POSSIBLE USES AND IMPLICATIONS
OF EDUCATIONAL TELEVISION FOR
SANTA BARBARA CITY COLLEGE

Prepared by: Peter O. Haslund

The educational uses of television are limitless; and if we permit our imaginations to roam from the "is" to the "could be," a wide variety of uses come to mind.

Moreover, there are a number of different ways to "deliver" this television message. So, what follows will be an exercise in imaginative (but not inclusive) construction of present and potential uses of this medium of instruction along with a description of possible delivery systems, entirely unrestrained by visions of limited resources and budget cuts!

I. Potential Uses: It may be helpful to contemplate the following in terms of their application to three different sets of clients: the classroom student, the off-campus student and citizen, and the instructor.

A. Lecture Supplement: Videotaped materials can be taken directly from the air and played back in the classroom. For example, students of political science might profit from an exposure to a segment of the nightly Walter Cronkite news analysis or from a portion of a televised political speech. The segment itself could be just a few minutes long but serve to introduce a subject, stimulate discussion, or reinforce a point that has just been made in lecture. Some instructors may find it more useful to develop their own videotape productions, perhaps combining the best efforts of a number of programs. The Political Science Department has constructed the beginnings of a videotape library (Attachment B).

B. Instructional Feedback: Television can be a highly effective tool for both teacher and student evaluation. For example, an instructor might videotape one of his lectures and then see himself in action! He may be in for a surprise or two and should come armed with a reasonably thick skin. Moreover, students of foreign language, speech, or drama would find television useful as a tool for performance evaluation.

C. Occupational Curriculum: We may want to investigate the feasibility and desirability of developing new curricula around the theme of the "communications phenomenon." Mel Elkins has developed one such proposal (Attachment C) which attempts to use communications as the bridge between academic and vocational education.

D. Research Reporting: Television may also be a highly useful tool for research and for reporting the results of that
D. Research Reporting (continued)

research. A particular theme could be pursued with a videotape camera (interviews, speeches, etc.) and played back to a critical audience. A number of colleges, including SBCC, have permitted students to present term papers in videotape format, much to the benefit of student motivation and involvement.

E. Public Relations/Public Service Programming: The availability of a television broadcast capability at SBCC would permit us to transmit programs of a public service and information variety. Examples of this include the current weekly conversation with the Mayor of Santa Barbara, hosted by Jim Williams. Other programs could be offered in a variety of fields. Around election time, I would think it instructive to make effective use of television as this community's "Town Hall."

II. Delivery Systems: There are essentially three kinds of television delivery systems:

A. Closed Circuit Television: This delivery technique could be used in a variety of ways. The system could transmit lessons, special lectures, and learning modules; and the delivery capacity could be either localized or extensive. That is, we could develop cable connections within a single building complex, such as in the Learning Resources Center for use as a tutorial aid, or we could run cables to as many classrooms as thought desirable. The strength of this system is the element of centralized control, but it tends to be rather expensive in terms of both the necessary playback equipment and the personnel that would be required to operate it.

B. Satellite System: The essential difference between this and the closed circuit system is that each classroom would be equipped not only with a television monitor but with its own playback equipment. Satellites could be established in the Library, the Learning Resources Center, in individual classrooms, or most anywhere on or off campus. A major strength of this system is the availability of "local" control over playback procedures. In the classroom, the teacher could stop the machine at any point to respond to questions or repeat a particular segment of the videotape which seems worthy of a second viewing. The same would be true for the student in a tutorial situation. This, of course, also gets expensive, as each satellite would have to have its own playback unit. (I would venture a "ball park" guesstimate of something under $1,000 each for cassette playback units—perhaps less if purchased at bulk rates.) A cost analysis would probably be in order to determine the relative cost-effectiveness of the two systems.

C. Open Circuit Television and TV Consortium: Programs may be developed, either in our own studio or in the UCSB studio or
C. Open Circuit Television and TV Consortium (continued)
from TV Consortium sources, for broadcast over the public
airways or through cable. This would apply to both courses
for credit and for Continuing Education's non-credit program.

III. Recommendations: As suggested earlier, the forgoing has been an
unrestrained examination of possible uses of television and of the
several delivery techniques. What follows will be grounded in the
realization that there are few money trees in Santa Barbara (and
those who have 'em are keeping mum about it!). The first order of
business, it seems to me, is to establish objectives and goals, and
some list of priorities, both short and long-term, for achieving
them. In this regard, I would suggest the following short-term
priorities:

A. The acquisition of a playback capability for a specified
number of classrooms, possibly 12, within the next year. The
exact number and location should be determined by a subcommittee
of the Television Advisory Committee on the basis of a faculty
survey of needs. This playback capability could rely on existing
recording equipment to take programs from the air and to provide
limited studio work. Sufficient videotape stock should be pur-
chased by Audio Visual to support such an operation.

B. The development of plans for a modest Educational Television
studio, the components of which are to be determined by a sub-
committee of the Television Advisory Committee in the same
manner as outlined above. Such a studio should be capable of
developing instructional support videotape materials for use
in SBCC classrooms, and equipment purchased should be suffi-
ciently flexible to meet the potential needs of new communica-
tions curricula. Technical support for this operation should,
to the extent possible, be developed from student resources.
The subcommittee should be prepared to make recommendations
relating to the organizational structure and required personnel
necessary to implement this program.

C. The allocation of funds for training in two areas:

1. Instruction for members of the Television Advisory
Committee relating to the kinds of machinery available.
Funding might be required for transportation and school
enrollment fees.

2. The development of training workshops for interested
faculty in the use of Educational Television in the
classroom. A recent faculty survey (see Attachment A)
indicated considerable interest in television and an
even greater interest in some form of instruction
about its use.
To: Members of Education TV Advisory Committee
From: Peter O. Haslund
Date: March 27, 1974
Re: Summary of SBCC Television Utilization Survey

Following is a list of comments included on the 67 faculty survey sheets returned by the above date.

