing in the Arts accounted for almost 12 percent of the 1966 school schedule.

Figure 25
The Arts Broadcast to School Audience in Hours and Percent of Distribution



Figures in () indicate hours broadcast.

Duluth, Minnesota Appleton, Minnesota Minneapolis, Minnesota Columbus, Ohio



⁴⁷ WDSE Dul KWCM Ap KTCA Min WOSU Col

Local and state producers were responsible for most Music and Art series. Music ranked third in local production and it was not unusual to see a separate music series made and shown by a station for each of the six lower grades.

Emphasis on Music doubled that put on Art, but the specific theme of these series was often hard to determine. In general, exposure to the elements of music or art seemed the goal.

Schenectady's WMHT featured a Shakespeare special for school viewing during the sample week, but theater courses as such were absent from the school schedule in 1966, as they were in previous years.

A turnabout was found in *Literature* in 1966. In accounting for 7.5 percent of school broadcasting, it doubled its 1964 showing and reversed its emphasis from teaching reading to encouraging more reading and more careful reading. Almost 90 of the 143 hours of televised Literature was made for the adolescent audience.

In the primary and intermediate grades, literature was mostly an INVITATION TO READ—the name of a series broadcast in Toledo—or featured the tales of a master storyteller.

English Language, the ability to read and write, accounted for slightly less than seven percent of all instructional programing. General English, which embraces all aspects of language study, compiled the highest number of hours, 54 of 131.

Speech and Handwriting, Listening, and Etymology were the other facets of the English language included in the school television catalog. Together, they contributed two percent.

Another two percent for Current Events for school children belies the fact that such hours have doubled since 1964. PLACES IN THE NEWS, designed for fifth to eighth grade viewing, was one such series and the most widely seen during the sample week. Eleven locally-produced news programs for schools used various ways to explain the meaning behind headlines. A few concentrated on teaching children to read newspapers.

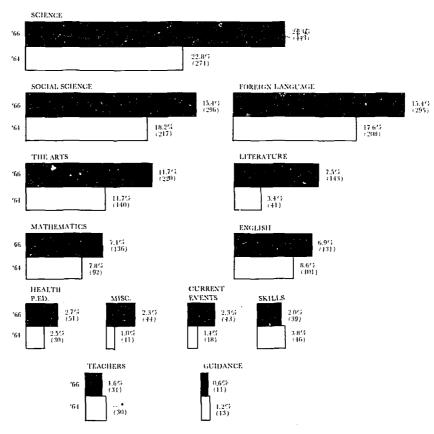
Although the acquisition of *Skills* via television has found a place with the general audience, their transmission for the school audience decreased in 1966. Driver education, home economics, electronics, industrial and secretarial arts were the only skills tought in the 39 hours reported in this part of the school service.

While children were exposed less to *Manual Skills* on television in 1966, they had more opportunity to tone up their Physical Skills.



Figure 26 Subjects Broadcast to School Audience in Hours and Percent of School Audience

Bais represent hours broadcast, figures in ()



 Not included in School Audience Total in 1964, but listed under College-Adult Instruction Total.



A scant 11 hours, all locally produced, dealt with *Guidance*. With the exception of Dallas' counseling for family living, all concerned personal finance or preparation for entrance into the professional or business world.

A number of schools reserved time for *Teachers* during the television day. Unlike in-service courses for teachers, these programs are preparation for classroom series (mostly in language and science) or previews of coming courses. Such teacher presentations accounted for 31 school hours in 1966.

The Miscellaneous school programs included the hours set aside for unclassified enrichment programs—video field trips, tests, kindergarten programs, and newspaper staff meetings.

Repeats

Schools more than any other user of educational television receive repeated programing.

More than 737 of instructional television's 1,906 hours (38 percent) in April 1966 were replayed programs. Usually a series scheduled for the morning is repeated either the same afternoon or at another time later in the week. The comparison of repeated hours in Figure 27 shows that one-and-one half as many school programs are rebroadcast in the afternoon as in the morning.

Ordinarily, a program will be repeated only once or twice within a week, although the number, on occasion, can be much higher. Sacramento, for example, aired a special program, THE COMMUNISTS, nine times one day of the 1966 sample week.

Science, Social Science, Literature, the Arts and Foreign Languages are the subjects most frequently scheduled for replay during the school week.

Figure 27
Repeat Patterns in School Programing,
April 1966 and 1964

Yaar	Total School Hours	Total School Repeats	Morning	Afternoon	Evening
1966	1906	737	288	436	13
1964	1188	408	163	238	7



Transmission

Live school broadcasts were responsible for 15 percent of programs transmitted. Live programing, by choice, seems to be on the wane.

Figure 28
Live and Recorded School Programing,
April 1966 and 1964

	1966		19	64
Live	291	15%	333	28%
Recorded (VTR-film)	1615	85%	855	72 %
Total	1906	100%	1188	100%



PROGRAMS FOR THE COLLEGE-ADULT INSTRUCTION AUDIENCE

Television for the college-adult instruction audience decreased in 1966. Its use, however, in providing programs for continuing professional education and for vocational training was much in evidence and clearly on the rise. The 534 hours of college-adult programing was only nine percent of the 1966 sample ETV broadcast week and a considerable drop from the 14 percent of 1964. Nearly half of these hours could be viewed for credit (48.6 percent) and about one-quarter (144 hours) were actually broadcast into college classrooms.⁴⁸

Figure 29
College-Adult Instruction Programing

	•	0
Year	1966 (115 Stations)	1964 (88 Stations)
Hours Broadcast for College-Adul: Instruction Audience	534	535
Decrease in Hours		1
Percent of Decrease 1966 over 1964	0%	;
Number of Stations Programing for College-Adult Instruction Audience	99	78
Average Hours per Station of College-Adult Instruction Programing	5.4	6.7
College-Adult Instruction Hours as a Percent of Total Broadcast Hours	9%	14%



⁴⁸ The measurement of college classroom hours was done for the first time in these studies this year. See Appendix IV, Table 17. Credit and Non-Credit Hours for the April 1966 College-Adult Instruction Audience, Listed by Subject, p.76.

Broadcast Patterns and Amounts

Formal, adult courses (although they did occupy 25 percent or more of ten stations airtime),40 decreased in 1966 as compared with 1964. Even so, viewers of all but 16 stations could tune into some course during the sample week. At the opposite end, 15 other stations offered ten or more hours to this audience. Phoenix led this group with nearly 26 hours.50

The 33 university operated stations broadcast more hours of adult instruction than any of the other ownership groups. About 13 percent of their cumulative schedules were series for this audience.⁵¹

The schedule of these broadcasts is fairly evenly distributed: 109 hours, or 20 percent, in the morning (much of which is for college students in class); 43 percent or 229 hours in the afternoon; and the remaining 37 percent (196 hours) in the evening.⁵² During the survey week, programs for teachers were most often broadcast between 3:30 and 6:00 p.m.

Program Sources

Seventy-seven percent of this programing came from university stations or their state network centers. In 1964 only 63 percent came from these two sources. NET accounted for about 12 hours (two percent) as compared with 15 percent in 1964, largely the result of the conclusion of that year's widely-played series, NEW BIOLOGY and AMERICAN ECONOMY. Some 40 stations broadcast the two series in April 1964. The rest of the schedule came from many sources, the largest of which was the film distributor.

Programs for In-Service Teacher Education

When teacher in-service programing first appeared, in the April 1964 schedules, there were already 80 such hours. In the 1966 survey, their number increased to 130 hours and accounted for one-quarter of the programing. Thus, teachers were ETV's largest special audience.



⁴⁹ These are KAET, Phoenix; KTXT, Lubbock, Texas; KCSM, San Mateo, California; KTCA, Minneapolis; KUAT, Tuscon; KHET, Honolulu; KTCI, Minneapolis' second channel; WMUB, Oxford, Ohio; and KVCR, San Bernardino, California. All but the Minneapolis channels are university

⁵⁰ See Appendix IV, Table 18. Stations Ranked by Program Hours for the College-Adult Instruction Audience, p.77.

⁵¹ See Appendix IV, Table 7. Relation of Station Ownership to Programing Intent, April 1966, p.67.

52 See Appendix IV, Table 9. Broadcast Patterns, p.68.

Elementary teachers received materials in Mathematics, Science and English. A few courses were provided to enhance a teacher's understanding of children, as in CHILD STUDY, or HISTORY OF AMERICA'S ETHNIC GROUPS.

In April 1966, the concentration for secondary level teachers was on programs for English, Science, History, and Mathematics.

Only a dozen of these courses for in-service education could be taken for credit.⁵³

Continuing Professional Education

The physician, lawyer, and engineer are the beneficiaries of a different type of program, one that is less structured and more a visual presentation of techniques, developments, and discoveries. In these seminars the topic is likely to change each week, although the field is the same. Doctors, for example, may view an operation on one program and hear a discussion about a new medicine on the next.

Programing for physicians, particularly, has flourished from 1964 to 1966. This year 20 stations offered them, double the number that did so in 1964.

Industrial Training

Industrial Training, present in April 1966 for the first time accounted for 54 hours.

All of these programs revolved around training in supervision. MODERN SUPERVISORY PRACTICE, CONCEPTS AND TECHNIQUES IN SUPERVISION and SUPERVISORY LEAD-ERSHIP were some of the titles. Supervision was not confined to a specific field. It was intended for anyone likely to be interested, whether he be employed at a plant, hospital, or nursing home. Some of these programs were, in fact, viewed on the job.

The illiterate, the focus of attention by 20 stations in 1964, was ignored in 1966.



⁵³ See Appendix IV, Table 19. Number of Stations Broadcasting In-Service Teacher Series by Subject and Grade, p.78.

Figure 30

Number of Stations with Programs for Continuing
Professional Education

	1966	1964
Doctors	20	10
Lawyers	3	3
Engineers	1	0

College Classroom Viewing

Another first in 1966 was the measurement of courses televised directly into college classrooms. Some 26 stations provided this service for a total of 144 hours. Overwhelmingly, these were locally-produced programs (70 percent) and were given for credit (86 percent).

A few of the courses could be taken at home, too. These courses, like those taken independently for college credit, ran the gamut with the Social Sciences, Science, Literature, English, and Foreign Languages, in that order, contributing 113 hours, or 78 percent.

One hundred and fifty-one hours or 28 percent of total time for this audience remained for the student at home.

Figure 31

Number of Hours for the 1966 College-Adult
Instruction Audiences Compared

Teachers Professionals	130 32
Special groups—nurses firefighters, etc. Special Training College Classroom Home Study	23 54 144 151
Total Hours	534

Subjects Broadcast⁵⁴

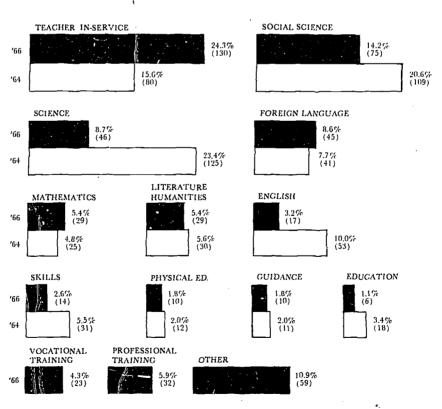
Social Science accounted for most hours intended for the coilege-adult instruction audience. Science and Math together, accounting in 1964 for 28 percent of the college-adult schedule, decreased to 14 percent in 1966, the same as recorded for Social Science alone.



