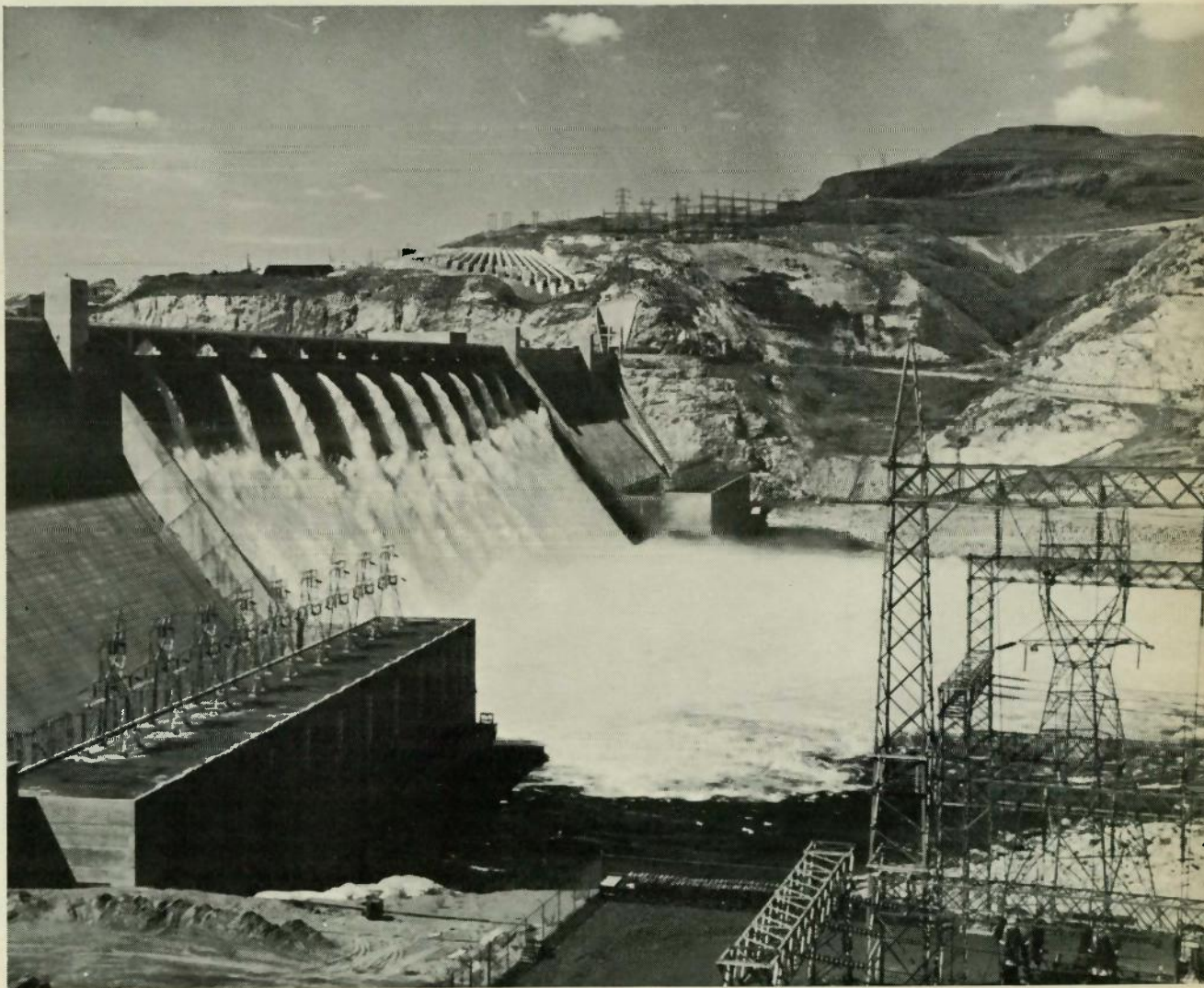


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**A mighty dam harnesses water power for use in creating electrical energy  
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**20th Anniversary Issue**

# PROGRAMMING FOR EDUCATIONAL TELEVISION MUST MEET HIGH QUALITY STANDARDS

## PART II

(EDITOR'S NOTE: In the March issue of the RURAL KENTUCKIAN, the first of a two part story concerning Educational Television in Kentucky was printed. Following is the final part of that two-part series.)