1. Many students questions can not be answered by a record of a program of interest or off campus events, speakers. Many ideas or subjects are mentioned in these types of programs but are not enclosed and often leave one hanging and dispointed and unfullfilled. How expensive is this? How much would it take to record a program from public airways? E. Anderson, Health Occupations


3. Can we afford a full blown TV Studio at this time? The personal cost is phenomenal. Bill Miller, Phys. Sci.

4. Ideas, Educational Programs, Peer Counseling role playing, Spanish speaking programs. Frank Esperza, Counseling

5. Instead of Self Evaluation, have tapes available for students to view before choosing classes.

6. In regard to sharing a facility, as in the past, we would be pushed out the door in time. I favor using NSF grants now available. If we developed a facility here it would be in use more often. David Williams, Earth Science

7. Idea, students could also learn to use the equipment. R.F. Tlapa

8. Would a Voc-Tech program qualify you to have a license? Are these permanent of erasable tapes? Do your own commercials and send to other studios. Need a library to catalogue. Elaine Harkins English (following is a list of comments from her students) (see survey sheet)
9. A good medium for Voc-Tech. (5) Regarding use of the UCSB facility, remoteness is a time factor. Better on our own campus. Students should be under instructor guidance for their own "productions". No community interest programs at this time. Have used in past and desire to improve.

Have seen some of the television materials from Hancock College and others have developed on their campuses their own programs. They have taped direct from Cable and scheduled broadcasts. This is worthwhile medium well worth the time and expenditures. Recent Supreme Court decisions have given broad latitude to copying for education use without any infringement on copy right laws. I look forward to development and use of the proposed facility. Harold Hilderbrand Voc. Tech.

10. All these are possible projects but they would vary from semester to semester and course to course. A workshop would help me in determining how much time I can allot to this in addition to present duties. Some of this could be part of innovative projects, I presume.

Following is a recorded list of students remarks:

1. Television would be usefull if teacher was ill or away for a length of time; he can tape lessons.

2. Really beneficial for a theater arts dept. students to see.

3. Used video tape in Human Relations to illustrate group interraction. It was profitable to see.

4. Use student help--cut down on staff expenses.

5. Why not ask Cable for direct channel so we can tune in to any program.

6. Can be used in work-study programs.

7. Can be used as term-paper project etc. in Sciences or Environment. Take your own films and narrate.

8. Should build a new auditorium first!

9. Good to film controversial viewpoints which might affect general student body and present in convocation or assembly. Many students have no access to or time for exploring different news on important issues.
10. Interview people in different professions and put tapes in career library.

11. School should have its own TV news team. This would be good for Voc. Tech. Training.

12. A school in Milwaukee used resources from all other colleges and universities in vicinity and operated its own Commercial and Public TV Station mostly financed by taxes.

13. Have open-air broad casting for people who can't afford Cable.

14. Perhaps friends can come from AUCTION such as KQED in San Francisco.
SECC TELEVISION UTILIZATION SURVEY
- from the Educational Television Advisory Committee

This survey is intended to measure faculty awareness about, and interest in, educational television at SECC and to provide a vehicle for faculty input to the development of a television studio on our campus. PLEASE...take a few minutes...more if you can spare the time...to let us know your feelings on this important subject. Please return surveys to Peter Haslund as soon as possible. Why not do it right now?

1. Were you aware that a television studio has been planned and is being developed in the new Humanities Building to be completed by spring, 1975?

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<td>15</td>
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<tr>
<td>54</td>
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2. Would you be interested in using this facility once completed?

<table>
<thead>
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<tbody>
<tr>
<td>37</td>
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<td>52</td>
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3. If not, do you believe others could use such a facility to improve some aspect of their teaching?

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<tbody>
<tr>
<td>37</td>
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<td>39</td>
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4. Should we consider developing a Voc-Tech program in various aspects of TV production and/or repair?

<table>
<thead>
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<td>37</td>
<td>16</td>
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</table>

5. UCSB already has an operating television studio. If an agreement could be reached which would guarantee continued access and which would result in economic savings to the college, would you favor sharing their facility?

<table>
<thead>
<tr>
<th>Yes</th>
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<tbody>
<tr>
<td>37</td>
<td>16</td>
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</table>

6. If so, would the 12 mile drive to UCSB tend to discourage use of their facility?

7. We would be interested in knowing something about how you might utilize such a facility. Would you use it to:

   a. to record programs of interest from public airways for classroom playback?

      | Yes | No |
      |-----|----|
      | 41  | 4  |
      | 23  | 11 |

   b. to permit students to develop their own "productions" for term projects?

      | Yes | No |
      |-----|----|
      | 28  | 13 |

   c. to produce "community interest" programs for distribution through cable TV?

      | Yes | No |
      |-----|----|
      | 37  | 8  |

   d. to produce your own "learning modules" for use in the classroom as a supplement to lecture? (interview with guest speaker, etc.)

      | Yes | No |
      |-----|----|
      | 37  | 5  |

   e. to record off-campus events/speakers?

      | Yes | No |
      |-----|----|
      | 32  | 8  |

   f. to record your own lecture for purposes of self-evaluation?

      | Yes | No |
      |-----|----|
      | 51  | 6  |

8. Would you be interested in attending a "television workshop" to learn more about the use of videotape equipment and about how others have used it in their classrooms?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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<tr>
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PLEASE FEEL FREE TO ADD OTHER COMMENTS/QUESTIONS...we welcome the input!!!

