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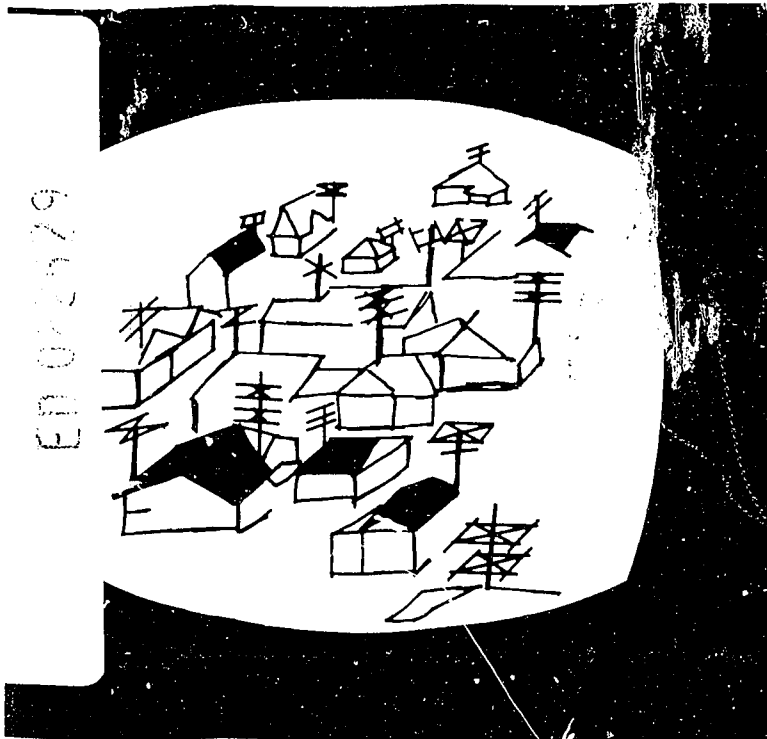
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## ABSTRACT

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*

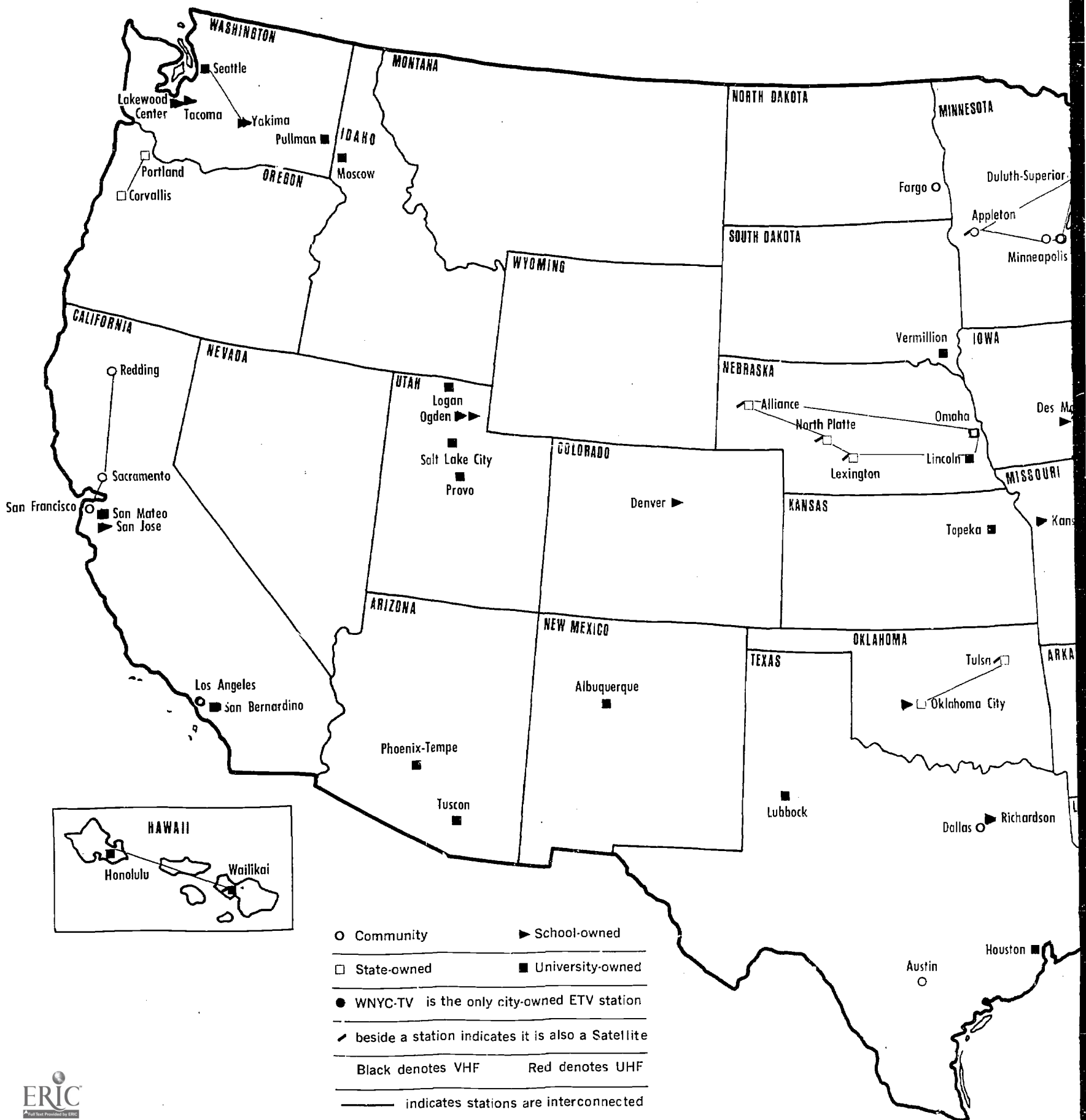
APRIL 17-23, 1966

THE MORSE COMMUNICATION RESEARCH CENTER/BRANDEIS UNIVERSITY

THE NATIONAL CENTER FOR SCHOOL AND COLLEGE TELEVISION

EM 011504

# ETV STATIONS BROADCASTING





ED 087529

# ONE WEEK OF EDUCATIONAL TELEVISION

*Number four*

APRIL 17-23, 1966

U.S. DEPARTMENT OF HEALTH,  
EDUCATION & WELFARE  
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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 their 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,<sup>1</sup> 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.

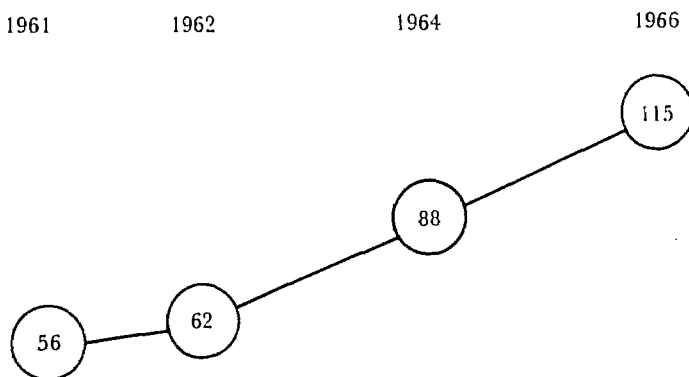
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<sup>1</sup> The first three editions were produced under the auspices of the Morse Communication Research Center of Brandeis University, which initiated these reports. The three previous *One Week* reports dealt with the following typical broadcast 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<sup>2</sup> educational stations were on the air with 65<sup>3</sup> 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



<sup>2</sup> 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.

<sup>3</sup> 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<sup>4</sup>. 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 non-commercial 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.<sup>5</sup>

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.

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<sup>4</sup> See Appendix IV, Table 1, p.62.

<sup>5</sup> 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
<b>115 TOTAL ETV STATIONS</b>	<b>66</b>	<b>49</b>

### 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.<sup>6</sup> 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	Type	VHF	UHF
12	Community	3	9
8	University	6	2
6	State	2	4
2	School	—	2
<b>28 New Stations</b>		<b>11</b>	<b>17</b>

<sup>6</sup> 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, p.63.

### Weekly Broadcast Hours

The nation's 115 stations broadcast a total of 5,688<sup>7</sup> 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**

Year	Number of Stations Broadcasting		Total Number of Stations	Percent Broadcasting 6 and 7 Days a Week
	Six Days	Seven Days		
1966	25	14	115	34%
1964	10	6	33	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.

<sup>7</sup> See Appendix IV, Table 4. *Stations Ranked by Total Program Hours Broadcast*, p.64.