⁵⁴ See Appendix IV, Table 20. Comparison of Program Categories in College-Adult Instruction Broadcasting for 1966, 1964, and 1962, p.79.

Figure 32
Subjects Broadcast for College-Adult Instruction
Audience in Hours and Percent of Total

Figures in () indicate hours broadcast.





Half of the 1966 total of 75 Social Science hours were in *History*, ranging from the frequent subject, HISTORY OF WESTERN CIVILIZATION, to the less frequently taught HISTORY OF LATIN AMERICA, a State University of New York production broadcast on four New York stations, to the highly specialized HISTORY OF NURSING broadcast for nurses in Minneapolis. *American Government, Economics, Psychology* and *Sociology* courses rounded out the category.

Though there were a few hours in Statistics, Business Math, Accounting, and Coinputer Science, the backbone of the 29 hours in Mathematics was help for parents in keeping up with their children and their new math.

Languages, English and Foreign, were responsible for another 12 percent, a decrease from 1964's 18 percent. Two-thirds of the 62 hours were in training for another language. Spanish was predominant, with French accounting for only five hours. As always, interest in languages other than these two was rare. Minneapolis aired German for adults, just as it did for its school children; Chicago's WHEN IN ROME was the sole *Italian* series—and it marked the first appearance of Italian in these studies. No Japanese or Russian was broadcast as in 1964.

English—speech, general English and efficient reading—accounted for three percent of college-adult programing.

Literature's five percent was concentrated on humanities, and the Arts, missing in 1964, accounted for nine hours in 1966 or two percent.

Another 14 hours were found in *Skills*—home nursing, electronics, and even a gardening course given for credit. Its three percent is half its 1964 portion.

Approximately two percent each were found in Hygiene (in the Physical Education category), and in Guidance, particularly financial.

Education courses (not intended for practicing teachers) accounted to six hours (1%).

Repeats and Transmission

Slightly more than 25 percent of the college-adult schedule were repeated hours, half of which were in the afternoon.

Another 465 of the 534 hours, 87 percent were recorded.



Figure 33

Repeat Hours for the College-Adult Instruction
Audience Programing 1966 and 1964

Year	Total College Hours	Total College Repeats	Morning	Afternoon	Evening
1966	534	188	37	96	55
1964	535	125	22	34	69

Figure 34
Live and Recorded College-Adult Instruction
Programing, April 1966

	1966		1964	
Live	69	13%	111	21%
Recorded (VTR-Film)	465	87%	424	79%
Total	534	100%	535	100%



APPENDICES



APPENDIX I

Methodology

Two organizations, each concerned with the development and continued growth of educational television, were responsible for *One Week of ETV*, *No. 4*: Brandeis University's Morse Communication Research Center—the originator and sponsor of the first three of these reports, and the National Center for School and College Television whose aim is to improve the quality of instructional television by the development and distribution of school series.

Questionnaires were sent to the 115 ETV stations on the air during the sample week of April 17-23, 1966. The week was almost the exact counterpart of that used in 1964 (April 19-25) and as such provided both a typical week in educational telecasting, since it fell within the school year and before the summer broadcast recess taken by some stations, and a good basis for comparison.

Every station was asked to transcribe its schedule for this week, or a nearby typical one, onto special forms and to include the following information for *each* program: title; description; special audience, if any; length; time; day of broadcast; source; and whether it was live or repeated.

Grade levels were sought for instructional programs. And, in the instance of programing for the college and adult instructional audience, the respondents were asked to note whether the course was given for credit and whether or not it was broadcast into the college classroom. Background information on each station and the cost and extent of participation in instructional broadcasting completed the initial data package.

For speed, the respondents were asked to fill the questionnaires in a code that could be punched directly onto computer cards. For consistency, the subject matter for each program was recorded by the consultants.

The coded answers were checked before the data were transferred to punch cards. Then the 200,000 bits of information were processed by the IBM 7094 computer at the Massachusetts Institute of Technology Computation Center. Out of so much data there are bound to be errors, estimated at less than three percent.

The report was edited by the representatives of the two sponsors, individually and in collaboration. Final assembling, proofing, printing, and distribution was the task of the National Center at Bloomington, Indiana.

Background information has been added to provide further scope and perspective into the growth and change of educational television during this two-year period of its history.



APPENDIX II

Stations Submitting Program Schedules For Dates Other Than April 17-23, 1966

		-
KIXE	Redding, Calif.	Saturday, April 16-Friday, April 22 (KIXE usually does not broadcast
		Saturdays.)
WSEC-TV	Miami, Fla.	Monday, April 25-Friday, April 29
		School:
WTHS-TV	Miami, Fla.	Monday, April 25-Friday, April 29
	,	General:
WFSU	Tallahassee, Fla.	Monday, April 11 Friday, April 15
WISP-TV	Columbus, Ga.	Monday, March 13-Friday, March 18
WVAN-TV	Savannah, Ga.	Monday, April 25-Friday, April 29
WXGA	Waycross, Ga.	Monday, April 25-Friday, April 29
		Monday, April 25-Friday, April 29
WXXW	Chicago, Ill.	Monday, April 25-1 Hday, April 25
WMED-TV	Calais, Maine	Monday, May 16-Friday, May 20
WMEB-TV	Orono, Maine	Monday, April 25-Friday, April 29
WMEM-TV	Presque Isle, Maine	Monday, April 25-Friday, April 29
WGBH-TV	Boston, Mass.	Monday, April 25-Friday, April 29
KLNE-TV	Lexington, Nebr.	Sunday, April 10-Saturday, April 16
KUON-TV	Lincoln, Nebr.	Monday, April 25-Friday, April 29
WMHT	Schenectady, N.Y.	Monday, April 25-Friday, April 29
WUNC-TV	Chapel Hill, N.C.	Monday, April 18-Sunday, April 24
WUNB-TV	Columbia, N.C.	Sunday, March 27-Saturday, April 2
WOUB-TV	Athens, Ohio	Monday, April 11-Friday, April 15
WMUB-TV	Oxford, Ohio	March 21, 23, and 25 (M, W, F)
WGTE-TV	Toledo, Ohio	Monday, March 28-Friday, April 1
WITF-TV	Hershey, Pa.	Daytime only: Monday, October 18-
77 A A A ~ A ¥	recisite, i a.	Friday, October 22, 1965
KTXT-TV	Lubbock, Tex.	Monday, March 27-Saturday, April 2
		Monday, March 21-Sunday, March 27
KUED	Salt Lake City, Utah	Monday, March 21-Sunday, March 27



APPENDIX III

Educational Television Station Licensees/Grantees and Ownership Classification, April 1966

		Type of
Station	Licensce/Grantee and Address	Ownership
WBIQ	Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205)	state
WDIQ	Same as above	state
WHIQ	Same as above	state
WEIQ	Same as above	state
WAIQ	Same as above	state
WCIQ	Same as above	state
KAET	Board of Regents of the Universities and State College of Arizona, Arizona State U., Tempe (Phoenix) (85281)	university
KUAT	Universities and State College of Arizona for the use of the U. of Ariz., Herring Hall, Uni- versity of Ariz., Tucson (85700)	university
KCET	Community Television of Southern California, 1313 North Vine St., Hollywood (90028)	community
KIXE-TV	Northern California Educational Television Association, Inc., 2410 Larkspur Lane, Box 9, Redding (96001)	community
KVIE	Central California Educational Television, Box 6, Sacramento (95801)	community
KVCR-TV	San Bernardino Valley Joint Union Junior College Dist., 701 S. Mt. Vernon Ave., San Bernardino, Calif. (92410)	university
KQED	Bay Area Educational Television Assn., 525 Fourth St., San Francisco, Calif. (94107)	community
KTEH-TV*	Office of Education, County of Santa Clara, 70 W. Hedding St., San Jose (94403)	school
KCSM-TV*	San Mateo Junior College District, 1700 W. Hillsdale Blvd., San Mateo (94403)	university
KRMA-TV	School District No. 1, City & County of Denver and State of Colorado School Dist., 414 14th St., Denver (80202)	school
WEDH	Connecticut Educational Television Corp., Trinity College, Hartford (06106)	community
WETA-TV	The Greater Washington Educational Television Assn., Inc., 1225 19th St., N.W. at Jefferson Pl., Washington, D.C. (20036)	community
WUFT	Board of Regents, acting for and on behalf of U. of Fla., 226 Administration Bldg., U. of Fla., Gainesville (32603)	university
WJCT	Community Television, Inc., 2037 Main St., Jacksonville, Fla. (32206)	community
WSEC-TV	The Board of Public Instruction of Dade County, Dept. of Radio and TV Education, 1410 N.E. 2nd Ave., Miami, Fla. (33132)	school
WTHS-TV WMFE-TV*	Same as above Florida Central East Coast ETV, Inc., 2908 W. Oak Ridge Rd., Orlando (32809)	school community
WFSU-TV	State Board of Regents of Florida, acting for and on behalf of Florida State Univ., Tallahassee	university





		Type of
Station	Licensee/Grantee and Address	Ownership
WEDU	Florida West Coast Educational Television,	community
WGTV	Inc., 908 South 20th St., Tampa (33605) Regents of the University System of Georgia,	university
WETV	244 Washington St., S.W., Atlanta (30334) Atlanta (Ga.) Board of Education, 224 Cen-	school
WJSP-TV	tral Ave., S.W., Atlanta (30303) Georgia State Department of Education, State Office Pldg Atlanta (20202)	state
WVAN-TV	Office Bldg., Atlanta (30303) Same as above	state
WXGA-TV KHET	Same as above University of Hawaii, 1776 University Ave.,	state university
KIIEI	Honolulu	university
KUID-TV	Regents of the University of Idaho, Moscow	university
WSIU-TV	Board of Trustees of Southern Illinois U., Car- bondale (62903)	university
WTTW	Chicago Educational Television Association, 5400 N. St. Louis Ave. (60625)	community
WXXW WILL-TV	Same as above Board of Trustees, Univ. of Illinois, Urbana	community university
WILL-IV	(61803)	university
KDPS-TV	Des Moines (Iowa) Independent Community School, 1800 Grand Ave. (50307)	school
KTWU	Washburn University of Topeka, 17th & College	university
WFPK	Sts., Kansas. Board of Trustees, Louisville Free Public Li-	school
WIIK	brary, 301 Library Pl., Louisville, Ky. (40203)	school
WYES-TV	Greater New Orleans (La.) Educational Tele-	community
WCBB	vision Foundation, 916 Navarre Ave. (70124) Colby-Bates-Bowdoin Educational Telecasting Corp., Bates College, Lewiston, Mc. (04240)	community
1111 (ED 7011		
WMED-TV WMEB-TV	Univ. of Maine, Orono (04473) Same as above	state state
WMEM-TV	Same as above	state
WGBH-TV	WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134)	community
WTVS	Detroit (Mich.) Educational Television Foundation, Inc., 5035 Woodward Ave. (48202)	community
WMSB	Board of Trustees, Michigan State U., East	university
WUCM-TV	Lansing (48823) Delta College, University Center (Bay City),	university
KWCM-TV*	Michigan (48706) Twin City Area ETV Corp. and West Central Minnesota ETV Co., 1640 Como Ave., St. Paul	community
WDSE-TV	(55108) Duluth-Superior Area ETV Corp., 403 Bradley	community
KTCA-TV*	Bldg., Duluth (55802) Twin City Area Educational Television Corp., St. Paul, Minn. (55108)	community
KTCI-TV*	Same as above	community
KCSD-TV	School District of Kansas City (Mo.), 1211 McGee St. (64106)	school
KETC	St. Louis (Mo.) Educational Television Commission, 6996 Millbrook Blvd. (63130)	community
KLNE-TV	Nebraska ETV Commission, 12th & R Sts., Lincoln (68508)	state
KUON-TV	Univ. of Nebraska, Lincoln (68508)	university
KYNE-TV*	Nebraska ETV Commission, 12th & R Sts., Lin-	state
WENH-TV	coln (68508) Univ. of New Hampshire, Durham (03824)	university



