



Muriel Wright, state historian and editor of *The Chronicles of Oklahoma*, addresses TV audience on material concerning Plains Indians of Oklahoma.

# A New Mind for Television

From studios in the Union Building, O. U. professors are participating in the state's first effort in educational television. For something a little more informative than commercial television's offerings, Channel 13, KETA-TV, Oklahoma City, invites attention.

By PERRY ROBINSON

**M**OST OF YOU have a visitor in your living room, who speaks to you upon request. The visitor, your television set, stands impassively in his corner and makes no aggressive move. But at intervals he asks you to buy something or sends a wounded Indian riding into your lap while Junior, his mind far removed from ABC's and the wonders of nature, applauds with unrestrained glee.

Fortunately for all, a new type of mind has been added to your visitor, who from all appearances is here to stay. This new mind is educational television, a project financed by the State of Oklahoma and directed by the Oklahoma Educational Television Authority, formed May 7, 1953, by House Bill No. 1033.

The authority, a corporation, presents educational possibilities revolutionary in scope. Frank Morris, O. U. professor of engineering drawing, who takes part in a program called "Careers in Science," said early in December after a night program, "We can make every television set in the state a part of our campus." Such enthusiasm, coming from a 30-year veteran in the teaching ranks, is indicative of the promise offered by the new medium.

This is no academic utopia envisioned by

Morris, and a talk with officials and teachers familiar with the project is enough to convince one that the television medium may prove the solution for some of Oklahoma's educational problems.

For example, it provides a means of high level instruction, it is a method of keeping high school teachers informed of recent developments and on their respective toes, and it submits material and lecturers not available to the majority of the state's citizens in any other way.

KETA-TV, located in Oklahoma City and the only one of the two stations planned by the Authority in operation, beams images from KWTV's tower to a potential audience of 850,000 within an 85-mile radius. KOED-TV, the second station, located in Tulsa, has not been completed because of lack of funds. Initially authorized to issue bonds against the state's Public Building Fund, the corporation's revenue from this source was stopped by the legislature after \$690,126.17 had been utilized to get the project underway. At present, KETA-TV is operating one-half of its desired program schedule on funds donated by E. K. Gaylord, publisher of the *Daily Oklahoman and Times*.

Several outstanding members of the

O. U. faculty are donating their services as lecturers to the project. Dr. Morris Wardell, Dr. Horace Bliss, and Dr. Percy Buchanan are three of the many who are active in the work. All are optimistic about the value and the future of educational television.

None of the professors contacted during one week of telecasting seemed to evince any worry about the fact that they weren't being paid. "I'd never thought about the money," Morris said, and added, "We wouldn't be true pioneers if we were making money."

These teachers realize that television reaches to nearly every home in the state. Granted, some of the program material may prove uninteresting to any one individual, but there is sure to be at least one program of interest. This being the case, if half of the 850,000 persons in KETA-TV's radius watch but one 30-minute program, the state's educational plane is elevated.

The advantages are many, the importance of which is summed up in a statement by John Dunn, director of the authority, "Democracy, if it is to continue, must have an informed citizenry." This, in view of

Continued page 22

graduate school of journalism at Columbia University, New York. While at O. U. he worked in the Sports Publicity department.

Ensign Thomas C. Perkins, '56bus, Oklahoma City, has graduated from the Naval pre-flight school in Pensacola, Florida. He now is assigned to Saufley Field, Pensacola, for primary flight training.

Charles E. Plant, '56geol, Corpus Christi, Texas, has been employed as a geologist by Sunray Mid-Continent Oil Company.

MARRIAGES: Miss Martha Kay Malone, '56, and Lieut. Charles T. Ray were married October 7 in Claremore. He is with the Air Force.

Miss Juanita Frances Caldwell, '56ed, Norman, and Gorman Byrd were married August 24 and are now living in Texico, New Mexico. Mrs. Byrd is a fourth grade teacher.

## CAPACITY, UNLIMITED . . . Continued from Page 11

mostly middle class people who live in duplexes, housing developments or apartments much like those in any large American city. Indeed, these people are much like Americans, except that they have so little idea of what America or Americans actu-

ally are like. They have had almost no contact with American ideas other than those presented them by communists and by way of a press not altogether sympathetic with America. Rice, by his own good example, has promoted Americanism as well as Christianity, and his congregation seems to have a better feeling toward the United States than do most residents of Singapore.

Every Sunday morning the "little red wagon" makes a journey through the narrow, one-car-wide, tightly winding streets of China town. Children come running out of their homes to see the car go past; others, when the car pauses at various apartment houses, clamber into it and ride to church. Riding along, one sees wash strung on bamboo poles hanging from all the windows up to two, three, and four stories on both sides of the street, almost forming a canopy. Tiny shops are squeezed together;

they sell everything from clothes and food to paper funeral and wedding decorations.

One sees the tight, bright surrealistic picture full of small figures, yellows, reds and grays in three dimensions. One hears the sound of Singapore, an orchestra in minor key, full of strings, cymbals, fast swaying flutes and staccato drums.

And one smells Singapore—the smells of incense and old Chinese women, the perfume of young women, the smell of spicy food and soy sauce being cooked on the open street, of fresh vegetables and others not so fresh, of human waste and motor oil.

This is the city where Ira Rice preaches and lives an ideal in which he believes strongly. It is a city of strange contrast between ancient and modern. Perhaps the city is typified by another favorite sign of Rice's which reads: "Unlimited Enterprises, Limited."

## Education's New Frontier . . .

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Continued from Page 14

the ideological subversion which threatens to undermine the free-thinking of the western world, cannot help but sound a penetrating note.

KETA-TV is currently operating four hours a day, five days a week. Marc Fuller, the capable producer and director of the station's programs, explained that the proposed program calls for 40 hours per week from both KETA-TV and KOED-TV, adding this will become possible if the legislature implements the authority with sufficient funds.

The 20 hours now telecast, which one can obtain on Channel 13, will inform a person on everything from opera to French idioms. O. U. professors are quite active, with program directors Dr. Buchanan, Dr. Horace Bliss, Dr. Wardell, and Dr. John Morris staging two and one-half actual television hours during the early evening of four weeknights.

On Monday night Buchanan has a 30-minute show called "The Turning World"; Tuesday evening Dr. Bliss and Dr. Morris produce "Careers in Science"; Thursday night Dr. Wardell, Professor Charles Bush, Dr. E. E. Dale and Dr. Loren Brown furnish "Tepees to Towers"; and Thursday night is a doubleheader with Dr. Bliss returning with "Tomorrow's Scientists" and Dr. Morris' "Oklahoma, The Land We Belong To."

Dr. Percy Buchanan, director of the University's Institute of Asiatic Affairs, is an example of the experts who can make apparently drab subjects literally come alive under the impact of trained mental powers. Buchanan, whose 15 years in the Orient have given him a many-sided personality, has a quick, incisive mind and interesting manner, which combine to make him an entertaining image.

Recently he presented a lecture which provided the viewer with a capsule history of the Philippines. His talk was interspersed with comments about his beautiful brocaded Philippine shirt made of pineapple fiber and such remarks as "The people of the Philippines are the happiest in the world. They really get a kick out of life." Such an approach makes his 30 minutes on the screen pleasurable to all levels and ages.

One of the most vital targets of the Authority's telecasts are high school and junior high students. Early in December nine students from Ada Junior High School appeared on the "Tomorrow's Scientists" program along with their teacher, C. L. Robberson and the moderator, Professor Thomas J. McKnight, of East Central State. The nine boys presented a program around knowledge gained in their theory of radio class.

It was impressive—crewcut boys, some

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