## Program Sources<sup>8</sup>

### 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.	
	1966	1964	1966	1964	1966	1964
Year						
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 air-time. 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.<sup>9</sup>

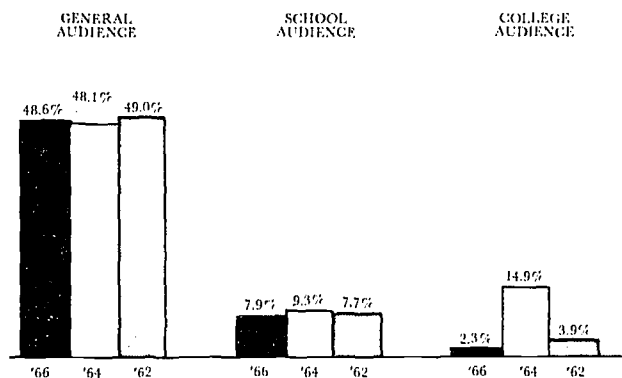
<sup>8</sup> See Appendix IV, Table 11 for a comparison of program sources for 1966, 1964 and 1962, p.70.

<sup>9</sup> 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.<sup>10</sup> 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 programming came from NET in 1966. It accounted for nearly half of all public affairs and 65 percent of all cultural programming.

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 programming.

<sup>10</sup> Stations not affiliated with NET: KTEH, San Jose, and KCSM, San Mateo, California; WMFE, Orlando, Florida; KWCM, Appleton, 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 Lafayette, 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, MPATT'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 MPATT. (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.<sup>11</sup> 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.<sup>12</sup> About half of the country's population lives in the cities EEN members serve.

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<sup>11</sup> WTTW in Chicago is a member of Midwestern Educational Television, Inc., and also receives the program services of the Eastern Educational Network.

<sup>12</sup> EEN membership is divided into two categories:

**Class A Members.**

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 Hampshire*—WENH, Durham; *New York*—WNED, Buffalo; *WMHT*, Schenectady; *WCNY*, Syracuse; *WXXI*, Rochester; and *WNED*, New York City; *Pennsylvania*—WQED/WQEX, Pittsburgh; *WVIA*, Scranton/Wilkes-Barre; *WPSX*, University Park; and *WITF*, Hershey.

**Class B Members.**

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



Midwestern Educational Television, Inc. is the other regional network operating in 1966. Its membership is drawn from seven states in the Great Plains.<sup>13</sup> 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**

Year	State Networks		Regional Networks	
	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	21	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.<sup>14</sup>

Collectively, the state networks produced 17.3 percent of all programming in 1966 as compared to ten percent in 1964.<sup>15</sup>

<sup>13</sup> 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/WMTV, Milwaukee.

<sup>14</sup> Nebraska, New York, South Carolina, Alabama, Georgia, and Minnesota.

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

## Station Program Exchange

Individual station exchange activity accounted for three percent of the programming 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.
2. 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.
3. 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.
2. Local production, second highest source of ETV programs, was the largest single source of school programming. Even so, local production here declined from 59 percent of total school hours broadcast in 1964 to 41 percent in 1966.
3. 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 programming—17 percent—as compared to 10 percent in 1964.
5. 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 programming 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 programming (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 programming (one-half its 1964 total).

*More time was given to Public Affairs programming.*

1. In programming for the general audience, Public Affairs/News programming 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.
3. 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 feature 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 1964—represents 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 programming. 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.<sup>16</sup>

One station, KUID at the University of Idaho in Moscow, broadcast solely for the general audience; six others completely ignored it.<sup>17</sup> 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.<sup>18</sup>

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<sup>16</sup> For a further breakdown, see Appendix IV, *Table 6. Program Hours for the General Audience by Stations*, p.66.

<sup>17</sup> 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.

<sup>18</sup> See Appendix IV, *Table 7, Relationship of Station Ownership to Programming 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	1,256	
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.<sup>19</sup>

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.

<sup>19</sup> 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.68.

The practice of setting aside one of the late afternoon hours for teacher or professional programs<sup>20</sup> has become common. Most stations offered children's programming from 4:30 to 7 p.m.

Sixty-seven percent of all general audience programming was broadcast during the weekday evenings—2,160 hours. Another 200 hours of formal instruction<sup>21</sup> 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 Programming**

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.

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

<sup>21</sup> 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 Programming. 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.<sup>22</sup>

### 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* programming. Twenty-five percent of all general audience programming 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/ News	1964	465	1,992	23.5%
	1966	772	3,248	23.8%
Children's Programs	1964	367	1,992	18.4%
	1966	558	3,248	17.2%

The percent of ETV time given to Public Affairs programming 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 programming.

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

<sup>22</sup> 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:<sup>23</sup>

*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 programming accounted for 20 percent of ETV general audience programming.

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 programming 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 programming, 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.

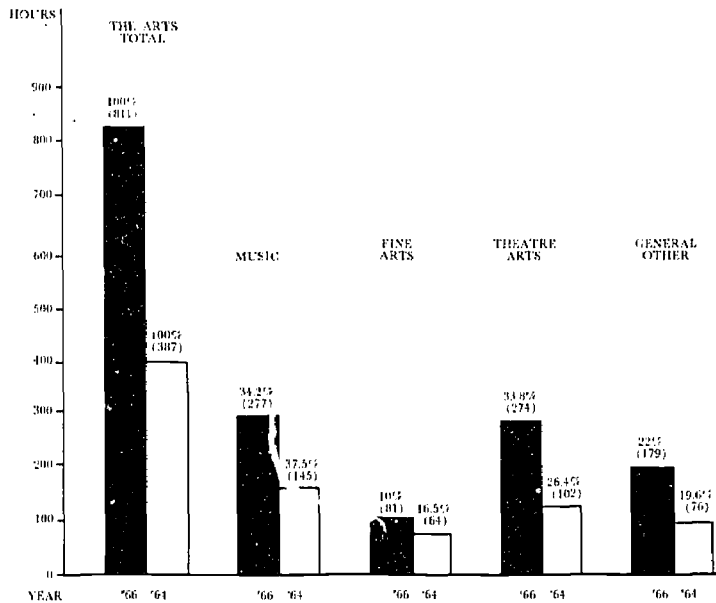
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<sup>23</sup> See Appendix IV, Table 12. *Subjects Broadcast for the General Audience for 1966, 1964, and 1962*, p. 71.

The *General Arts* included such programs as New York City's SUNDAY SHOWCASE.<sup>24</sup> 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.<sup>25</sup>

Figure 11  
Arts Programming in Hours, April 1966

Figures in ( ) indicate the number of hours broadcast.



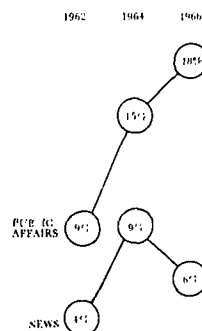
<sup>24</sup> Also distributed by ETS Program Service.

<sup>25</sup> 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 programming.

*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.

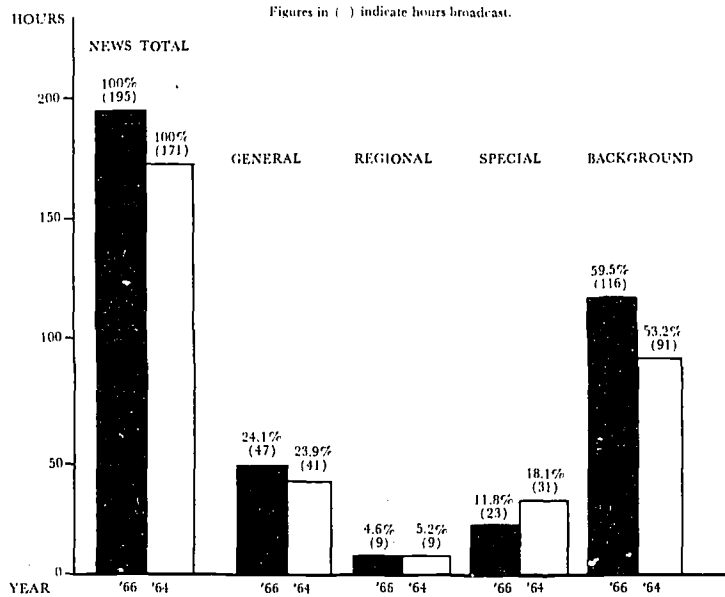
*Regional News.* In spite of the growing number of state and regional affiliations, broadcasting the news of a region or state is still largely ignored. Nine such hours were found in 1964 and in 1966, most with a state rather than a regional outlook.

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 DEL PUEBLO, 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.

Figure 13  
News Programming in Hours, April 1966  
Figures in ( ) indicate hours broadcast.



*News Analysis.*<sup>26</sup> 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 programming.

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.<sup>27</sup>

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

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

<sup>27</sup> 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.<sup>28</sup> 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.

