

Monday 2/14

(1)

call Mike Ambros re tapes fr. WNDT on Sport.  
call - Kathleen Reed - re direct mail person

Barry letter

Re Hill letter

FCC

Harriet Murphy re SCAP letter

Get Chamber to support 2TV in legislation

Publish agenda renewal info

Dec Curtee minutes

Mike Collins - re 10% contingency

12 Karowe

Carlisle - estimate on pgs

Annual meetg

Jim Fowler fr. Fla

Arts Council Questionnaire

Larry White

Wally Provost

Mary Jane Rob

To the Staff

~~The~~ A series of events occurred recently that made me aware of an unfair and I am sure in some respects intolerable situation that I have unwittingly caused to exist here.

We all learn as ~~we get older~~ time goes by. ~~Unfortunately it takes so~~ but all people don't learn at the same speed and what is obvious to one person can completely escape another. ~~Truly I'm~~ <sup>sorry</sup> ~~afraid~~ that it took me <sup>so</sup> longer ~~than it~~ should to ~~learn~~ appreciate what it meant ~~for~~ to ~~be~~ ~~head~~ of you ~~for~~ me to have my wife on the staff.

The arrangement started innocently enough. She came in temporarily to fill a gap that it didn't seem possible to fill quickly - and we needed someone quickly. ~~She seemed~~ Bunny did an excellent job of P.R. I thought. She worked very hard and long to ~~improve~~ improve our P.R. She also worked very hard to improve the guide.

~~But~~ In her desire for improvement she was demanding of others and exacting in her demands. Her intentions and mine have always been to make Channel 17 a first rate TV station - one ~~of which~~ that the staff and the people in the area could be proud of.

~~I think that our concern for the station~~

~~needed~~

In our concern for <sup>the</sup> station's ~~growth~~ improvement we overlooked a most important point: that ~~not~~ you could <sup>not</sup> work with Bunny as the PR Director; you could only work with her as the manager's wife. It was a difficult relationship at best and how could you tell the manager what it was like? All along both Bunny and I planned for her leaving, ~~but for several reasons~~ but it didn't seem like a high priority change. It would have been had I realized the difficulties it made for you.

We both are very sorry about this. I think that we have learned an important, a difficult and costly lesson.

It is not possible to undo a wrong. I ~~hope~~ <sup>know</sup> ~~that now~~ that with Bunny no longer on the staff the situation will improve. We're very lucky to have Rosalind ~~Handley~~ ~~as our new PR~~ to ~~direct~~ replace her.



BOX 17 SCHENECTADY, NEW YORK 12301 • TELEPHONE (518) 377-8517

mohawk hudson council  
on educational television

July 8, 1965

Will Macdonald

Dear Mac:

After our discussion yesterday I gave a little more thought to what we had discussed and where we had left things and decided that it might be helpful if I put some of what was on my mind on paper, because so often what one person remembers about a discussion does not always agree with what another person remembers.

As you will recall, or if you do not recall you might check back, I wrote you a note on February 12 confirming your appointment here as Director of Special Projects and in this note I said that in addition to being responsible for ferretting out of special projects for the station you would also be responsible for all aspects of the production. I asked specifically that you keep me informed on all negotiations so that I would be aware of progress and problems.

In the beginning you were good about keeping me informed but gradually I began to be concerned that things were not moving as rapidly as I had hoped they would. I was deeply concerned because although I felt it was your responsibility to keep me informed whether there was progress or not, I was just not being informed and your answer was pretty much that there was not a great deal of progress. I asked for a special kind of weekly report and you turned in another kind of report or no report at all.

As I pointed out to you yesterday, I did not feel that keeping me informed about what you are doing is asking too much, particularly when I met all your requests as far as salary was concerned since your salary is considerably in excess of that of any of the other people on the staff. Now you may feel that these two statements are not related. I feel that they are very closely related. I feel that the closer a person on the staff gets to top management the more responsibility this person should feel for what he is doing and for the station as a whole. I have purposely not burdened you with any other kind of responsibility so that you would have every advantage in terms of time to succeed in bringing in and executing the projects for which you were hired.

But I must say that I cannot go along with your argument that you are a night worker and that you meet deadlines and that there is too much noise in the other room to get any work done. When I hired you you did not tell me you were a night worker and I assume that whenever you are hired for any job you are aware that there are certain hours when a person is expected to be at his desk or if he is not at his desk then someone is notified as to his whereabouts. There was no reason for me to have to wait until yesterday to learn that there was too much noise in the office and as a result you could not concentrate. This you should have told me weeks ago and perhaps we could have come up with some other kind of arrangement.

As far as being a night worker is concerned, since I am responsible for what you are doing I cannot merely accept your statement that you are a night worker unless you show me what you have been doing at night. Any responsible person thinks about various aspects of his job when he is not in the office but he does not take ~~XXXX~~ off the time that he is thinking from his 8-hour day. If he does, chances are he does not stay at the job very long. Most people in the higher salary bracket put in a good deal more than an 8-hour day. I am sure you are aware of this and I am sure that you share my concern even if you may resent the fact that I am concerned.

What this all is leading up to is an insistence on my part that you keep me better informed. This kind of communication has many advantages, not the least of which is the fact that if I am informed I can be helpful.

I would like to know when you are going to hold a meeting, what the purpose of the meeting is, and what you expect to accomplish. This does not have to be a formal detailed notification but just a few words until I get to the point where I feel that we are working on the same channel.

Although I did not say so directly to you, part of our problem with the nursing series was the concern on the part of some of the nursing people that you were holding meetings for which you were unprepared and which gave them some real uneasiness as to whether you were going to be able to exercise the leadership that would get us the grant.

I have sat with you at meetings and noticed that you did not take a single note and I am convinced that it is impossible to come away with all the detail that one needs without taking notes. Now maybe you want to argue this point with me but I do know that this procedure is a matter of course at just about all the meetings I have ever attended from which we wanted to extract information to be used for later action.

Let me be specific now about what I would like from you because I know in the next few weeks you are going to be in and out of here a great deal and I probably will get to see you even less than I have in the past.

- 1) I want minutes of every meeting you have. The minutes should include the purpose for holding the meeting as well as a summary of what was accomplished.
- 2) I want an hour-by-hour record of what you are doing.
- 3) I want you to sign in and out just like everyone else and when you are not at your desk the receptionist should know where you are and I should know before hand where you are going and for what purpose.

Finally, you have told me in the past that you have a short temper and I did have evidence of this. I would just like to remind you that I am not being short tempered about this though I have thought about it for some time before approaching you, that I waited until you actually had one of your proposals accepted for action by NET before I said anything like this to you even though I have been concerned for some time. I would appreciate the same kind of consideration from you.

Mac - page 3 - July 8,,1965

I am sure we both are anxious to see "a Melon in the River" succeed, Jane Rycheck's proposal succeed, Bob Brown's proposal succeed, the nursing proposalsucceed, etc.,etc.

Good luck!

W M H T S T A F F - A U G . 2 6 , 1 9 6 5

<u>Name</u>	<u>Position</u>	<u>Address</u>	<u>Telephone</u>
Donald E. Schein	Manager	1299 Garner Ave.	346-5708
Luther C. Able	Transmitter Eng.	2150 Daisy Lane	377-8085
Lea Anderson	Graphics Director	145 Front St.	346-4856
Dorothy F. Bell	Ececutive Assistant	1533 Union St.	377-8951
June D. Buteau	Associate Editor Scene on 17	QTRS-E-1-NCC	372-0162
Mary W. Buys	Program Manager	11 N. TenBroeck St. Scotia	377-4680
Jack Dedrick	Transmitter Eng.	608 Madison Ave. Albany	
Ramona DeGroff	Receptionist-Typist	28 Virginia Blvd. Scotia	377-6817
William H. Gabb	Transmitter Eng.	1214 Hillside Dr. Watervliet	AR3-1682
James G. Fahey	Studio Engineer	224 Droms Rd. Scotia	399-4517
Sandra L. Fuller	Stenographer	Box 176, Sacandaga Rd. Scotia	377-0498
Franklin E. Kraus	Field Engineer	15 Stella Ter. Albany	869-6403
Paul A. Lanoue	Studio Engineer	152 Melrose Ave. Albany	482-1809
Will MacDonald	Special Projects Dir.	829 Union St.	346-3538
William C. Manley	Producer-Director	110 Union St., Apt. 12	346-2173
A. F. Melzig	Transmitter Eng.	Sand Lake, N. Y.	674-5658
Susan Brita Tate	Producer-Director	901 Nott St.	372-9698
Wallace H. Provost	Acting Chief Engineer	R.D.#2, Schoharie	AX5-7474
Willard J. Stone	Production Manager	25 1/2 Columbia Ave.	372-3148
E. Daniel Sweeney	Youth Corps Coordinator	1315 Waverly Place	374-6575
Bernice Schein	Public Relations Dir.	1299 Garner Ave.	346-5708
Erik Van de Bogart	In-School Coordinator	6 Boyle Road Scotia	377-9483

## Switching

There are four basic switching functions

1. The straight switch or "Take." This is the instantaneous replacement of ~~the~~ the picture from one camera chain with that of another.
2. The Dissolve--This is the fading in of the picture from one camera chain while the picture from another fades to ~~the~~ black. This may be done fast or slow. A dissolve may be held at the half way position and is ~~known~~ known then as a lap dissolve
3. Fade to Black (Fade out or Fade in.) A signal may be fade to black and then another signal may be faded in from black. (
4. "Super" This is usually meant in connection with superimposing titles or credits over the picture.

Whether the director is doing his own switching or using a technical director or switcher ~~he~~ he will always call for each action twice. The first time will be a Ready Cue or warning cue and this is followed by the action cue. The purpose of the Ready Cue is to warn the cameramen, the switcher, the audio man and perhaps the boom operator of exactly what the next ~~action~~ director's action will be.

### The Ready Cue

The word "Ready" before a camera number is always followed by the action cue unless under certain circumstances the director makes an on-the-spot

change, ~~in which case he may ready another camera.~~

### Example of a Take

"Ready One . . . Take One. Ready Two . . . Take Two."

### Example of a Dissolve

"Ready to Dissolve ~~the~~ Two . . . dissolve Two."

### Example of a Super

#### The Super

The command for a Super is as follows:

"Ready Super Two . . . Super Two." In this case camera two is <sup>supered</sup> ~~supered~~ over whatever ~~signal~~ picture is on.

The command to end a Super ~~is done in two ways:~~ <sup>two</sup> ~~two~~ ways:

- 1) "Ready Three . . . Take Three." In this case the director is going from the two supered ~~signals~~ pictures to a different picture
- 2) "Ready <sup>two . . . take two</sup> ~~to take out super~~ . . . Take out super." This direction is





Switching page three

Video tape, Slides and Film

The two video tape recorders are shown on monitors #4 and #5 and the two film chains are shown on monitors #6 and #7.

Slides are called for in the same manner as ~~film~~ a live camera

The command for film ~~is~~ is as follows: ~~"Ready to Roll Film on Six xxxxxx~~  
(or dissolve)

"Ready to roll film on Six . . . Roll film . . . Take/Six."

~~Since there is a three-second wait for the film to get up to speed, the director~~  
must wait three seconds before his "Take" command.

The command for tape is as follows:

"Ready to roll tape on five . . . roll tape . . . Take(or Dissolve) Five."

2/15/65

MEMO TO: DON, DAVE, WALLY, PAUL, JIM, BILL, BRITA, LEA AND PETE

FROM: Will Stone / SUBJECT: Production Workshop

In order to promote better coordination between the various departments, a production workshop will be held each Wed. night at 7:30. Each meeting will take up a specific aspect of station operations. Only those people directly concerned will be notified on the proceeding Friday. They will be expected to write down their ideas and problems within the topic so as to keep the meeting from becoming a bull session.

The purpose of these meetings is to establish common terminology, procedures and standards.

~~MEMORANDUM~~

PRODUCTION WORKSHOP

Wed. 2/17/65 7:30

Don \_\_\_\_\_  
Bill \_\_\_\_\_  
Will \_\_\_\_\_  
Dave \_\_\_\_\_  
Jim \_\_\_\_\_

OBJECT: To establish a standard time for tape length, control room procedure, common studio terminology, crew duties, recording sequences, standard cues.

PRODUCTION WORKSHOP

Wed. 2/124/65 8:00\*

Don \_\_\_\_\_  
Lea \_\_\_\_\_  
Jack \_\_\_\_\_  
Wally \_\_\_\_\_  
Dave \_\_\_\_\_  
Will \_\_\_\_\_

OBJECT: To establish a graphic and slide standard -- to set up a series of test slides -- to set transmission loss -- to set ratio for white, black and grey balance -- to set up a standard for black, dark grey, medium grey, light grey, hard white.

To coordinate graphic methods with engineering needs and techniques.