		Type of
Station	Licensee/Grantee and Address	Ownership
KNME-TV	Regents of the Univ. of New Mexico and Board of Education of the City of Albuquerque,	university
WNED-TV	1801 Roma N.E. (87106) Western New York Educational TV Association, Inc., Lafayette Hotel, Buffalo (14202)	community
WNDT	Educational Broadcasting Corp., 304 W. 58th	community
WNYC-TV*	St., N.Y. (10019) The City of New York Municipal Broadcasting System, 2500 Municipal Bldg., New York	municipal
WMHT	Mohawk-Hudson Council on Educational TV, Inc., Riverside School, Front St., Schenectady (12305)	community
WCNY-TV	ETV Council of Central N.Y., Old Liverpool Rd, Liverpool (13088)	community
WUNC-TV	Consolidated University of North Carolina,	university
WTVI	Chapel Hill (27515) Charlotte-Mecklenburg Board of Education, 720 E. Fourth St., Charlotte	school
WUNE	University of North Carolina, Chapel Hill (27515)	·university
KFME	North Central Educational Television Assn., Inc., Hwy. 81, South Fargo, N.D. (58101)	community
WOUB-TV WBGU-TV	Olio University, Athens (45701) Bowling Green, (Ohio) State University (43402)	university university
WCET	Greater Cincinnati Television Educational Foundation, 2222 Chickasaw St. (45219)	community
WVIZ-TV	ETV Association of Metropolitan Cleveland (44102)	community
WOSU-TV	Ohio State Univ. Telecommunications Center, Columbus (43200)	university
WGSF	Public School District of Newark, Ohio, 19 N. 5th St. (43055)	school
WMUB-TV WGTE-TV	Miami Univ., Oxford, Ohio (45056) Greater Toledo ETV Foundation, Manhattan Blvd. at Elm (43600)	university community
KETA	Oklahoma Educational Television Authority,	state
KOKH-TV*	Box 71146, Norman (73070) Oklahoma City Independent School District No. 89, 900 N. Klein St. (73106)	school
KOED-TV	Oklahoma Educational Television Authority, Box 71146, Norman (73070)	state
KOAC-TV	Oregon State Board of Higher Education, Box 5175, Eugene (97403)	state
KOAP-TV WLVT-TV	Same as above Lehigh Valley ETV Corp., So. Mountain Dr. West, Bethlehem, Pa. (18015)	state community
WITF-TV	South Central Educational Broadcasting Council, Community Center Bldg., Chocolate and Cocoa Aves., Heshey, Pa. (17033)	community
WHYY-TV	WHYY, Inc., 4548 Chestnut St., Philadelphia, Pa. (19139)	community
WUHY-TV WQED	Same as above Metropolitan Pittsburgh (Pa.) Educational Television, 4337 5th Ave. (15213)	community community
WQEX WPSX-TV	Same as above Pennsylvania State University, University Park (16830)	community university
W1PM-TV	Department of Education of Puerto Rico, Hato Rey, San Juan	state
WIPR-TV WITV	Same as above South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia	state state
WNTV-TV	(29205) Same as above	state state
.		



		Type of
Station	Licensee/Grantee and Address	Ownership
KUSD	State University of South Daketa, Vermillion (57069)	university
WKNO-TV	Memphis (Tenn.) Community Television Foundation, Box 80,000, Memphis State Univ. (38111)	community
WDCN-TV	Metropolitan Board of Education, Box 6188, Acklen Station, Nashville, Tenn. (37212)	school
KLR" TV	Southwest Texas Educational Television Council, Univ. of Texas, Austin (78712)	community
KERA-TV	Area Educational TV Foundation, Inc., 3000 Harry Hines Blvd., Dallas, Texas (75201)	community
KUHT	Univ. of Houston, 3801 Cullen Blvd., Houston, Texas (77004)	university
KTXT-TV	Texas Technological College, Tech. Station, Box 4408, Lubbock (79409)	university
KRET-TV*	Richardson Independent School District, 400 South Greenville Ave., Richardson, Texas (75080)	school
KUSU-TV	Utah State Univ. of Agricultural and Applied Science, Logan (84321)	university
KOET*	Board of Education of Ogden City, Utah (84404)	school
KWCS-TV	Weber County School District, 1122 Washing-	school
KBYU-TV*	ton Blvd., Ogden, Utah (84404) Brigham Young University, Provo, Utah (84601)	university
KUED	Univ. of Utah, Salt Lake City (84112)	university
WHRO-TV	Hampton Roads Educational TV Assn., 402 E. Charlotte St., Norfolk, Va. (23510)	school
WCVE-TV	Central Virginia ETV Corp., Box 3237, Richmond (23235)	community
KWSC-TV KCTS-TV KPEC-TV	Washington State Univ., Pullman (99164) Univ. of Washington, Seattle (98105) Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499)	university university school
KTPS	Tacoma (Wash.) School District No. 10, Central Administration Bldg., P.O. Box 1357, Tacoma (98401)	state
KYVE-TV	Yakima (Wash.) School District No. 7, 1105 S. 15th Ave., (98902)	school
WHA-TV	Univ. of Wisconsin, Radio Hall, Madison (53715)	university
WMVS	Board of Vocational and Adult Education, 1015 N. 6th St., Milwaukee, Wisc. (53203)	school
WMVT	Same as above	school



APPENDIX IV

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Table 1 Number of ETV Stations by State, April 1966

Note: This list was compiled from licensee addresses rather than channel allocation.

None	States with One Station	Two Stations	Three Stations
Alaska Arkansas* Indiana Mississippi Montana Nevada Rhode Island Verment	Colorado Connecticut Hawaii Idaho Iowa Kansas Kentucky Louisiana	Arizona Missouri Oregon South Carolina Tennessee Virginia ***	Minnesota Nebraska North Carolina Oklahoma Wisconsin
Verment West Virginia Wyoming	Massachusetts New Hampshire New Mexico North Dakota South Dakota **	Four Stations Illinois Maine Michigan	Five Stations Georgia New York Texas Utah Washington
	Six Stations Alabama	Seven Stations California Florida	Eight Stations Ohio Pennsylvania

^{*} KETS in Little Rock was scheduled to begin broadcasting in 1966.
* The District of Columbia has one station. Delaware and New Jersey each have a channel allocation address.
* Puerto Rico has two stations.



Table 2
The New Stations Since April 1964

Table 3
ETV Stations Beginning Broadcast Between
May 1, 1966, and November, 1966

WUSF-TV WCES KTNE KPNE WXXI WRLK KMEB WVIA	Channel 16 Channel 20 Channel 13 Channel 9 Channel 21 Channel 35 Channel 10 Channel 44	Tampa, Fla. Augusta (Wrens), Ga. Alliance, Nebr. North Platte, Nebr. Rochester, N.Y. Columbia, S.C. Wailukui, Maui, Hawaii Scranton-Wilkes Barre,	September September September September September September
		Penn.	September



Table 4
Stations Ranked by Total Program Hours Broadcast,
April 17-23, 1966

	Total		Total		Total
	Hours		Hours		Hours
Station	Aired	Station	Aired	Station	Aired
WQED	91 55	KTCA	59 50	KTPS	38 20
WŸES	80 45	WMVS	59 40	WHA	37 25
WHYY	80 30	KCTS	58 30	WUCM	36 45
WMHT	79 45	KYVE	58 25	WMSB	36 30
WGTV	77 50 .	KETA	57 45	KUSU	35 35
WNDT	77 45	KOED	57 45	KHET	35 O
WEDU	77 35	WSIU	57 ()	KUSD	34 30
KUED	76 45	WCVE	55 35	KFME	34 25
KQED	74 10	WITF	55 30	KTWU	33 15
KCET	70 15	WNED	55 15	KTXT	32 45
KUON	70 15	KETC	55 10	K.PEC	31 25
KLNE	70 15	WEDH	53 40	KWSC	30 50
WJSP	69 30	WNTV	53 15	WFPK	29 30
WVAN	69 30	WOSU	53 ()	KWCS	29 15
WXGA	69 30	WITV	52 35	кокн	28 55
WGBH	6 9 10	WPSX	52 25	WOUB	27 25
WETA	68 50	WTTW	52 20	KUHT	27 25
WNYC	68 35	WDSE	52 15	KYNE	26 40
WBIQ	68 0	WVIZ	51 50	WILL	25 35
WDIQ	68 0	WCET	51 20	WMFE	25 0
WHIQ	68 0	WETV	50 25	KUID	25 0
WEIQ	6 8 0	WMEB	50 25	WUHY	24 15
WAIQ	68 0	WTHS	49 15	WBGU	23 40
WCIQ	68 0	WENH	48 40	WGTE	23 35
KNME	68 0	WJCT	48 20	KTCI	21 30
KLRN	67 40	WUFT	48 0	WTVI	21 10
KIXE	66 40	WCNY	47 50	KCSM	20 30
KOAC	65 35	WGSF	47 35	KOET	20 20
KOAP	65 35	WMED	46 55	KTEH	20 10
WDCN	64 15	WMEM	46 55	WMUB	18 0
KERA.	64 0	KAET	46 0	KRET	15 50
WTVS	63 25	KCSD	45 30	WXXW	15 35
KVIE	62 55	KDPS	45 20	WSEC	12 5
WFSU	62 45	WLVT	44 5	WQEX	10 25
WUNC	61 10	WHRO	43 40	WMVT	0 0
WUNB	61 10	KUAT	42 30		
WKNO	60 40	KVCR	42 5		
WIPM	60 15	WCBB	40 50		
WIPR	60 15	KRVII	39 30		



Table 5 Leading Subjects Compared for 1966, 1964 and 1962

Subjects	1966 Rank	No. Of Hours Aired	% of Total Hours	1964 Rank	No. Of Hours Aired	% of Total Hours	1962 Rank	No. Of Hours Aired	% of Total Hours
The Arts Science and Technology* Public Affairs Children's Shows Social Science Languages—**	1 2 3 4 5	755 623 572 553	18 13 11 10 10	2 1 6 5 3	528 625 512 367 455	17 8 10 12	3 1 7 5 2	426 562 126 209 447	16 22 5 8 17
English and Foreign Literature *** Skills **** News	6 7 8 9	500 290 240 199	9 5 4 4	4 7	413	115	4 10	298 — 58	11

Note: These nine leading program topics broadcast in April 1966 accounted for 84 percent of the programing.

* Since Science included Technology and Mathematics in 1964 and 1962, they are combined with the Science hours in the total given. In 1966, even though each was treated separately, they are combined for the purpose of this illustration.