Name ___________________________ Div/Dept ___________________________
To date, our library consists of the following tapes:

PS-1  Presidency in Crisis: A study of the American Presidency with taped interviews of Profs. Gordon Baker, Herman Pritchett and Thomas Cronin. Original footage of 5 Presidents is presented to reinforce commentary and interviews.  57 min

PS-2  Revolt in Hungary: A highly impactful view of the Hungarian revolution in 1956 as seen from the inside. Walter Cronkite narrates.  30 min

PS-3  Japan's Revolutions: Traces three "revolutions" in recent Japanese history, including social, economic and military.  30 min

PS-4  Reapportionment or Gerrymander: An interview with Gordon Baker, Consultant to the Masters on Reapportionment in the recent California redistricting crisis.  24 min

PS-5  "Years of Trial": Copy of Soviet film about the early revolutionary days (1917-1918) with flashbacks to earlier struggles.  40 min

PS-6  Demonstration Tape: A tape generated to show others how the system can work in a classroom.  12 min

PS-7  Television and Politics: Focuses on spot TV commercials with particular emphasis on the campaigns of Charles Godell, Richard Ottinger and James Buckley in their Senate race in New York, 1970. Interviews with campaign managers and image makers gives a "different" view—but perhaps more realistic—of our electoral process.  52 min

PS-8  a. The Constitution and Fair Procedure: Presents the Leyra v. Denno Case. The right to a jury trial, right to be represented by counsel, and protection against unreasonable seizure are dealt with in a broad framework of constitutional rights and civil liberties as they apply to the average man.  28 min

b. Roots of the Cold War: A "rapid-fire" view of events leading to the Cold War. Original footage of Churchill, Roosevelt and Stalin makes for an interesting presentation.  28 min
PS-9  Storm Over the Supreme Court: Historical moments in the life of the early days of the Supreme Court are traced through the use of stills, cartoons, and portraits followed by a review of President Roosevelt's attempt to pack the court. Justices Frankfurter and Black clash in their views of the courts role in American justice.  50 min

PS-10  Congress vs. the President: An analysis of the building crisis between the President and the Congress with particular emphasis on the empoundment of funds. See detailed description.  52 min

PS-11  Arms and Security: How Much is Enough? A rather frightening view of the Soviet and American overkill capabilities and an analysis of the competitive demands for guns and butter.  49 min

PS-12  Peter H. Merkl on Comparative Executive: Professor Merkl explores different national constitutions in an effort to discover how others have solved the need for an executive office.  30 min

PS-13  Bill Moyers' Journal: Bill Moyers chats with Henry Steel Commager in order to better understand the latter's view on topics such as "The American National Character" and the American view of the law. (5-24-74)  60 min

PS-14  Stan Roden Candidate for District Attorney: Videotaped in classroom.  60 min

PS-15  Meet The Press, Chesterfield H. Smith: President of American Bar Association since August 1973.  30 min

PS-16  David Miner, District Attorney: Videotaped in classroom.  60 min

PS-17  Warsaw Ghetto:  60 min

PS-18  W. Don MacGillivray (R) vs. Omer Rains, (D), Candidate for State Senate: Videotaped in classroom.  60 min

PS-19  Medical Health Care in America: Moderator: Richard D. Heffner, with introductory statements by Senator Edward M. Kennedy and Malcolm C. Todd, President-elect of the AMA. A panel discussion follows featuring John H. Knowles, MD, President of the Rockefeller Foundation, Louis Lasagna, MD, Prof. of Pharmacology, University of Rochester, and Irvine H. Page, MD, Chief Consultant at the Cleveland Clinic. (5-22-74)  60 min
PS-20 1984 with Edmund O'Brian & Michael Redgrave: Segment shows "hero" being subjected to enormous pressure in order to achieve substantial thought transformation. 30 min

PS-21 Charles Caterlin vs. Paul Kinney, Republican and Democratic candidates for State Senate: Videotaped in classroom. 60 min

PS-22 League of Women Voters...Candidates for State Senate: League of Women Voters interviewing the candidates for the Democratic Nomination to State Senate. Candidates include Russ Herron, Omer Rains, Paul Kinney and Laird Hayes. 30 min

PS-23 Oz Brazelton, Republican Candidate for State Assembly: 60 min


MEMO TO: Barbara Crawford, Maury Ryan, Jim Williams, Peter Hasland, John Morrisohn, Theron Barnes, & Bill McAdams

FROM: Melvin J. Elkins

RE: Program in Communications

It has been some time since those of us who are interested in the broad concepts of communications have gotten together. However, I did discuss same with Jim Williams and Peter Hasland and we did agree that now might be the time to collect individual ideas on a comprehensive curriculum in communications.