\* Later time due to live show earlier that evening

Tape length - 2/17/65

28:55 - But will will get in touch w Nathanson

Control room procedure -

~~Use~~ No more people than operating

Director - All clear

Floor Mgr. explain to guest what signals

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Income Statement

For the Five Months Ended December 31, 1965

	<u>Actual</u> <u>Five Months</u>	<u>Budget</u> <u>Five Months</u>	<u>Full Year</u>
<b>Income</b>			
Schools	\$ 42,707.50	45,833.40	110,000.00
N. Y. State Programing	31,320.00	37,500.00	90,000.00
Program - Special Projects	1,200.00	8,333.30	20,000.00
Membership and Misc. Pledges	7,639.55	8,333.30	20,000.00
Grants	0	0	50,000.00
SUNY: Airtime	33,424.26	34,125.00	68,250.00
Aid-to-schools	0	25,000.00	60,000.00
Other	12,840.00	0	0
<b>Total Income</b>	<b>129,131.91</b>	<b>159,125.00</b>	<b>418,250.00</b>
<b>Expenses</b>			
Salaries	60,773.11	69,583.30	168,000.00
Salary Taxes & Employee Benefits	3,965.39	6,958.35	16,700.00
Assn. Fees & Network Costs	8,176.92	3,750.00	9,000.00
Books, Periodicals, Newspapers	481.84	200.00	480.00
Graphics	261.55	833.35	2,000.00
Interest Expense	434.44	0	0
Light and Power	3,642.01	3,500.00	8,400.00
Accounting Fees	969.13	500.00	1,200.00
Maintenance Expense	13,259.13	6,666.70	16,000.00
Office Supplies	1,855.07	433.39	1,040.00
Outside Program Services	582.20	2,000.00	4,800.00
Postage and Freight	2,320.34	1,500.00	3,600.00
Printing & Publishing	3,741.13	1,500.00	3,600.00
Equipment Rent	2,601.18	4,500.00	10,800.00
School Service Work	3,608.12	0	0
Scene on 17	5,826.15	2,500.00	6,000.00
Scenery and Stage Properties	126.03	250.00	600.00
Mobile Unit	57.04	500.00	1,200.00
Telephone & Telegraph	2,465.86	2,000.00	4,800.00
Travel and Living	2,634.89	1,750.00	4,200.00
Special Project Costs	(3,543.30)	12,500.00	30,000.00
Production Contract SUNY	492.18	0	0
Videotape	2,381.20	1,000.00	2,400.00
Insurance - General	492.93	1,500.00	3,600.00
Production Manuals Costs	(700.74)	0	0
Astronomy	800.50	0	0
All Other	508.86	1,000.00	2,400.00
<b>Total Expenses</b>	<b>118,153.16</b>	<b>124,925.00</b>	<b>299,820.00</b>
<b>Income over/(under) Expenses</b>	<b>\$ 10,978.75</b>	<b>34,200.00</b>	<b>118,430.00</b>

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Summary of Cash Receipts and Disbursements

For Five Month Period Ended December 13, 1965

	<u>Five Months</u>
<u>Cash Balance August 1, 1965</u>	\$ 7,791.55
Add: Prior Year Adjustments	471.00
<u>Receipts</u>	<u>8,262.55</u>
Schools	30,230.50
N. Y. State Programing	91,320.00
Programs Special Projects	1,900.00
Memberships and Pledges	9,389.55
Grants	
SUNY: Airtime	34,125.00
Aid-to-schools	1,062.00
Other	19,974.11 (a)
<u>Total Receipts</u>	<u>188,001.16</u>
<u>Disbursements</u>	
Salaries	59,977.06
Salary Taxes & Employee Benefits	3,916.50
Assn. Fees Network Costs	6,060.52
Books, Newspapers, Periodicals	194.75
Graphics	736.22
Interest and Bank Charges	434.44
Light and Power	3,142.69
Accounting Fees	50.00
Maintenance Expense:	10,481.80
Office Supplies	1,347.66
Outside Program Services	1,486.87
Postage and Freight	2,091.72
Publishing & Printing	1,000.00
Equipment Rental	2,931.18
School Service Work	2,452.34
Scene on 17	3,118.37
Scenery & Stage Properties	126.03
Mobile Unit	103.27
Talent	0
Telephone & Telegraph	3,186.25
Travel & Living	2,640.89
Special Project Costs (Melon in River)	3,499.78
Production Contract SUNY	727.92
Videotape	3,084.20
Insurance	1,065.00
Capital Equipment	13,323.40
Notes Payable	27,500.00
All Other Expenditures	683.16
Advertising & Promotion	419.21
Petty Cash Adjustment	(10.00)
<u>Total Disbursements</u>	<u>\$ 155,771.23</u>
<u>Cash Balance December 31, 1965</u>	<u>40,492.48</u>

(a) Includes \$1000.00 short time loan

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
December 31, 1965

Assets

Current Assets

Cash \$ 40,492.48

Accounts Receivable

Pledges	\$ 3,154.96	
Schools	86,268.50	
New York State	0	
Scene on 17 Advertising, Other	2,890.58	
	<u>92,314.04</u>	

Less: Reserve for Accounts Receivable

Pledges	3,154.96	
Schools	86,268.50	
New York State	0	
	<u>(89,423.46)</u>	

Net Accounts Receivable 2,890.58

Prepaid Expenses

Postage Meter	99.51	
Cash Advances	103.07	
	<u>202.58</u>	
		<u>43,585.64</u>

Other Assets

Land	250.00	
Antenna & Towers	21,175.51	
Test Equipment	7,379.31	
Office Furniture & Equipment	8,896.02	
Studio and Broadcasting Equipment	129,743.17	
Transmitter Equipment	50,736.22	
Total Other Assets		<u>218,180.23</u>
Total Assets		\$ <u>261,765.87</u>

a) N/A Includes \$9,387.04 from Federal HEW Grant committed to capital equipment

b) Does not include

- 1) Second half of Federal HEW Grant \$81,813.00
- 2) \$90,000.00 value of transmitter on which title option is held by WMHT.
- 3) \$52,950.00 cost value of videotape recorder now being used title to which will be acquired in January 1967.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet

December 31, 1965

Liabilities and Net Worth

Liabilities

Current Liabilities

Accounts Payable	\$47,911.46	
Notes Payable within one year	(500.00)	
Federal Income Tax Withheld	1,517.82	
State Income Tax Withheld	248.50	
FICA Taxes Withheld	344.90	
Disability Insurance Withheld	164.79	
Life Insurance Premiums Withheld	222.00	
FICA Taxes Payable (Station)	337.48	
Disability Insurance Payable (Station)	127.36	
Annuity Payments Withheld	931.73	
Total Current Liabilities		\$51,306.04

Deferred Revenue

New York State		60,000.00
Notes Payable - Longer than one year		-0-
Total Liabilities		\$ 111,306.04

Net Worth

Net Worth July 31, 1965	134,626.46	
Prior Year Adjustment	471.11	
Current Year's Operation	10,978.75	
Reserve for Capital Expenditures	4,383.51	
Reserve for Capital Expenditures - HEW Grant	-0-	
Total Net Worth		150,459.83
Total Liabilities and Net Worth		\$261,765.87



MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Income Statement

For the month Ending September 30, 1965

For two months ending September 30, 1965

	<u>ACTUAL</u>		<u>BUDGET</u>	
<u>Income</u>	<u>September</u>	<u>Two Months</u>	<u>Two Months</u>	<u>Full Year</u>
Schools	\$ 9,200.00	\$ 18,000.00	\$ 18,000.00	\$110,000.00
New York State Programing		1,320.00	15,000.00	90,000.00
Program: Special Projects	1,200.00	1,200.00	3,000.00	20,000.00
Membership & Misc. Pledges	518.00	2,645.33	3,000.00	20,000.00
Grants				50,000.00
SUNY: Airtime			8,250.00	68,250.00
Aid-to-schools			10,000.00	60,000.00
Other	360.54	1,234.49		
<u>Total Income</u>	<u>11,278.54</u>	<u>24,399.82</u>	<u>57,250.00</u>	<u>418,250.00</u>
<u>Expenses</u>				
Salaries	10,659.70	21,361.77	21,000.00	167,000.00
Salary Taxes & Employee				
Benefits	312.42	911.45	2,100.00	16,700.00
Assn. Fees & Network Costs	85.53	(154.33)	1,500.00	9,000.00
Books, Newspapers & Periodicals	34.87	67.95	80.00	480.00
Graphics	(38.52)	77.91	300.00	2,000.00
Interest Expense	86.25	175.09		
Light & Power	858.94	1,711.36	1,400.00	8,400.00
Accounting Fees	150.00	150.00	200.00	1,200.00
Maintenance Expense	2,284.34	4,376.31	3,000.00	16,000.00
Office Supplies	71.78	115.29	140.00	1,040.00
Outside Program Services	(145.00)	16.45	800.00	4,800.00
Postage & Freight	407.39	669.93	600.00	3,600.00
Printing & Publishing	3,546.94	3,766.60	600.00	3,600.00
Equipment Rent	384.25	734.75	1,800.00	10,800.00
School Service Work	(73.52)	(63.42)		
Scene on 17		945.43	1,000.00	6,000.00
Scenery & Stage Properties	3.52	3.52	100.00	600.00
Mobile Unit	24.94	(21.29)	200.00	1,200.00
Telephone & Telegraph	508.35	958.27	800.00	4,800.00
Travel & Living	321.22	623.31	700.00	4,200.00
Special Project Cost (Melon)	1,259.67	4,278.55	5,000.00	30,000.00
Production Contract - SUNY	393.59	393.59		
Videotape	1,500.00	1,500.00	400.00	2,400.00
Insurance - General		(3.00)	600.00	3,600.00
Production Manual Costs				
All Other	23.61	182.27	400.00	2,400.00
<u>Total Expenses</u>	<u>22,660.27</u>	<u>42,777.76</u>	<u>42,720.00</u>	<u>299,820.00</u>
Income Over/(Under) Expenses	<u>(\$ 11,381.73)</u>	<u>(18,377.94)</u>	<u>14,530.00</u>	<u>118,430.00</u>

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Summary of Cash Receipts and Disbursements

For the Month of September 1965

For two Months ending September 30, 1965

	<u>September</u>	<u>Two Months</u>
<u>Cash Balance, Beginning of Period</u>	<u>\$ 4,214.28</u>	<u>\$ 7,791.55</u>
 <u>Receipts</u>		
Schools	15,300.50	15,300.50
New York State Programing		1,320.00
Programs: Special Projects	1,200.00	1,200.00
Memberships and Pledges	518.00	2,645.33
Grants		
SUNY: Airtime		
Aid-to-Schools		
Other	326.66	10,480.76 -a)
<u>Total Receipts</u>	<u>17,345.16</u>	<u>30,946.59</u>
 <u>Disbursements</u>		
Salaries	10,659.70	21,361.77
Salary Taxes & Employee Benefits	334.28	961.98
Assn. Fees, Network Costs	35.03	27.42
Books, Newspapers & Periodicals	68.37	80.86
Graphics		42.73
Interest Expense & Bank Service Charge	86.25	175.09
Light & Power	1,009.81	1,530.31
Accounting Fees		
Maintenance Expense	199.39	1,529.73
Office Supplies	77.87	73.87
Outside Program Services		
Postage & Freight	255.05	589.68
Publishing & Printing		
Equipment Rental	384.25	734.75
School Service Work	154.24	154.24
Scene on 17		100.00
Scenery & Stage Properties	3.52	3.52
Mobile Unit	24.94	24.94
Talent		
Telephone & Telegraph		708.49
Travel & Living	321.22	575.62
Special Project Costs (Melon in River)	474.24	2,092.24
Production Contract- SUNY	18.59	18.59
Videotape		
Insurance		
Capital Equipment, Other Balance Sheet	(471.11)	(296.11)
Notes Payable	500.00	1,000.00
All Other Expenditures	44.40	189.97
Excess withholdings from Employees Over Remittance	240.88	(90.07)
<u>Total Disbursements</u>	<u>14,420.92</u>	<u>31,599.62</u>
 <u>Cash Balance End of Period</u>	 <u>7,138.52</u>	 <u>7,138.52</u>

a)- Includes \$10,000 from a short-term loan.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
September 30, 1965

Assets

Current Assets

\$ 7,138.52 - a)

Cash

Accounts Receivable

Pledges	\$ 3,224.96
Schools	82,222.50
New York State	88,680.00
Scene on 17 Advertising, Other	3,007.73
	\$177,135.19

Less: Reserve for Accounts Receivable

Pledges	\$ (3,224.96)
Schools	(82,222.50)
New York State	(88,680.00)
	(\$174,127.46)

Total Accounts Receivable

\$ 3,007.73

Prepaid Expenses

Postage Meter	\$ 58.56
Cash Advances	103.07
Image Orthicon Tube	296.00
	\$ 457.63

Total Prepaid Expenses

\$ 457.63

Total Current Assets

\$ 10,603.88

Noncurrent Assets

Land	\$ 250.00
Antenna & Towers	21,175.51
Test Equipment	7,588.95
Office Furniture and Equipment	8,611.42
Studio and Broadcasting Equipment	120,356.13
Transmitter Equipment	49,355.91
	\$207,337.92

Total Noncurrent Assets

\$207,337.92

Total Assets

\$217,941.80 - b)

(a - Includes \$9,387.04 from Federal HEW Grant which is committed to capital equipment.