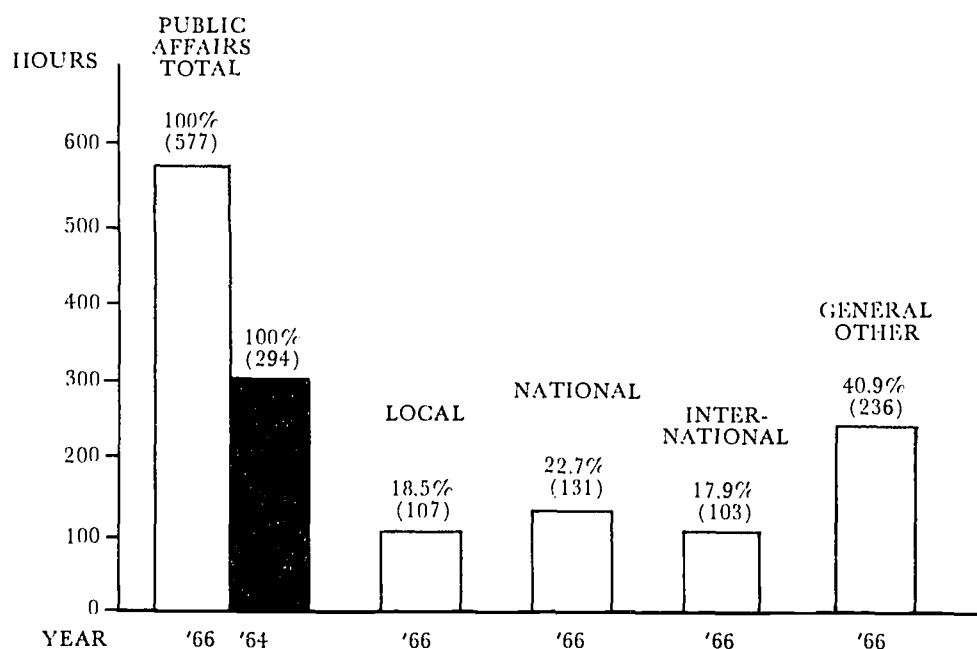
Finally in this discussion of ETV Public Affairs must come *Religion*. The only appearance made by religion on ETV in 1964 was either in News programs or in a few courses, and then the perspective was philosophical. In 1966, religion was everywhere—in public affairs (which is why it is mentioned here), 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.

<sup>28</sup> Other hearings broadcast on ETV before and after the sample week were:

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

**Figure 14**  
**Public Affairs Programing in Hours, April 1966**

Figures in ( ) indicate the number of hours broadcast.



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.<sup>29</sup>

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

*Preschool* programming 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.

<sup>29</sup> 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 programming.

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. ROUNDABOUT<sup>30</sup> 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 Alabama'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.

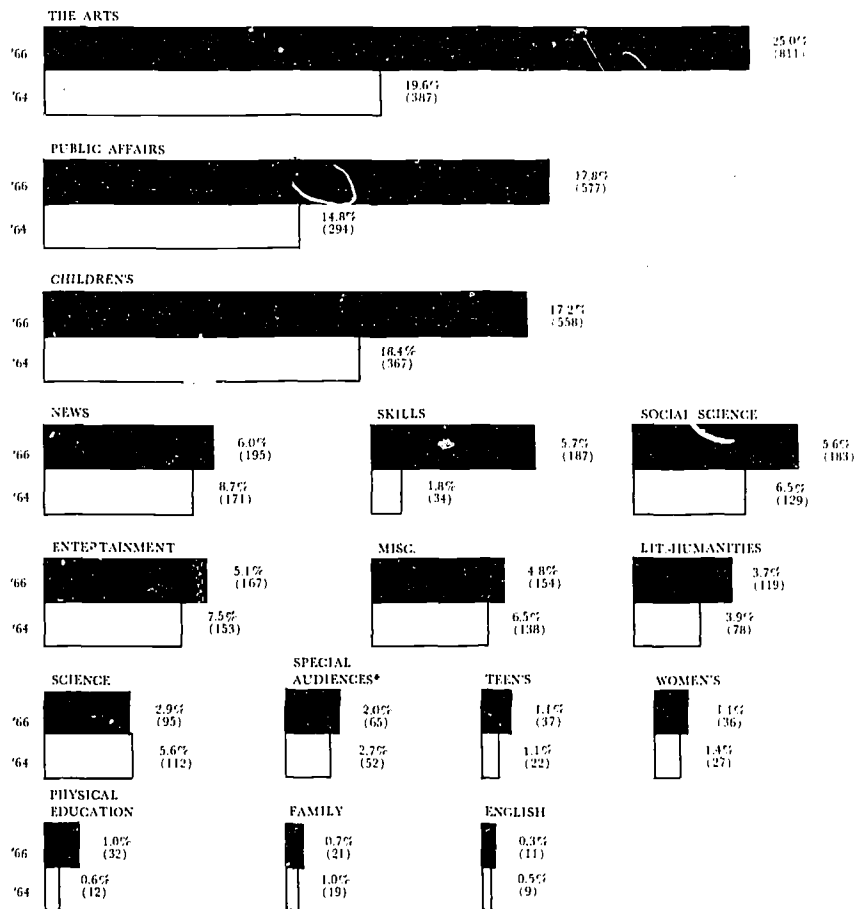
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<sup>30</sup> This pioneering series, and its accompanying teachers' series, appeared only in Washington during the sample week. Wider distribution of it was planned for 1966-67 and subsequent years by the National Center for School and College Television.



Figure 15  
Subjects Broadcast for General Audience

Bars represent hours broadcast, figures in ( ).



\* 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 NCSCCT-distributed ENGLISH—FACT AND FANCY and NET's LANGUAGE AND LINGUISTICS.

*Philosophy* was rare.

*Social Sciences* accounted for six percent of all general audience programming. 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 *Travel-Recreation*. Half of these entertainment programs consisted of free, armchair-tourist 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 programming.

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 materials<sup>31</sup> 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.<sup>32</sup>

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 during the 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.

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

<sup>32</sup> 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.

### Repeats<sup>33</sup>

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

### Transmission<sup>34</sup>

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 SUNDAY EVENING CLUB, discussions by some of that city's religious leaders.

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

<sup>34</sup> Videotape and film transmission, treated separately in 1964, were combined in 1966.

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

	1966		1964	
	Live	256	8%	259
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.

One hundred and five stations broadcast for school children. Ten stations carried no school programming; by and large, these were university-based stations.<sup>35</sup> At the other extreme were the three stations whose entire energies were devoted to instructional programming: 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 programming.<sup>36</sup>

These 33 stations did not necessarily broadcast the greatest number of school hours, but the fact that they represented more than one-quarter of the total ETV enterprise was testimony 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,

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<sup>35</sup> 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.

<sup>36</sup> See Appendix IV, Table 14. *Stations Ranked by Program Hours for the School Audience*, p.73.

such as driver education, calculus and secretarial skills).<sup>37</sup> WHYH 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 college-adult instructional audience.<sup>38</sup>

### Programing: How Much and For Whom<sup>39</sup>

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%

<sup>37</sup> For exact hours and percentages of school hours, see Appendix IV, Table 9. *Broadcast Patterns*, p.68.

<sup>38</sup> The program questionnaires returned by the individual stations provided the information on intended audiences.

<sup>39</sup> See Appendix IV, Table 15. *Comparison of Subjects Broadcast by Grade Level*, April 1966, p.74.

programming to classroom viewing.<sup>40</sup> This does not mean, however, that this group as a whole broadcast *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**

Type	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%	57.0%	55%
Intermediate (4-6)	39.8%		
Junior High (7-9)	20.3%		19%
Senior High (10-12)	22.7%		26%

<sup>40</sup> 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.<sup>41</sup>

### Program Sources

In 1962 almost 82 percent of all school programming 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 by-product 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 programming beyond city and state. In Spring 1966 30 percent of instructional television came from regional and national agencies. Twelve stations<sup>42</sup> 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.

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

<sup>42</sup> 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

**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.<sup>43</sup>

### Subjects Broadcast

*Science* and *Math* combined led the school television program offering—just as they 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.<sup>44</sup> 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.<sup>45</sup> 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,<sup>46</sup> than there were of specific disciplines. As in 1964, more *General Science* was produced locally than any other subject.

<sup>43</sup> See Appendix IV, Table 11, *Program Sources*, p.70.

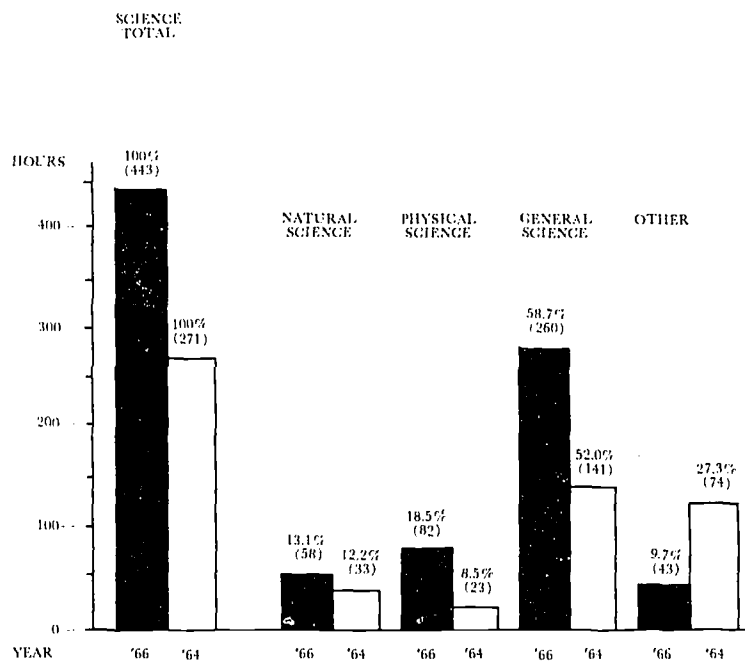
<sup>44</sup> See Appendix IV, Table 16, for a comparison of Program Categories in School Broadcasting, p.75.