** Foreign and English language were treated jointly for this ranking, as in 1964, for a consistant comparison.

** Literature and Skills accounted for too few hours in 1964 and 1962 to be mentioned in the leading topics listing.



Table 6
Program Mours for the General Audience By Station,
April 17-23, 1966

WOED KQED KQED KQED KQED KQED KQED KQED KQ	eneral Hours 51 15 58 0 57 45 53 30 56 1 15 56 1 15 57 45 58 1 15 58 1 15 59 15 51 1	%764.15 %776.68.1.2.1.1.0.1.2.2.2.3.7.7.8.8.1.9.1.1.1.4.5.8.5.1.5.3.9.6.8.2.3.1.0.0.0.6.6.7.8.3.4.4.4.4.4.4.4.4.4.4.4.4.4.4.4.4.4.4	Total Hours Aired 91 55 74 10 80 45 80 35 68 50 69 10 66 40 15 62 55 77 35 9 45 65 35 66 9 30 69 30 50 69 30 69 30 50 69 30 69 30 50 69 30 69 30 50 69 30 69 69 30 69 69 69 69 69 69 69 69 69 69 69 69 69	Station WCET KRMA KTPS KUDGN WNED KETC KUDGN WNETC KUNTF KUPS KUNTF KUVIZ KUTVI KUTV	General Hours 27 0 26 55 26 55 26 55 26 55 25 40 25 25 45 25 25 10 23 50 23 45 23 45 23 35 23 45 23 37 23 45 23 37 23 45 23 37 23 45 23 37 23 45 23 37 24 40 20 0 20 0 20 0 20 0 20 0 20 0 20	% of all 32.6 70.1 70.1	Totals 40 155 100 155 155 155 155 155 155 155 15
WHA KCSD WCBB	29 30 29 0 27 25 27 15 27 0	43.4 77.5 60.3 66.7 74.0	68 0 37 25 45 30 40 50 36 30	WXXW KOKH KRET WMVT	0 0 0 0 0 0 0 0	0. 0. 0. 0.	



Table 7 Relationship of Station Ownership to Programing Intent, April 1966

Number of Stations	Type of Ownership	. General Programs	School Programs	College-Adult Instruction	Total Percent	Total Hours
38	Community	59%	33%	8%	100%	2,094
33	University	64	23	13	100	1.446
22	State	51	39	10	100	1.330
21	School	46	50	4	100	750
Total 114 Sta	ations c					5,620

^{*} WNYC, the single nunicipal ETV station, is not included here. It accounted for 68 hours of programing.

Table 8 Subjects Broadcast for the ETV Week Night Audience, April 1966

Snoject	Hours	Percent of all Week Night Hours
The Arts	584	26.8
Public Affairs	412	18.9
Children's Programs	194	8.8
Social Science	160	7.4
News	149	6.8
Skills	122	. 5.6
Entertainment	97	4.5
Literature	88	4.0
Special Audiences	80	3.7
Science	62	2.9
Miscellaneous	49	2.3
Foreign Languages	37	1.7
Physical Education, Health	26	1.2
Mathematics	24	1.1
Teacher Education	23	1.0
Teenagers' Programs	22	1.0
Family	17	.8
English	15 9 9	.7
Technology	9	.4
Women's Programs	<u>9</u>	4
Totals	2,179	100%

Note:

1,964 hours were for a general audience
195 hours were for a college-adult instruction audience
20 hours were for a school audience

On Saturday and Sunday of the April 1966 sample week another 197 hours were broadcast for a total of 2,376 evening hours.



Table 9 Broadcast Patterns, April 1966

(Time of day and type of program broadcast in hours.)

							programs	
						Total Hours	r;. B	of Total roadcasts
orning (7	A.m.snoon)							
17	1013	109						
						1329		23.45
fternoon (r	100п-6 р.ш.)							
80		873		229				
						1983		34.99
vening (6 p	ьinоп)							
160				20 196				
		1, 1, 2,]	2376		41.70
					_			
					Total House	1600		1001
		_			Total Hours	1.688		1005
(A	udience emphases :	at various times o	of day, by pen	cent)	Total Hours	5.688		1005
	udience emphases :	at various times o	of day, by pero E → Even		Total Hours	5-688		1607
;					Total Hours	Total	%	of Total
General					Total Hours		S Br	
General	M = Morning			ing	Total Hours	Total	% Br	of Total
General M 6%	M = Morning	A ≈ Afternoon		ing	Total Hours	Total Hours	% Br	of Total oadcasts
General M 6%	M = Morning A 27% M 53%	A ≈ Afternoon	E → Even	E 67%	Total Hours	Total Hours	% Br	of Total padeasts 57.17,
General M 6% School	M = Morning A 27% M 53%	A ≈ Afternoon	E → Even	E 67%	Total Hours	Total Hours	% Br	of Total condenses 57.1%
General M 6%	M = Morning A 27% M 53%	A ≈ Afternoon	E → Even	E 67%	Total Hours	Total Hours	SF Br	of Total padcasts



Table 10 Program Sources, April 1966

Source		otal adcasts		eneral adcasts	Sch Broad	ool lcasts	Colleg Inst	e- Adult ruction
	Hours	Percent	Hours	Percent	Hours	Percent	Hours	Percent
Local	1510	26.7	483	15.2	776 40.6		251	47.0
Naccenal Educational Television	1742	30.6	1579	48.6	151	7.9	12	2.2
State Networks	991	17.3	259	7.7	567	29.8	165	30.8
Regional Networks	287	5.1	205	6.3	61	3.2	21	3.9
Film Sources	571	10,0	471	14.5	60	3.2	40	7.5
Commercial Networks & Stations	101	1.8	92	2.8			9	1.8
Informal ETV Exchange	192	3.4	117	3.6	58	3.1	17	3.2
ETS Program Service	31	.5	29	.9			2	.4
Other	263	4.6	13	.4	233	12.2	17	3,2
Total	5688	100	3248	100	1906	100	534	100



Table 11
Program Sources, 1966, 1964 and 1962
Survey Weeks Compared

(Hours and percents in round numbers)

			Hours			Percent	
	Source	1966	1964	1962	1966	1964	1962
Total Broadcast	Local NET State Networks Regional Networks Others	1510 1742 991 287 1158 5688	1364 1149 387 162 653 3715	1340 763 — 493 2596	27% 31 17 5 20 100%	37% 31 10 4 18 100%	52% 29 ——————————————————————————————————
General Broadcast	Local NET State Networks Regional Networks Others	483 1579 259 205 722 3248	405 959 109 106 413 1992	405 685 — 306 1396	15% 49 8 6 22 100%	20% 48 5 5 100%	29% 49 ——————————————————————————————————
School Broadcast	Local NET State Networks Regional Networks Others	776 151 567 61 351 1906	704 110 202 39 133 1188	685 65 — 90 840	41% 8 30 3 18 100%	59% 9 17 3 12 100%	81% 8 11 100%
College-Adult Instruction Broadcast	Local NET State Networks Regional Networks Others	251 12 165 21 85 534	255 80 76 17 107 535	250 14 ———————————————————————————————————	47% 2 31 4 16 100%	48% 15 14 3 20 100%	69% 4 27 100%

Note: In 1962, the only source breakdowns were local, NET and other.

Other sources included film distributors, commercial networks and stations, informal ETV exchange, the ETS program service, MPATI (for school programing only) and miscellaneous.



Table 12 Subjects Broadcast for the General Audience for 1966, 1964 and 1962

Categories		otal Hou (rounded		Ge	Percent oneral Broad	
	1966	1964	1962	1966	1964	1962
SCIENCE AND TECHNOLOGY	95	112	136	2.9%	5.6%	9.8%
Biology Health & Medicine* Technology Other (Math, Gen. Sci., Physical Sci., Misc.)	14 13 68	7 12 58 35	41 2	.4	.3 .6 3.0	2.9
SOCIAL SCIENCE	183	129	93 245**	5.6	6.5	6.8 17.5
History Gov't, Econ. Psychology Other	77 28 23 55	40 12 29 48	37 46 **	2.4 .8 .7 1.7	2.0 .6 1.4 2.5	2.3 3.5 **
THE ARTS	811	387	342	25.0	19.6	24.6
Music Fine Arts Theater, Drama General, Other	277 81 274 179	145 64 102 76	139 64 139	8.5 2.5 8.5 8.5 5.5	7.2 3.3 5.2 3.9	10.0 4.6 10.0
1.ITERATURE-PHILOSOPHY	119	78	37	3.7	3.9	2.7
ENGLISH	11	9	14	.3	.5	1.0
PUBLIC AFFAIRS	577	294	122	17.8	14.8	8.8
Local National International General, Other	107 131 103 236	Not Dow 1964 1962	&	3.3 4.0 3.2 7.3	Not Down 1964 1962	
NEWS	195	171	54	6.0	8.7	3.9
General Regional Special Background-Analysis	47 9 23 116	41 9 30 91		1.4 .3 .7 3.6	2.1 .4 1.5 4.7	
ENTERTAINMENT	167	153	44	5.1	7.5	3.1
Sports Travel-Recreation Other	39 88 40	18 68 67		1.2 2.7 1.2	.9 3.3 3.3	
SKILLS	187	34	58	5.7	1.8	4.1
PHYSICAL EDHEALTH	32	*	*	0.1	*	*
FAMILY	21	19	17	.7	1.0	1.2
AGRICULTURE	36	21	,	1.1	1.1	
SPECIAL AUDIENCES	29	31		.9	1.6	
CHILDREN'S PROGRAMS	558	367	199	17.2	18.4	14.2
TEENAGERS' PROGRAMS	37	22		1.1	1.1	
WOMEN'S PROGRAMS	36	27		1.1	1.4	
MISCELLANEOUS	154	138	128	4.8	6.5	9.1
Totals	3248	1992	1396	100%	100%	100%

^{*} Health was tabulated with Physical Education in 1966. ** In 1962, Social Science was more inclusive.



Table 13 Weekend Broadcasters, 1961-1966

			, -			
			er of Br			
			g the S			
Station and C	lity	1966	1964	1962	1961	Ownership
KCET.	Los Angeles, Calif.	7				Community
KIXE	Redding, Calif.	6				Community
KVIE	Sacramento, Calif.	6	5	5	5	Community
KQED	San Francisco, Calif.	. 7	5	5	5	Community
WEDH	Hartford, Conn.	6	6			Community
WETA	Washington, D.C.	6	5	5 5 5 5	_	Community
WJCT	Jacksonville, Fla.	5	6	5	5 5 5	Community
WFSU	Tallahassee, Fla.	6	5 5	5	5	University
WEDU	Tampa, Fla.	7	5	5	5	Community
WGTV	Athens, Ga.	7	5	5	5	University
WJSP	Columbus, Ga.	6	5			State
WVAN	Savannah, Ga.	6	5		_	State
WXGA	Waycross, Ga.	6	5	5		State
WTTW	Chicago, Ill.	6	6	6	5 5	Community
WYES	New Orleans, La.	7	5	6	5	Community
WGBH	Boston, Mass.	7	7	6	6	Community
WTVS	Detroit, Mich.	6	6	6	7	Community
WMSB	East Lansing, Mich.	7	7 5	7	7	University
WNED	Buffalo, N. Y.	6	5	5	5	Community
WNDT	New York, N. Y.	6	7	-	_	Community
WNYC	New York, N. Y.	7	7		_	Municipal
WMHT	Schenectady, N. Y.	7	5	5	5	Community
WUNC	Chapel Hill, N. C.	6	6	6	7	University
WUNB	Columbia, N. C.	6				University
KFME	Fargo, N. D.	6	5 6	5		Community
WCET	Cincinnati, Ohio	6	6	5	5	Community
WVIZ	Cleveland, Ohio	6			-	Community
WOSU	Columbus, Ohio	5	5	6	5	University
WITF	Hershey, Penn.	6				Community
WHYY	Philadelphia, Penn.	7	6	5 6 7	5	Community
WOED	Pittsburgh, Penn.	7	6	6	6 7	Community
WĨPM	Mayaguez, P. R.	7	7	7	7	State
WIPR	Mayaguez, P. R. San Juan, P. R.	7	7	7	7	State
WITV	Charleston, S. C.	6	6			State
WNTV	Greenville, S. C.	6	6			State
KTXT	Greenville, S. C. Lubbock, Texas	6	5	5	5	University
KBYU	Provo, Útah	6				University
KUED	Salt Lake City, Utah		5	5	5	University
WCVE	Richmond, Va.	7				Community
KWSC	Pullman, Wash.	6	5 5	5 6	5 5	University
WHA	Madison, Wisc.	6	5	6	5	University