(b - Excludes 1) \$81,813.00 representing second half of Federal HEW Grant.

2) \$52,950.00 first cost value of videotape recorder presently being used at WMHT on which title will be received in January 1967 from the National Educational TV and Radio Center.

3) \$90,000.00 estimated value of a transmitter on which title option is held by WMHT.



April 29, 1965

THE 12th ANNUAL MEETING

of the

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

which owns and operates the  
non-commercial, educational television station

WMHT, CHANNEL 17

SCHENECTADY, NEW YORK

---

The major concern of the board in the year immediately past (as in the two preceding ones) has been the financing of the operation of WMHT. Every meeting of the executive committee and most meetings of the board have given primary consideration to this continuing problem.

It has been estimated that a satisfactory operating budget for an ETV station of our size is about \$300,000. Last year our budget was \$178,000, this year it is \$204,000, next year it will probably be \$250,000. Slowly we are closing the gap but it is an uphill fight made more difficult by the fact that the station is still burdened with nearly \$50,000 in debts.

At least four innovations this year have been made with a view to alleviating our financial problems - i.e.

1. An expansion of our school service program including the installation of the first ETV-owned translator in New York state. Our vice-president, Mr. Rhea, gives detailed information on this project in his report on service to schools.
2. The establishment of a patron classification of membership designed primarily for corporations and organizations to assure continuing income in sizeable amounts each year from other than public sources. Although only in its infancy this program looks promising.
3. The addition to our staff of a special projects director, Mr. Wm. Macdonald, who has the assignment of drawing up plans and making contacts whereby some of our local programming can be underwritten by contracts either with private educational institutions or corporations or with departments of the state and/or federal government. Although Mr. Macdonald only joined our staff February 1st many plans are already under way; we hope at least some of them will prove fruitful.
4. Last and most important has been the attempt by board members of WMHT to give leadership to a state-wide effort to obtain financial assistance for the operation and programming of ETV stations from the State Department of Education and the State University of New York.

Last June we took the initiative in calling a meeting in Syracuse of representatives of the boards and staffs of all 9 ETV councils in the state. (Only 3 of these councils operate stations; the others do limited programming in free time donated by commercial stations). A whole series of meetings on the subject have followed thruout the year. Several of us have interviewed in succession a number of officials in the State Education Department, Senator Brydges, former chairman of the state Legislative Education Committee, the chairmen of the corresponding committees in the Assembly and a number of other members of the Legislature on one or another of these committees. Our vice-president, Mr. Rhea, testified at the legislative hearings on the budget as did representatives of the Buffalo and New York City stations.

As a result of all this activity there has been included in the State Education Department budget and passed by the Legislature some increase in funds for ETV - notably a sum of approximately \$500,000 in a capital grant to be divided between

April 29, 1965

Rochester and Syracuse to help these stations get on the air. There is also some improvement in the method of assisting programming in local stations which will probably mean an increase from \$50,000 to about \$90,000 in fairly direct aid to WMHT.

Our other objective has been the installation of a state-wide network via microwave relay from New York to Schenectady and from here to Buffalo. (Rochester and Syracuse could of course be hooked in as soon as their stations are in operation). This was included in the Governor's budget for the State University of New York but has been eliminated by the Legislature. We are making every effort to get the needed \$625,000 restored in the supplemental budget with what success it is still too early to predict. Many members of the Mohawk-Hudson Council as well as of the council in the Buffalo area have responded promptly and generously to our appeal to write to Legislators on this subject and your board is very grateful for this help.

In addition to financial matters we have given careful thought to the growing field of cable TV as it affects our work. A study committee headed by Dr. George Maybury reported to the board on this subject but no action was taken since it was felt that the status of CATV is under considerable challenge and some aspects of its future uncertain. We did, however, write to all towns and municipalities in our 11 county viewing area asking that certain provisions protecting ETV be included in their contracts with CATV companies, and to the best of our knowledge this request has been complied with to date thruout our area.

A new board committee was established this year to work in the area of community relations with Mrs. Rena Posner and Mr. David Vrooman as co-chairman. They have worked with a number of local organizations and are considering including fund-raising in their future activities - possibly by an auction over the air.

In March we accepted with special regret the resignation of Mr. William Gold, a long time board member and immediate past president of our council, who is moving away from our area. The resignation of Dr. George Maybury, a former chairman of our curriculum committee, has been submitted though the board has not yet had an opportunity to act on it.

I know I speak for the membership at large as well as for the board in expressing our great appreciation to Don Schein, our station manager, and all his staff who work valiently and effectively long hours and under considerable handicaps to make educational and cultural TV available in our area.

I would also like to express my personal thanks to the members of your dedicated and cooperative board of trustees who have given countless hours and much effort to helping maintain and improve the services of the station.

Respectfully submitted,

*K. S. Rozendaal*

Mrs. H. M. Rozendaal  
President - Board of Trustees - WMHT

## MOHAWK-HUDSON COUNCIL ON ETV - WMHT-17

VICE-PRESIDENT'S REPORT - T. R. Rhea ANNUAL MEETING APRIL 29, 1965

### Participating School Systems

There are 36 school systems, public, private and parochial, participating for the school year 1964-65. This is an increase of 11 school systems\* over the previous school year. We continue to call upon and urge participation by 54 additional school districts in our signal area. If, and when a substantial number of these become participants, a reduction of the 2\$/pupil/year service fee would be possible. (A very dangerous statement since there never seems to be enough funds for educational purposes).

The installation of a translator (low power rebroadcaster), with considerable community help, brought the signal into the Schoharie Valley and enabled both Schoharie and Middleburgh to participate.

The establishment of community cable systems may further widen our range and enable more schools to participate, such as Utica, Kingston, Ilion, Little Falls, Mohawk, Frankfort, Herkimer, Pittsfield, Massachusetts and Dalton, Massachusetts.

Our failure continues to be right in the heart of the capital area. We do not have the participation of Troy, Albany and South Colonie, representing 27,000 students. Just how to interest these school systems in the value of ETV remains obscure. Even possible state matching funds for TV sets, building wiring, WMHT-17 service fees being available for the asking does not seem to move them.

We have received almost \$110,000 in service fees for the 1964-65 school year, with another \$5,000 almost certain to be realized.

### State Aid for School Systems

In the NYSED budget for 65-66, just passed by the legislature, is \$800,000 for aid-to-schools for ETV. This is \$200,000 more than last year and its inclusion is due in no small measure to the political activities of the nine ETV Councils in New York.

We have importuned 37 school systems, not now using WMHT-17 services, to apply for these matching funds, so far without significant success. We have even offered to fill out the lengthy application forms for them.

\*Brown School, Greater Bennington, North Colonie, Canajoharie, South Glens Falls, Hudson, Middleburgh, Saratoga, Schoharie, N. Y. State Div. of Youth (Cass Camp), and Watervliet



ETV has a lower priority in the minds of school boards and particularly administrators than does teachers salaries, new buildings, library facilities and appeasement of public clamor for lower taxes. There is also operating considerable inertia and reluctance to try the new. ETV in New York State needs to be given status in the minds of such administrators by their colleagues in their own professional gatherings. Two or three citizens appearing at a school board meeting and asking that their children be given the benefits of ETV can be enormously effective. The newly formed Regents Advisory Committee on ETV could usefully address itself to this problem in public statements.

Working teachers generally are very favorable to the use of ETV in their classrooms.

### High School Scheduling Problem

With the possibility of state matching funds, it has been suggested that high schools could achieve more flexibility in using ETV in their many classrooms by owning a video tape recorder (VTR), picking up programs off the air from WMHT-17 at odd times, storing them on tape and playing them back when and as they needed them to meet their class scheduling. Some interest has been aroused in the area high schools. Equipment costs are on the order of \$15,000 per high school building (1/2 paid by the state) and operating and maintenance expense have to be considered so this is probably not economic for the very small high school.

### Contracts for 1965-66 School Year

Contracts for WMHT-17 services were mailed to 100 school systems in our listening area early in January 1965. Replies are coming in slowly to date, probably because the school systems have been waiting until the legislature acted on the state-aid formula raise from 500 to 600 \$/student before they made their own budgets. The participation for 1965-66 cannot be predicted accurately at this time but a guess of \$125,000 in service fees is hazarded. Optimistically it may even reach \$140,000.

### State-Wide Microwave Network

The money for this was contained in the State University of New York budget and was, unfortunately, eliminated by the legislature. We are trying to get it back in the supplemental budget.

A network for the interchange of programs is perhaps the most important development for state-wide ETV; for classroom program interchange; adult programming; cultural events; college programs; medical school closed circuit demonstration; police school programs; public health nurse instruction and the like.

An ETV broadcasting station without such a link to the outside world is a one-legged man in a foot race.

### Service Fee Policy

It is the policy to charge a service fee of 2\$/pupil/year based on the enrollment K-12 taken on the previous October. This service fee is based on the total enrollment so that each school system may be fairly assessed in proportion to its size. It is not intended that the service fee be diminished because a particular class or grade does not use the programs because of scheduling difficulties or for other reasons. It becomes a hopelessly involved task to bargain for bits and pieces of the program. The supporting school systems determine the programs to fit their needs of that particular year. The supporting school systems have strong objections to other school systems bargaining for bits and pieces of programs at cut rates.

Because a school system takes some time to acquire TV sets and get its teachers trained in TV use, the following starting schedule has been established, again based on K-12 enrollment the previous October.

1st year	.50 \$/pupil/year
2nd year	1.00 \$/pupil/year
3rd year, etc.	2.00 \$/pupil/year

A school system is expected to progress to the full 2\$/pupil/year rate in three years or drop the program.

Some school systems because of terrain have school buildings that are outside the signal range and some inside the signal range. Such special cases can be negotiated.

Our original fund campaign as you know, was in 1962; so by June of 1964, most of our contributors to that campaign had completed paying their pledges. Therefore, in July, we initiated a new policy, eliminating pledges, and having only WMHT memberships. The Executive Board decided upon the following categories: \$10 for an individual member, \$15 for a family, and \$25 for a Donor.

Then in January, 1965, at Mr. Touhey's suggestion, we added a new category - that of Patron at \$100 yearly. Patrons have their names listed in our monthly program schedule; their names are shown over the air; and they receive a framed certificate of appreciation. Already, 34 individuals and businesses have become Patrons (some giving far more than \$100), and we have great hopes that we will have many additional Patrons in the coming months. These Patrons have been called on personally by our Board members, and to all of them who have taken time from their busy schedules to do this, we are most grateful.

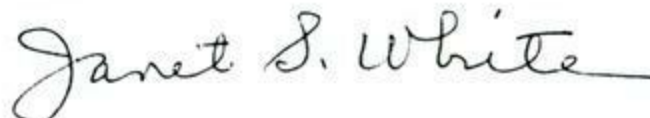
Membership renewal letters are sent to all of our regular members a year from the date of their last contribution by our efficient office staff. But we have found that typed letters from the office in WMHT envelopes to prospective members do not receive the attention that personal letters do; so in addition to the 70 monthly renewal letters, I also send out 50 handwritten letters a month. From the latter, we are averaging about one new member for every 5 letters mailed.

Unfortunately, this year we have lost many of our smaller 1962-63 campaign contributors, who have not become \$10 members. This was a calculated risk setting specific membership fees, but fortunately, we have more than made up the difference in money received. As a recent New York Times editorial on ETV stated, "For nearly a half-century Americans have been accustomed to free radio and television, a euphemism for letting the advertiser pay the bill." This we think, in part, explains our difficulty in obtaining memberships.

The article also stated that less than ten percent of the annual budget of WNDT in New York came from small contributions from individual viewers. We are disappointed that we were not able to increase the number of members this year, but we are pleased that we did raise at least 10% of our budget from memberships. Our total amount received in memberships since the last annual meeting on April 20, 1964 is \$21,239.61 from 831 members.

Our plans for the future include informational "Teas for ETV" at members' homes in various communities in our viewing area, (Mrs. Posner's idea) and a membership drive in Glens Falls this Spring. We would hope these new ventures will encourage more people to become members. But in the meantime, we are continually grateful to the 700 loyal families and businesses which have contributed to us each year since our inception, and for the many heart-warming letters enclosed with their membership checks.