The well-planned ETV system in Kentucky has also made provision for producing quality programs within the state. Many of the educational programs which will be viewed by students in the future will be produced at one of the seven ETV studios which are now being built in Kentucky. One of these studios will be located in or near Jefferson County and each of the state's six universities will have a studio.

Each of these seven studio facilities will receive \$200,000 worth of equipment from KAET and the studio, or "production center," must then furnish its own staff and building. The equipment which is furnished by KEAT includes two cameras, a tape recorder, control equipment, and a host of miscellaneous items. At the present time, every production center is now being built or construction will start soon. Eastern Kentucky University



Television cameras will be capable of telecasting programs live from a production center. Cameras like this one

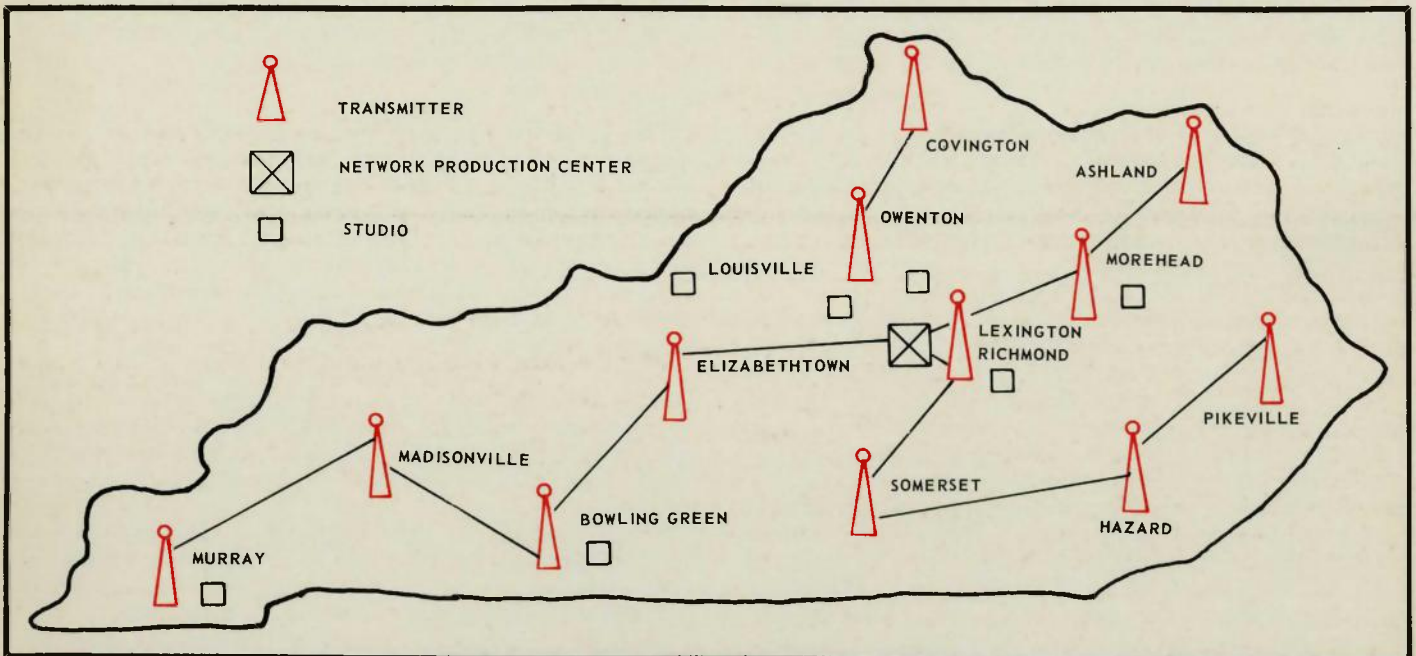
represents only part of the \$200,000 equipment investment at the various studios.

is already operational, the University of Kentucky production center will be completed in about two months, and the other studios will be completed within 18-24 months.