Table 14
Stations Ranked by Program Hours for the School Audience, April 17-23, 1966

	School	% of Total	Total Hours		School	% of Total	Total Hours
Station	Hours	Hours	Aired	Station	Hours	Hours	Aired
WDCN	35 30	55.3	64 15	WHYY	15 45	19.6	80 30
WBIQ	33 O	48.5	68 0	KTEH	15 40	77.7	20 10
WDIQ	33 0	48.5	68 0	WOSU	15 0	2 3	53 0
WHIQ	33 0	48.5	68 0	KIXE	14 35	21.9	66 40
WEIQ WAIQ	$\begin{array}{ccc} 33 & 0 \\ 33 & 0 \end{array}$	48.5 48.5	68 0 68 0	WTHS KTWU	14 25 14 25	29.3 43.4	49 15 33 15
WCIQ	33 0	48.5	68 0	WETA	14 20	20.8	68 50
WGTV	32 50	42.2	77 5Ö	WMEB	14 10	28.1	50 25
KETA	32 35	56.4	57 45	WXXW	13 35	87.2	15 35
KOED	32 35	56.4	57 45	WUNC	13 30	22.1	61 10
KYVE WJSP	30 10 30 0	51.6 43.2	58 25 69 30	WUNB KWCS	13 30 13 30	22.1 46.2	61 10 29 15
WVAN	30 0	43.2	69 30	KBYU	13 10	33.3	39 30
WXGA	30 0	43.2	69 30	WMVS	13 10	22.1	59 40
KCTS	29 30	50.4	58 30	WGTE	12 53	54.7	23 35
WETV	29 15	58.0	50 25	WGSF	12 15	25.7	47 35
WHRO KOKH	28 55 28 30	66.2 98.6	43 40 28 55	WENH WSEC	12 10 12 5	25.0 100.0	48 40 12 5
WITF	27 35	49.7	55 30	WCBB	11 35	28.4	40 50
KLRN	27 15	40.3	67 40	KRMA	11 30	29.9	38 25
WMHT	26 25	33.1	79 45	WUCM	11 30	31.3	36 45
WTVS	26 15	41.4	63 25 53 15	KOAC	11 25 11 25	17.4	65 35 65 35
WNTV WEDU	26 15 26 5	49.3 33.6	53 15 77 35	KOAP WEDH	11 15	17.4 21.0	53 40
KUED	26 0	33.9	76 45	KTPS	11 10	29.1	38 20
KDPS	25 50	57.0	45 20	KNME	11 0	16.2	68 0
WQED	25 40	27.9	91 55	WFSU	10 45	17.1	62 45
KETC WMFE	25 15 25 0	45.8 100.0	55 10 25 0	KUSU WMED	10 35 10 25	$\begin{array}{c} 29.7 \\ 22.2 \end{array}$	35 35 46 55
WITV	25 0 24 50	47.2	52 35	WMEM	10 25	22.3	46 55
WNDT	24 45	31.8	77 45	WGBH	10 0	14.5	69 10
WCET	24 20	47.4	51 20	KUHT	9 55	36.2	27 25
WYES	23 45	29.4	80 45	WMSB	8 30	23.3	36 30
WKNO KWCM	23 20 22 5	38.5 36.9	60 40 59 50	WIPM WIPR	8 O 8 O	13.3 13.3	60 15 60 15
KTCA	$\frac{52}{22}$ 5	36.9	59 50	KVCR	7 40	18.2	42 5
KYNE	21 40	81.3	26 40	WJCT	7 35	15.7	48 20
KERA	21 0	32.8	64 0	WHA	7 25	19.8	37 25
KUON KLNE	20 45 20 45	29.5 29.5	70 15 70 15	KFME WTVI	7 10 5 40	$20.8 \\ 26.8$	34 25 21 10
WPSX	20 30	39.1	52 25	WMUB	5 30	30.6	18 0
WCVE	20 0	36.0	55 35	WQEX	5 25	- 52.0	10 25
KPEC	19 30	62.1	31 25	KUAT	5 0	11.8	42 30
WVIZ WFPK	18 55 18 45	36.5 63.6	51 50 29 30	WUFT KUSD	4 30 4 0	9.4 11.6	48 0 34 30
WDSE	18 ()	34.4	29 30 52 15	WBGU	1 0	4.2	23 40
KOET	17 40	86.9	20 20	KWSC	0 40	2.2	30 50
KCSD	17 35	38.6	45 30	KAET	0 0	0,	46 0
WCNY.	17 20	36.2	47 50	KCSM	0 0	0.	20 30
WUHY WNED	17 20 17 5	71.5 30.9	24 15 55 15	KHET KUID	$\begin{array}{ccc} 0 & 0 \\ 0 & 0 \end{array}$	0. 0.	35 0 25 0
WLVT	16 30	37.4	44 5	WILL	0 0	0. 0.	25 35
KVIE	16 20	26.0	62 55	KTCI	ő ő	0.	21 30
KQED	16 10	21.8	74 10	WNYC	0 0	0.	68 35
KCET WSIU	16 0 16 0	22.8 28.1	70 15 57 0	WOUB KTXT	$\begin{array}{ccc} 0 & 0 \\ 0 & 0 \end{array}$	0. 0.	27 25 32 45
WTTW	15 50	30.3	52 20	WMVT	0 0	0. 0.	0 0
KRET	15 50	100.0	15 50		- 0	~•	



Table 15
Subjects Broadcast by Grade Level, April 1966

(All hours rounded)

Subjects	Tot Hov		Prima Hou			ementary Hours	Junior Hours	Senior Hours
	\rightarrow				\geq			
SCIENCE		4	43	75	5	162	114	92
Natural Science Physical Science General Science Other			58 82 260 43		$\frac{6}{65}$	18 7 130 7	6 28 57 23	28 47 8 9
MATHEMATICS	_ 1	36	14	ł .	57	49	16	
SOCIAL SCIENCE	2	96	14	ļ	70	103	109	
History Social Studies, Geogra Gov't, Economics Other		136 108 39 13		13	14 47 5 4	58 34 10	64 14 24 7	
LITERATURE		1	43	29	9	18	8	88
ENGLISH LANGUAGE	ENGLISH LANGUAGE					38	24	22
Speech, writing Phonics, reading General English Other			19 44 54 14		16 17 10 4	1 9 23 5	2 16 2 4	2 19 1
FOREIGN LANGUAGE		2	95	23	3	223	28	21
French Spanish Other		_	116 171 8		6 17	92 125 6	14	4 15 2
THE ARTS		2	20	78	3	115	13	14
Music Art General			142 71 7		63 15	66 45 4	10	3 8 3
SCHOOL NEWS			23	ĺ		non-	graded	
CURRENT EVENTS			43			21	14	8
TEACHERS' PROGRAM	S	_	31			non-	graded	
SKILLS			39	-			6	33
PHYSICAL EDUCATION			51	1:	2	19	13	7
GUIDANCE		11					1	10
MISCELLANEOUS		44		26	5	14	2	2
Totals		19	06	318	3	737	375	422



Table 16
Program Categories in School Broadcasting for 1966, 1964 and 1962

	_	otal Hou rounded)	1	Percent of School Broadcasts					
Subjects	1966	1964	1962	1966	1964	1962			
SCIENCE	443	271	239	23.3	22.8	28.4			
MATHEMATICS	136	92	55	7.1	7.8	6.5			
SOCIAL SCIENCES	296	217	135	15.4	18.2	16.0			
LITERATURE	143	41	34	7.5	3.4	4.1			
ENGLISH	131	101	52	6.9	8.6	6.1			
FOREIGN LANGUAGE	295	208	152	15.4	17.6	18,0			
THE ARTS	220	140	77	11.7	11.7	9.8			
SCHOOL NEWS	23	*	*	1.2	*	*			
CURRENT EVENTS	43	18	5	2.3	1.4	.7			
TEACHERS' PROGRAMS	31	36**	32 .	1.6	**	3.6			
PHYSICAL EDUCATION	51	30		2.7	2.5				
SKILLS	39	46	23	2.0	3.8	2.6			
GUIDANCE	11	13		.6	1.2				
MISCELLANEOUS	44	11	36***	2.3	1.0	4.2***			
TOTALS	1906	1188	840	100%	100%	100%			

^{*} Not tabulated separately in 1964 and 1962.



^{**} Included under Teacher Education of 1964's College-Adult Instructional Programing. Not included in audience total.

^{***} These figures included Children's Programs in 1962, which in the subsequent surveys has been treated as a part of general audience programing.

Table 17

Credit and Non-Credit Hours for the April 1966
College-Adult Instruction Audience, Listed By Subject

(All hours rounded)

Subjects	Total Hours	Credit Hours	None-Credit Hours
SCIENCE	46	43	3
Natural Science Physical Science General Science Other	6 6 1 33	6 6 31	1 2
MATHEMATICS	29	20	9
SOCIAL SCIENCE	75	69	6
History Government, Economics Psychology Other	38 11 11 15	36 10 10 13	2 1 1 2
LITERATURE, PHILOSOPHY	29	25	4
ENGLISH	17	15	2
Speech, Writing Reading General English	9 1 7	9 6	<u> </u>
FOREIGN LANGUAGE	45	29	16
French Spanish Other	4 35 6	3 23 3	1 12 3
THE ARTS	9	7	2
SPECIAL AUDIENCES	109	10	99
Professional Background Vocational, industrial Training Other	32 54 23	2 4 4	30 50 19
TEACHER EDUCATION	136	20	116
Education Courses Teacher Background	6 130	6 14	116
SKILLS	14	3	11
PHYSICAL EDUCATION	10	5	5
GUIDANCE	10	8	2.
MISCELLANEOUS	5	3	2
Totals	534	257	977



Table 18
Stations Ranked by Program Hours for the College-Adult Instruction Audience, April 17-23, 1966