Respectfully submitted,



Mrs. Frederick White

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Summary of Cash Receipts and Disbursements

For the Month of March 1965

For Eight Months Ending March 31, 1965

	<u>Current Month</u>	<u>Eight Months</u>
<u>Cash Balance, Beginning of Period</u>	\$ 95,532.66	\$ 7,505.28
 <u>Receipts</u>		
Schools	\$ 6,200.00	\$ 100,088.00
New York State		51,000.00
Commercial TV Stations		2,500.00
Other Programing	184.42	3,384.42
Membership & Pledges	2,629.00	12,173.36
Sale of Production Manuals		106.00
Federal H.E.W. Grant, Other	50.00	81,863.00 -a)
<u>Total Receipts</u>	\$ 9,063.42	\$ 251,114.78
 <u>Disbursements</u>		
Salaries	9,709.30	68,997.99
Taxes (on Employees' salaries)	338.23	2,711.05
Health, Accident & Disability Insurance	341.45	2,345.97
Advertising & Promotion		498.39
Association Fees & Network Program Expenses	1,150.00	6,751.19
Books, Magazines, Periodicals	46.78	371.18
Film Rental		6.00
Graphics	237.80	1,322.86
Interest Expense & Bank Service Charge	92.00	869.39
Light & Power	702.41	4,658.88
Outside Professional Fees		360.00
Maintenance Expense	1,117.65	13,050.05
Office Supplies	150.35	660.34
Outside Program Services	1,203.08	4,011.17
Postage & Freight	213.46	2,078.97
Printing	385.90	2,117.66
Publishing		1,441.67
Rent (Equipment)	897.35	5,967.35
School Service Work	(321.49)	(699.53)
Scene on 17	203.78	3,099.48
Scenery & Stage Properties		64.12
Mobile Unit	54.41	914.59
Talent		1,475.00
Telephone & Telegraph	343.73	2,817.51
Travel & Living	142.00	2,491.32
Videotape	982.70	13,016.70
Insurance	400.00	1,065.00
Equipment	49,041.00	74,512.50
Notes Payable	500.00	4,000.00
All Other Expenditures	1,029.55	2,579.66
Excess Withholdings from Employees Over Remittance	(33.58)	(604.62)
<u>Total Disbursements</u>	\$ 68,927.86	\$ 222,951.84
 <u>Cash Balance End of Period</u>	 \$ 35,668.22	 \$ 35,668.22

a) Includes \$81,813.00 committed to purchase of capital equipment.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Income Statement

For Eight Months Ending March 31, 1965

	<u>Actual</u>		<u>Budget</u>	
	<u>March</u>	<u>Eight Months</u>	<u>Eight Months</u>	<u>Total Year</u>
<u>Income</u>				
Schools	\$ 9,583.00	\$ 76,664.00	\$ 76,700.00	\$115,000.00
New York State Programing	4,250.00	34,000.00	34,000.00	51,000.00
All Other Programing	384.42	12,984.42	8,650.00	13,000.00
Memberships & Misc. Pledges	4,379.00	13,923.36	10,000.00	15,000.00
Commercial TV Stations		4,000.00	2,650.00	4,000.00
Sale of Production Manuals, Other	50.00	166.00	400.00	600.00
<u>Total Income - a)</u>	<u>\$ 18,646.42</u>	<u>\$141,727.78</u>	<u>\$132,400.00</u>	<u>\$198,600.00</u>
<u>Expenses</u>				
Salaries	\$ 9,709.30	\$ 69,948.13	\$ 70,880.00	\$106,320.00
Taxes	338.77	2,892.71	4,933.00	7,400.00
Health, Accident & Dis.Ins.	368.10	2,835.57	2,160.00	3,240.00
Advertising & Promotion	(47.52)	377.98	160.00	240.00
Association Fees	(300.00)	7,314.97	2,000.00	3,000.00
Graphics	194.98	941.02	1,200.00	1,800.00
Light & Power	702.41	4,658.88	4,800.00	7,200.00
Outside Professional Fees		260.00	480.00	720.00
Maintenance Expense	1,942.34	9,905.65	9,334.00	14,000.00
Office Supplies	181.67	296.10	400.00	600.00
Outside Program Services				
Eastern Ed. Network	85.00	85.00	3,333.00	5,000.00
In-School	578.08	1,250.53	3,200.00	4,800.00
Other		857.02	800.00	1,200.00
Postage & Freight	333.36	2,078.36	2,000.00	3,000.00
Printing & Publishing	46.28	3,661.13	3,200.00	4,800.00
Rent, Equipment	1,007.35	5,247.35	7,200.00	10,800.00
School Service Work	63.36	(47.05)	800.00	1,200.00
Scene on 17	457.61	3,508.88		
Scenery & Stage Properties		(114.35)	480.00	720.00
Mobile Unit	75.60	935.78		
Talent		1,475.00	1,466.00	2,200.00
Telephone & Telegraph	335.43	2,589.36	2,400.00	3,600.00
Travel & Living	217.00	2,134.28	1,600.00	2,400.00
Videotape	102.00	8,579.85	11,334.00	17,000.00
Insurance - General	793.11	1,605.91	800.00	1,200.00
All Other	1,308.33	3,687.41	800.00	1,200.00
<u>Total Expenses</u>	<u>\$ 18,492.56</u>	<u>\$136,966.26</u>	<u>\$135,760.00</u>	<u>\$203,640.00</u>
 Income Over/(Under) Expenses	 <u>\$ 153.86</u>	 <u>\$ 4,761.52</u>	 <u>\$ (3,360.00)</u>	 <u>\$ (5,040.00)</u>

a) - Excludes \$81,813.00 received from Federal Health, Education & Welfare Department for use in purchasing capital equipment. This represents one-half of total grant. \$72,000.00 was expended for equipment at the end of March.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
March 31, 1965

Assets

Current Assets

Cash

35,668.22

Accounts Receivable

Pledges	\$	3,420.96	
Schools		14,912.00	
School Service Work		40.80	
Scene on 17 Advertising, Other		2,607.50	
		20,981.26	

Less: Reserve for Accounts Receivable

Pledges	(	3,420.96)	
Schools		( 14,912.00)	

18,332.96

Total Accounts Receivable

2,648.30

Prepaid Expenses

Inventory		50.50	
Postage Meter		55.82	
Cash Advances		128.07	
Image Orthicon Tube		1,160.00	

Total Prepaid Expenses

1,394.39

Total Current Assets

39,710.91

Noncurrent Assets

Land		250.00	
Antenna & Towers		21,085.44	
Test Equipment		7,379.31	
Office Furniture and Equipment		8,171.42	
Studio and Broadcasting Equipment		119,930.17	
Transmitter Equipment		47,979.86	

Total Noncurrent Assets

204,796.20

Total Assets

\$244,507.11 -b)

(a - Includes \$9,813.00 From Federal HEW Grant which is committed to capital equipment purchases.

(b - Excludes 1) \$81,813.00 representing second half of Federal HEW Grant  
 2) \$52,950.00 first cost value of a videotape recorder presently being used at WMHT on which title will be received in January 1967 from the National Educational TV and Radio Center.  
 3) \$90,000.00 estimated value of a transmitter on which a title option is held by WMHT.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
March 31, 1965

Liabilities and Net Worth

Liabilities

Current Liabilities

Accounts Payable	\$ 24,204.02	
Notes Payable-Within One Year	6,000.00	
Federal Income Tax Withheld	1,031.73	
State Income Tax Withheld	163.05	
F.I.C.A. Taxes Withheld	309.59	
Disability Insurance Withheld	222.32	
F.I.C.A. Taxes Payable-Station's Portion	395.27	
Disability Insurance Payable-Station's Portion	222.32	
Annuity Payments Withheld	931.73	
<u>Total Current Liabilities</u>		\$33,480.03

Deferred Revenue

Schools	24,649.00	
New York State	17,000.00	
<u>Total Deferred Revenue</u>		\$41,649.00

Notes Payable-Longer than One Year		<u>13,000.00</u>
------------------------------------	--	------------------

<u>Total Liabilities</u>		88,129.03
--------------------------	--	-----------

Net Worth

Net Worth as of July 31, 1964	65,420.05	
Current Year's Operation	76,761.52-a)	
Reserve for Capital Expenditures	4,383.51	
Reserve for Capital Expenditures-HEW Grant	9,813.00	
<u>Total Net Worth</u>		<u>156,378.08</u>

Total Liabilities and Net Worth		<u>\$ 244,507.11</u>
---------------------------------	--	----------------------

(a - Reflects \$4,761.52 from "normal" operation and \$72,000.00 from Federal HEW Grant.)

CURRICULUM COMMITTEE CHAIRMAN'S REPORT - Donald E. Putterman - ANNUAL MEETING APRIL 29, 1965

Members of the Curriculum Committee contributed much time and effort in expanding the curriculum activities of the Mohawk-Hudson Council on Educational Television.

Some aspects of this expansion include establishing the newly-created position of Coordinator of School Programming, formation of a Curriculum Liaison Committee, and a first major step in resolving the dilemma of scheduling programs for the secondary schools.

In addition of a full-time person to serve as Coordinator of School Programming was a much-needed and important step toward achieving a closer relationship between the classroom teacher using educational television and the people of WMHT. In addition, Erik Van de Bogart as coordinator has been able to serve with our Curriculum Committee in a much broader capacity than when he was producer of in-school programs. He has also been instrumental in organizing and directing the activities of the Curriculum Liaison Committee, a committee consisting of a representative invited from every participating school district in the viewing area.

Liaison Committee members have been able to assist in several projects requiring coordination and personal involvement in gathering information about the use of educational television programs in their own districts. A viewing inventory was prepared and disseminated to all teachers in the viewing area. Curriculum Liaison Committee members were responsible for collecting these and returning them to WMHT, and more than 900 of these were returned -- a tribute to the splendid job these school district liaison people did.

Most recently, a meeting of area secondary school principals, supervising principals, and superintendents was held during which several possibilities were explored to finally solve the problem of how to schedule programs for the secondary schools. Installation of a video tape recorder in a secondary school could provide that school with an opportunity to tape programs, retain the tapes, and use the tapes as often as desired. When deemed appropriate, the tapes could be erased and new programs taped.

Since that meeting progress has been made, and it is possible that six area high schools may open school in September 1965 with the advantage of some truly outstanding E.T.V. program series used to supplement the curriculum in many subject disciplines.

We look forward to more new programs produced locally during the coming fiscal year than ever before, and this as a result of the work of many members of curriculum subcommittees. These subcommittees are now in the process of finalizing recommendations to the Curriculum Committee for decisions regarding programs selected for 1965-1966.

We wish to acknowledge the contribution made to E.T.V. by Miss Laura Enders, Niskayuna Public Schools, and Dr. George Maybury, Schalmont Central Schools, for their dedicated service to our committee. To both of them go our gratitude for their conscientious involvement since the inception of our committee, and particularly to Dr. Maybury for his untiring efforts as the first chairman of this committee, seeing it through the early difficult years. On behalf of the members of the Curriculum Committee, I thank them both for the years spent working with our committee.

This has been a vital, exciting year for WMHT. We of the Curriculum Committee were pleased to serve the schools in our area on this committee.



April 29, 1965

Continued

Page 2

U. S. Commissioner of Education, Francis Keppel, was recently quoted on the editorial page of a Schenectady newspaper. In his statement on educational television, he spoke about the "crucial need for imagination -- of the curse of 'the conventional, the routine and the timid'." He called for ".... the education that finds itself in everything that is of value in living, and that addresses itself to everyone who is genuinely rather than perfunctorily alive."

The Curriculum Committee will seek to implement this point of view in its work during the coming year.

Respectfully submitted,



Donald E. Putterman  
Chairman - Curriculum Committee

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

MANAGER'S REPORT - Donald E. Schein

ANNUAL MEETING APRIL 29, 1965

I must confess that before I began to write this report I glanced at the one I wrote last year. It was too long!

What I noticed particularly was that our concerns were somewhat different then. And I imagine they'll continue to change somewhat from year-to-year.

Not that our concern about being able to pay bills has changed. It hasn't. Nor have we been any less concerned about quality this year. With \$163,000 from the Department of Health, Education, and Welfare we have new studio, videotape and microwave equipment that has already made a difference. And it will make for greater reliability and less maintenance in the coming months.

But this year we have been able to be even more concerned about programs. Programs are our only product. And we want more and more people to sample our products. We feel that given a few samples people will want more of our products.

How can we get samples into enough homes? And by enough I mean as many homes as have television plus all those that don't as yet.

The answer is obvious to me. We must do programs that are talked about by many people. Programs that make sense--that educate--that interest--that are needed--and are wanted.

One needs only to read the daily papers to see dozens of subjects that cry out for attention to the end that we all live better lives--young and old alike. Perhaps our motto should be, "Fewer programs for the few; more programs for the many."

Our program schedule is made up of programs during the day for the schools and programs during the late afternoon and evening for people at home.

School programs are determined by the Curriculum Committee under the leadership of Donald Putterman. This Committee functions through subcommittees and the School Coordinator to determine the needs of the member schools and the selection of program series to meet these needs.

This year contacts with nine hundred teachers in the schools were followed up by evaluation of each of the series broadcast at the elementary school level. The results indicated to the subcommittees which programs were performing a service and the areas where improvement was needed. Armed with these facts we made curriculum decisions for next year.

During this school year we have broadcast the following series.