If you recall the brief presentation I gave a couple of months ago, I envisioned graphically a curriculum as follows:

```
Communications Major

Core
Speech, Electronics, Sketching & Drawing, etc.

OPTIONS

GRAPHICS

AUDIO-VISUAL MEDIA

TV - RADIO BROADCASTING

OTHER
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The real advantage in this core approach to curriculum design is that it gives the student an option within a cluster of skills of commonality, plus the student is constantly exposed to the interplay within the "system".

Of course my interest in this whole idea of a communications major is that I want to identify those optional areas where students could be trained in a job entry level skill and at the same time identifying manpower needs for same.

Since curriculum development is such a slow process, I was hoping that each of you would be willing to do the following:

1. Write a brief description of how you believe your subject area would lend itself to the development of such a comprehensive program, i.e. core, option, etc.

2. List how many options, by title, you can envision (disregard job opportunities).

3. Speculate on whether this curriculum would be appropriate for both the occupational and transfer student.

If you will forward this information to me, I will attempt to get the data together.

In summary, I believe that this multi-discipline approach to program planning would be very desirable for students, yet will require much work and effort on behalf of the staff. Hope to hear from you soon.

Encl. Excerpt from book Barbara Crawford referred to me which I think very appropriate.
FROM: Jim Williams, Chairman, SBCC Educational TV Advisory Committee

SUBJECT: Thoughts on SBCC's Humanities Building Educational TV Facility

SBCC'S NOW-UNDER-CONSTRUCTION TV STUDIO

City College's first-time Radio-TV Facility is now under construction on the second floor of SBCC's new Humanities Building. Although no communications department exists at SBCC and there is little communications-related curricula, the studio was designed as a classroom TV support and communications instruction facility, with full consideration given to a variety of future possibilities.

With the increasing need for innovative educational support ideas, many community colleges are now constructing on-campus educational radio-television studios which not only aid in classroom instruction but become student training sites for communications, broadcasting, journalism, multimedia, theatre arts, photography and electronics majors. Such studios have the capability of producing their own, or video-taping off-the-air, educational programs, which can be used later by students in college classrooms, library multimedia center, or on community cablevision.

The Radio-TV Complex contains (see attached studio diagram): a TV production studio (including a middle-of-the-room folding wall); video-master-control-room (with tiered observation seating for 15-20 students--it, too, can double as a classroom); master-audio-control-room and adjacent acting studio; TV floor observation room; a video-film room; maintenance and storage areas and two offices. Because of the uncertainty of ultimate District goals concerning educational television (broadcast, cable, classroom support, instruction, etc.), the facility has been designed to be as versatile as possible. Each major area within the facility can also double as a communications classroom and be used without an excessive amount of interference with adjoining areas.

The studio and building are scheduled for 1974-75 College-Year Spring Semester completion.

The District needs to establish goals and objectives for its Radio-TV Complex and to authorize funds for the selection of appropriate communications equipment, to permit the College to purchase related equipment, to staff the facility, and to establish communications curricula, and to set goals and MORE
SBCC'S NOW-UNDER-CONSTRUCTION TV STUDIO (Continued)
objectives and implementation dates for facility use. Adequate funding should also be sought to initially equip the facility to complete those goals and objectives once established by the District. It is essential for maximum utilization and effectiveness that the facility be placed with some department or within some academic framework.

###
## Detailed Equipment List

### Santa Barbara Community College

#### College: Santa Barbara City College

#### Dept: Humanities Building Equipment

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**TV Complex Sub Total**: $103,818

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**Total Project Requirement**

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**Prepared By:** Don Trent

**Date:** September 29, 1972

**Revised:** November 9, 1972

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*See justification statements this section following the detailed equipment list*
WHAT SBCC IS NOW DOING IN BROADCASTING

City College does not currently offer any direct courses in radio or television broadcasting, other than a three-unit "Radio Drama" course now offered under the Theatre Arts Department. SBCC's small two-room radio studio is located adjacent to the Theatre Arts Department's costume-make-up room behind the entrance to the Administration Building's Auditorium-Theatre (A210).

RADIO DRAMA STUDIO

The Radio Studio equipment includes an audio console, two turntables (now being installed), three reel-to-reel tape recorders, a cassette recorder, related amplifiers and storage racks. Two microphones and stands are in an adjacent Radio Drama "acting" studio. (Extensive equipment recently donated to SBCC by Erway Broadcasting Corporation, owner of Radio Station KKIO, Santa Barbara, is now being used to improve the existing facility and is scheduled to be installed in the auditorium projection booth to serve as a secondary radio studio, and for audio use in stage productions.) Eventually, the radio drama studio improvements will provide a studio which could also be used for radio production (announcer, production, record-spinning, etc.).

AREA TV PROGRAMMING DIRECTLY RELATED TO SBCC'S SOUTHERN CALIFORNIA TV CONSORTIUM MEMBERSHIP

With SBCC's 1973-74 College-Year membership in the Southern California TV Consortium (more than 30 Southern California Community Colleges are members), the District decided to offer two TV programs for college credit. Arrangements were made with KEYT-TV, Ch. 3, Santa Barbara, to broadcast these two 16-week courses to tricounties residents during SBCC's Spring Semester. "Introduction to Physical Geography" (three-units) was aired Mondays, Wednesdays and Fridays, and "Family Risk Management" (a two-unit consumers' insurance series), Tuesdays and Thursdays, also from 8:30-9 a.m. Pre- and post-program announcements emphasized that SBCC was sponsoring the programs, that college credit was available, and that SBCC instructors were available for student assistance. (Dave Williams was SBCC's "instructor of record" for "Physical Geography"; Merle Taylor and Jim Foxx, "Family Risk Management.") SBCC's instructional budget provided one 3/4-inch U-matic cassette recorder-playback unit, one play-
AREA TV PROGRAMMING DIRECTLY RELATED TO SBCC'S
SOUTHERN CALIFORNIA TV CONSORTIUM MEMBERSHIP (Continued)
back unit, two color monitors, video tapes, and for connection to Santa Barbara