Station KAET KWCM KTCA KTXT WNYC KUAT KUAT KUAT KOAC KOAP KVCR WFSU WMHT KHET WHYY WCNY WVIZ KCTS KCSM KETA KOED WITV WPSX WJSP WVAN WXGA WUNC WUNB WGTV WYVE	Adult Hours 25 30 20 25 15 0 14 40 13 45 13 30 12 40 11 40 10 50 10 30 10 0 9 30 9 10 9 45 8 30 8 30 7 45 7 30 7 30 7 15 7 0 6 45	% of Total Hours 55.4 34.1 34.1 34.1 45.8 21.4 32.4 17.6 22.9 17.8 25.7 16.7 12.4 19.9 17.7 14.7 14.7 14.7 14.7 14.7 14.7 14.7	Total Hours Aired 46 0 59 50 32 45 568 35 42 30 76 45 55 35 42 45 30 47 51 50 58 30 57 45 52 25 69 30 69 30 61 10 77 51 58 25 82	Station WMEB WMEM KUON WENH WDCN KUSU WCVE WEDH WLVT WITF WOLK WMVS WXXW WCBB KERA KFME WUCM WOUB KYNE WNDT WIPM WIPR KLRN KUHT WKNO WETA WMSB WHRO WHA KOET	Adult Hours 3 0 3 0 3 0 3 0 0 3 0 0 2 45 2 30 2 30 2 30 2 30 2 30 2 30 1 35 1 45 1 30 1 30 1 30 1 30 1 30 1 15 1 0 0 1 0 0 50	% of Total Hours 6.0 6.4 4.3 6.2 4.7 8.4 4.9 5.7 4.5 24.0 6.3 4.2 12.8 4.9 15.6 4.9 2.5 2.5 2.7 2.7 2.7 4.1	Total Hours Aired 50 25 46 55 70 15 48 40 64 15 35 35 55 30 10 25 39 30 55 35 40 55 64 25 26 40 77 45 60 15 67 40 27 25 60 40 43 40 37 25 20 20
KYVE WUFT WGBH KTCI KNME WBIQ WDIQ WHIQ WEIQ WGICT WEDU WTTW KCET WMUB WQED KTEH WETV KETC WDSE WTVS KLNE KUSD WILL WOSU WTHS	6 45 6 30 6 10 6 6 30 5 30 5 30 5 30 5 30 5 30 5 30 5 30 5	11.6 13.5 8.9 27.9 8.8 8.1 8.1 8.1 10.0 7.1 27.8 22.3 8.9 8.2 8.3 6.3 5.7 10.9 13.0 6.1 6.1	58 25 48 0 69 10 21 30 68 0 68 0 68 0 68 0 68 0 68 0 68 0 68 0 68 0 77 35 52 20 70 15 18 0 91 55 20 10 50 25 51 10 52 15 63 25 70 15 34 30 49 15 46 55	KOET KOPS KVIE KCSD KPEC KOKH KTPS KIXE KQED KRMA WSEC WMFE KUID WSIU K'TWPK WYES WTVI WBGU WCET WGSF WGTE WUHY KRET KWCS KWSC WMUT	0 50 0 45 0 30 0 30 0 25 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	4.1 1.7 .8 1.1 1.6 1.4 .7 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0.	20 20 45 20 62 55 45 30 31 25 28 55 38 20 66 40 74 10 38 25 12 5 0 57 0 33 15 29 30 80 45 21 10 23 40 51 20 51 20



Table 19
Number of Stations Broadcasting In-Service Teacher
Series, by Subject and Grade, April 1966

Subjects	Elementary	Junior	Senior	Total
Mathematics	28	12*	3	43
Science	-13		9	22
English	2	2	14	18
Curriculum, Methods	10			10
History	1		7**	8
Spanish	7			7
Reading Methods	6			6
Geography	2		· ·	2
Economics			2	2
Music, Art	2			2
French	1			1
Child Study	1			1
Bible Study	(1 grade level	not specified)		1
Vocational Arts Total	$-\frac{1}{73}$	- -	$-\frac{1}{36}$	$-\frac{1}{124}$

NOTE: These are not all credit courses. The table is intended only to show extent of subjects covered.

The 124 series amounted to 130 hours out of the College-Adult audience's 534 total hours.

- * Ten of these telecasts were designed for Grade 1-8 math teachers.
- ** This includes a course on the history of America's ethnic groups.



Takin 20

Program Categories in College-Adult Instruction
Broadcasting for 1966, 1964 and 1962

Subjects		tal Hour rounded)	s		Percent of ge Broad	
			.		_	
	1966	1964	1962	1966	1964	1962
SCIENCE	46	125*	110	8.7	23.4*	30.7
MATHEMATICS	29	25	22	5.4	4.8	6.1
SOCIAL SCIENCE	75	109	67	14.2	20.6	18.6
LITERATURE, PHILOSOPHY	29	30	35	5.4	5.6	9.6
FOREIGN LANGUAGES	45	41	46	8.6	7.7	12.5
ENGLISH	17**	53	36	3.2**	0.01	10.0
EDUCATION	6	18	6	1.1	3.4	.2
TEACHER SERIES, BACKGROUND	130	80***	1	24.3	15.0***	1.8
ARTS	9		6	1.8		1.7
SKILLS	14	31	20	2.6	5.5	5.6
PUBLIC AFFAIRS	_		2.		~-	.7
PHYSICAL EDUCATION	10	12		1.8	2.0	
GUIDANCE	10	11		1.8	2.0	
PROFESSIONAL COURSES* BACKGROUND	32		_	5.9		_
SPECIAL AUDIENCES	54			10.2	~	
VOCATIONAL TRAINING	23			4.3	~ .	
MISCELLANEOUS	5		9	.7		2.5
Totals	534	535	360	100%	100%	100%

^{*} Hours broadcast for Physicians were listed under Science in 1964 and separately under Professional Background in 1966.



^{**} Part of the sharp decrease in English hours is due to the complete elimination of illiteracy courses in 1966.

^{***} This total included Teachers' programs accompaning school series that were tabulated under School hours in 1966.