Science

- \*Outdoor Surprises - K-1
- Land and Sea - Gr. 3
- \*Science 4 - Gr. 4
- Exploring Nature - Gr. 5
- Science 6 - Gr. 6

Language Arts

- Wonder of Words -Gr. 3-4
- \*Library Skills - Gr. 5-6
- \*Treasure in Books - Gr. 4-5-6
- Tell Me a Story - K-2
- Sounds to Say (Phonics) K-1

Foreign Language

- Parlons Français - Gr. 3
- \*French II - Gr. 4
- \*French III - Gr. 5

Physical Education - K-6

Secondary

- \*Newstime
- Problems of American Government
- Major American Books
- Survival In The Sea
- Horizons of Science

Fine Arts

- \*Understanding Music I - K-2
- \*Understanding Music II - Gr. 3-4
- \*Understanding Music III - Gr. 5-6
- \*Animals and Art - Gr. 3-6
- \*It's A Wonderful World - K-3
- Art At Your Fingertips - Gr. 5-6

Social Studies

- \*Newstime - Gr. 3-4-5
- \*Newstime - Gr. 6-7-8
- Places in the News - Gr. 5-6
- \*Regional History - Gr. 4-6

Math

- \*Speaking of Numbers - Gr. 5-6

In-Service

- \*Ages of Math
- \*The Third R
- \*Math for Modern Parents

Books for Our Times  
Writers of Today  
The German Hour  
Cultures and Continents  
American Literature

\*indicates series produced by WMHT.

Several sources of programing have been tapped for the in-school schedule. They include:

- 2 National Educational Television
- 11 Eastern Educational Network Stations- Boston, Pittsburgh, New York City
- 10 State Education Department's Videotape Library
- 13 WMHT Videotape Library

During the past year our schedule has included several programs which have been produced at WRGB by our School Producer, Brita Peterson. They are:

- French II with Glenn Walrath
- French III with Vyvian d'Estienne
- Physical Education with John Grant's Schenectady Schools Physical Education Staff
- Newstime for Grades 3,4,5 with Thomas Lindsay
- Newstime for Grades 6,7,8 with Donald Young
- Music III with Katherine Turnbull
- It's A Wonderful World with George Weinheimer, Edith Wolf, and Alexander Martin

One of our locally produced evening programs this year has been under the direction of Willard Stone, our Production Manager. Will has worked closely with Beverly Johnson, Coordinator of the Arts Councils, Louise Heimiller and Sven Peterson, Co-Producers of The Lively Arts, to bring our viewers a preview of some of the outstanding cultural opportunities and experiences available in the area. In addition, Will, as Production Manager, does so many different things that it is impossible to identify them all. He is responsible for each production that is presented in our studios and somewhere he even manages to find a volunteer crew to man the cameras.

## Manager's Report, continued

Other evening programs are the responsibility of Bill Manley, our Community Producer-Director. He has been producing a series called Editor's Corner in which four editors of high school newspapers discuss subjects of their own choosing. He also produces and directs Forum 17, our town-meeting-of-the-air, in which Professor Manfred Jonas of Union College acts as moderator.

Mary Buys, our Program Manager, has combined the best of National Educational Television, Eastern Educational Network, and WMHT, and whatever other sources are available to give you a program schedule that we hope appeals to you. And June Buteau, working only on a half-time basis corrals all the material plus a good deal she writes herself and puts out our monthly program guide, Scene on 17, for which we have received so much favorable comment. Our circulation, by the way, is now 11,000 copies each month. June has been ably assisted by Lea Anderson, our Graphics Director, who in addition to working on Scene on 17, has been responsible for the many creative visuals you see on the air.

Our Coordinator of School Programing, Erik Van de Bogart, in addition to the responsibility for the school programing of the station has the task of calling on schools and working with faculties on the use of television. He is also busy working with curriculum committees in evaluating and improving the curriculum of the school program of the station. Assisting Erik, WMHT's right arm in the schools, is Frank Kraus, our field technician who makes sure that all schools are receiving the best picture and sound we can give them.

Our devoted engineers under the direction of Dave Hutton have managed to keep old equipment going and make the transition to the new without losing air time. Their goal is to reach technical quality that compares favorably with the best of the commercial stations. This year they have been helped by Tim Linville, Bill Coffey, and Irv Abrams of the G. E. Research Laboratory, and Dan Smith from WTEN, all of whom have volunteered their efforts.

Providing us with instant sunshine throughout the day and even when the weather is bleak outdoors is Mona DeGroff, our receptionist. Mona's is the cheerful voice you usually hear on the telephone when you call WMHT. With the able assistance of Eileen Glennon, Mona masterminds the many clerical and typing responsibilities that are necessary each day.

The person who really keeps things going is Dorothy Bell, whose fine capabilities are evenly matched by her desire to make WMHT outstanding. As my Administrative Assistant she can always be counted on for good judgment in the many decisions that have to be made and for the responsibility to carry through a multitude of duties.

Dan Sweeney is back from his stint with the Army once again officiating in the mailroom, filling in during studio productions, and operating the offset machine, which among other things, is making this annual report available to you.

It is impossible to include everyone in such a brief summary and I apologize if I have inadvertently left out anyone.

In concluding I would like to thank the many volunteers who have helped in so many ways, and among them I count our wonderful Board of Trustees and indefatigable Executive Committee and Officers. They are the ones who are really responsible for our major gains this year.

And, finally, to you, our viewer, we owe our greatest debt of appreciation, for without your interest in what we are doing and without your encouragement there could be no WMHT. With your help we will continue to grow in stature and service in this unique twentieth century educational medium.

F I R S T   D R A F T

DEMONSTRATION PROJECT

To be submitted

To The United States Commissioner  
on Education

Under the provisions of Title I of  
The Manpower Development and Training Act

14 June 1965

PROBLEM:

The 1962 report of the Public Health Service's Consultant Group on Nursing pointed out that the Nation would require 300,000 new nurses by 1970 but that under existing circumstances it stood no chance of reaching that goal. In New York State, exclusive of New York City, there is a present yearly deficit of 4,300 registered nurses in hospitals and long term care institutions.<sup>[1]</sup> With the increase in institutional facilities planned for the next three years coupled with the advent of Medicare, demands for registered nurses will exceed the supply beyond hope if the only resource is the newly graduated RN.

However New York State has a pool of 34,715 registered nurses (48.2% in the 30-45 age group) who are not currently employed in nursing.<sup>[2]</sup> It is this reservoir of registered professional nurses which represents the only solution to the immediate problem if they can be brought back into the profession and if their skills can be up-graded to compensate for the inactive years.

The changes in the practice of nursing which have come about during the past ten years necessitate an intensive, high quality refresher course if these women are to be able to assume an active role in the profession. Changes in clinical practice, equipment, medication, an expansion of the nurse's role to include supervisory and administrative duties, and an increased responsibility in the total program of health care require not only an intensive medical retraining but a conceptual change in the nurse's role within the hospital staff.

The responsibility and cost of preparing and conducting refresher courses has been generally assumed by individual hospitals. Refresher courses have therefore tended to be sporadic and of an uneven quality: the intensity and scope of the course being determined by the facilities, staff, and resources of the hospital. The refresher course concept has as yet to be applied on a broad base to the retraining of nurses. The solution to the immediate nursing shortage lies in the preparation of materials for a refresher program which can be integrated into the operation of individual hospitals. This will minimize the effort required of participating institutions and will provide greater assurance of a uniformly high quality of instruction.

It is the purpose of this demonstration project to prepare an instrument which will provide the nucleus for a broad based refresher program in nursing education.

#### SOLUTION:

The instrument in question is designed as a twenty-five unit refresher course to be tested simultaneously in twelve participating hospitals. Each unit will consist of two hours of classroom instruction, which will include the viewing of a thirty-minute television lesson, and four hours of supervised clinical practice. Classroom instruction, television demonstrations, and clinical practice will be coordinated such that each element of a given unit will reinforce the learning experience of the others.

When completed, this demonstration project will provide a refresher

course kit which can be made available on a regional or institutional basis wherever a refresher course is called for. The refresher course kit will consist of

1. Promotional materials to assist the institution in the recruitment of registered professional nurses to the course and a return to active participation in the profession.
2. Supervisors' guides to serve as an orientation for the supervisors who conduct the course and to assist them in planning lessons, leading discussions, and scheduling clinical practice within the framework of the course.
3. Study manuals will provide the students with a workbook for the refresher course. The study manuals will be a combined nursing manual and programmed learning instrument.
4. Twenty-five television lessons which will provide the main guidelines for the course. The television lessons will be available either on video tape or 16mm film depending on the most practical means for dissemination within an area.
5. An administrative report will contain whatever information is pertinent to setting up and administering a refresher course utilizing these refresher course materials.

Relating the Refresher Course Kit to the stated problem, the individual institutions are relieved of the main burden of preparing and structuring refresher courses without the necessity of surrendering autonomy in the administration and conduct of the course. Through the mobility of television, students will be exposed to techniques, equipment, and health care practices beyond the scope of any single institution with the possible exception of the large urban medical center. As a consequence, they will be better prepared to return to nursing than would be possible the facilities of the individual hospital were the only educational resource available.



PROCEDURE:

A Planning Committee representing the major health-care institutions and professional associations in the New York Capitol District with the staff of WMHT laid the groundwork for this Demonstration Project. Announcement of the project within the profession has brought endorsement from hospital administrators and nursing associations throughout the area.

The following schedule for the coordinated television/hospital refresher course is forwarded by the Planning Committee.

1. Hire the Project Director and Nursing Supervisor.
2. Establish the Project Office, including adequate staff and equipment.
3. Lay out the course curriculum under the direction of the Nursing Supervisor and Project Director with the recommendations of an Advisory Committee.
4. Write television scripts, supervisors' guide, and study manual.
5. Select television talent and production personnel.
6. Schedule studio and location facilities, demonstration units, motion picture footage, and graphic displays.
7. Schedule 'shooting' of the twenty-five TV lessons.
8. Prepare promotional materials, including radio and TV 'spots', newspaper releases, interviews on local radio and TV, posters, and direct mailing pieces.
9. Schedule the first section of the refresher course.
  - A. Meet with administrators and nursing supervisors of the participating hospitals to prepare the institutional facility and establish communications channels.
  - B. Assist the participating hospitals in the hiring of supervisory personnel to conduct the course.
  - C. Schedule the distribution of promotional materials.
  - D. Symposium to orient the teaching-supervisors to the course and the most effective manner of utilizing the materials.

- E. Registration of students.
  - 1. Screening applicants to determine eligibility, including personnel guidance interview, physical examination, and a statement of intention to return to full-time employment in nursing.
  - 2. Assignment of students to participating hospitals.
  - 3. Determination by the New York State Employment Service which registrants are eligible for MDTA training allowance, travel, and/or subsistence allowance.
- F. Conduct refresher course, coordinating TV lessons with the other elements of the course.
  - 1. Project staff will maintain constant communication with hospital personnel throughout the five week period.
  - 2. Students will have guidance counselling available to assist them throughout the training period and during a follow-up period upon completion of the refresher.
- G. Evaluation period.
  - 1. Symposium of entire project personnel discuss the experience of the first section and to make recommendations for the betterment of the project.
  - 2. Process evaluation instrument.
  - 3. Follow-up interviews with students.
  - 4. Thorough review of television materials and supplementary materials in light of evaluation findings.
- H. Prepare a report of the first section.
- I. Restructure course as indicated by evaluation, including the rewriting of supplementary materials and replacement videotapes where indicated.
- 10. Repeat items D through G as the second section.
- 11. Prepare a report of the second section incorporating the report of Section One, including a summary of the Demonstration Project to be incorporated in an Administrator's Guide to the Coordinated Television/Hospital Nurse Refresher Course.