Cable TV (the connection has not yet been completed).

Recording of the off-the-air KEYT-TV SBCC programs was handled by
SBCC's Audio-Visual Department. The U-matic tapes of both programs were re-
broadcast Saturdays, also for sixteen consecutive weeks, from 10 a.m. to
12:30 p.m., on Santa Barbara Cable TV Channel 2. (Time was also provided free
to the college; however, college work-study funding was used to hire an SBCC
student who announced and engineered the Saturday morning playbacks. His on-
the-job training has led to part-time employment at Cable TV and with an area
radio station.) The U-matic video tapes were also used for instructor-of-
record and student review.

Data on SBCC Consortium TV programs, prepared by SBCC's Admissions
Office, are attached.

The College does plan to offer "Child Growth and Development" and
"Music in Western Civilization" this Fall. (Allan Hancock College, Santa
Maria, is offering "Law For the 70s" this Summer over KCOY-TV, Ch. 12, Santa
Maria, also available on cable in Santa Barbara.)

Tricounties TV Consortium colleges also include Cuesta (San Luis
Obispo), Moorpark, and, of recent date, Hancock College.

###
## TV STUDENTS

### ENROLLED IN PHYSICAL GEOGRAPHY

<table>
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<tr>
<th>Total Enrollment</th>
<th>164</th>
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<tr>
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### COLLEGE UNITS COMPLETED

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</tr>
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<td>39</td>
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### NUMBER OF UNITS ENROLLED IN AT PRESENT*

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*Total does not include Physical Geography*

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2/22/74

ns
## TV Students

### Enrolled in Family Risk Management

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### Sex

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<tr>
<td>Female</td>
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### College Units Completed

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### Ethnic Background

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<td>Other non-white</td>
<td>3</td>
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### Number of Units Enrolled in at Present*

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<td>39</td>
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<tr>
<td>Over 12</td>
<td>16</td>
</tr>
</tbody>
</table>

*Total does not include Family Risk Management

2/22/74

ns
OTHER BROADCAST ACTIVITIES

SBCC's College Information office is also involved in other broadcast activities: a weekly five-minute college information program on KTMS Radio (Thursdays at 9:30 a.m.); a twice-monthly five-minute informational program on KEYT-TV (5:25 p.m., alternate Wednesdays); spot announcements on all area radio and TV stations; and participation in the cooperative presentation of the Santa Barbara Cable TV weekly program, "Your Mayor: The Man and The Job," seen Mondays at 8 p.m. and rebroadcast Tuesdays at 9 a.m. on Cable Channel 2.

The latter program provides time for City College to announce its various campus activities. The college has requested time for a weekly half-hour program for City College, which has not been sanctioned by Cable TV. If approved, this would provide an outlet for interviews with SBCC administrators, faculty, trustees, students, etc., and would provide a vehicle for additional community involvement.

###
The following three-page memorandum and attached summary sheet were presented to the Santa Barbara City Council during its public hearing on Santa Barbara Cable TV, which was held Wednesday, April 17, 1974, in the Council Chambers. SBCC's report was included as part of that presented by the Santa Barbara City Ad Hoc Advisory Committee on Cable Television.

January 30, 1974

TO: MEMBERS OF THE SANTA BARBARA CITY AD HOC ADVISORY COMMITTEE ON CABLE TELEVISION

FROM: SANTA BARBARA CITY COLLEGE
       JIM WILLIAMS, AD HOC COMMITTEE REPRESENTATIVE

SUBJECT: SANTA BARBARA CITY COLLEGE REQUEST FOR FULLTIME USAGE OF A CABLE TELEVISION EDUCATIONAL CHANNEL, FOLLOWING THE 1977 IMPLEMENTATION OF CABLE TELEVISION'S 20-CHANNEL SERVICE IN ADHERENCE TO FEDERAL COMMUNICATION COMMISSION RULINGS

Santa Barbara City College will, by early 1975, have completed its own first-time TV studio within its new Humanities Building. The facility will house a large TV studio and master controlroom, a film-VTR room, a maintenance area, storage, two offices, and a master audio controlroom and adjacent audio studio. The TV studio will also be equipped with commercial soundproofing and a cyclorama, and will be suitable for industrial and educational TV productions. A lighting dimmer board and overhead grids for lighting support are also included. This facility is now under construction.

Although equipment for the radio-TV complex has not been selected, facility size will easily lend itself to educational productions. Equipment, expected to be installed in increments, will be capable of handling such productions.

With the educational trends in audio-visual support, multimedia, broadcasting arts (radio and TV), and in communications, in general, it is expected that SBCC will eventually develop and offer curricula in these areas. It is expected that trained students, under the supervision of SBCC faculty and staff, will be proficient enough to be used to produce educational
support materials, college credit programs, audio-visual materials, and general college information materials. Such training courses could not be initiated here until the building is completed; however, training is expected to pay off in production capabilities by 1977-78.

Considering the above factors, SBCC, late in this decade, should be in a position to develop, produce and supply educational programming to its instructional departments and to train SBCC students to produce such programs. The TV studio, if properly equipped, will also be capable of distributing, through an educational cable TV access channel, informational and general educational programming to the community at large. Although SBCC's future cablecast potential is still in the planning stages, it is considered wise by the College's administration to prepare for any eventualities and to lay the groundwork at this time.

The College could also use such a standard cable TV channel to distribute enrollment information for Fall and Spring Semesters, and for Summer sessions and noncredit classes; to repeat credit programs from the Southern California Television Consortium (SBCC is a member college); to distribute recorded campus and Continuing Education Division lectures (from the annual list of outstanding community speakers); to distribute its own TV credit classroom productions; and to allow its students the on-the-air training necessary for future audio-visual, speech, drama and communications careers. SBCC's cable television line should have send-receive capacity to allow City College to feed its programming from the College down the cable to the cable company's distribution point for City and Southcoast dissemination, and for possible "talkback" too.

MORE