				——.														٠		,						_
		SCIENCE Hr.hth.	HR.P			ENERAL 		TECHNOLOGY HR.HIN.	SOCIAL SCIENCE HR.HIN.	HISTOR	FCDNOH1	PSYCH- CS DLOGY HR. HIN.		LITERATURI HUMANITIE! HR.HIN.	E. ENGLIS S	SH THE AR	TS MUS1	C ART	ORAMA, THEATER	GENERA	, PUBLI L AFFAIR . HK.MI	5		H	INTER- HAT[DWAL HR.MIN.	GENE
ALA MOBILE	10 W6TQ 2 W0TQ 25 WHTQ 42 WETQ	0 0	0	0 0	ō Ì	0 0	0 0	0 0	3 0	0 0	1 0	0 30		1 30 1 30 1 30	0 30 0 30 0 30	6 6	3 3	0 1	0 1 3	0 0	0 3	0	30 1 30 1 10 1 30	1 0	0 0	300
ALA., MENTGUMERY ALA., MI. CHEAHA SI. PK. ARIZ., PHCENIX-TEMPE ARIZ., TUSCOM	26 WATO 7 WE 10 8 KAET 6 KUAT	0 0		0 0		0 0	0 0	0 0	3 0	0 0	1 0	0 30	0 0	L 30 L 30 0 30	0 30	6 6	3 3	0 1	0 1 3	0 0 0	5	0	30 1 30 1 30 2 40	1 0 1 0 1 0	0 0	00
CALIF., LCS ANGELES CALIF., REDOING CALIF., SACRAMENTO	4 KIKE	1 0		0 0	0	0 0	1 0	2 0 1 0 1 0	1 30 2 0 1 0	0 0 0 0	0 0	0 0	0 30	1 1 55	0 30	13 20		0 0 3	5 2 3	0 0 3 0 5 3	0 6 0 14 5 18	10 2 20 3 30 0	3 30	1 30 1 30 1 30	1 0	16
CALIF., SAN FRANCISCO CALIF., SAN JOSE CALIF., SAN PATEO	24 KYCR 9 KQED 54 KTEH 14 KCSM	0 0	1	0 0		0 0 1 30 0 0	0 0	0 0	0 30 1 0 0 0 1 15	0 15 0 30 0 0 0 30	0 0 0 0 0 30	0 0	0 0	1 3 8	0 3	0 0	-:	5 0 5 1 3	0 7 4	0 1	0 2 5 18 0 0	0 0 0 0	0 0	1 0 1 0 0 0	0 0	1 1 16 0
	6 KRMA 24 WEOH 26 WETA 5 WUFT	0 0 0 30 0 0		0 0	0	0 30 0 0 0 30	0 30 0 0 0 0	0 0 0 0 1 0 0 30	0 0 0 30 3 15	0 0 0 30 1 0	0 0 0 0 1 30 0 0	0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 30 4 0 1 30	0 0	10 40 15 0	 	0 0 31 0 0 1	0 1 0 0 5 10 0 5 30	0 1 0 4 3 0 4 3	3 4	0 0	3 0	1 0 2 45 1 30	3 30 0 0	0 3
FLA., JACKSONVILLE FLA., HIAPI FLA., HIAPI	7 WJCT 17 WSEC 2 WIHS 24 WMFE	0 0 0 30 0 0	0	30 0 0 0 0 0	0	0 0	0 0 0 0	0 0	1 50 0 0 2 30	0 50	0 0	0 30	0 30	2 30 0 0 0 30	1 0	10 15		0 0 0	3 4 31 2 0 0 2 2 30	0 4 1	3 2	15 0 0 0 0 0	3 15	1 0 1 0 0 0 1 30	0 0	1 0
FLA., TALLAMASSEE FLA., TAMPA GA., ATMERS	11 MFSU 3 MEOU 8 MGTV	0 C 1 C	0	0 0	0	0 0	0 0 0 0 1 0	0 0	0 0 2 30 0 45 6 15	0 0 2 0 0 0 4 30	0 0 0 30 0 0	0 0 0 0 0 30 0 30	0 0	1 0 1 0 0 30	0 0	0 0 9 30 14 20 6 30	3 3	0 0 0	0 0 0 0 2 30 0 5 50	0 2 3	10	0 0 0 3 15 1 30 0	30	0 0 0 0 1 30 7 30	0 0 0 30 0 0	-
GA., COLUPBUS GA., SAVANNAH GA., WAYCROSS	30 WETV 30 WJSP 9 WYAN ADW 8	0 0 0 30 0 30	000	0 0 0 0	0	8 8	0 0 0 30 0 30	0 0	1 15 4 15 4 15 4 15	0 0 2 30 2 30 2 30	0 0		0 15	0 0 0 30 0 30	0 0		1 4 1 3 1 3 1 3	5 0 0	3 5	3 1 0 0	3	30 0 30 0	30	1 30 1 30	0 1	2 7
HAMAII, HENOLULU 104HO, MOSCOW 11L., CARBONOALE	11 KHET 12 KUID 8 WSIU 11 WTTW	1 30 0 30 0 0 0 30	0	30 0 0 0 30 0	0 0	5 8	0 30 0 30 0 0	0 0 0 0	4 30 2 30 1 0 3 15	1 0 1 30 1 0	2 30 0 0	0 0	1 0 0 30	0 30 30 30	0 0	13 50	2 31 1 31	0 0	30 30		7	0 0 0 1	30	1 30 1 30 3 30	0 0	2
ILL., CHICAGO ILL., URBANA IOWA, DES POINES	20 WXXW 12 WILL 11 KDPS 11 KTWU	0 0 0 30 0 30	8	30 0 30 0	0 0	0 0	0 0	0 0	0 0	0 0 0 0	0 0	0 0	0 0	- 8	0 0	7 36	3 0		0 0 0	0 0	1	0 0	30	0 ¢	3 30 0 0 1 0	1 0
KY LOWISVILLE LA., MEW ORLEANS HE., AUGUSTA	15 WFPK 8 WYES 10 WC88	0 0 3 15 0 30	0 2	ᅝ	0 0	0 0	0 30 0 0 0 0	0 0	2 15 0 0 1 15 0 30	0 0 0 0	0 30 0 0 0 0	0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 3 45 0 30	0 0 0 30 0 30	5 15 9 45 7 15	0 0 2 49 1 30	0 0 0 1 30	2 6	0 30	10	0 0 0 0 5 0	30	0 0	0 0 2 0	1 0 5
ME., ORCHO ME., PRESQUE ISLE MASS., BOSTCH	13 WMEO 12 WMER 10 WMEM 2 WGBH	1 30 1 30 1 30	0	C 0	0	1 30 [0 0 0 0 0 30	0 0	0 30 0 30 0 30	0 0 0 0 0 0	0 0	0 0	0 30	1 0 0 30 1 0	0 0	7 30 7 30 7 30	11 1 0	2 30	1 0	13.0	10 10	5 0 5 0 5 0	0	3 0 3 0 3 0	3 45 3 45 3 45	:
PICH., EAST LANSING PICH., UNIVERSITY CENTER	56 WTVS 10 WHSB 19 WUCH 10 XWCH	0 0 0 30 0 0	8	6 8	0 0	0	0 0 0 30 0 0	0 0 0 0	1 0 1 30 3 45	1 0 1 30 3 30	0 0 0 0 0 0	0 6	0 0 0 0 0 15	1 30 1 0 0 0	0 0	8 45 6 0 9 46	3 30	3 3	2 15 0 0 8 1	0 0	6 3	0 0	0	2 0 2 0	0 0	; i
PIAM., OULUTH PIAM., PIAMEAFOLIS PIAM., PIAMEAPOLIS 1	8 WOSE 2 KICA 17 KCT1	2 0	000	-	0 0	30	0 30 0 30 1 0	0 0	0 45 3 30 2 0	0 0 1 0 0 0	0 0 1 30 0 0	0 0	1 0	2 0 1 30 5 0	0 0	9 35 1 30	0 30		0 30 0 30 0 0	0 30	1 3	0 0	0	0 0 3 0 0 0	0 30 0 30 0 30 0 0	
MO., ST. LOUIS MEB., LEKINGTON MEB., LINCOLH	9 KETC 3 KLNE 12 KUON 26 KYNE	3 30	1	0 0	0 2 0 1 0 1	. 0	3 0 0 0 0 0	1 0 0 0 0 0	1 20 0 0 3 30 3 30	2 O	0 0	0 0	0 30	1 0 3 0 3 30	0 0	7 30	3 30	1 30	1 0	3 6	4	5 0 0 1 0 1	0	2 0 L 0 1 0	0 0 2 0 5 0 5 0	0 2
N-H-+ OURHAF H-M-, ALGUQUERQUE N-Y-, BUFFALO	LL WENH 5 KMME 17 WNEO	0 30 1 30 0 Q	0 1	30 0	0 0	8	0 0	0 0 0 30	0 45 3 0 0 30	n 0 1 30 0 30	0 0	0 0	0 30 1 30 0 0	1 0	0 0 0 0 0 30	0 35 10 35 12 15 2 30	3 35 7 30 1 0	1 . 0	2 30	1 45	8 3	0 3		0 0	0 0 1 30 2 0 1 30	1 0 1
M.Y., MEW YORK H.Y., SCHEMECTADY M.Y., SYRAGUSE	13 HNOT 31 HNYC 17 HRHT 24 HCNY	0 0 2 30 0 30 1 0	0 0 0 1	0 0	0 0	0	0 30	0 0	0 0 6 30 1 30 0 0	0 0 0 30 0 30	0 0	0 0 1 0 1 0	3 0	1 30 2 30 0 0	0 0		3 50 2 30 2 30 5 30	0 0	7 0	> 50	10 3		0	2 0 1 30 1 0	0 0 0 30 1 0	
N.C., CHARLOTTE 4 N.C., COLUMBIA N.C., FARGO 1	4 HUNC 42 HTVI 2 HUNB 13 KFHE	0 30 L 0	000	0 0	0 0	30	0 0	0 0	1 30 0 15 1 30 5 0	0 0	0 0	0 30 0 0 0 30 0 30	0 15	1 30 0 0 1 30	0 0	11 30 7 0 11 30 9 15	6 30 2 0 6 30	1 0 0	2 0	0 0	7 3 0 3 7 3	0 0	0 0	2 30	2 30	0
CHIC. ATHENS CHIC. BCWLING (REEN OHIO. CINCINNATI	20 WOUR 70 WBGU 68 WCET 25 WY12	0 0 0 30 1 0	0 0	0 0	0 0	0	0 0 0 30 0 30	0 0	1 0 (30 1 15 0 15	3 30	0 0 0 30 0 30	0 0	0 0	0 0	0 0	8 25	3 45	2 0	3 0 1 15 3 0	3 25	1 4	0 1 5 1 0 0	0	1 30 0 30 0 30	1 0 0 0 2 30	0 1
GHIC. NEWARK CHIC. OXFORO	MUSU MUSF MUB MUB MUSTE	0 45 0 55 0 0	200	0 0	15 0 0 0 0 0	33	0 30 0 25 0 0	1 0	1 15 1 15 0 0 0 15	0 0	1 0	0 0	0 15 0 15 0 0	2 0 0 0 0	0 0	9 0 6 25 2 30	1 0		0 30	: 30	4	0 0	30 0 0	0 30 1 30 0 0	0 0	2 2
CKLA., OKLAHOMA CITY DALA., OKLAHOMA CITY OKLA., TULSA	3 KETA 25 KOKH 12 KUED 7 KOAC	0 0 0 0 0 0	0 0	0 0	0 0	0	0 0	0 0	0 15 0 0 0 15	0 0 0 0 0 t	0 0	0 0	0 15 0 0 0 15	0 0	0 0	4 30	1 0	0 0	0 0	0 30 0 0 0 0	3 3 0 3	0 1 0 0		0 0	1 0 0 0 1 0	1 0 e
PA., BETHLEHEP PA., HERSHEY	O KOAP	2 35 2 0 0 30 1 10	1 0	0 0 30 0 0 0	0 0	0	1 35 0 30 0 30	0 0	3 45 3 45 0 30 0 0	1 30 U 0	0 30 0 0 0 0	1 30 1 30 0 30 0 0	0 15 0 0 0 0	1 30 1 20 0 0	0 0	8 15	2 30 2 45 4 0	1 0 2 30 1 0		1 0	9 3	5 1	0 15 0	0 30 0 30 1 30 1 0	3 30 1 30 2 30	1
PA. PHILAGELPHIA PA. PITTSBURGH PA. PITTSBURGH	55 WUHY 13 WGED 16 WGEX	0 40 6 30 2 30	000	0 0	0 0	30 30	6 20 0 40 0 0	0 0	0 30 0 15 2 0 0 0	0 0 0 0 0 0	0 0	0 0	0 13	0 55 0 25 2 45 0 0	0 15 0 0 0 0	15 30 1 15 17 20 0 0	1 15 5 20 0 0	0 0 0 30 0 0	1 0			0 0	30 0 0	2 30 0 0	3 0	0
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ALA., DOZIER ALA., HUNTSVILLE	10 WBIQ 2 WDIO 25 WHIC	7 0	5 0	3 0	2 0	0 0	1 0 1 0	5 0	1		1 6	0 0	2 0	5 0	1 0	1 30	2 30	0 0	4 10 4 10 - 30	1 30 1 30 1 30	3 0	0 0
ALA., MENTGOMERY ALA., MT. CHEAHA ST. PK. ARIZ., PHCENIX-TEMP	42 HEIO 26 HAIQ 7 HEIG 8	7 0	2 0 2 0 0 0	3 0 3 0 0 0	2 0	0 0	1 0	5 0	1		1 0	0 3	7 2 2		1 0 1 0 0 0	1 30 2 30 0 0	2 30 2 30 0 0	0 0	4 30 4 30 0 0	1 30 1 30 0 0	3 0	0
ARIZ., TUSCON CALIF., LOS ANGELES CALIF., REDOING CALIF., SACRAMENTO	6 KUAT 28 KCET 9 K1XE 6 KV1E	2 0 30 45	0 0	0 0	0 0 1 10	2 0 0 0	0 0 2 30 0 55	0 0 1 50 3 0	0 1	0 0 0 0 1 20 0 0 0	0 0	0 0	0 30	0 0	0 0 0 0 1 35	0 0	0 0	0 0	0 0 3 10 4 0	0 0 0 30 0 0	2 40	0
CALIF., SAM BERNAROINO CALIF., SAM FRANCISCO CALIF., SAM JOSE	24 KVCR 9 KQEO 54 KTEH	3 35 0 15 4 20 3 15	0 0	0 0 0 0	3 35 0 15 4 5 2 15	0 0 0 15 1 0	1 15 0 40 2 30 0 0	1 15 1 0 0 0	0	0 15	3 20 0 0 0 0	0 0	0 0	1 40 0 30 1 1 10 0 0	0 30 0 0	0 15	0 15	0 40 0 0 0 40 0 0	1 45 3 0 2 30 2 30	0 0 0 0	1 45 3 0 1 45 2 30	D 0