PLANNING COMMITTEE

Sister Mary John Baptist  
Director, School of Nursing  
St. Peter's Hospital  
Albany HE8-7811 ext 294,239

Marjorie L. Bassett  
In-Service Education Coordinator  
St. Mary's Hospital  
Troy AS2-5000 ext. 205

Mrs. Winifred Baumis  
Administrative Asst., In-Service  
Education  
Samaritan Hospital  
Troy AS4-3000 ext. 312

Lois Britcher  
Director, In-Service Education  
Albany Medical Center Hospital  
Albany 462-7521 ext. 787

Emily L. Creevey  
Secretary, Board of Examiners of  
Nurses  
University of the State of New York  
Education Annex Building  
Albany GR4-3843

Doris Geiss  
Assistant in Nursing Education  
Board of Examiners of Nurses  
University of the State of New York  
Education Annex Building  
Albany GR4-3843

Marjorie Keenan  
Associate Professor of Nursing  
Russell Sage College  
Troy AS2-2500

Mrs. Anne Lee  
Consultant Nurse  
Hospital Nursing Services Section  
New York State Department of Health  
84 Holland Avenue  
Albany GR4-3062

William B. Macdonald  
Special Projects Director  
WMHT, Channel 17  
Schenectady FR7-8517

Esther K. McEvoy  
Coordinator, Med. & Surg.  
St. Peter's Hospital  
Albany HE8-7811 ext. 310

Helen F. Middleworth  
Director, Nursing Services  
Albany Medical Center Hospital  
Albany 462-7521 ext. 877

Edna F. Murphy  
President, Hudson Valley League  
for Nursing  
33 Cardinal Avenue  
Albany GL7-5150

Alton W. Noyes  
Assistant Director, Ellis Hospital  
1101 Nott Street  
Schenectady FR7-3361 ext. 272

Bernice Schein  
Secretary, Hudson Valley League  
for Nursing  
Schenectady 346-5708

Donald E. Schein  
Manager  
WMHT, Channel 17  
Schenectady FR7-8517

Irene B. Tierney  
Co-Administrator  
Guilderland Center Nursing Home  
Guilderland Center UN1-6483

Marie N. Treutler  
Assistant Director  
Albany Medical Center School of Nursing  
Albany 462-7521

Sister Mary Virginia  
Director, Nursing Services  
St. Mary's Hospital  
Troy 272-5000 ext. 221

HOSPITALS SELECTED FOR PARTICIPATION IN THE DEMONSTRATION PROJECT

Glens Falls Hospital  
325 beds  
Glens Falls, New York

Saratoga Hospital  
133 beds  
Saratoga, New York

Samaritan Hospital  
277 beds  
Troy, New York

alternate:  
St. Mary's Hospital  
Troy

St. Mary's Hospital  
142 beds  
Amsterdam, New York

alternate:  
Amsterdam Memorial Hospital  
Amsterdam

Nathan Littauer Hospital  
121 beds  
Gloversville, New York

Columbia Memorial Hospital  
154 beds  
Hudson, New York

alternate:  
Memorial Hospital of Greene Co.  
Catskill

Albany Medical Center Hospital  
653 beds  
Albany, New York

alternate:  
St. Peter's Hospital  
Albany

Ellis Hospital  
461 beds  
Schenectady, New York

alternate:  
St. Clare's Hospital  
Schenectady

Villa Immaculata (long term care)  
Albany, New York

Mary Imogene Bassett Hospital  
96 beds  
Cooperstown, New York

Fox Hospital  
130 beds  
Oneonta, New York

Physicians Hospital  
236 beds  
Plattsburgh, New York

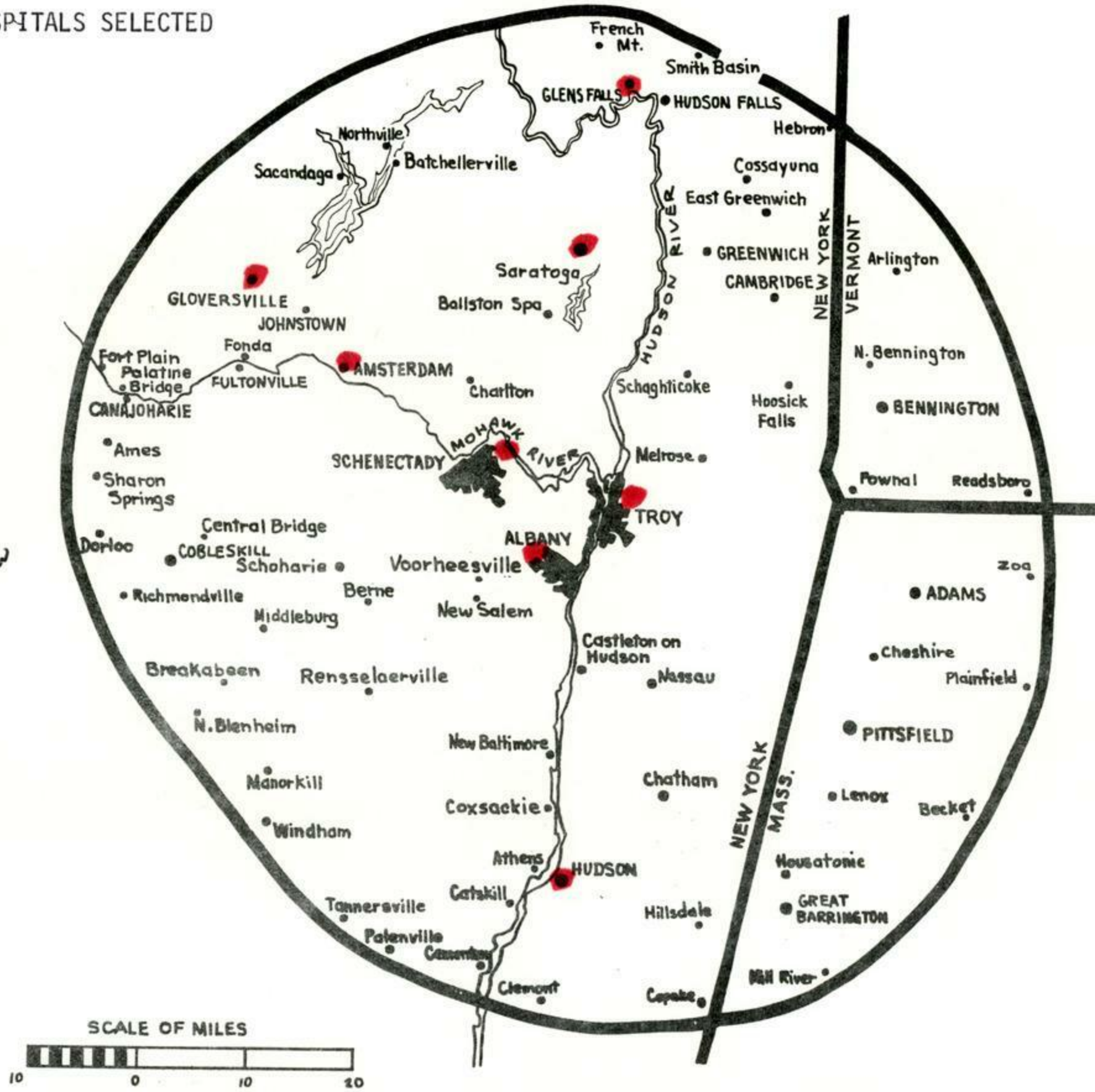
alternate:  
Champlain Valley Hospital  
Plattsburgh

# WMHT COVERAGE AREA

*PATISBUELL*

DISTRIBUTION OF HOSPITALS SELECTED FOR PARTICIPATION

*COOPERSTOWN*  
*ONEONTA*



**ANTENNA HEIGHT (above average terrain) 923'**  
**CHANNEL 17 240 KW Visual 120 KW Aural**  
**grade B contour**

ELEMENTS OF THE BUDGET

PERSONNEL:	YEARLY SALARY	% TIME	% IN \$
-----			
Project Director			
Nursing Supervisor			
Secretary			
Clerk/Typist			
Writer (manuals, promos)			
Artist (manuals, promos)			
TV Talent			
Hospital Staff			
Supervisor Instructors			
Advisory Committee			
Personnel Counselor			
Evaluation Team			
Television Staff			
2 Producer/Director			
2 Writer			
2 Assistant Director			
Floor Crew			
Engineering			
Administrative			
Other			

ELEMENTS OF THE BUDGET (page 2)

SUPPLIES:

---

Office

Student

Supervisor Instructor

Hospital (medical)

(non-medical)

Art - manuals and promos

Other

FACILITIES:

---

Classroom

Office

Television Receivers

Symposia Space

Other

ELEMENTS OF THE BUDGET (page 3)

SERVICES:

---

Symposia

Before	Section 1
	Section 2
After	Section 1
	Section 2

Insurance

Liability

Workmens' Compensation

Printing

3 Manuals

2 Reports

Duplicating

Scripts

Evaluation questionnaire

Direct mail and other promos

Scripts

Inter-office

Statistical - evaluation survey

Telephone

Mail

Shipping

Transportation

Expense Account

Video-tape storage and handling

Other



ELEMENTS OF THE BUDGET (page 4)

TELEVISION PRODUCTION:

-----  
Studio facility

Location facilities

Cameras and related equipment

    In studio

    On location

Motion picture facility

Sets

Props

Demonstration units

VTR editing

Motion picture editing

Graphics

Stock footage

Raw stock

Tape dubs

Promo spots

    Radio

    Television

Film transfer

Broadcast time

    Section 1

    Section 2

Remakes

Other

3/15/65

Harvey told Linville isn't it about time to help  
Don & he said you're perfectly right. I wouldn't  
keep anyone who criticize me & Linville agreed.  
Thinks Button & Touhey will be away most  
of the time.

Putterman wastes too much time.

Told Linville Don waited too long. Linville  
said he agreed.

Told Lin Rhea wanted to take over the station  
& Touhey used to do business w people who sell  
cars. Rather have 2nd best & have him do a  
good job.

Asked him why an office mgr?

I suggested why a management consultant.

Told Linville to go out for drive.

*Extra*

April 29, 1965

THE 12th ANNUAL MEETING

of the

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

which owns and operates the  
non-commercial, educational television station

WMHT, CHANNEL 17

SCHENECTADY, NEW YORK

---

The major concern of the board in the year immediately past (as in the two preceding ones) has been the financing of the operation of WMHT. Every meeting of the executive committee and most meetings of the board have given primary consideration to this continuing problem.

It has been estimated that a satisfactory operating budget for an ETV station of our size is about \$300,000. Last year our budget was \$178,000, this year it is \$204,000, next year it will probably be \$250,000. Slowly we are closing the gap but it is an uphill fight made more difficult by the fact that the station is still burdened with nearly \$50,000 in debts.

At least four innovations this year have been made with a view to alleviating our financial problems - i.e.

1. An expansion of our school service program including the installation of the first ETV-owned translator in New York state. Our vice-president, Mr. Rhea, gives detailed information on this project in his report on service to schools.
2. The establishment of a patron classification of membership designed primarily for corporations and organizations to assure continuing income in sizeable amounts each year from other than public sources. Although only in its infancy this program looks promising.
3. The addition to our staff of a special projects director, Mr. Wm. Macdonald, who has the assignment of drawing up plans and making contacts whereby some of our local programming can be underwritten by contracts either with private educational institutions or corporations or with departments of the state and/or federal government. Although Mr. Macdonald only joined our staff February 1st many plans are already under way; we hope at least some of them will prove fruitful.
4. Last and most important has been the attempt by board members of WMHT to give leadership to a state-wide effort to obtain financial assistance for the operation and programming of ETV stations from the State Department of Education and the State University of New York.

Last June we took the initiative in calling a meeting in Syracuse of representatives of the boards and staffs of all 9 ETV councils in the state. (Only 3 of these councils operate stations; the others do limited programming in free time donated by commercial stations). A whole series of meetings on the subject have followed thruout the year. Several of us have interviewed in succession a number of officials in the State Education Department, Senator Brydges, former chairman of the state Legislative Education Committee, the chairmen of the corresponding committees in the Assembly and a number of other members of the Legislature on one or another of these committees. Our vice-president, Mr. Rhea, testified at the legislative hearings on the budget as did representatives of the Buffalo and New York City stations.

As a result of all this activity there has been included in the State Education Department budget and passed by the Legislature some increase in funds for ETV - notably a sum of approximately \$500,000 in a capital grant to be divided between

April 29, 1965

Rochester and Syracuse to help these stations get on the air. There is also some improvement in the method of assisting programming in local stations which will probably mean an increase from \$50,000 to about \$90,000 in fairly direct aid to WMHT.

Our other objective has been the installation of a state-wide network via microwave relay from New York to Schenectady and from here to Buffalo. (Rochester and Syracuse could of course be hooked in as soon as their stations are in operation). This was included in the Governor's budget for the State University of New York but has been eliminated by the Legislature. We are making every effort to get the needed \$625,000 restored in the supplemental budget with what success it is still too early to predict. Many members of the Mohawk-Hudson Council as well as of the council in the Buffalo area have responded promptly and generously to our appeal to write to Legislators on this subject and your board is very grateful for this help.

In addition to financial matters we have given careful thought to the growing field of cable TV as it affects our work. A study committee headed by Dr. George Maybury reported to the board on this subject but no action was taken since it was felt that the status of CATV is under considerable challenge and some aspects of its future uncertain. We did, however, write to all towns and municipalities in our 11 county viewing area asking that certain provisions protecting ETV be included in their contracts with CATV companies, and to the best of our knowledge this request has been complied with to date thruout our area.

A new board committee was established this year to work in the area of community relations with Mrs. Rena Posner and Mr. David Vrooman as co-chairman. They have worked with a number of local organizations and are considering including fund-raising in their future activities - possibly by an auction over the air.

In March we accepted with special regret the resignation of Mr. William Gold, a long time board member and immediate past president of our council, who is moving away from our area. The resignation of Dr. George Maybury, a former chairman of our curriculum committee, has been submitted though the board has not yet had an opportunity to act on it.

I know I speak for the membership at large as well as for the board in expressing our great appreciation to Don Schein, our station manager, and all his staff who work valiently and effectively long hours and under considerable handicaps to make educational and cultural TV available in our area.

I would also like to express my personal thanks to the members of your dedicated and cooperative board of trustees who have given countless hours and much effort to helping maintain and improve the services of the station.

Respectfully submitted,

*K. S. Rozendaal*

Mrs. H. M. Rozendaal  
President - Board of Trustees - WMHT

## MOHAWK-HUDSON COUNCIL ON ETV - WMHT-17

VICE-PRESIDENT'S REPORT - T.R. Rhea ANNUAL MEETING APRIL 29, 1965

### Participating School Systems

There are 36 school systems, public, private and parochial, participating for the school year 1964-65. This is an increase of 11 school systems\* over the previous school year. We continue to call upon and urge participation by 54 additional school districts in our signal area. If, and when a substantial number of these become participants, a reduction of the 2\$/pupil/year service fee would be possible. (A very dangerous statement since there never seems to be enough funds for educational purposes).

