

'Patron' Plan for ETV Underway on WTTW (TV)

What may be the first instance of a non-commercial station encroaching upon the no-sponsor concept of the FCC in educational television, in terms of production costs if not time purchases, has come to light in Chicago, along with plans to attract advertising support on a national scale.

WTTW (TV), licensed to the Chicago Educational Television Assn., concluded the first of a series of film programs produced under a grant from the Schering Corp. (proprietary, pharmaceutical firm), Bloomfield, N. J. The 13-part, half-hour series has been distributed to 23 other ETV stations throughout the country.

It represented the initial effort by the newly-formed Organization for National Support of Educational Television (ONSET) for developing specialized programs and inviting segments of industry to serve as "patrons." The basic requisite: no control over program content.

The first series, *World of Medicine*, completed its run on WTTW (ch. 11) Dec. 16 and both CETA and ONSET plan to extend the "patron" approach to "many projects in many different fields of interests."

The *World of Medicine* opens and closes with a reminder that "This program has been made possible by a grant from the Schering Corp." The film also includes credits identifying the doctors or other protagonists in the telecast (*viz.*, "The dermatologist, played by so and so", etc.).

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., noted that FCC regulations require that the source of the program, and of its funds, be clearly stated, "which we do in the case of institutional patrons." He felt this type of program might be likened to industrial films which don't include a direct commercial for the company, though they may stress the service or product type in the program. He told BROADCASTING CETA and ONSET have three or four similar series under study, including one on life insurance.

A brochure on *World of Medicine* expresses the gratification of Francis C. Brown, Schering president, in being "patron" for the series and the hope "that our support has helped pioneer the use of educational television in its efforts to present the achievements of science in an interesting and informative manner to the American people."

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., feels the concept places ETV "on the threshold of new adventures in creative programming" and adds: "Schering Corp. cheerfully accepted the condition that as patron it would have no influence over program content. It did so because it believes that any responsible project to help the American people better understand medicine deserves the support not only of educators but of business as well."

Edward L. Ryerson, former board chairman of Inland Steel Co., serves as president of both CETA and ONSET. He claims ONSET has "established rigid standards to enforce the purely educational independence



TITLE to a television tower given by WDSM-TV Duluth, Minn., to the Duluth-Superior Educational Television Corp. is turned over by B. H. Ridder Jr. (l), president of Northwest Publications Inc. (WDSM-TV), to George Beck, president of the educational group. C. D. Tully (r), general manager of the commercial station, looks on as the \$75,000 gift (representing tower, lines and land) is presented.

of the program. Patrons are accepted only by invitation."

Mr. Ryerson describes ONSET as "the outgrowth of experience in production of educational programs financed through industrial grants and was formed in recognition of the fact that there should be an organization devoted to developing educational programs and to matching such programs with appropriate patrons."

Sherman H. Dryer, head of a tv production firm bearing his name and ONSET board member, claims ONSET "patrons" and commercial tv sponsors differ because the former are accepted by invitation only and "exercise no influence over program content."

"By financing on a national basis with patrons from the business world, through the facilities of educational television ONSET hopes to advance significantly the quality and status of educational television programming both on educational stations and as a public service on commercial stations."

The filmed *World of Medicine* series utilizes no actors, scripts or dramatized sequences and features doctors, pharmacists, nurses and other medical personnel. It covers a variety of subjects from pediatrics to geriatrics.

Schering manufactures endocrine, X-ray diagnostic, chemotherapeutic and pharmaceutical products, including cosmetics, and is active in radio and tv.

Capitol Fellowships Announced

The American Political Science Assn., Washington, D.C., has opened competition for nine-month fellowships in Congress from November 1958-August 1959 to be granted political scientists and political journalists between the ages of 25 and 32. Fellows will be granted a stipend of \$4,500, mostly tax-free, and the opportunity to work on Capitol Hill in Washington. Application blanks and information are available from the association at 1726 Massachusetts Ave., N.W., Washington 6.

Funds for the fellowships come from

grants by the Ford Foundation, the Edgar Stern Family Fund, the *Courier-Journal* and *Louisville Times* Foundation, the *New York Times*, the John Randolph and Dora Haynes Foundation, the Shinner Foundation, the Revlon Foundation and Cyrus Eaton.

WTIX Donates Its Old Facilities To School Board, Also Buys WWEZ

The facilities of WTIX New Orleans will be operated by the Orleans Parish school board as a donation from the station's licensee, Mid-Continent Broadcasting Co., which in turn has purchased the license and property of WWEZ New Orleans for \$490,000 (see page 78), it was announced last week. Mid-Continent values its gift to the board in excess of \$250,000.

Contingent upon FCC approval, the WTIX facilities—including all essential equipment and a basic record library—will be operated by the board as an educational station on the existing 1450 kc frequency, with 250 w power, but with different call letters. Mid-Continent will retain the call letters WTIX when it assumes the 690 kc, 5 kw facilities of WWEZ. Mid-Continent will also maintain its old studios at 624 Canal St.

The station donation to the school board is on a one-year trial basis. The board may keep or sell the station after the year is up and retain any profit made. If the board is not satisfied with the station at the end of the year, Mid-Continent will pay the operating expenses up to a maximum of \$35,000. Otherwise, the expenses are to be paid by the board.

Todd Storz, president of Mid-Continent, attributed the donation of the station for educational purposes to his firm's "interest in the cultural development of the community." Emile A. Wagner Jr., president of the school board, stated that the station will "be operated in furtherance of not only the education of children but for . . . the community at large."

U. of Texas to Try for Tv

A new organization to put an educational station on ch. 9 San Antonio, Tex., has been formed by the U. of Texas, Austin, and the San Antonio Council on Educational Television. According to an announcement by the university, the new group anticipates amending an application now on file with the FCC to specify studios and transmission in Austin as well as San Antonio. The university will seek operation funds for the station from private sources, it says, estimating a total capital investment of \$300,000 and annual operating costs of \$50,000.

WTTW (TV) 'Gifts' Top \$125,000

WTTW (TV) Chicago, non-commercial, educational station, has raised \$125,000 in "special gifts" and over \$2,000 from viewers in its campaign to raise \$340,000 for the station's 1958 operation, it has been announced. The financial report was given by John L. Clarkson, chairman of the special gifts drive, at a luncheon in the Chicago Club. No specific amount has been set as a goal for special gifts, but WTTW hopes to raise the bulk of this year's operating monies in this way.