The channel allocated for SBCC programming must be a standard channel which all existing UHF-VHF home TV sets could receive on cable without expending more funds for any additional type of special home receiver device. Such a channel should be available, preferably on an unlimited basis, to SBCC. Although City College's community television needs are not fully outlined at this time, the College's administration does believe it is best to prepare for the future and to request such a community distribution system which would not, in any way, in future years, jeopardize SBCC's community communication and educational potential.

SBCC's administration feels at this time that it can best serve the community by having its own channel, rather than sharing a channel with other educational or commercial institutions; however, it would agree to such an initial arrangement if it is fully understood that the College would receive its own fulltime channel later, if requested.

In keeping with the general City College policy of making its facilities available to the community, the College would be willing to explore the possibility of a cooperative venture with area educational institutions to provide its facilities for the production of educational television. Such use would better serve the community at large and avoid costly studio duplication. Through mutual funding, such a facility could be properly equipped to serve Southcoast education. Usage would be subject to studio availability, funding, overall equipment, personnel and classroom instruction within the actual radio-TV complex, which will also serve as a multimedia instruction center.

JW:bw
By early 1975 Santa Barbara City College will have completed its own television studio. It will include a large studio and master control room and related facilities. With educational trends in audio-visual support, multimedia, broadcasting arts (radio and TV), it is expected that Santa Barbara City College will eventually offer curricula in these areas. Late in this decade SBCC should be in a position to supply educational programming to its instructional departments and to train SBCC students to produce such programs.

The television studio, properly equipped, will be capable of general educational programming to the community at large through an educational channel.

Santa Barbara City College administration feels that it can best serve the community by having its own channel rather than by sharing its channel with other educational or commercial stations; however, it would agree to such an initial arrangement if it is fully understood that the college would receive its own full-time channel later, if requested. Santa Barbara City College is willing to explore the possibility of a cooperative venture with area educational institutions for sharing facilities and avoiding studio duplication.

Time allocation and equipment connection should be of no cost to any district.
AGENDA

SBCC EDUCATIONAL TV ADVISORY COMMITTEE MEETING
TUESDAY, MAY 28, 1974, 3:00 P.M., SS-2

I APPROVAL OF MINUTES

II COMMITTEE PURPOSE DEFINED

III ONCAMPUS TV SURVEY REPORT (HASLUND)

IV UPDATE, TV CONSORTIUM PROGRAM

V TRUSTEES SCHEDULE WORKSHOP ON INSTRUCTIONAL TV,
THURSDAY, JUNE 6, 1974, 4-6 P.M., BOARD ROOM

VI SBCC "PROGRAM IN COMMUNICATIONS" CLUSTER CAREER
CONCEPT THOUGHTS (ELKINS)

VII TV DISCUSSIONS WITH DR. GOODER (HASLUND/JWILLIAMS)

VIII SUMMER AND FALL COMMITTEE OBJECTIVES (FUTURE MEETING
DATES)

IX ADDITIONAL ITEMS

JW:bw
TO: Members of Educational TV Advisory Committee

FROM: Jim Williams

REPORT OF INITIAL MEETING OF COMMITTEE, MONDAY, NOVEMBER 19, 1973:

Present for all or part of the meeting were: Dr. Gooder, E. Harkins, M. Elkins, B. Dean, W. McAdams, V. Rowley, T. Barnes, Jim Williams, M. Bobgan, B. Trotter.

Dr. Gooder opened the meeting by restating the functions of the committee, outlined in his memorandum of November 14, 1973:

1) To advise and make recommendations regarding the use of television as a delivery system for instruction and regarding policies for educational television;

2) To serve as a liaison committee between the college and the Southern California Television Consortium;

and explained that this group would generally recommend proposed policies and procedures and advise the Academic Senate and Administration and Board in matters concerning educational television. The Board of Trustees has expressed a great interest in educational television and has asked for a report of what we are and will be doing in this direction, according to Dr. Gooder. He asked that the committee outline any other functions it finds appropriate and select a chairman.

Following a general discussion and question-and-answer period, it was moved by Dr. Bobgan and seconded by Miss Dean that Jim Williams be nominated for chairman of this committee. Mr. Elkins moved that nominations be closed; seconded by Dr. Trotter. Carried.

Mr. Williams stated he would be calling another meeting in about three weeks. Discussion at the next meeting will include:

1) Formation of an advisory committee from the community;

2) Project: Software production by SBCC;

3) Possible Broadcast Communication for our own students.

The committee reaffirmed the two functions set forth in Dr. Gooder's memo mentioned above and added:

3) Plan projection for future TV software production;

4) Propose broadcast curriculum;

5) Establish a citizen's TV Advisory Committee.

Outlines of the general discussion and questions-and-answers are attached.
GENERAL DISCUSSION

INFORMING CONSTITUENCY
SBCC address will be printed on back of brochures
KEYT will give SBCC good promotion (Credit programs begin on KEYT, Ch 3), Feb. 11
Use Community Service money for ads in newspapers
Newspapers will give us story space
SBCC publicity: Flyer for direct-mail to community; Rob Reilly will design
Couple of people at the News-Press will do feature stories
The Channels will cooperate
Consortium supplies 5,000-10,000 brochures for each semester's courses

REGISTRATION & ADMITTANCE
Student returns card from brochure
Student mails check to the appropriate bookstore for syllabus and textbook (In future
SBCC Bookstore may offer the books)
Student is enrolled once he has mailed application and it is received in the
Admissions Office
TV student equals regular student on campus--full college credit for course
Admissions accepts the brochure registration form and then mails packet to student--
keeping in mind that most TV students have not attended a college and are, there-
fore, unfamiliar with college admission-registration procedures
TV courses have been approved for credit by the Chancellor's office

EXAMS
Midterm and final exams are furnished to the teacher of record who may alter tests
or use his own test. Course is offered under teacher-of-record's credential and
he has full control of exams and any additional material, field trips, seminars,
he may wish to offer.
Exams are administered on campus--usually Friday evenings, with make-ups on Saturday

SEMINARS AND/OR FIELD TRIPS
Seminars, field trips, and/or class meetings may be held at the discretion of the
instructor of record
Instructor of record must have regular office hours when he may be contacted by TV
students
Instructor of Record must view each of the programs--very important
Instructor of Record may add to TV course as he sees fit

HOW COURSE IS FORMED, ETC.
