

WHAT IS MEANT BY EDUCATIONAL TELEVISION?

While the term educational television does not lend itself to precise definition, it may be helpful to identify certain aspects of it (1) in relation to the kind of stations over which the broadcasts are made, and (2) in relation to the types of programs and the general nature of the audience at which the programs are directed.

TYPE OF STATION:

(1) Programs of an educational nature of almost every type have been carried over commercial stations, either as a public service feature or as sponsored programs; (2) only recently have noncommercial stations operated by educational interests come into being as a means of broadcasting educational programs. Even though the term educational television is coming to be associated closely with these noncommercial stations, the commercial stations continue to carry the bulk of the educational programs at this time; and (3) there is some indication that operation of commercial stations on non-reserved channels by educational institutions may develop.

KINDS OF PROGRAMS AND AUDIENCE AT WHICH DIRECTED:

While there are no hard and fast classifications for programs of an educational nature, examination of the kinds of programs being reported currently as "educational" indicates that they would fall into one or more of the following: (1) Programs designed to supplement the course of instruction and to be received in the classroom in schools and colleges, (2) Programs of formal instruction designed to be received by out-of-school

audiences, (3) Programs of pre-school activities for young children, (4) Programs of a recreational nature to attract school-age youths as an out-of-school audience, (5) Programs of school instruction for home-bound children, (6) Programs of parent education, (7) Programs of professional education (extension) for doctors, lawyers, teachers, etc. in the field, (8) Programs of vocational education for workers in industry and agriculture, (9) Programs built around civic and governmental problems which are designed for general audiences, (10) Programs of a cultural nature, (11) Programs of selected entertainment, (12) Programs of news and general information, and (13) Programs of a public relations nature to interpret educational institutions and other public agencies to a general audience.