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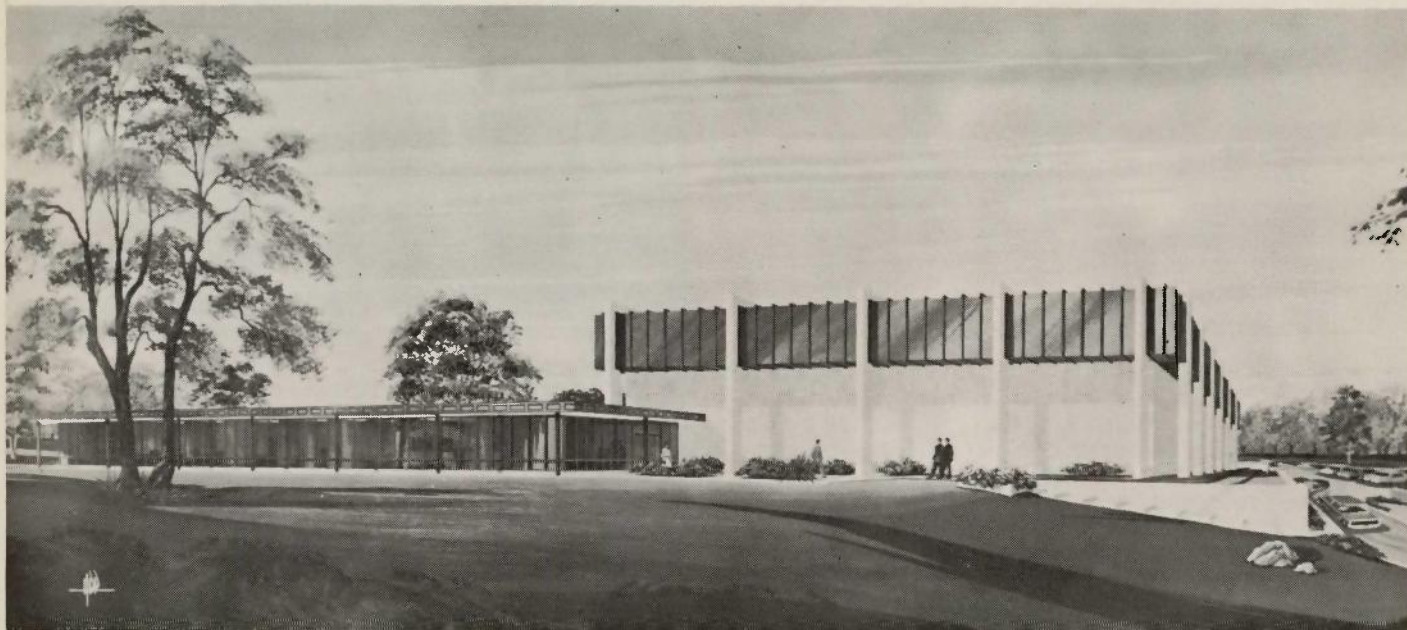
MARCH, 1968

**190,000
HOMES**

Largest
Rural
Circulation
In Kentucky

**Educational Television
what it will do for
you & your child!
Page 6**

NEW KENTUCKY EDUCATIONAL TV SYSTEM WILL BEGIN BROADCASTING IN SEPTEMBER, 1968; PLANS NOW IN PROCESS



Pictured above is a rendering of the main transmitting and "nerve center" for the Educational Television Network which will begin broadcasting in September of this year. The main transmitting center will be located in Lexington, Kentucky,

and will be capable of broadcasting educational television programs to the entire state, or it can "regionalize" broadcasts to any part of Kentucky. Cost of the structure will be nearly \$1,500,000.

PART 1

Many Improvements In Kentucky Schools

Improvements in educational systems within Kentucky are not new because the state and its people are constantly working to improve standards of education. Some school systems have consolidated in recent years to better educate students. Others have upgraded facilities and have improved curricula. Teacher salaries have shown an upward trend, and the concern of parents for their children's education has improved sharply in this decade.

But, even though many improvements have already been made, education in Kentucky will take one of its biggest steps forward in September of this year.

The concern of professional educators, the interest of parents and the wonderful world of television have combined to create an Educational Television Network (ETV) in Kentucky that will be second to none in the United States. In just a few short months grade school students, vocational students, parents, farmers, businessmen and professional people will find the doors open to broader educational opportunities—opportunities which would be impossible without the aid of television.

Through the establishment of an ETV network, Kentucky has followed the example which has been set by several other states in recent years—an example which will mark the beginning of a new era in Ken-

tucky education. Twenty-two states are presently active in educational television activities, but only nine have networks which encompass the entire state.

The Southern part of the United States, including Georgia, South Carolina, Alabama and Tennessee, has been the leader in ETV activities. These southern areas have enjoyed an improvement in the ranks of nation-wide educational ratings since installing ETV systems. For example, Alabama was ranked at the lowest educational level in the nation in 1953, and, in an effort to improve its educational system, the state laid plans for a statewide ETV network. Today Alabama has improved its educational ranking in the nation, and is making plans for an extensive vocational training series. According to Robert E. Dodd, Studio Director at the Montgomery, Alabama, ETV Studio, "Educational Television has been a great asset to our state. We feel that its continued use will do much to stimulate formal education in Alabama and will further contribute to the fields of vocational training and the training of non-literate people."