The educational television system

will also have twelve transmitters in the state. These transmitters are devices which distribute the signal from the studio so that all Kentucky residents may receive ETV

*Continued on Page 8*



This map illustrates the exact locations of all Educational Television Transmitters in Kentucky. Although this map was published with the first part of this series, it is being published a second time so that all RURAL KENTUCKIAN readers will be familiar with the ETV network.

# INDUSTRY, GOVERNMENT, ADULTS MAY LEARN WITH EDUCATIONAL TV



Professional educators from throughout the state select the programs which are to be shown on the ETV Network. This group photograph was taken in Lexington when an Elementary Spanish course was being selected.

*Continued from Page 8*

Educational television can be used by the state to train mental health aides, police officers can use ETV and for law enforcement purposes and highway personnel can learn new methods of maintaining state road systems and, State park employees and administrators can be better trained to serve the millions of tourists who travel Kentucky each year.

Tourist and travel programs can acquaint Kentuckians—and the nation—with the wonderful recreation and beauty which is available in the state. Fish and wildlife features can be developed in an effort to preserve Kentucky's abundant wildlife resources. Driver training courses can be presented to help reduce deaths and accidents on Kentucky highways.

Events of state-wide significance can be telecast directly to the citizens of the state or to local, community governments within the state. For example, the present legislative sessions could be brought, live and complete, to any area within the state.

In this age of rapidly changing technology, ETV will provide a tremendous asset to "computerized business." Data processing centers and small computer installations can utilize ETV facilities when faster gathering of information is necessary. Indeed, the tiny microwaves which link the television transmitters can transport volumes of information from one area to another faster than any computer now in operation.

Colleges may find that ETV is a partial answer to coordinated higher education. Joint college courses can be presented to students throughout the state, thus bringing the concept of "team teaching" to our institutions of higher education.

The cost for producing and ETV program will vary between approximately \$500 and \$1500 per program.

This production cost will enable groups of businesses to combine efforts for the common purpose of informing and educating employees, and by combining their efforts, the cost will be even further reduced.

The educational potential that is offered by television will, in the future, demand that the best use of time be made in broadcasting programs on the ETV network. This demand has been anticipated by KAET and a committee has been formed to assist in making the best use of ETV broadcasting time.

This Institutional Coordinating Committee consists of nine members. These members are: The Superintendent of Jefferson County Schools, the Presidents of Kentucky's six universities and the President of Kentucky's one college, Assistant Superintendent of Instruction, Don C. Bale, and O. Leonard Press, KAET Executive Director. The committee will advise KAET on the use of the ETV system during non-school hours. (Schools have priority for use of the ETV system from 8:00 a.m.—3:00 p.m. each day. Before and after this time period, the ETV system can be used for other purposes.)

The Kentucky Authority for Educational Television, with its elaborate statewide broadcasting system, has not developed quickly. Kentucky's new ETV system was actually a dream in the minds of a handful of people nearly ten years ago. Progress during that ten-year period was often slow and difficult. Adequate funds for construction of the system were obtained only through the persistence of a few people, the foresight of the Kentucky State Department of Education, and the dedicated efforts of many Kentucky educators and businessmen.

But, the fact remains, that educational television in Kentucky will soon be a reality. The first telecast to be made by the ETV system will occur in September of this year and, on that date, it will become the responsibility of every individual in the Commonwealth to carry on the work of this new educational medium.



This partially completed Lexington ETV structure will be one of the finest in the United States. At the present time this building is only a skeleton, littered with concrete blocks and lumber—by Fall it will be complete and teeming with activity.