

(c) Educational Television

Investigation indicates that computerized education is even farther away for most U.S. school systems than might have been expected. The same is not true of educational television. T.V. sets are already much more common as basic school equipment in the U.S. than in Canada. Educational television (ETV) stations abound and networks are increasing in scope and number. Furthermore, as a result of current large-scale projects funded by the Ford Foundation, these are going to proliferate and increase in effectiveness almost overnight.

The brevity of this assignment did not permit adequate investigation of the situation and the possibilities in this field. The subject really warrants a separate study in considerable depth, so complicated can television arrangements become. The sparse treatment of the subject in this report should in no way be taken as a sign that this medium is unimportant as a potential means of achieving the purposes of the Information Division in the United States.

It is therefore recommended that considerable priority be given to this area. It might be fruitful to begin with joint discussions in Canada with both the CBC and NFB. Consideration could then be given to joint approaches by the Information Division, CBC, and NFB to the ETV section of the Office of Education in Washington, to the appropriate contacts in the Ford Foundation, and to the major ETV networks in the United States.

(d) Specialized Press and Publisher Relations

There are a number of "current affairs" magazines or news-sheets produced especially for schools in the United States. The major ones usually have different editions for different grade levels. In some cases, these start with the primary grades and use skilfully adapted vocabulary. The "big three" of these publications are said to be: Scholastic Magazine, published in New York City; Current Events, published in Middletown, Conn.;