The administration of ETV systems varies widely throughout the nation. In Alabama, ETV is administered jointly by a Programming Board, the State Department of Education and an ETV Commission. Georgia ETV, on the other hand, is controlled completely by the State Department of Education, while the South Carolina system is controlled by an ETV

ELABORATE TRANSMITTING SYSTEM WILL CONNECT ENTIRE STATE TO NETWORK

Authority which, though founded by the state, works independently of other state agencies. Kentucky has used the better parts of all these methods.

The structure of the Kentucky ETV network combines the talents of the State Department of Education and the Kentucky Authority for Educational Television. The State Department of Education is the part of the ETV team which recommends courses for television use, and operating funds are also secured through this agency of state government. The Kentucky Authority for Educational Television (KAET) is an independent agency which carries out the recommendations of the Department of Education by producing and transmitting television programs to enrich the curriculum of school systems throughout the state.

All ETV programs which are used in Kentucky schools will be recommended by the State Department of Education, and this department has already selected more than twenty subjects to begin in September of this year. These programs will include mathematics, language, arts, music, science, social studies, foreign language, world geography,

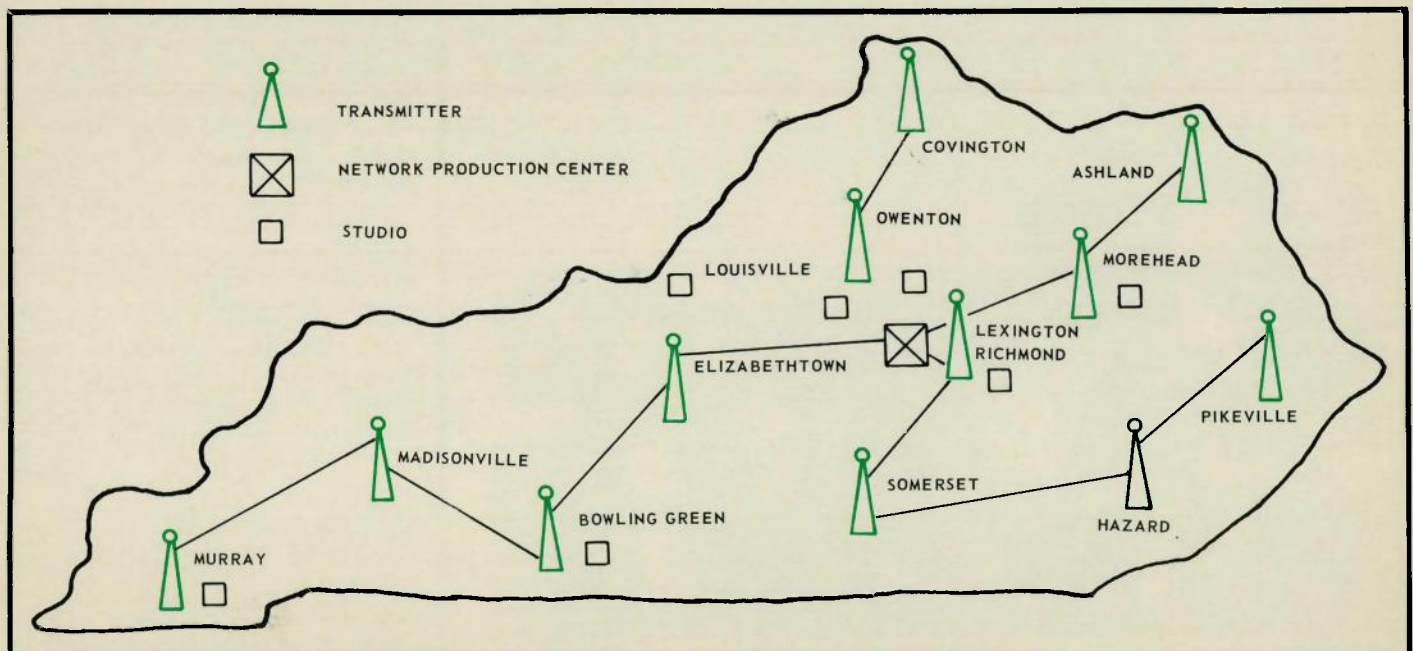
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Mr. O. Leonard Press, Executive Director of the Kentucky Authority for Educational Television, has been one of the leaders in the development of ETV in Kentucky. Standing beside Mr. Press is Robert M. Henderson, Assistant to the Executive Director.



Educational Television broadcasts can be received on the following television channels. The city nearest to you will serve your area.