<sup>45</sup> 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.

<sup>46</sup> 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 in ( ) indicate hours broadcast.



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.

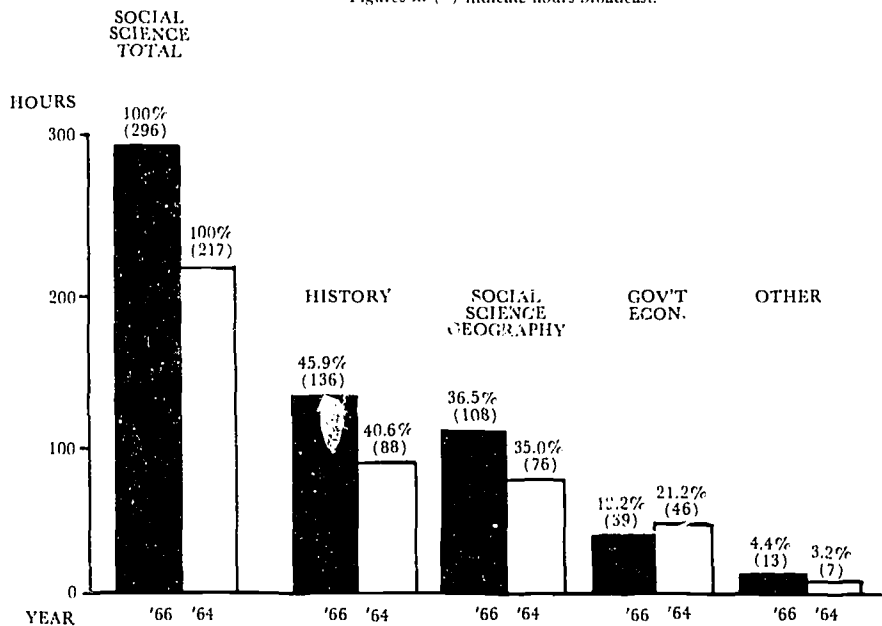
*Mathematics* occupied 7.1 percent of school time. Again there were projects for the gifted, and even Geometry for the sixth grade in Los Angeles.

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

The *Social Sciences* (296 hours) accounted for 15 percent of school programming, 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

Figures in ( ) indicate hours broadcast.



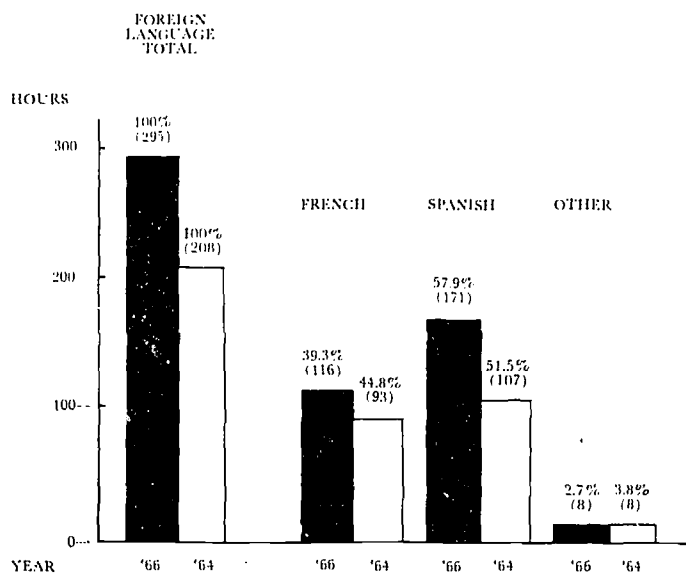
*Social Studies* and *Geography* were next in importance among the social sciences. *Social Studies* was most often scheduled for children in grades four through eight. *Geography* for the junior high school was receiving more attention than it had in 1964. Like history, these two subjects were usually 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 programming.

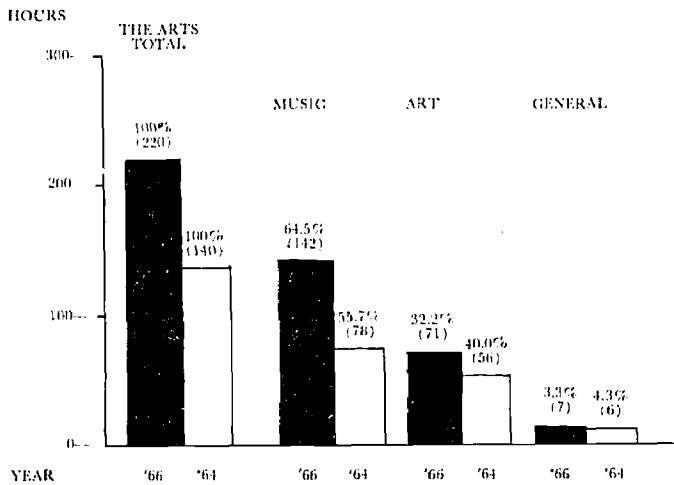
Four stations in 1966<sup>47</sup> offered *German*. Each of the survey years found three or four stations airing German, but only Minneapolis and Columbus have continued it.

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. Programming 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.



<sup>47</sup> WDSE Duluth, Minnesota  
KWCM Appleton, Minnesota  
KTCA Minneapolis, Minnesota  
WOSU Columbus, Ohio

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 programming. *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.

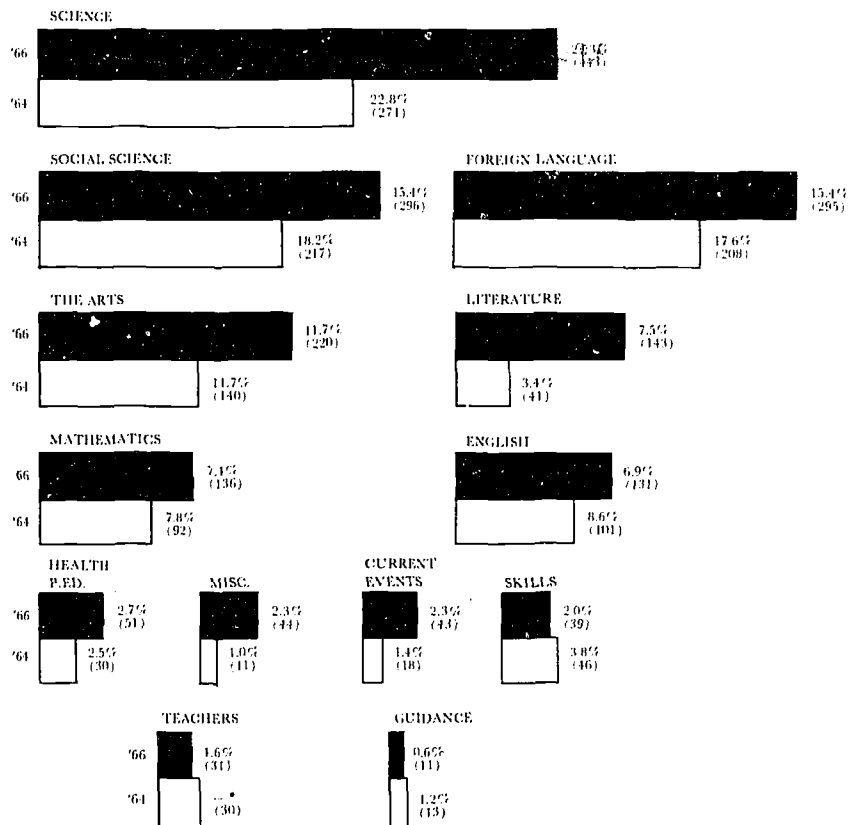
Another two percent for *Current Events* for school children belies the fact that such hours have doubled since 1964. PLACES IN THE NEWS, designed for fifth to eighth grade viewing, was one such series and the most widely seen during the sample week. Eleven locally-produced news programs for schools 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 taught 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

Basis 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 programming.

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

Year	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 programming, by choice, seems to be on the wane.

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

	1966		1964	
	Live	291	15%	333
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 programming 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.<sup>48</sup>

**Figure 29**  
**College-Adult Instruction Programing**

Year	1966 (115 Stations)	1964 (88 Stations)
Hours Broadcast for College-Adult 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%

<sup>48</sup> 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),<sup>49</sup> 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.<sup>50</sup>

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.<sup>51</sup>

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.<sup>52</sup> 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 programming 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 programming 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 programming. Thus, teachers were ETV's largest special audience.

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

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

<sup>51</sup> See Appendix IV, Table 7. *Relation of Station Ownership to Programming Intent*, April 1966, p.67.

<sup>52</sup> 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.<sup>53</sup>

### 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 LEADERSHIP 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.

