

## CHANNEL 11 WOULD WIDEN INFLUENCE OF MUSEUM

After the war, which brought a speedup of technological progress, television on a mass-audience scale came into being. This new medium of communication was seen by many as an opportunity to bring more of the good things of life into homes where they had been hitherto unavailable. However, the purely public-service functions of TV were and are restricted by the necessity for commercial stations and networks to maintain a balanced financial operation. Finally, in an effort to fulfill the promise of

cational television here. It has been estimated that approximately \$550,000 will be required to build and equip the station. Plans at present are to remodel Manley Vocational High School at 2935 West Polk Street for the purpose. A like amount will be required to operate the station for two years, bringing the total to \$1,100,000.

Of this the Ford Foundation has promised \$150,000, provided that at least twice that amount is raised locally. The Chicago Board of Education has set aside \$150,000 for the Manley School project. The remaining \$800,000 is up to the community, and a "grass-roots" drive among the city's 1,300,000 television set owners is proving successful. No contribution is too small or too large, and the checks of interested supporters will be welcomed by the Channel 11 Fund Headquarters, Box 1100, Chicago 90.

On April 14 the Chicago Educational Television Association was incorporated under the General Not For Profit Corporation Act of the State of Illinois. The purpose of the corporation is "to obtain and hold a television license . . . for the promotion of the cultural, educational, and civic welfare of the citizens of Chicago and the surrounding area, such license to be for non-profit and non-commercial television broadcast service."

Fifteen leading citizens of Greater Chicago have agreed to serve on the Association's Board of Trustees. An Educational Advisory Board consisting of representatives of co-operating educational institutions has been formed. The Museum's Director, Colonel Clifford C. Gregg, is one of three temporary trustees of the fund, the others being Daniel Catton Rich, Director of the Art Institute of Chicago, and Dr. John T. Rettaliata, President of Illinois Institute of Technology. John R. Millar, Deputy Director of the Museum is a member of the Educational Advisory Board, with representatives of other institutions.

These institutions see television as a great new instrument for achieving some of their

### STAFF NOTES

Four members of the Anthropology staff attended the joint meetings of the Society for American Archaeology and the Central States Anthropological Society held at the University of Illinois in Champaign-Urbana from May 7 to 9. **Donald Collier**, Curator of South American Ethnology and Archaeology, who was elected president of the Central States group, presented a paper in a symposium on cultural ecology of the Plains Indians. **Dr. John B. Rinaldo**, Assistant Curator of Archaeology, participated in a discussion of use and abuse of the concept of areal co-tradition and conducted a work-session of archaeological classification. The others attending were **George I. Quimby**, Curator of Exhibits, who was elected first vice-president of the Society for American Archaeology, and **Miss Elaine Bluhm**, Assistant in Archaeology. . . . **D. Dwight Davis**, Curator of Vertebrate Anatomy, recently presented a series of four lectures on morphology and evolution at the California Institute of Technology. At a meeting of the American Society of Ichthyologists and Herpetologists he showed a Museum motion-picture illustrating the burrowing habits of the African sand viper and presented a commentary. . . . **Dr. Karl P. Schmidt**, Chief Curator of Zoology, was elected a Fellow of the Chicago Academy of Sciences at the academy's recent 96th annual meeting. . . . **Dr. Theodor Just**, Chief Curator of Botany, addressed the Earth Science Club of Northern Illinois at Downers Grove High School on May 8. His subject was "Living and Fossil Cycads." . . . **Miss Marie Svoboda** of the Raymond Foundation lecture staff has been awarded a master of arts degree in education by Northwestern University where she also earned her bachelor of arts degree.

traditional objectives. It is a busy world and, as much as we might desire to, most of us are unable to take advantage of all the educational opportunities available. We would participate in more of them if they were brought to us. Television could help.

The Museum's basic function is twofold. Its exhibits are a means of educating, and the research work of its staff of scientists results in the acquisition of knowledge about our world that can be obtained only by especially qualified investigators. Such conquest of ignorance is sought on the premise that a correct understanding of natural processes makes it possible for the world's inhabitants to live better lives together. Of course, such knowledge is effective in direct proportion to the number of people who possess it. The potential of television as a means for transmitting knowledge of the natural sciences in a new and interesting way seems tremendous.



RADIUS OF PROJECTED CHICAGO EDUCATIONAL TV

Scores of communities within 60 miles of Chicago, as well as the city itself, will see and hear cultural programs if the campaign for a television station on Channel 11 succeeds. The FCC deadline is June 2.

harnessing this new technique to the service of culture and self-improvement, the Federal Communications Commission reserved 242 channels for educational use throughout the country.

But reservation of these channels is certain only until June 2 this year. Unless communities are able to demonstrate substantial interest in educational television by that time, these valuable frequencies may be made available to commercial enterprises.

In Chicago, to which Channel 11 has been assigned, interest has been running high and it has been possible to organize, under the chairmanship of Edward L. Ryerson, a campaign that promises to oversubscribe the minimum of \$800,000 needed to assure edu-





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