Murray	Channel 21	Richmond	Channel 46
Madisonville	Channel 35	Somerset	Channel 29
Bowling Green	Channel 53	Hazard	Channel 35
Elizabethtown	Channel 23	Pikeville	Channel 22
Louisville	Channel 15	Ashland	Channel 25
Owenton	Channel 52	Morehead	Channel 38
Covington	Channel 54		



This map illustrates the exact locations of all ETV transmitters. The map makes it apparent that television broadcasts can be relayed throughout the state on one giant network.

EDUCATIONAL TELEVISION MARKS NEW ERA IN KENTUCKY EDUCATIONAL SYSTEMS

Continued from Page 6-A

Kentucky history and American history. All subjects shown by ETV will be used as a supplement to classroom instruction and grades from the primary level to the high school level will receive the benefit of these programs.

According to a report issued in January of this year, 118 of Kentucky's school systems will be ready to use ETV by the kick-off date in September. Nine of the state's school districts will not be ready and a few others are not certain when they will be prepared to use ETV programming. Generally however, ETV has sparked much enthusiasm among educators in the state. The lack of funds for installing the necessary in-school receiving equipment seems to be the only limiting factor for those educational systems which are not participating immediately.

Opportunity and Challenge

To the student, ETV will open a new avenue of learning which is unparalleled in our present educational system. The student will receive instruction from some of the finest educators in the nation, including noted college professors who normally do not have contact with a student until his upper college years. Television will present supplementary programs in the classroom which otherwise would have been financially impossible for individual school systems to produce.

Elementary students, via television, will be able to visit France and speak with a French lady, learn what makes a kite fly, or study language arts with a delightful puppet.

Junior High School and High School students may visit the home of an Eskimo as they view a social studies program. Music students can see and hear music at its best with the finest orchestra in the world—ETV will, indeed, bring the world to the door of every student in Kentucky.

To the teacher, ETV offers a great challenge. The teacher must learn to use educational television programs to their best advantage. It is the teacher who must encourage the enthusiastic use of ETV. It is the teacher who will prepare the class for ETV programs, and

the teacher must carry out the fine details of study after the program ends.

Educational television can also be a wonderful resource for teachers. By properly using the ETV presentations in her classroom instruction, a teacher can spend less time preparing displays and visual aids for the class and devote more time to the individual student. For example, television may present a Kentucky history program—complete with a Perryville Battlefield tour—and the teacher can then spend more time working with students to obtain a better understanding of terms, places and other significant information.

The importance of the classroom teacher is further emphasized in a comment by Don Bale, Assistant Superintendent for Instruction in Kentucky. According to Mr. Bale, "Educational television will offer a program of enrichment for curriculum in our Kentucky schools and will provide educators with a new teaching aid."

The federal government has approved \$500,000 for the purpose of conducting workshops for school personnel throughout the state. These workshops will be conducted

prior to September and will acquaint teachers and administrative personnel with the advantages and operations of ETV. Nearly 430 educators will be trained in the workshop programs and these teachers will then become a source of information for other teachers in their respective school systems.

In addition to the workshop training courses, teachers will be furnished with complete program guides. The program guides will be prepared and distributed by KAET several weeks before the school year begins. These guide books will contain a complete description of all ETV programs for the school year, thus enabling teachers to make the best use of ETV in the classroom.

Parents Affected

Parents will also feel the influence of educational television because they will be able to watch ETV programs in the home at the same time that their children view the programs at school. This is made possible by broadcasting programs on open circuit television. If a parent owns a television set that has been purchased within the last four years, he can receive ETV broad-

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An engineer at Eastern Kentucky University is shown testing the complex control panel at the University Production Center. Centers such as this

will produce ETV programs and will serve as a transmitting link in the statewide network.

Educational TV
Continued from Page 13

casts with ease. However, if the television set is more than four years old, it may be converted to receive ETV broadcasts for a cost of less than \$16.00. (See page two of this story to determine the ETV broadcast channel for your area.)

Programs To Be Produced

Many ETV programs, ready for use on the ETV system, can be obtained from National Education Television and from other states which are active in ETV broadcasting. Programs which are produced through National Educational Television deal primarily with the cultural and public affairs of the United States. These national programs, often available at virtually no cost, are of the highest quality and are seldom found through other sources.

The second alternative for securing educational television programs is by leasing them from other states. The Kentucky ETV system will lease many of these programs for use in the fall of this year. Eighteen selection committees of educators and citizens have been appointed to make the program selections. In the process of selecting an ETV program, each committee, working with a consultant from the Department of Education, must consider certain quality standards; first, the program to be selected must be compatible with the present study program in the school systems—in other words, the program must complement the subject without changing the curriculum of the school. Then, the committee must evaluate the program on the basis of its contribution to the development of emotional, intellectual, moral, and spiritual bonds of the students within the classrooms. If the program is accepted by the committee, it is then scheduled for presentation. But, if the program does not meet the necessary quality standards, it is rejected and not used at all.

*To Be Continued
In Next Issue*

CHOCTAW ACADEMY

An academy to educate Indians of the Choctaw Nation was established at Great Crossing in Scott County, Kentucky, in 1825 by Colonel Richard M. Johnson, later vice president of the United States.

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