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<sup>53</sup> 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	130
Professionals	32
Special groups—nurses firefighters, etc.	23
Special Training	54
College Classroom	144
Home Study	151
Total Hours	534

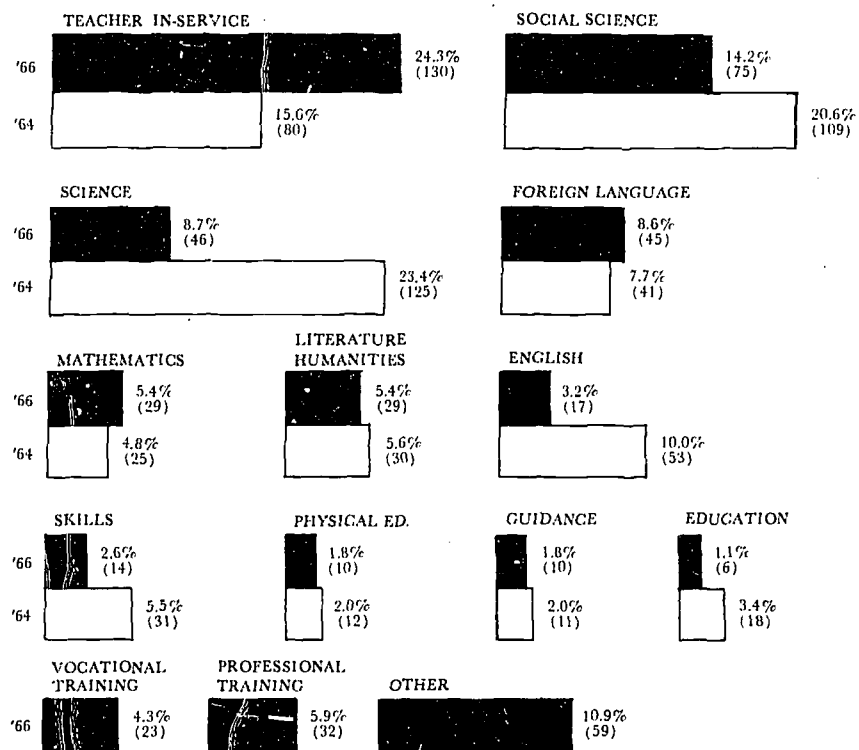
### Subjects Broadcast<sup>54</sup>

*Social Science* accounted for most hours intended for the college-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.

<sup>54</sup> 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 Computer 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 for 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
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
WTHS-TV	Miami, Fla.	School: Monday, April 25-Friday, April 29 General:
WFSU	Tallahassee, Fla.	Monday, April 11 Friday, April 15
WJSP-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
WXXW	Chicago, Ill.	Monday, April 25-Friday, April 29
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 <i>only</i> : Monday, October 18-Friday, October 22, 1965
KTXT-TV	Lubbock, Tex.	Monday, March 27-Saturday, April 2
KUED	Salt Lake City, Utah	Monday, March 21-Sunday, March 27

## APPENDIX III

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

<i>Station</i>	<i>Licensee/Grantee and Address</i>	<i>Type of Ownership</i>
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, University 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	Same as above	school
WMFE-TV*	Florida Central East Coast ETV, Inc., 2908 W. Oak Ridge Rd., Orlando (32809)	community
WFSU-TV	State Board of Regents of Florida, acting for and on behalf of Florida State Univ., Tallahassee	university

(\* = non-NET)

<i>Station</i>	<i>Licensee/Grantee and Address</i>	<i>Type of Ownership</i>
WEDU	Florida West Coast Educational Television, Inc., 908 South 20th St., Tampa (33605)	community
WGTV	Regents of the University System of Georgia, 244 Washington St., S.W., Atlanta (30334)	university
WETV	Atlanta (Ga.) Board of Education, 224 Central Ave., S.W., Atlanta (30303)	school
WJSP-TV	Georgia State Department of Education, State Office Bldg., Atlanta (30303)	state
WVAN-TV	Same as above	state
WXGA-TV	Same as above	state
KHET	University of Hawaii, 1776 University Ave., Honolulu	university
KUID-TV	Regents of the University of Idaho, Moscow	university
WSIU-TV	Board of Trustees of Southern Illinois U., Carbondale (62903)	university
WTTW	Chicago Educational Television Association, 5400 N. St. Louis Ave. (60625)	community
WXXW	Same as above	community
WILL-TV	Board of Trustees, Univ. of Illinois, Urbana (61803)	university
KDPS-TV	Des Moines (Iowa) Independent Community School, 1800 Grand Ave. (50307)	school
KTWU	Washburn University of Topeka, 17th & College Sts., Kansas	university
WFPK	Board of Trustees, Louisville Free Public Library, 301 Library Pl., Louisville, Ky. (40203)	school
WYES-TV	Greater New Orleans (La.) Educational Television Foundation, 916 Navarre Ave. (70124)	community
WCBB	Colby-Bates-Bowdoin Educational Telecasting Corp., Bates College, Lewiston, Me. (04240)	community
WMED-TV	Univ. of Maine, Orono (04473)	state
WMEB-TV	Same as above	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 Lansing (48823)	university
WUCM-TV	Delta College, University Center (Bay City), Michigan (48706)	university
KWCM-TV*	Twin City Area ETV Corp. and West Central Minnesota ETV Co., 1640 Como Ave., St. Paul (55108)	community
WDSE-TV	Duluth-Superior Area ETV Corp., 403 Bradley Bldg., Duluth (55802)	community
KTCA-TV*	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
KJNE-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., Lincoln (68508)	state
WENH-TV	Univ. of New Hampshire, Durham (03824)	university

<i>Station</i>	<i>Licensee/Grantee and Address</i>	<i>Type of Ownership</i>
KNME-TV	Regents of the Univ. of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E. (87106)	university
WNED-TV	Western New York Educational TV Association, Inc., Lafayette Hotel, Buffalo (14202)	community
WNBT	Educational Broadcasting Corp., 304 W. 58th St., N.Y. (10019)	community
WNYC-TV*	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, Chapel Hill (27515)	university
WTVI	Charlotte-Mecklenburg Board of Education, 720 E. Fourth St., Charlotte	school
WUNB	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	Ohio University, Athens (45701)	university
WBGU-TV	Bowling Green, (Ohio) State University (43402)	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	Miami Univ., Oxford, Ohio (45056)	university
WGTE-TV	Greater Toledo ETV Foundation, Manhattan Blvd. at Elm (43600)	community
KETA	Oklahoma Educational Television Authority, Box 71146, Norman (73070)	state
KOKH-TV*	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	Same as above	state
WLVT-TV	Lehigh Valley ETV Corp., So. Mountain Dr. West, Bethlehem, Pa. (18015)	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	Same as above	community
WQED	Metropolitan Pittsburgh (Pa.) Educational Television, 4337 5th Ave. (15213)	community
WQEX	Same as above	community
WPSX-TV	Pennsylvania State University, University Park (16830)	university
WIPM-TV	Department of Education of Puerto Rico, Hato Rey, San Juan	state
WIPR-TV	Same as above	state
WITV	South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia (29205)	state
WNTV-TV	Same as above	state

<i>Station</i>	<i>Licensee/Grantee and Address</i>	<i>Type of Ownership</i>
KUSD	State Univ. of South Dakota, 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 Washington Blvd., Ogden, Utah (84404)	school
KBYU-TV*	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	Washington State Univ., Pullman (99164)	university
KCTS-TV	Univ. of Washington, Seattle (98105)	university
KPEC-TV	Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499)	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.

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

**Table 2**  
**The New Stations Since April 1964**

WEIQ	Channel 42	Mobile, Ala.	November, 1964
WHIQ	Channel 25	Huntsville, Ala.	October, 1965
KCET	Channel 28	Los Angeles, Calif.	September, 1965
KIXE	Channel 9	Redding, Calif.	October, 1964
KTEH	Channel 54	San Jose, Calif.	October, 1964
KCSM	Channel 14	San Mateo, Calif.	October, 1964
WFME	Channel 24	Orlando, Fla.	March, 1965
WJSP	Channel 28	Columbus, Ga.	September, 1964
KHET	Channel 11	Honolulu, Hawaii	April, 1966
KUID	Channel 12	Moscow, Idaho	September, 1965
WXXW	Channel 20	Chicago, Ill.	September, 1965
KTWU	Channel 11	Topeka, Kans.	October, 1965
WMED	Channel 13	Calais, Maine	August, 1964
WUCM	Channel 19	University Center, Mich.	October, 1964
KWCM	Channel 10	Appleton, Minn.	February, 1966
WDSE	Channel 8	Duluth, Minn.	September, 1964
KTCI	Channel 17	St. Paul, Minn.	May, 1965
KLNE	Channel 3	Lexington, Nebr.	September, 1965
KYNE	Channel 26	Omaha, Nebr.	October, 1965
WCNY	Channel 24	Syracuse, N.Y.	December, 1965
WTVI	Channel 42	Charlotte, N.C.	August, 1965
WUNB	Channel 2	Columbia, N.C.	September, 1965
WVIZ	Channel 25	Cleveland, Ohio	February, 1965
WLTV	Channel 29	Bethlehem, Penn.	September, 1965
WITF	Channel 33	Hershey, Penn.	November, 1964
WPSX	Channel 3	University Park, Penn.	March, 1965
KBYU	Channel 11	Provo, Utah	November, 1965
WCVE	Channel 23	Richmond, Va.	September, 1964