The installation of a translator (low power rebroadcaster), with considerable community help, brought the signal into the Schoharie Valley and enabled both Schoharie and Middleburgh to participate.

The establishment of community cable systems may further widen our range and enable more schools to participate, such as Utica, Kingston, Ilion, Little Falls, Mohawk, Frankfort, Herkimer, Pittsfield, Massachusetts and Dalton, Massachusetts.

Our failure continues to be right in the heart of the capital area. We do not have the participation of Troy, Albany and South Colonie, representing 27,000 students. Just how to interest these school systems in the value of ETV remains obscure. Even possible state matching funds for TV sets, building wiring, WMHT-17 service fees being available for the asking does not seem to move them.

We have received almost \$110,000 in service fees for the 1964-65 school year, with another \$5,000 almost certain to be realized.

### State Aid for School Systems

In the NYSED budget for 65-66, just passed by the legislature, is \$800,000 for aid-to-schools for ETV. This is \$200,000 more than last year and its inclusion is due in no small measure to the political activities of the nine ETV Councils in New York.

We have importuned 37 school systems, not now using WMHT-17 services, to apply for these matching funds, so far without significant success. We have even offered to fill out the lengthy application forms for them.

\*Brown School, Greater Bennington, North Colonie, Canajoharie, South Glens Falls, Hudson, Middleburgh, Saratoga, Schoharie, N. Y. State Div. of Youth (Cass Camp), and Watervliet

ETV has a lower priority in the minds of school boards and particularly administrators than does teachers salaries, new buildings, library facilities and appeasement of public clamor for lower taxes. There is also operating considerable inertia and reluctance to try the new. ETV in New York State needs to be given status in the minds of such administrators by their colleagues in their own professional gatherings. Two or three citizens appearing at a school board meeting and asking that their children be given the benefits of ETV can be enormously effective. The newly formed Regents Advisory Committee on ETV could usefully address itself to this problem in public statements.

Working teachers generally are very favorable to the use of ETV in their classrooms.

#### High School Scheduling Problem

With the possibility of state matching funds, it has been suggested that high schools could achieve more flexibility in using ETV in their many classrooms by owning a video tape recorder (VTR), picking up programs off the air from WMHT-17 at odd times, storing them on tape and playing them back when and as they needed them to meet their class scheduling. Some interest has been aroused in the area high schools. Equipment costs are on the order of \$15,000 per high school building (1/2 paid by the state) and operating and maintenance expense have to be considered so this is probably not economic for the very small high school.

#### Contracts for 1965-66 School Year

Contracts for WMHT-17 services were mailed to 100 school systems in our listening area early in January 1965. Replies are coming in slowly to date, probably because the school systems have been waiting until the legislature acted on the state-aid formula raise from 500 to 600 \$/student before they made their own budgets. The participation for 1965-66 cannot be predicted accurately at this time but a guess of \$125,000 in service fees is hazarded. Optimistically it may even reach \$140,000.

#### State-Wide Microwave Network

The money for this was contained in the State University of New York budget and was, unfortunately, eliminated by the legislature. We are trying to get it back in the supplemental budget.

A network for the interchange of programs is perhaps the most important development for state-wide ETV; for classroom program interchange; adult programming; cultural events; college programs; medical school closed circuit demonstration; police school programs; public health nurse instruction and the like.

An ETV broadcasting station without such a link to the outside world is a one-legged man in a foot race.

### Service Fee Policy

It is the policy to charge a service fee of 2\$/pupil/year based on the enrollment K-12 taken on the previous October. This service fee is based on the total enrollment so that each school system may be fairly assessed in proportion to its size. It is not intended that the service fee be diminished because a particular class or grade does not use the programs because of scheduling difficulties or for other reasons. It becomes a hopelessly involved task to bargain for bits and pieces of the program. The supporting school systems determine the programs to fit their needs of that particular year. The supporting school systems have strong objections to other school systems bargaining for bits and pieces of programs at cut rates.

Because a school system takes some time to acquire TV sets and get its teachers trained in TV use, the following starting schedule has been established, again based on K-12 enrollment the previous October.

1st year	.50 \$/pupil/year
2nd year	1.00 \$/pupil/year
3rd year, etc.	2.00 \$/pupil/year

A school system is expected to progress to the full 2\$/pupil/year rate in three years or drop the program.

Some school systems because of terrain have school buildings that are outside the signal range and some inside the signal range. Such special cases can be negotiated.



Our original fund campaign as you know, was in 1962; so by June of 1964, most of our contributors to that campaign had completed paying their pledges. Therefore, in July, we initiated a new policy, eliminating pledges, and having only WMHT memberships. The Executive Board decided upon the following categories: \$10 for an individual member, \$15 for a family, and \$25 for a Donor.

Then in January, 1965, at Mr. Touhey's suggestion, we added a new category - that of Patron at \$100 yearly. Patrons have their names listed in our monthly program schedule; their names are shown over the air; and they receive a framed certificate of appreciation. Already, 34 individuals and businesses have become Patrons (some giving far more than \$100), and we have great hopes that we will have many additional Patrons in the coming months. These Patrons have been called on personally by our Board members, and to all of them who have taken time from their busy schedules to do this, we are most grateful.

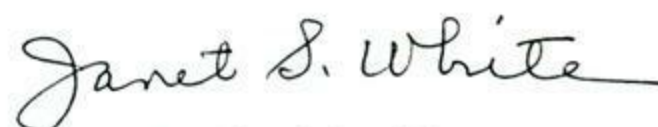
Membership renewal letters are sent to all of our regular members a year from the date of their last contribution by our efficient office staff. But we have found that typed letters from the office in WMHT envelopes to prospective members do not receive the attention that personal letters do; so in addition to the 70 monthly renewal letters, I also send out 50 handwritten letters a month. From the latter, we are averaging about one new member for every 5 letters mailed.

Unfortunately, this year we have lost many of our smaller 1962-63 campaign contributors, who have not become \$10 members. This was a calculated risk setting specific membership fees, but fortunately, we have more than made up the difference in money received. As a recent New York Times editorial on ETV stated, "For nearly a half-century Americans have been accustomed to free radio and television, a euphemism for letting the advertiser pay the bill." This we think, in part, explains our difficulty in obtaining memberships.

The article also stated that less than ten percent of the annual budget of WNBT in New York came from small contributions from individual viewers. We are disappointed that we were not able to increase the number of members this year, but we are pleased that we did raise at least 10% of our budget from memberships. Our total amount received in memberships since the last annual meeting on April 20, 1964 is \$21,239.61 from 831 members.

Our plans for the future include informational "Teas for ETV" at members' homes in various communities in our viewing area, (Mrs. Posner's idea) and a membership drive in Glens Falls this Spring. We would hope these new ventures will encourage more people to become members. But in the meantime, we are continually grateful to the 700 loyal families and businesses which have contributed to us each year since our inception, and for the many heart-warming letters enclosed with their membership checks.

Respectfully submitted,



Mrs. Frederick White

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Summary of Cash Receipts and Disbursements

For the Month of March 1965

For Eight Months Ending March 31, 1965

	<u>Current Month</u>	<u>Eight Months</u>
<u>Cash Balance, Beginning of Period</u>	\$ 95,532.66	\$ 7,505.28
 <u>Receipts</u>		
Schools	\$ 6,200.00	\$ 100,088.00
New York State		51,000.00
Commercial TV Stations		2,500.00
Other Programing	184.42	3,384.42
Membership & Pledges	2,629.00	12,173.36
Sale of Production Manuals		106.00
Federal H.E.W. Grant, Other	50.00	81,863.00 -a)
<u>Total Receipts</u>	\$ 9,063.42	\$251,114.78
 <u>Disbursements</u>		
Salaries	9,709.30	68,997.99
Taxes (on Employees' salaries)	338.23	2,711.05
Health, Accident & Disability Insurance	341.45	2,345.97
Advertising & Promotion		498.39
Association Fees & Network Program Expenses	1,150.00	6,751.19
Books, Magazines, Periodicals	46.78	371.18
Film Rental		6.00
Graphics	237.80	1,322.86
Interest Expense & Bank Service Charge	92.00	869.39
Light & Power	702.41	4,658.88
Outside Professional Fees		360.00
Maintenance Expense	1,117.65	13,050.05
Office Supplies	150.35	660.34
Outside Program Services	1,203.08	4,011.17
Postage & Freight	213.46	2,078.97
Printing	385.90	2,117.66
Publishing		1,441.67
Rent (Equipment)	897.35	5,967.35
School Service Work	(321.49)	(699.53)
Scene on 17	203.78	3,099.48
Scenery & Stage Properties		64.12
Mobile Unit	54.41	914.59
Talent		1,475.00
Telephone & Telegraph	343.73	2,817.51
Travel & Living	142.00	2,491.32
Videotape	982.70	13,016.70
Insurance	400.00	1,065.00
Equipment	49,041.00	74,512.50
Notes Payable	500.00	4,000.00
All Other Expenditures	1,029.55	2,579.66
Excess Withholdings from Employees Over Remittance	(33.58)	(604.62)
<u>Total Disbursements</u>	\$ 68,927.86	\$222,951.84
 <u>Cash Balance End of Period</u>	 <u>\$ 35,668.22</u>	 <u>\$ 35,668.22</u>

a) Includes \$81,813.00 committed to purchase of capital equipment.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Income Statement

For Eight Months Ending March 31, 1965

	<u>Actual</u>		<u>Budget</u>	
	<u>March</u>	<u>Eight Months</u>	<u>Eight Months</u>	<u>Total Year</u>
<u>Income</u>				
Schools	\$ 9,583.00	\$ 76,664.00	\$ 76,700.00	\$115,000.00
New York State Programing	4,250.00	34,000.00	34,000.00	51,000.00
All Other Programing	384.42	12,984.42	8,650.00	13,000.00
Memberships & Misc. Pledges	4,379.00	13,923.36	10,000.00	15,000.00
Commercial TV Stations		4,000.00	2,650.00	4,000.00
Sale of Production Manuals, Other	50.00	166.00	400.00	600.00
<u>Total Income - a)</u>	<u>\$ 18,646.42</u>	<u>\$141,727.78</u>	<u>\$132,400.00</u>	<u>\$198,600.00</u>
<u>Expenses</u>				
Salaries	\$ 9,709.30	\$ 69,948.13	\$ 70,880.00	\$106,320.00
Taxes	338.77	2,892.71	4,933.00	7,400.00
Health, Accident & Dis.Ins.	368.10	2,835.57	2,160.00	3,240.00
Advertising & Promotion	(47.52)	377.98	160.00	240.00
Association Fees	(300.00)	7,314.97	2,000.00	3,000.00
Graphics	194.98	941.02	1,200.00	1,800.00
Light & Power	702.41	4,658.88	4,800.00	7,200.00
Outside Professional Fees		260.00	480.00	720.00
Maintenance Expense	1,942.34	9,905.65	9,334.00	14,000.00
Office Supplies	181.67	296.10	400.00	600.00
Outside Program Services				
Eastern Ed. Network	85.00	85.00	3,333.00	5,000.00
In-School	578.08	1,250.53	3,200.00	4,800.00
Other		857.02	800.00	1,200.00
Postage & Freight	333.36	2,078.36	2,000.00	3,000.00
Printing & Publishing	46.28	3,661.13	3,200.00	4,800.00
Rent, Equipment	1,007.35	5,247.35	7,200.00	10,800.00
School Service Work	63.36	(47.05)	800.00	1,200.00
Scene on 17	457.61	3,508.88		
Scenery & Stage Properties		(114.35)	480.00	720.00
Mobile Unit	75.60	935.78		
Talent		1,475.00	1,466.00	2,200.00
Telephone & Telegraph	335.43	2,589.36	2,400.00	3,600.00
Travel & Living	217.00	2,134.28	1,600.00	2,400.00
Videotape	102.00	8,579.85	11,334.00	17,000.00
Insurance - General	793.11	1,605.91	800.00	1,200.00
All Other	1,308.33	3,687.41	800.00	1,200.00
<u>Total Expenses</u>	<u>\$ 18,492.56</u>	<u>\$136,966.26</u>	<u>\$135,760.00</u>	<u>\$203,640.00</u>
 Income Over/(Under) Expenses	 <u>\$ 153.86</u>	 <u>\$ 4,761.52</u>	 <u>\$ (3,360.00)</u>	 <u>\$ (5,040.00)</u>

a) - Excludes \$81,813.00 received from Federal Health, Education & Welfare Department for use in purchasing capital equipment. This represents one-half of total grant. \$72,000.00 was expended for equipment at the end of March.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
March 31, 1965

Assets

Current Assets

Cash

35,668.22

Accounts Receivable

Pledges	\$	3,420.96
Schools		14,912.00
School Service Work		40.80
Scene on 17 Advertising, Other		2,607.50
		20,981.26

Less: Reserve for Accounts Receivable

Pledges	(	3,420.96)
Schools		( 14,912.00)

18,332.96

Total Accounts Receivable

2,648.30

Prepaid Expenses

Inventory		50.50
Postage Meter		55.82
Cash Advances		128.07
Image Orthicon Tube		1,160.00

Total Prepaid Expenses

1,394.39

Total Current Assets

39,710.91

Noncurrent Assets

Land		250.00
Antenna & Towers		21,085.44
Test Equipment		7,379.31
Office Furniture and Equipment		8,171.42
Studio and Broadcasting Equipment		119,930.17
Transmitter Equipment		47,979.86

Total Noncurrent Assets

204,796.20

Total Assets

\$244,507.11 -b)

(a - Includes \$9,813.00 From Federal HEW Grant which is committed to capital equipment purchases.