Consortium members (specialists in that certain field) draw up outline of course and
1) select a producer; 2) select someone to be on-camera instructor; 3) pay the producer
to supervise the scripting; 4) work with on-camera instructor. Once scripts are all
finished, they go to studio capable of producing commercial-quality program. With
clearances, etc., the cost of one Ed TV course is approx. $70,000.

Five programs are produced by the consortium each year, but we have access to the
library at no cost.

University of Wisconsin at Green Bay is depository for much software

Programs are mastered at KABC with tapes to member stations; programs are broadcast
at different times of the day; Channel 24 may cluster them, 1½ hours at a time
QUESTIONS

Will membership in the consortium continue?

Will this committee be expanded to include people from industry?

Is it a function of this committee to determine recommendations regarding faculty assignments?

Can this district sponsor more courses than the two existing courses?

Can Santa Barbara people enroll in course on KABC?

Why does the instructor of record have to view the course? (He could almost teach it without seeing the series.)

How often are instructors of record called by TV students?

May instructor of record change the tests?

Who develops the programs?

Do we have a budget?

Do students get college credit for these courses?

Any possibility of getting programs for on-campus dubbing?

Can we tape programs off the air without encountering copyright problems?

ANSWERS

The Board's commitment is continuing; the faculty feels participation in the courses is on an experimental basis--must see potential first.

An advisory committee would include people from broadcast industry and from other media.

At present, faculty participation is on a voluntary basis.

As individual college, yes. There are five consortium-sponsored programs a year.

Enrollees must be within the district of a sponsoring community college.

In order to base exams on actual material studied by the students.

Often.

Yes

Consortia.

No.

Yes, approved by Chancellor's Office.

We would have to supply the tape and pay shipping and dubbing costs.

This is being worked on at the present time according to Mr. Barnes.
TO: Members of SBCC's Educational TV Advisory Committee: Virginia Rowley, Pat Huglin, Betty Dean, Russ Wenzlau, Mel Elkins, Peter Haslund, Bruce Trotter, Elaine Harkins, Martin Bobgan, Merle Taylor (in attendance Dec. 13), and Jim Foxx, Dave Williams, Theron Barnes, Bill McAdams and John McCafferty

FROM: Jim Williams, Chairman, Educational TV Advisory Committee

SUBJECT: Committee Meeting Minutes, Thursday, Dec. 13, 1973

REPORT, EDUCATIONAL TV ADVISORY COMMITTEE MEETING, THURSDAY, DEC. 13, 1973

1. CONSORTIUM UPDATE

Dr. Bruce Trotter reported on his attendance (along with Jim Williams) at a recent Southern California TV Consortium meeting. Two TV credit programs, "Introduction to Physical Geography" and "Family Risk Management," are now ready for Spring Semester broadcast, he said. Both begin Feb. 4 on KABC-TV, Ch. 7, Los Angeles; Feb. 11 on KEYT-TV, Ch. 3, and Feb. 16 on Cablevision Ch. 2, Santa Barbara. He announced that General Telephone Co., Santa Monica, is providing its new commercial TV studio for use as a free production source for TV Consortium production. He reported that individual college costs for Consortium-related personnel, mail, printing, etc., could be repaid through State Coordinated Instruction Systems (CIS) funding. Consortium member colleges have reported that the easier TV class enrollment is handled, the better the enrollment is. Many TV enrollees enroll later in regular oncampus classes, and that, overall, TV programs are good public relations, he said.

Publicity on SBCC Consortium classes will appear in the Adult Education Winter Term schedule and locally in the News-Press.

2. SBCC FACILITIES AND PLANNING COMMITTEE REPORT

Pat Huglin reported on a recent Facilities and Planning Committee meeting, when total equipment requests for SBCC's new Humanities Building were reviewed. The Committee recommended that equipment for SBCC's existing educational programs, within the building, be funded first (approximately $350,000 is allocated), and that an estimated $40,000-$50,000 be allotted for TV. (Copies of an original $103,000 proposed TV equipment list were distributed to SBCC's TV Committee.)

3. EQUIPMENT FOR RECORDING TV CONSORTIUM PROGRAMS

It was also reported that $5,000 from the Undistributed Reserves will be used to buy equipment for recording (off-the-air) TV Consortium programs. Such programs can be viewed later by instructors and students, and replayed, for additional community distribution, on cable TV. The funds will purchase two 3/4-inch video cassettes (one recorder-playback- and one playback-unit), two 25-inch color TV monitors and roller-mounted stands, a permanent cable TV connection to the Audio-Visual Department (where recordings will be made), and an adequate supply of half-hour and hour video cassettes. (An additional $1,000 from the instruction equipment day and evening college reserves will provide an Admissions Office TV Consortium enrollment assistant.) The equipment will be used extensively in Building T-11. It was moved by Bruce Trotter and seconded by Russ Wenzlau that the Committee recommend the equipment purchases. The Committee approved. It was also agreed that Peter Haslund contact UCSB's TV personnel to obtain suggestions on the best TV equipment buys (related to the above) and forward such recommendations to Russ Wenzlau and Theron Barnes.

MORE
The Committee also heard that Health Occupations has a small portable camera, and half-inch and three-quarter-inch (cassette) recorders; that Mel Elkin's (Vocational Education) office is lending, for SBCC Consortium use, a TV monitor; and that Adult Education has a TV cassette recorder-player and monitor. All equipment is portable.

4. **HUMANITIES BUILDING TV STUDIO**

Jim Williams reported that an SBCC TV studio is now being constructed in the campus' new Humanities Building. Drawings of the second-floor facility were distributed and each area defined (two offices, and TV master control VTR-Cine room, master audio control room, maintenance, cyclorama, etc.). Studio capabilities will depend on the final allocation of equipment funding, he said.

SBCC's studio should be able to produce classroom TV support materials on video tape. The tapes, which could vary in length according to instructional needs, could be used in the classrooms and placed in the Library for future use, Williams said. If properly equipped, the studio could also be used to produce credit programs for community (cable) distribution. It would be necessary to offer TV Production I and II courses to train students, who, in turn, could produce such shows, he said.

5. **TV CONSULTANT**

The Committee approved Larry G. Goodwin, who has worked as a design consultant on SBCC's TV studio, to continue as a consultant for the "studio construction completion" phase of the campus TV facility. The one project consists of two days time ($100 per day) for a total of $200. The Committee will consider, at a later date, Mr. Goodwin's other proposed consultant areas dealing with equipment, specifications, etc., depending on construction completion, available equipment, funding, etc. Previous funding for Mr. Goodwin was handled through a general consultant Board authorization granted previously. Other consultant areas will be considered, as needed.