CALIF., SAM MATEO COLO., DENVER CONN., HARTFORD	14 KESH 6 KRMA 24 WEDH	C 0 1 0 4 35	0 C 0 0	0 0	0 r. 1 0	0 0 0 55	0 C 2 0	1 40	0	0 0 0 0 1 40 0 0 55	0 0	0 n 0 0	1 2 10	1 3	0 0	8 8	0 40	0 20	0 0 2 30 0 0	0 0 1 15	1 15	0
FLA., GAINESVILLE FLA., JACKSCHVILLE	26 WETA 5 WUFT 7 WJET 17 WSEC	2 40 1 0 1 55 4 10	1 0 0 0 0 0	0 0 0 0	1 40 1 7 2 55 4 10	0 0	0 0 1 30 1 20	1 10 0 20 2 0 2 20 5 30	<u>∦</u> 1 5⊨	0 30	0 0	0 0	0 0	1 10 0 0 1 10	0 40	0 0	0 0	0 0	0 0 0 0	3 *5 0 t 0 0	0 0	0
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GA., SAYARNAH GA., WAYEROSS HAWAll, HENGLULU	9 MYAN 8 MXGA Ll KHET	8 50 8 50 0 0	0 0	6 30	2 20 2 20 0 0	0 0	5 20 5 20 0 0	4 0	3 3	0 0 0	0 0	0 30 0 30 0 0	2 30	0 0	0 0	0 0	0 0	0 0	4 30 4 30 6 0	0 0	4 30	0
ILL., CARBONDALE ILL., CHICAGO	12 KU10 8 W51U 11 WFTW 20 WKKW	0 0 6 30 4 30 6 20	0 0 0 30 0 0	0 0 0 30 0 0	0 0 5 30 4 0	0 0 0 30 0 0	0 0 1 10 2 0 1 0	0 0 2 30 1 40 i 0	0 1 2		0 0	0 0	1 3	0 40	0 0	0 0	0 40	0 0 0 30 0 1	0 0 1 45 2 15 - 2 10	0 0 1 45 0 35 1 15	0 0 0 0 1 40 0 55	0
ICHA, DES MOINES KAN., TOPEKA	12 WILL 11 KOPS 11 KTWU	0 0 4 15 2 40	0 0 0 0 1 0	0 0	0 0 4 15 1 40	0 0	0 0	0 0 10 40 2 40	7 1	0 0	0 0 0 0	0 0	2 30	0 0 2 30 0 0	0 0 0 30	0 0	2 0	0 0	0 0 1 30 1 45	0 0	0 0 1 30 1 45	0
HE., AUGUSTA ME., CALAIS	15 WEPK 8 WYES 10 WCBB 13 WMED	4 0 0 0 4 0 3 55	0 0	0 0	0 0 2 20 0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0 0 0 0	4 20 4 0 0 0 0 40	0	0 0	0 0	0 0 0 0 0 0	0 0	1 30	0 0	0 0	1 30	0 0	2 15 12 45 1 30 0 0	12 45	2 15 0 0 0 0	-
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FICH., EAST LAMSING MICH., UNIVERSITY CENTER FIRM., APPLETON	56 WTVS 10 WMSB 19 WUCM 10 KWCM	4 0 1 45 1 30 2 40	0 0 0 0 0 0	0 0	4 0 1 45 1 30	0 0 0 0 0 0	3 0 0 30 0 30 1 30	3 40 1 0 1 0	0 1	0 30	0 0	0 30 0 30 0 0		هٔ هٔ ا	0 40	0 0	0 0	0 0	7 0 2 0 4 15 9 35	1 30 0 30 2 0 1 50	5 30 1 30 2 15 5 30	0 0
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MO., ST. LOUIS Reb., Lexington Neb., Lincoln	19 KC5I) 9 KETC 3 KLNE 12 KUON	3 30 3 20 2 0	0 0	0 0	3 30 3 20 2 0 2 0	0 0	2 0	5 50 4 0 4 30	1 30	0 0	1 15 2 20 0 0	0 0	2 15 2 0 5 0	8 25	2 10 0 20 0 0	3 5	1 -7 20	0 15 3 40 0 0	2 45 0 0 2 12 3 15	0 0 0 0 3 12 3 15	0 0 0	0
NEB., CHÁHÁ N.H., OURMÁH N.M., ALBUQUERQUE	26 KYNE 11 WENH 5 KNME 17 WNED	3 0 3 0 5 30 1 20	0 30 1 30 0 0	0 40 0	2 48 0 20 5 30 1 20	0 30 0 0 0 0	0 0	3 20 1 25 0 0 2 20	0 0	1 25 0 0 0	0 0	0 0	1 45 0 0	0 0	0 0	1 0 0	0 0	0 0	0 b	3 0	0 0 2	0
M.Y., MEW YORK	13 WNOT 13 WNOT 31 WNYC 17 WMHT	4 30 0 0 4 30	0 0	0 0	3 10 0 0 2 0	0 0	0 0 0 0 3 30	3 20	0 0	2 40	0 0	0 40	2 30 0 0 5 30	3 25	0 0	0 0	2 55	0 0	1 50 4 30 0 0 2 45	3 15 0 0 2 45	1 15 0 0	0
N.Y., SYRACUSE N.G., CHAPEL HILL N.G., CHARLOTTE	4 WUNC 4 WUNC 42 WIV1	8 25 3 0 1 0 3 0	0 35	0 0	8 25 2 30 0 0	0 0 0 0 1 0	0 0 2 30 0 0	4 30 5 0 1 20	5 6	0 0 0	0 0	3 30 0 0	0 0	1 15 0 0 0 0	0 0	0 0	0 0	0 0	0 0 1 40 0 0	0 0 1 40 0 0	0 0	0
CHIC. ATHENS	2 WUNH 13 KFMS 20 WOUH 70 WEGU	3 40	0 30 1 0 0 0	0 0 2 0 0 0	2 30 2 40 0 0	0 0	2 30 0 0 0 0	5 0 0 0 1 0	5 6 0 6 1 0	0 0	0 0	0 0 0 0 0 0	0 30	0 30	0 30 0 0	8-8	- 0 0	0 0	0 0 0 0	1 40 0 0	0 0	0
OHIO, CINCINHATI OHIO, CLEVELAND OHIO, COLUMBUS	NA WEET 25 WVIZ 34 WDSU	6 50 6 60	1 30 0 0	U 0 1 20	5 20 5 20 2 30	0 0	1 20 0 30	4 40 3 15 2 30	2 0	2 40	0 0	0 0	1 0	0 30	0 0	9 30 1 0	2 40 0 0	0 0	2 40 1 0 3 30	1 20 1 0	1 20 0 0	0 1
CHIC, DXFORD OHIO, TOLEGO	26 WGSF L4 WMUH 30 WGTE L3 KETA	3 15 2 0 0 0	0 0 0 3D 0 0	1 15 0 0 0 0	2 0 1 30 0 0	0 0	0 0 2 0 4 10	2 30 2 30 0 0	0 1	0 0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0 0 0 5 15 6 50	0 0 0 0 8 15 2 10	0 0	0
GKLA., OKLAHOMA CITY OKLA., TULSA ORE., CORVALLIS	25 KOKH 11 KOED 7 KOAC	19 50 1 50 1 0	2 5 0 0 0 3	13 45 1 15 0 0	0 40 0 35 1 0	3 20 0 0	0 0	6 40 6 10 2 0	5 21 6 10	0 0	0 0	0 0	0 0	0 40	0 0	0 0	0 0	0 0	2 0 6 50 4 45	2 10	3 45	0
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PA., PHILADELPMIA PA., PITTSBMIGM PA., PITTSBMIGM	15 WOEX	4 35 8 50 0 0	0 25 0 25 0 0	0 0	1 40 4 10 0 0	2 30 4 15 0 0	0 0	1 10 2 25 0 0	. 0	0 0	0 0	0 0	3 0	5 25	,, 0 45	3 20	0 0	0 0 1 20 2 55	0 0	0 45	0 0 0 0	000
PA., UNIVERSITY PARK PUERTO RICO, MAYAGUEZ PUERTO RICO, SAN JUAN S.C., CHARLESTON	3 WPSX 3 WIPH 6 WIPR 7 WIFY	3 25 1 30 1 30 4 30	0 50 0 0 0 0	0 0	1 35 1 30 1 30 0 30	0 0	0 30 2 0 2 0 9 30	0 40 0 0 0 30 2 20	1 2 (0 0	0 0	0 20 0 0 0 0	0 30 0 30 0 19	2 10 1 0 1 0	0 0		1 0	, 0 0		0 0	0 30 0 30 0 30	- 1 9
S.C., GREENVILLE S.D., VERPILLICH TENN., PEMPHIS	2 HUTY 2 KUSB 10 4KHB 2 HOEN	4 45 3 0 6 40	0 0	0 0	0 15 3 0 6 40	0 30 0 0	11 30 0 0	2 30 0 0 0 0 18 0	0 0	0 0 0	0 0	0 0	0 30	0 15	0 0	0 1	0 0	0 0	3 30 0 0 0 30	3 30 0 0 0 30	0 0	000
TEXAS, AUSTIN-SAN ANTONIO TEXAS, DALLAS TEXAS, HOUSTON	9 KLRM 13 KERA 8 KUHT	10 15 8 40 3 30 1 55	0 0	0 0	8 40 2 45 1 55	0 0 0 0 0 45 0 0	0 0 0 0 0 0	5 35 4 0 0 20	 	3 45	0 0 0 15 0 0	0 0	1 30	0 0	0 0	0 0	0 0	0 0 0 0	6 0 6 15 3 0	0 0	2 0 2 0 6 15 2 30	
TEXAS, EUBBOOK TEXAS, RELHARDSON	5 KTKT 23 KRET 12 KUSU 9 KOET	0 D 3 15 3 30 7 0	0 0	0 0	0 0 1 30	0 0 1 45 2 30	0 0	0 0 1 45 2 5 0 0	8	0 0	0 0 0 0	0 0 0 0 0 0	0 0	3 40	8 2	0 0	0 0	0 0	0 0 4 35 0 0	0 0	0 0 4 35	0
UTAH, UGCEN UTAH, PROVO UTAH, SALT LANE CITY	18 KWE5 11 K8YH 7 KUEO	4 5 0 0 2 20	0 0	0 0	4 5 0 0 2 20	0 0	0 0 1 0	2 35 2 35	0 40 2 11 1 50	0 25 0 20 0 0	0 0 0 0	0 0 0 0	2 10 2 10	C 0	0 0 0 0	0 0	0 0	0 0	1 10 0 0 2 45 7 45	0 0	1 30 0 0 2 45	0 0
VA., NORFCLY VA., RICHMONO SASH., I AXENDOD CENTER	LS WHRO S 23 WEVE 56 KPEC	3 55 8 55 6 30	0 0	2 0 0 0	2 15 4 55 6 30	0 0 2 0	6 45 2 10 0 0	9 45 2 0 0 50	2 0 5	4 10 0 0 0	1 30 0 0 0 0	0 0	0 0 0 2	1 0	100	0 0	0 0 1 20 0 0	0 0	2 30 0 0 1 50	2 0	0 30 0 0 1 50	0 0
HASH., SEATTLE HASH., TACOMA HASM., YAKIMA	O KWSC 9 KCTS 52 KTPS 57 KYVE	0 0 5 15 2 0 5 0	0 0	0000	0 0 4 15 2 0 4 15	0 0 0 0	0 0	0 0 0 0 0 40 0 30	0 6	9 40	0 0	0 0 0	0 30 2 40	2 3	0 0 0 0		1 20	0 0	0 40 6 30 0 0	0 0	0 0 1 15	0000
WISC., MADISON WISC., MILWAUKEE	21 WHA 10 WMV5 36 WMVT	l 20 6 15 0 0	0 0	0 0	1 20 4 45 0 0	0 0 1 30 0 0	3 45 2 0 0 0	0 40 0 0	0 -0	20	0 20 0 0 0 0	9 0		0 15	0 0 . 15 0 0	100	0 0	0 0	1 0 1 45 0 0	1 0 0 0	0 0 1 45 0 0	0 0
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ALB., MT. CHEBNA ST. PK. 7 WCIV AREZ., PHOFFIX-TEMPE 4 KAFT AREZ., TUSCON 6 KUAT	0 0	0 0	0 0	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 4 10	0 0	0 0 0	G	0 0	0 0	0 0	0 0	10 0	0 0	10 0 0 0	0 0		2 10	0 10 0 0	2 (
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GA., ATLANTA 30 HETY GA., COLUMBUS 30 MJSP GA., SAYANNAH 9 HYAN	0 0	0 0	0 0	0 0 0 0	0 0	0 0	C 0 C	0	0 0	0 C	2 0	0 0	0 0	0 0	0 0	0 0		4 0 4 30	0 10	0 0
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PE., DRENC LZ MMER PE., PRESCUE ISLE 10 MME PASS. BOSTON 2 MGPH	C 0	0 0	0 0	0 0 1 0	0 0	0 0 0 0	C 0 0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0		0 30 0 30	0 0	9 0 9 0
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PA., UNIVERSITY PARK 3 MPSK PUERTO RICO, PAYAGUEZ 3 WIPH PUERTO RICO, SAN JUAN 6 MIPR	0 0 0 30 0 30	0 0	0 0	0 10 0 0	0 0 0 0	0 0 0 30 0 0	0 34 0	0	0 0	0 0	0 0	0 0 0 0	0 0 0 30 0 30	0 0	0 30	0 0	0 0	0 30	1 0	0 0
S.C EMARLESTON 7 WITH S.C GREENVILLE 29 WATH S.D VERMILLION 2 KUSU	0 30	0 0	0 0	0 0 0 0	0 0	0 0	0 0 0	9	0 0	0 0	8 6	0 0	0 30	0 30	0 0	0 0	0 0	1 0	0 0 0 0	0 0
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