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

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

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

<i>Station</i>	<i>Total Hours Aired</i>	<i>Station</i>	<i>Total Hours Aired</i>	<i>Station</i>	<i>Total Hours Aired</i>
WQED	91 55	KTCA	59 50	KTPS	38 20
WYES	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 0
WEDU	77 35	WSIU	57 0	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	KPEC	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 0	KWCS	29 15
WXGA	69 30	WITV	52 35	KOKH	28 55
WGBH	69 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	68 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	KBYU	39 30		
KWCM	59 50	KRMA	38 25		

**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	1	1044	18	2	528	14	3	426	16
Science and Technology*	2	755	13	1	625	17	1	562	22
Public Affairs	3	623	11	6	312	8	7	126	5
Children's Shows	4	572	10	5	367	10	5	209	8
Social Science	5	553	10	3	455	12	2	447	17
Languages—**									
English and Foreign	6	500	9	4	413	11	4	298	11
Literature ***	7	290	5	---	---	---	---	---	---
Skills ***	8	240	4	---	---	---	---	---	---
News	9	199	4	7	171	5	10	58	2

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 Hours for the General Audience By Station,**  
**April 17-23, 1966**

<i>Station</i>	<i>General Hours</i>	<i>% of Total Hours</i>	<i>Total Hours Aired</i>	<i>Station</i>	<i>General Hours</i>	<i>% of Total Hours</i>	<i>Total Hours Aired</i>
WQED	61 15	66.6	91 55	WCET	27 0	32.6	51 20
KQED	58 0	78.2	74 10	KRMA	26 55	70.1	38 25
WYES	57 0	70.6	80 45	KTPS	26 55	70.2	38 20
WHYY	54 45	68.0	80 30	KUSD	26 45	77.5	34 30
WNYC	53 55	78.6	68 35	WDCN	25 45	40.1	64 15
WETA	53 30	77.7	68 50	WOUB	25 40	93.6	27 25
WGBH	53 0	76.6	69 10	WNED	25 30	46.2	55 15
KIXE	52 5	78.1	66 40	KETC	25 25	46.1	55 10
WNDT	51 30	66.2	77 45	WITF	25 25	45.8	55 30
WIPR	51 15	85.1	60 15	KFME	25 18	73.6	34 25
WIPM	51 15	85.1	60 15	WLVT	25 5	56.9	45 5
KNME	51 0	75.0	68 0	KHET	25 0	71.4	35 0
KCET	49 15	70.1	70 15	KUID	25 0	100.0	25 0
KLNE	46 30	56.2	70 15	WPSX	24 10	46.1	52 25
KUON	46 50	66.2	70 15	KBYU	23 50	60.3	39 30
KVIE	45 5	73.2	62 55	KUAT	23 45	55.9	42 30
WEDU	46 0	59.3	77 35	WVIZ	23 45	45.8	51 50
WMVS	44 0	73.7	59 40	KVCR	23 35	56.0	42 5
WMHT	42 50	53.7	79 45	WUCM	23 31	64.0	36 45
KOAC	42 30	64.8	65 35	WBGU	22 40	95.8	23 40
KOAP	42 30	64.8	65 35	WILL	22 15	87.0	25 35
WFSU	41 30	66.1	62 45	KUSU	22 0	61.8	35 35
WSIU	41 0	71.9	57 0	KYVE	21 30	36.8	58 25
KERA	41 0	64.1	64 0	WCNY	21 0	43.9	47 50
WUNC	40 25	66.1	61 10	KAET	20 30	44.6	46 0
WUNB	40 25	66.1	61 10	WNTV	20 0	37.6	53 15
WEDH	39 55	74.4	53 40	KCTS	20 0	34.2	58 30
KLRN	38 55	57.5	67 40	WITV	19 15	36.6	52 35
WGTV	38 0	48.8	77 50	KTWU	18 50	56.6	33 15
KUED	37 15	48.5	76 45	KDPS	18 45	41.4	45 20
WUFT	37 0	77.1	48 0	KTXT	17 45	54.2	32 45
WKNO	36 5	59.5	60 40	KWCM	17 20	29.0	59 50
WGSF	35 20	74.3	47 35	KTCA	17 20	29.0	59 50
WJCT	35 15	72.9	48 20	WETV	16 40	33.1	50 25
WOSU	34 45	65.6	53 0	KETA	16 40	28.9	57 45
WENH	33 30	68.8	48 40	KOED	16 40	28.9	57 45
WMED	33 15	71.2	46 55	KUHT	16 0	58.4	27 25
WMEB	33 15	66.0	50 25	KWCS	15 45	53.8	29 15
WMEM	33 15	71.2	46 55	KTCI	15 30	72.1	21 30
WTVS	33 10	52.3	63 25	WTVI	15 30	73.2	21 10
WCVE	32 50	59.1	55 35	WHRO	13 45	31.5	43 40
WJSP	32 0	46.0	69 30	KCSM	11 45	57.3	20 30
WVAN	32 0	46.0	69 30	KPEC	11 25	36.3	31 25
WXGA	32 0	46.0	69 30	WFPK	10 45	36.4	29 30
WTHS	31 50	64.6	49 15	WGTE	10 40	45.3	23 35
WTTW	31 15	59.7	52 20	WMUR	7 30	41.7	18 0
KWSC	30 10	97.8	30 50	WUHY	6 55	28.5	24 15
WDSE	29 55	57.3	52 15	KYNE	3 30	13.1	26 40
WBIQ	29 30	43.4	68 0	WQEX	2 30	24.0	10 25
WDIQ	29 30	43.4	68 0	KOET	1 50	9.0	20 20
WHIQ	29 30	43.4	68 0	KTEH	0 0	0.	26 10
WEIQ	29 30	43.4	68 0	WSEC	0 0	0.	12 5
WAIQ	29 30	43.4	68 0	WMFE	0 0	0.	25 0
WCIQ	29 30	43.4	68 0	WXXW	0 0	0.	15 35
WHA	29 0	77.5	37 25	KOKH	0 0	0.	28 55
KCSD	27 25	60.3	45 30	KRET	0 0	0.	15 50
WCBB	27 15	66.7	40 50	WMVT	0 0	0.	0 0
WMSB	27 0	74.0	36 30				

**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 Stations *						5,620

\* WNYC, the single municipal 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**

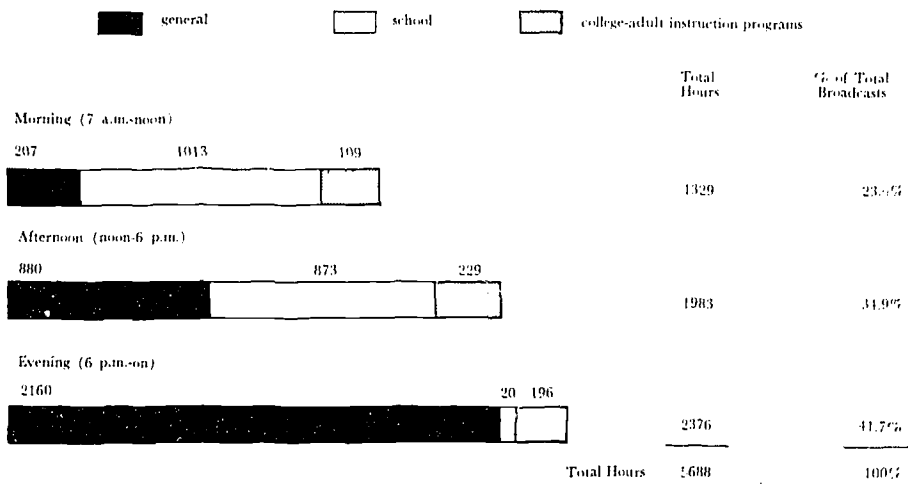
<i>Subject</i>	<i>Hours</i>	<i>Percent of all Week Night Hours</i>
The Arts	584	26.8
Public Affairs	412	18.9
Children's Programs	194	8.8
Social Science	160	7.4
News	149	6.8
Skills	122	5.6
Entertainment	97	4.5
Literature	88	4.0
Special Audiences	80	3.7
Science	62	2.9
Miscellaneous	49	2.3
Foreign Languages	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	.7
Technology	9	.4
Women's Programs	9	.4
<b>Totals</b>	<b>2,179</b>	<b>100%</b>

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.