(b - Excludes 1) \$81,813.00 representing second half of Federal HEW Grant  
 2) \$52,950.00 first cost value of a videotape recorder presently being used at WMHT on which title will be received in January 1967 from the National Educational TV and Radio Center.  
 3) \$90,000.00 estimated value of a transmitter on which a title option is held by WMHT.

MOHAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

Balance Sheet  
March 31, 1965

Liabilities and Net Worth

Liabilities

Current Liabilities

Accounts Payable	\$ 24,204.02	
Notes Payable-Within One Year	6,000.00	
Federal Income Tax Withheld	1,031.73	
State Income Tax Withheld	163.05	
F.I.C.A. Taxes Withheld	309.59	
Disability Insurance Withheld	222.32	
F.I.C.A. Taxes Payable-Station's Portion	395.27	
Disability Insurance Payable-Station's Portion	222.32	
Annuity Payments Withheld	931.73	
<u>Total Current Liabilities</u>		\$33,480.03

Deferred Revenue

Schools	24,649.00	
New York State	17,000.00	
<u>Total Deferred Revenue</u>		\$41,649.00

Notes Payable-Longer than One Year		13,000.00
------------------------------------	--	-----------

<u>Total Liabilities</u>		88,129.03
--------------------------	--	-----------

Net Worth

Net Worth as of July 31, 1964	65,420.05	
Current Year's Operation	76,761.52-a)	
Reserve for Capital Expenditures	4,383.51	
Reserve for Capital Expenditures-HEW Grant	9,813.00	
<u>Total Net Worth</u>		156,378.08

Total Liabilities and Net Worth		\$ 244,507.11
---------------------------------	--	---------------

(a - Reflects \$4,761.52 from "normal" operation and \$72,000.00 from Federal HEW Grant.)

CURRICULUM COMMITTEE CHAIRMAN'S REPORT - Donald E. Putterman - ANNUAL MEETING APRIL 29, 1965

Members of the Curriculum Committee contributed much time and effort in expanding the curriculum activities of the Mohawk-Hudson Council on Educational Television.

Some aspects of this expansion include establishing the newly-created position of Coordinator of School Programming, formation of a Curriculum Liaison Committee, and a first major step in resolving the dilemma of scheduling programs for the secondary schools.

In addition of a full-time person to serve as Coordinator of School Programming was a much-needed and important step toward achieving a closer relationship between the classroom teacher using educational television and the people of WMHT. In addition, Erik Van de Bogar as coordinator has been able to serve with our Curriculum Committee in a much broader capacity than when he was producer of in-school programs. He has also been instrumental in organizing and directing the activities of the Curriculum Liaison Committee, a committee consisting of a representative invited from every participating school district in the viewing area.

Liaison Committee members have been able to assist in several projects requiring coordination and personal involvement in gathering information about the use of educational television programs in their own districts. A viewing inventory was prepared and disseminated to all teachers in the viewing area. Curriculum Liaison Committee members were responsible for collecting these and returning them to WMHT, and more than 900 of these were returned -- a tribute to the splendid job these school district liaison people did.

Most recently, a meeting of area secondary school principals, supervising principals, and superintendents was held during which several possibilities were explored to finally solve the problem of how to schedule programs for the secondary schools. Installation of a video tape recorder in a secondary school could provide that school with an opportunity to tape programs, retain the tapes, and use the tapes as often as desired. When deemed appropriate, the tapes could be erased and new programs taped.

Since that meeting progress has been made, and it is possible that six area high schools may open school in September 1965 with the advantage of some truly outstanding E.T.V. program series used to supplement the curriculum in many subject disciplines.

We look forward to more new programs produced locally during the coming fiscal year than ever before, and this as a result of the work of many members of curriculum subcommittees. These subcommittees are now in the process of finalizing recommendations to the Curriculum Committee for decisions regarding programs selected for 1965-1966.

We wish to acknowledge the contribution made to E.T.V. by Miss Laura Enders, Niskayuna Public Schools, and Dr. George Maybury, Schalmont Central Schools, for their dedicated service to our committee. To both of them go our gratitude for their conscientious involvement since the inception of our committee, and particularly to Dr. Maybury for his untiring efforts as the first chairman of this committee, seeing it through the early difficult year. On behalf of the members of the Curriculum Committee, I thank them both for the years spent working with our committee.

This has been a vital, exciting year for WMHT. We of the Curriculum Committee were pleased to serve the schools in our area on this committee.

April 29, 1965

Continued

Page 2

U. S. Commissioner of Education, Francis Keppel, was recently quoted on the editorial page of a Schenectady newspaper. In his statement on educational television, he spoke about the "crucial need for imagination -- of the curse of 'the conventional, the routine and the timid'." He called for "... the education that finds itself in everything that is of value in living, and that addresses itself to everyone who is genuinely rather than perfunctorily alive."

The Curriculum Committee will seek to implement this point of view in its work during the coming year.

Respectfully submitted,



Donald E. Putterman  
Chairman - Curriculum Committee

MORAWK-HUDSON COUNCIL ON EDUCATIONAL TELEVISION, INC.

MANAGER'S REPORT - Donald E. Schein

ANNUAL MEETING APRIL 29, 1965

I must confess that before I began to write this report I glanced at the one I wrote last year. It was too long!

What I noticed particularly was that our concerns were somewhat different then. And I imagine they'll continue to change somewhat from year-to-year.

Not that our concern about being able to pay bills has changed. It hasn't. Nor have we been any less concerned about quality this year. With \$163,000 from the Department of Health, Education, and Welfare we have new studio, videotape and microwave equipment that has already made a difference. And it will make for greater reliability and less maintenance in the coming months.

But this year we have been able to be even more concerned about programs. Programs are our only product. And we want more and more people to sample our products. We feel that given a few samples people will want more of our products.

How can we get samples into enough homes? And by enough I mean as many homes as have television plus all those that don't as yet.

The answer is obvious to me. We must do programs that are talked about by many people. Programs that make sense--that educate--that interest--that are needed--and are wanted.

One needs only to read the daily papers to see dozens of subjects that cry out for attention to the end that we all live better lives--young and old alike. Perhaps our motto should be, "Fewer programs for the few; more programs for the many."

Our program schedule is made up of programs during the day for the schools and programs during the late afternoon and evening for people at home.

School programs are determined by the Curriculum Committee under the leadership of Donald Putterman. This Committee functions through subcommittees and the School Coordinator to determine the needs of the member schools and the selection of program series to meet these needs.

This year contacts with nine hundred teachers in the schools were followed up by evaluation of each of the series broadcast at the elementary school level. The results indicated to the subcommittees which programs were performing a service and the areas where improvement was needed. Armed with these facts we made curriculum decisions for next year.

During this school year we have broadcast the following series.



Manager's Report, continued

Science

- \*Outdoor Surprises - K-1
- Land and Sea - Gr. 3
- \*Science 4 - Gr. 4
- Exploring Nature - Gr. 5
- Science 6 - Gr. 6

Language Arts

- Wonder of Words -Gr. 3-4
- \*Library Skills - Gr. 5-6
- \*Treasure in Books - Gr. 4-5-6
- Tell Me a Story - K-2
- Sounds to Say (Phonics) K-1

Foreign Language

- Parlons Français - Gr. 3
- \*French II - Gr. 4
- \*French III - Gr. 5

Physical Education - K-6

Secondary

- \*Newstime
- Problems of American Government
- Major American Books
- Survival In The Sea
- Horizons of Science

Fine Arts

- \*Understanding Music I - K-2
- \*Understanding Music II - Gr. 3-4
- \*Understanding Music III - Gr. 5-6
- \*Animals and Art - Gr. 3-6
- \*It's A Wonderful World - K-3
- Art At Your Fingertips - Gr. 5-6

Social Studies

- \*Newstime - Gr. 3-4-5
- \*Newstime - Gr. 6-7-8
- Places in the News - Gr. 5-6
- \*Regional History - Gr. 4-6

Math

- \*Speaking of Numbers - Gr. 5-6

In-Service

- \*Ages of Math
- \*The Third R
- \*Math for Modern Parents

Books for Our Times

Writers of Today

The German Hour

Cultures and Continents

American Literature

\*indicates series produced by WMHT.

Several sources of programing have been tapped for the in-school schedule. They include:

- 2 National Educational Television
- 11 Eastern Educational Network Stations- Boston, Pittsburgh, New York City
- 10 State Education Department's Videotape Library
- 13 WMHT Videotape Library

During the past year our schedule has included several programs which have been produced at WRGB by our School Producer, Brita Peterson. They are:

French II with Glenn Walrath

French III with Vyvian d'Estienne

Physical Education with John Grant's Schenectady Schools Physical Education Staff

Newstime for Grades 3,4,5 with Thomas Lindsay

Newstime for Grades 6,7,8 with Donald Young

Music III with Katherine Turnbull

It's A Wonderful World with George Weinheimer, Edith Wolf, and Alexander Martin

One of our locally produced evening programs this year has been under the direction of Willard Stone, our Production Manager. Will has worked closely with Beverly Johnson, Coordinator of the Arts Councils, Louise Heinmiller and Sven Peterson, Co-Producers of The Lively Arts, to bring our viewers a preview of some of the outstanding cultural opportunities and experiences available in the area. In addition, Will, as Production Manager, does so many different things that it is impossible to identify them all. He is responsible for each production that is presented in our studios and somewhere he even manages to find a volunteer crew to man the cameras.

Manager's Report, continued

Other evening programs are the responsibility of Bill Manley, our Community Producer-Director. He has been producing a series called Editor's Corner in which four editors of high school newspapers discuss subjects of their own choosing. He also produces and directs Forum 17, our town-meeting-of-the-air, in which Professor Manfred Jonas of Union College acts as moderator.

Mary Buys, our Program Manager, has combined the best of National Educational Television, Eastern Educational Network, and WMHT, and whatever other sources are available to give you a program schedule that we hope appeals to you. And June Buteau, working only on a half-time basis corrals all the material plus a good deal she writes herself and puts out our monthly program guide, Scene on 17, for which we have received so much favorable comment. Our circulation, by the way, is now 11,000 copies each month. June has been ably assisted by Lea Anderson, our Graphics Director, who in addition to working on Scene on 17, has been responsible for the many creative visuals you see on the air.

Our Coordinator of School Programing, Erik Van de Bogart, in addition to the responsibility for the school programing of the station has the task of calling on schools and working with faculties on the use of television. He is also busy working with curriculum committees in evaluating and improving the curriculum of the school program of the station. Assisting Erik, WMHT's right arm in the schools, is Frank Kraus, our field technician who makes sure that all schools are receiving the best picture and sound we can give them.

Our devoted engineers under the direction of Dave Hutton have managed to keep old equipment going and make the transition to the new without losing air time. Their goal is to reach technical quality that compares favorably with the best of the commercial stations. This year they have been helped by Tim Linville, Bill Coffey, and Irv Abrams of the G. E. Research Laboratory, and Dan Smith from WTEN, all of whom have volunteered their efforts.

Providing us with instant sunshine throughout the day and even when the weather is bleak outdoors is Mona DeGroff, our receptionist. Mona's is the cheerful voice you usually hear on the telephone when you call WMHT. With the able assistance of Eileen Glennon, Mona masterminds the many clerical and typing responsibilities that are necessary each day.

The person who really keeps things going is Dorothy Bell, whose fine capabilities are evenly matched by her desire to make WMHT outstanding. As my Administrative Assistant she can always be counted on for good judgment in the many decisions that have to be made and for the responsibility to carry through a multitude of duties.

Dan Sweeney is back from his stint with the Army once again officiating in the mailroom filling in during studio productions, and operating the offset machine, which among other things, is making this annual report available to you.

It is impossible to include everyone in such a brief summary and I apologize if I have inadvertently left out anyone.

In concluding I would like to thank the many volunteers who have helped in so many way and among them I count our wonderful Board of Trustees and indefatigable Executive Committee and Officers. They are the ones who are really responsible for our major gains this year.

And, finally, to you, our viewer, we owe our greatest debt of appreciation, for without your interest in what we are doing and without your encouragement there could be no WMHT. With your help we will continue to grow in stature and service in this unique twentieth century educational medium.