

Educational
Television
Has Come
A Long
Way



Channel 13's cameras will soon be shooting for Tulsa viewers.

13 COME 11

“WE'RE selling them as fast as we can order them.”

The man speaking is University Book Exchange Manager James C. Mayfield. The item he's referring to is an unlikely bestseller, *The Essentials of Russian* by Andre Von Gronicka and Helen Bates Yacobson.

The reason for the sudden popularity of a Russian textbook is no mystery to Mayfield nor to anyone who has ever flicked their TV dial to Channel 13 at 7:30 P.M. Monday through Friday. The picture which comes on TV screens at that time on Channel 13 shows the portly handsomeness of George Harjan, O.U.'s Russian-born modern language instructor. Harjan competes with the very portly glamour of ABC, CBS, and NBC at a prime time spot with—of all things—instruction in the Russian language. Judging from the text sales and Harjan's mail (which usually includes at least one proposal of marriage per week), he is competing quite well.

Harjan's class is one of several courses offered on KETA-TV (Channel 13) which TV viewers may either enjoy casually or take for college credit. Housed in the south wing of the Memorial Union building, KETA-TV is wrapping up its third year of educational TV programming, and its future will come into sharper focus this month with the long-awaited, but couldn't-

be-afforded opening of its Tulsa branch, KOED-TV (Channel 11).

Channel 11, whose physical home will be in the studios and tower of Channel 6 (KOTV), will have a Tulsa-centered radius of 55 miles. This area, combined with Channel 13's Oklahoma City-centered radius of 90 miles, will bring educational TV to 65 percent of Oklahoma's population.

Channel 11 will introduce Tulsa viewers to the night-time programs which originate from Channel 13's O.U. studios. Eventually, KETA-TV hopes to transmit its day-time programs to the Tulsa area.

The day-time programs are produced by the Oklahoma City public schools in studios located at Classen junior-senior high school. These courses are geared for elementary and secondary school students.

“The public school programs are mainly supplemental courses for our crowded schools,” said John Dunn, manager of KETA-TV operations and its most enthusiastic backer. “It's impossible to say at this stage of the game how large a role educational TV is going to play in our educational system. Certainly no one claims that educational TV is a panacea for all of education's ills and problems, but those of us who work with it can't help but feel that this challenging medium does have great potentialities for helping education

solve many of its most perplexing problems.”

Dunn's enthusiasm is apparently a logical one. But back in 1951 when a small group of educators began talking about making educational TV a reality for Oklahoma, it was generally felt that educational TV didn't have a flicker of a chance. Reason A—too expensive to construct and operate; Reason B—educators wouldn't accept the new medium.

Seven years later, as Dunn will readily tell you, money is still a problem and some educators are still wary of Channel 13's aerial invasion; but educational TV is definitely burgeoning in Oklahoma. State legislators have pushed through the necessary formation bills. E. K. Gaylord, the Radio Corporation of America, and the Ford Foundation have made substantial grants. And by suggestion of stockholder Roy J. Turner, Channel 9, KWTW of Oklahoma City, provided space on its then world's-tallest-man-made-structure tower for KETA's antenna and transmission lines and provided land on which to build KETA's transmitter building.

After receiving such hefty boosts, KETA-TV opened its Norman studios on October 1, 1956, and began instructing whoever might be interested.

The mail bag proved that quite a few Oklahomans are very interested.



Channel 13 Manager John Dunn adjusts his office TV set to watch an Oklahoma City Public Schools art program.

Old Faces--New Shows

O. U. ALUMNI can see many familiar classroom faces on Channels 11 and 13. Most live evening programs are conducted by their former professors. Some of the most popular of these programs include those shown on these two pages:

SPORTS DIGEST, 6:15 PM, Monday—Jack Ogle, chief announcer for WNAD, comments on a weekend of sports.

PSYCHOLOGISTS IN ACTION, 6:30 PM, Monday—Psychologists John R. Morris, Jr., Dr. Mildred O. Jacobs, and Maurice Temerlin present psychology for the layman.

UNITED STATES HISTORY, 8:10 AM, Mon., Wed., Fri.—Dr. Donnell M. Owings teaches this college-credit course (History III—up to the Civil War).

BEGINNING RUSSIAN, 8:40 AM, 7:30 PM, Mon.-Fri.—Even *Life Magazine* watched and reported on this unique class of George Harjan's.