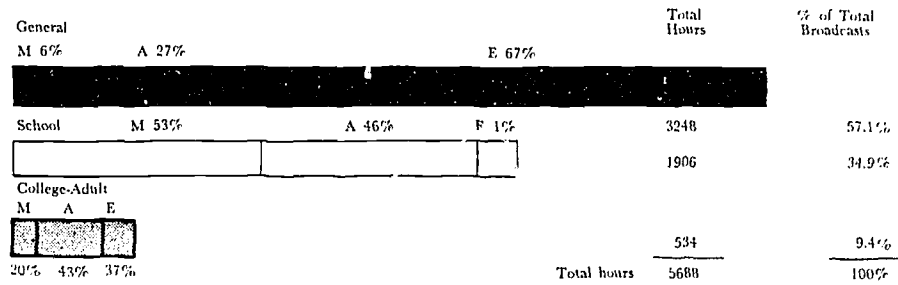
**Table 9**  
**Broadcast Patterns, April 1966**

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



(Audience emphases at various times of day, by percent)

M = Morning      A = Afternoon      E = Evening





**Table 10**  
**Program Sources, April 1966**

Source	Total Broadcasts		General Broadcasts		School Broadcasts		College- Adult Instruction	
	Hours	Percent	Hours	Percent	Hours	Percent	Hours	Percent
Local	1510	26.7	483	15.2	775	40.6	251	47.0
National 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	1510	1364	1340	27%	37%	52%
	NET	1742	1149	763	31	31	29
	State Networks	991	387	—	17	10	—
	Regional Networks	287	162	—	5	4	—
	Others	1158	653	493	20	18	19
		5688	3715	2596	100%	100%	100%
General Broadcast	Local	483	405	405	15%	20%	29%
	NET	1579	959	685	49	48	49
	State Networks	259	109	—	8	5	—
	Regional Networks	205	106	—	6	5	—
	Others	722	413	306	22	22	22
		3248	1992	1396	100%	100%	100%
School Broadcast	Local	776	704	685	41%	59%	81%
	NET	151	110	65	8	9	8
	State Networks	567	202	—	30	17	—
	Regional Networks	61	39	—	3	3	—
	Others	351	133	90	18	12	11
		1906	1188	840	100%	100%	100%
College-Adult Instruction Broadcast	Local	251	255	250	47%	48%	69%
	NET	12	80	14	2	15	4
	State Networks	165	76	—	31	14	—
	Regional Networks	21	17	—	4	3	—
	Others	85	107	96	16	20	27
		534	535	360	100%	100%	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 programming only) and miscellaneous.

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

Categories	Total Hours (rounded)			Percent of General Broadcasts		
	1966	1964	1962	1966	1964	1962
<b>SCIENCE AND TECHNOLOGY</b>	95	112	136	2.9%	5.6%	9.8%
Biology	14	7	---	.4	.3	---
Health & Medicine*	---	12	41	---	.6	2.9
Technology	13	58	2	.4	3.0	.1
Other (Math, Gen. Sci., Physical Sci., Misc.)	68	35	93	2.1	1.7	6.8
<b>SOCIAL SCIENCE</b>	183	129	245**	5.6	6.5	17.5
History	77	40	37	2.4	2.0	2.7
Gov't, Econ.	28	12	46	.8	.6	3.2
Psychology	23	29	**	.7	1.4	**
Other	55	48	162	1.7	2.5	11.6
<b>THE ARTS</b>	811	387	342	25.0	19.6	24.6
Music	277	145	139	8.5	7.2	10.0
Fine Arts	81	64	64	2.5	3.3	4.6
Theater, Drama	274	102	139	8.5	5.2	10.0
General, Other	179	76	---	5.5	3.9	---
<b>LITERATURE-PHILOSOPHY</b>	119	78	37	3.7	3.9	2.7
<b>ENGLISH</b>	11	9	14	.3	.5	1.0
<b>PUBLIC AFFAIRS</b>	577	294	122	17.8	14.8	8.8
Local	107	Not Broken Down in 1964 & 1962		3.3	Not Broken Down in 1964 & 1962	
National	131			4.0		
International	103			3.2		
General, Other	236			7.3		
<b>NEWS</b>	195	171	54	6.0	8.7	3.9
General	47	41	---	1.4	2.1	---
Regional	9	9	---	.3	.4	---
Special	23	30	---	.7	1.5	---
Background-Analysis	116	91	---	3.6	4.7	---
<b>ENTERTAINMENT</b>	167	153	44	5.1	7.5	3.1
Sports	39	18	---	1.2	.9	---
Travel-Recreation	88	68	---	2.7	3.3	---
Other	40	67	---	1.2	3.3	---
<b>SKILLS</b>	187	34	58	5.7	1.8	4.1
<b>PHYSICAL ED.-HEALTH</b>	32	*	*	1.0	*	*
<b>FAMILY</b>	21	19	17	.7	1.0	1.2
<b>AGRICULTURE</b>	36	21	---	1.1	1.1	---
<b>SPECIAL AUDIENCES</b>	29	31	---	.9	1.6	---
<b>CHILDREN'S PROGRAMS</b>	558	367	199	17.2	18.4	14.2
<b>TEENAGERS' PROGRAMS</b>	37	22	---	1.1	1.1	---
<b>WOMEN'S PROGRAMS</b>	36	27	---	1.1	1.4	---
<b>MISCELLANEOUS</b>	154	138	128	4.8	6.5	9.1
<b>Totals</b>	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**

Station and City	Number of Broadcast Days During the Survey Week				Ownership
	1966	1964	1962	1961	
KCET	Los Angeles, Calif.	7	—	—	Community
KIXE	Redding, Calif.	6	—	—	Community
KVIE	Sacramento, Calif.	6	5	5	Community
KQED	San Francisco, Calif.	7	5	5	Community
WEDH	Hartford, Conn.	6	6	—	Community
WETA	Washington, D.C.	6	5	5	Community
WJCT	Jacksonville, Fla.	5	6	5	Community
WFSU	Tallahassee, Fla.	6	5	5	University
WEDU	Tampa, Fla.	7	5	5	Community
WGTV	Athens, Ga.	7	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	Community
WYES	New Orleans, La.	7	5	6	Community
WGBH	Boston, Mass.	7	7	6	Community
WTVS	Detroit, Mich.	6	6	6	Community
WMSB	East Lansing, Mich.	7	7	7	University
WNED	Buffalo, N. Y.	6	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	Community
WUNC	Chapel Hill, N. C.	6	6	6	University
WUNB	Columbia, N. C.	6	—	—	University
KFME	Fargo, N. D.	6	5	—	Community
WCET	Cincinnati, Ohio	6	6	5	Community
WVIZ	Cleveland, Ohio	6	—	—	Community
WOSU	Columbus, Ohio	5	5	6	University
WITF	Hershey, Penn.	6	—	—	Community
WHYY	Philadelphia, Penn.	7	6	5	Community
WQED	Pittsburgh, Penn.	7	6	6	Community
WIPM	Mayaguez, P. R.	7	7	7	State
WIPR	San Juan, P. R.	7	7	7	State
WITV	Charleston, S. C.	6	6	—	State
WNTV	Greenville, S. C.	6	6	—	State
KTXT	Lubbock, Texas	6	5	5	University
KBYU	Provo, Utah	6	—	—	University
KUED	Salt Lake City, Utah	6	5	5	University
WCVE	Richmond, Va.	7	—	—	Community
KWSC	Pullman, Wash.	6	5	5	University
WHA	Madison, Wisc.	6	5	6	University

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

Station	School Hours	% of Total Hours	Total Hours Aired	Station	School Hours	% of Total Hours	Total Hours Aired
WDCN	35 30	55.3	64 15	WHYY	15 45	19.6	80 30
WBIQ	33 0	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	33 0	48.5	68 0	WTHS	14 25	29.3	49 15
WAIQ	33 0	48.5	68 0	KTWU	14 25	43.4	33 15
WCIQ	33 0	48.5	68 0	WETA	14 20	20.8	68 50
WGTV	32 50	42.2	77 50	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	30 10	51.6	58 25	WUNB	13 30	22.1	61 10
WJSP	30 0	43.2	69 30	KWCS	13 30	46.2	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	28 55	66.2	43 40	WENH	12 10	25.0	48 40
KOKH	28 30	98.6	28 55	WSEC	12 5	100.0	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	KOAC	11 25	17.4	65 35
WNTV	26 15	49.3	53 15	KOAP	11 25	17.4	65 35
WEDU	26 5	33.6	77 35	WEDH	11 15	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	25 15	45.8	55 10	KUSU	10 35	29.7	35 35
WMFE	25 0	100.0	25 0	WMED	10 25	22.2	46 55
WITV	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	23 20	38.5	60 40	WIPM	8 0	13.3	60 15
KWCM	22 5	36.9	59 50	WIPR	8 0	13.3	60 15
KTCA	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	20 45	29.5	70 15	KFME	7 10	20.8	34 25
KLNE	20 45	29.5	70 15	WTVI	5 40	26.8	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	18 55	36.5	51 50	WUFT	4 30	9.4	48 0
WFPK	18 45	63.6	29 30	KUSD	4 0	11.6	34 30
WDSE	18 0	34.4	52 15	WBGU	1 0	4.2	23 40
KOET	17 40	86.9	20 20	KWSC	0 40	2.2	30 50
KCSO	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	17 20	71.5	24 15	KHET	0 0	0.	35 0
WNED	17 5	30.9	55 15	KUID	0 0	0.	25 0
WLVT	16 30	37.4	44 5	WILL	0 0	0.	25 35
KVIE	16 20	26.0	62 55	KTCT	0 0	0.	21 30
KQED	16 10	21.8	74 10	WNYC	0 0	0.	68 35
KCET	16 0	22.8	70 15	WOUB	0 0	0.	27 25
WSIU	16 0	28.1	57 0	KTXT	0 0	0.	32 45
WTTW	15 50	30.3	52 20	WMVT	0 0	0.	0 0
KRET	15 50	100.0	15 50				