UNITED STATES GOVERNMENT, 7 PM, Mon., Wed., Fri.—Dr. John Paul Duncan teaches a college credit course.

NEW HORIZONS IN MATH, 8 PM, Mon., Wed.—There's a revolution going on in mathematics teaching methods. Dr. Arthur Bernhart tells the teachers what to expect.

HOME WORKSHOP, 6:30 PM, Tuesday—Dr. Robert Hardin shows Ch. 13's newscaster, Ted Neptune, each week how to be a better handy-man.

WATCH YOUR LANGUAGE, 7 PM, Tuesday—The English department's popular teacher, Dr. Kester Svendsen, tries and succeeds in making semantics interesting.

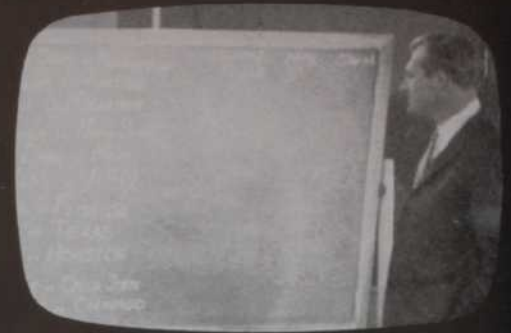
CAREERS IN ENGINEERING, 6:30 PM, Wednesday—Electrical Engineering Professor Ansel Challenner conducts this survey course featuring guests from the engineering school.

SONGS TO REMEMBER, 6:15 PM, Thursday—Rev. Joe Edwards sings spirituals.

ABILITY, NOT DISABILITY, 6:30 PM, Thursday—Dorothy Priddy of the Vocational Rehabilitation Division helps put the proper perspective on the handicapped.

REPORT TO OKLAHOMA, 6:30 PM, Friday—Dr. H. V. Thornton discusses proposed legislation with members of the State Legislature.

6:15 PM



SPORTS DIGEST

6:30 PM



PSYCHOLOGISTS IN ACTION

8:10 AM



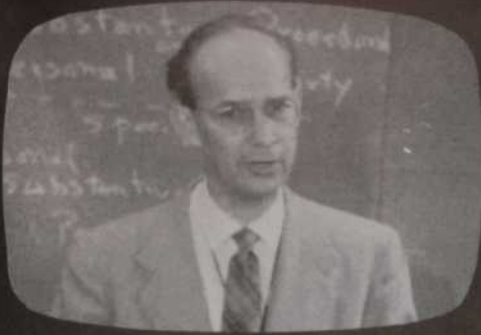
UNITED STATES HISTORY

8:40 AM

7:30 PM



BEGINNING RUSSIAN



M.W.F.

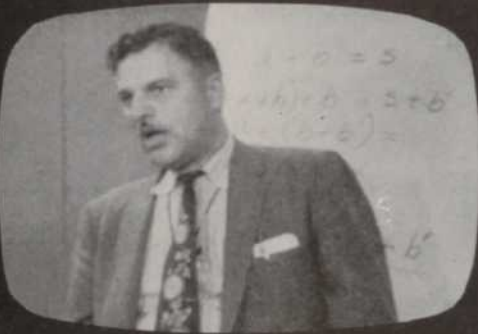
UNITED STATES GOVERNMENT



6:30 PM

WED.

CAREERS IN ENGINEERING



M.,W.

NEW HORIZONS IN MATH



6:15 PM

THURS.

SONGS TO REMEMBER



TUES.

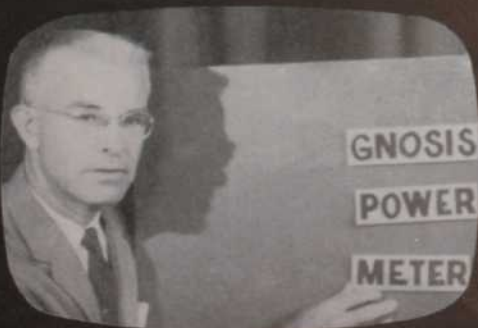
HOME WORKSHOP



6:30 PM

THURS.

ABILITY NOT DISABILITY



TUES.

WATCH YOUR LANGUAGE



6:30 PM

FRI.

REPORT TO OKLAHOMA