**Table 15**  
**Subjects Broadcast by Grade Level, April 1966**  
 (All hours rounded)

Subjects	Total Hours	Primary Hours	Elementary Hours	Junior Hours	Senior Hours
<b>SCIENCE</b>	443	75	162	114	92
Natural Science	58	6	18	6	28
Physical Science	82	—	7	28	47
General Science	260	65	130	57	8
Other	43	4	7	23	9
<b>MATHEMATICS</b>	136	14	57	49	16
<b>SOCIAL SCIENCE</b>	296	14	70	103	109
History	136	—	14	58	64
Social Studies, Geography	108	13	47	34	14
Gov't, Economics	39	—	5	10	24
Other	13	1	4	1	7
<b>LITERATURE</b>	143	29	18	8	88
<b>ENGLISH LANGUAGE</b>	131	47	38	24	22
Speech, writing	19	16	1	2	—
Phonics, reading	44	17	9	16	2
General English	54	10	23	2	19
Other	14	4	5	4	1
<b>FOREIGN LANGUAGE</b>	295	23	223	28	21
French	116	6	92	14	4
Spanish	171	17	125	14	15
Other	8	—	6	—	2
<b>THE ARTS</b>	220	78	115	13	14
Music	142	63	66	10	3
Art	71	15	45	3	8
General	7	—	4	—	3
<b>SCHOOL NEWS</b>	23			non-graded	
<b>CURRENT EVENTS</b>	43	—	21	14	8
<b>TEACHERS' PROGRAMS</b>	31			non-graded	
<b>SKILLS</b>	39	—	—	6	33
<b>PHYSICAL EDUCATION</b>	51	12	19	13	7
<b>GUIDANCE</b>	11	—	—	1	10
<b>MISCELLANEOUS</b>	44	26	14	2	2
<b>Totals</b>	1906	318	737	375	422

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

Subjects	Total Hours (rounded)			Percent of School Broadcasts		
	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***
<b>TOTALS</b>	<b>1906</b>	<b>1188</b>	<b>840</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* 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
<b>SCIENCE</b>	46	43	3
Natural Science	6	6	—
Physical Science	6	6	—
General Science	1	—	1
Other	33	31	2
<b>MATHEMATICS</b>	29	20	9
<b>SOCIAL SCIENCE</b>	75	69	6
History	38	36	2
Government, Economics	11	10	1
Psychology	11	10	1
Other	15	13	2
<b>LITERATURE, PHILOSOPHY</b>	29	25	4
<b>ENGLISH</b>	17	15	2
Speech, Writing	9	9	—
Reading	1	—	1
General English	7	6	1
<b>FOREIGN LANGUAGE</b>	45	29	16
French	4	3	1
Spanish	35	23	12
Other	6	3	3
<b>THE ARTS</b>	9	7	2
<b>SPECIAL AUDIENCES</b>	109	10	99
Professional Background	32	2	30
Vocational, Industrial Training	54	4	50
Other	23	4	19
<b>TEACHER EDUCATION</b>	136	20	116
Education Courses	6	6	—
Teacher Background	130	14	116
<b>SKILLS</b>	14	3	11
<b>PHYSICAL EDUCATION</b>	10	5	5
<b>GUIDANCE</b>	10	8	2
<b>MISCELLANEOUS</b>	5	3	2
Totals	534	257	277



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

Station	Adult Hours	% of Total Hours	Total Hours Aired	Station	Adult Hours	% of Total Hours	Total Hours Aired
KAET	25 30	55.4	46 0	WMEB	3 0	6.0	50 25
KWCM	20 25	34.1	59 50	WMEM	3 0	6.4	46 55
KTCA	20 25	34.1	59 50	KUON	3 0	4.3	70 15
KTXT	15 0	45.8	32 45	WENH	3 0	6.2	48 40
WNYC	14 40	21.4	68 35	WDCN	3 0	4.7	64 15
KUAT	13 45	32.4	42 30	KUSU	3 0	8.4	35 35
KUED	13 30	17.6	76 45	WCVE	2 45	4.9	55 35
WNEB	12 40	22.9	55 15	WEDH	2 30	4.7	53 40
KOAC	11 40	17.8	65 35	WLVT	2 30	5.7	44 5
KOAP	11 40	17.8	65 35	WITF	2 30	4.5	55 30
KVCR	10 50	25.7	42 5	WQEX	2 30	24.0	10 25
WFSU	10 30	16.7	62 45	KBVU	2 30	6.3	39 30
WMHT	10 30	13.2	79 45	WMVS	2 30	4.2	59 40
KHET	10 0	28.6	35 0	WXXW	2 0	12.8	15 35
WHYY	10 0	12.4	80 30	WCBB	2 0	4.9	40 55
WCNY	9 30	19.9	47 50	KERA	2 0	3.1	64 0
WVIZ	9 10	17.7	51 50	KFME	1 55	5.6	34 25
KCTS	9 0	15.4	58 30	WUCM	1 45	4.8	36 45
KCSM	8 45	42.7	20 30	WOUB	1 45	6.4	27 25
KETA	8 30	14.7	57 45	KYNE	1 30	5.6	26 40
KOED	8 30	14.7	57 45	WNDT	1 30	1.9	77 45
WITV	8 30	16.2	52 35	WIPM	1 30	2.5	60 15
WPSX	7 45	14.8	52 25	WIPR	1 30	2.5	60 15
WJSP	7 30	10.8	69 30	KLRN	1 30	2.2	67 40
WVAN	7 30	10.8	69 30	KUHT	1 30	5.5	27 25
WXGA	7 30	10.8	69 30	WKNO	1 15	2.1	60 40
WUNC	7 15	11.9	61 10	WETA	1 0	1.5	68 50
WUNB	7 15	11.9	61 10	WMSB	1 0	2.7	36 30
WGTV	7 0	9.0	77 50	WHRO	1 0	2.3	43 40
WNTV	7 0	13.1	53 15	WHA	1 0	2.7	37 25
KYVE	6 45	11.6	58 25	KOET	0 50	4.1	20 20
WUFT	6 30	13.5	48 0	KDPS	0 45	1.7	45 20
WGBH	6 10	8.9	69 10	KVIE	0 30	.8	62 55
KTCL	6 0	27.9	21 30	KCSD	0 30	1.1	45 30
KNME	6 0	8.8	68 0	KPEC	0 30	1.6	31 25
WBIQ	5 30	8.1	68 0	KOKH	0 25	1.4	28 55
WDIQ	5 30	8.1	68 0	KTPS	0 15	.7	38 20
WHIQ	5 30	8.1	68 0	KIXE	0 0	0.	66 40
WEIQ	5 30	8.1	68 0	KQED	0 0	0.	74 10
WAIQ	5 30	8.1	68 0	KRMA	0 0	0.	38 25
WCIQ	5 30	8.1	68 0	WSEC	0 0	0.	12 5
WJCT	5 30	11.4	48 20	WMFE	0 0	0.	25 0
WEDU	5 30	7.1	77 35	KUID	0 0	0.	25 0
WTTW	5 15	10.0	52 20	WSIU	0 0	0.	57 0
KCET	5 0	7.1	70 15	K'FWU	0 0	0.	33 15
WMUB	5 0	27.8	18 0	WFPK	0 0	0.	29 30
WQED	5 0	5.4	91 55	WYES	0 0	0.	80 45
KTEH	4 30	22.3	20 10	WTVI	0 0	0.	21 10
WETV	4 30	8.9	50 25	WBGU	0 0	0.	23 40
KETC	4 30	8.2	55 10	WCET	0 0	0.	51 20
WDSE	4 20	8.3	52 15	WGSF	0 0	0.	47 35
WTVS	4 0	6.3	63 25	WGTE	0 0	0.	23 35
KLNE	4 0	5.7	70 15	WUHY	0 0	0.	24 15
KUSD	3 45	10.9	34 30	KRET	0 0	0.	15 50
WILL	3 20	13.0	25 35	KWCS	0 0	0.	29 15
WOSU	3 15	6.1	53 0	KWSC	0 0	0.	30 50
WTHS	3 0	6.1	49 15	WMUT	0 0	0.	0 0
WMED	3 0	6.4	46 55				

**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	73	14	36	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.

**Table 20**  
**Program Categories in College-Adult Instruction**  
**Broadcasting for 1966, 1964 and 1962**

Subjects	Total Hours (rounded)			Percent of College Broadcasts		
	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**	10.0	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 accompanying school series that were tabulated under School hours in 1966.





