6. **OTHER MATTERS**

An Administrative request to consider a five-year projection of educational goals for SBCC's Humanities Building Radio-TV facility was rejected by the Committee, because of its need to study the matter further. Curricula were discussed briefly; no decisions were reached.

It was also suggested that Harkins, Haslund, Trotter and Jim Williams prepare material for a survey to determine SBCC facilities needs relating to instructional TV.

The Committee voted to visit the UCSB TV facilities (and did so on Friday, Jan. 11) to obtain a better understanding of what UCSB's TV facilities can do.

The Committee also expressed an interest in entering into a UCSB-SBCC cooperative TV effort.

###
REPORT, EDUCATIONAL TV ADVISORY COMMITTEE MEETING, THURS., FEB. 7, 1974, 3:00 PM

Members present: J. Williams, Chairman, and B. Trotter, E. Harkins, J. Foxx, B. Dean, P. Haslund, M. Bobgan, D. Williams and V. Rowley.

1. MINUTES

It was moved by B. Trotter and seconded by E. Harkins that the Dec. 13, 1973, committee meeting minutes be approved.

2. SOUTHERN CALIFORNIA TV CONSORTIUM UPDATE

J. Williams reported that KEYT-TV, Channel 3, Santa Barbara, would begin broadcasting the SBCC-Southern California TV Consortium college-credit programs, "Introduction to Physical Geography," Monday-Wednesday-Friday, effective Feb. 11, and "Family Risk Management," Tuesday and Thursday, effective Feb. 12, at 8:30 a.m. (The programs are to be carried Saturdays on Cable TV.) The Consortium is considering repeating "Law and the '70s" this Summer, and, as first-time programs, "Child Growth and Development" and "Music Appreciation," now in production, this Fall or Spring. A two-semester "Black Experience" series is also being considered, he said.

3. SBCC'S RADIO-TV FACILITY

The Committee heard that College Trustees had authorized an additional $15,000 for improvements within SBCC's now-under-construction Radio-TV Facility in the Humanities Building. Funding will provide main TV studio indoor-outdoor carpeting and acoustic treatment for the ceiling, there; two studio cycloramas; additional computer flooring; small windows in all doors; electrical main-studio troughs; lighting changes, and other improvements. Most items had originally been stipulated; however, because of a personnel change within the architectural firm, plans had not been completed and the errors were not discovered until recently, J. Williams said.

4. CITY AD HOC COMMITTEE REPORT

The chairman, SBCC's Santa Barbara City Ad Hoc Committee on Cable TV member, reported that representatives from education and citizens' groups are now meeting regularly to discuss, review and recommend changes to the City Council regarding local cable TV. (The Federal Communications Commission has directed that all cable TV franchises be renegotiated by 1977.) The District's Board Subcommittee on Planning approved a memorandum requesting that SBCC receive its own cable TV channel in the future. It was also reported that education officials from City and County schools were also interested in working cooperatively with SBCC in the operations of a studio. Such officials do not envision building production facilities of their own.

5. HASLUND DISTRIBUTES MEMO

P. Haslund distributed a discussion memo, regarding the purposes and objectives of SBCC's TV studio. Central thoughts were: 1) to record off-the-air programs; 2) to develop SBCC student programs; 3) production of community-interest programs for cable distribution; 4) to provide a facility for educational TV production credit courses and for development of instructional modules for classroom use. The memo also questioned the desirability and feasibility of developing our own studios or using UCSB's; funding capabilities here; cost-savings by using UCSB's studios; convenience of having a studio here (will SBCC faculty be willing to drive 12 miles to UCSB?), etc. The extended discussion, which also included other areas of concern, follows.

6. THOUGHTS ON THE RADIO-TV FACILITY

Committee members expressed various thoughts on what the Radio-TV Facility should do:

Members suggested that the facility not only train students for broadcast careers but also be used by students to develop their own video tapes for class use; that key speakers from educational fields be recorded elsewhere (by SBCC's mobile unit) for playback here; that video tapes be exchanged with other colleges; that guest eminent speakers be video-taped and such tapes stored in SBCC's library (Continuing Education's
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constitution series at the Lobero was used as an example--such segments could have also
been used in the classroom); that SBCC plays be taped and played back for student
study; and that TV programs could be fed to the community, via cable TV, from SBCC's
studio.

After a discussion on the capabilities of UCSB's future commercial-size TV studio,
P. Haslund agreed to investigate, at committee request, UCSB's studio-rental costs,
and the possibility of working with UCSB in some sort of cooperative studio arrange-
ment. UCSB is about to build its own commercial-size TV studio, capable of producing
over-the-air tapes. Funding will limit SBCC's TV capabilities to producing material
which can be video taped for classroom or for Santa Barbara Cable distribution use only.

Given the proper authority, extensive TV production equipment for SBCC could be
obtained free from private industry, J. Foxx said. However, District needs and goals
would have to be established first. Foxx also suggested that the Committee check on the
availability of TV equipment at SBCC's Nopal St. location. (J. Williams and B. Trotter agreed to investigate.) It was also pointed out that SBCC's new grantsman,
Burton Miller, is now on campus. The chairman said he would pursue this matter with
Mr. Miller and report to the Committee.

It was also pointed out that the College should investigate the need for graduating
students with abilities in communications arts and that Mr. Sidney Frank, SBCC Board
member, expressed interest, during a subcommittee meeting, in investigating the pos-
sibility of SBCC obtaining a UHF-TV grant.

The chairman also reported that SBCC's Facilities Planning Committee agreed that on-
going departments within the Humanities Building receive funding from the building's
$350,000 equipment allocation before funding is provided for TV. The Planning
Committee estimated that TV would receive only $40,000-$50,000 of a needed $103,000
"bare-bones" budget. (The original TV estimate was $140,000.) Programs would be
mastered on one-inch video tape, J. Williams said.

7. THOUGHTS ON SBCC'S RADIO-TV PERSONNEL

J. Williams outlined what he felt would be an appropriate beginning staff for SBCC's
Radio-TV Facility: 1) a Broadcast Operations Director-Coordinator, responsible for
overall facility operations ($15,000-$20,000 annually); 2) Chief Radio-TV Electronic
Engineer, who will maintain all equipment ($12,000-plus to start); 3) Broadcast
Production Assistant (senior secretary level); 4) a Graphic Artist (half-time). The
Director-Coordinator would also double as an instructor and the Chief Engineer might
possibly instruct on a limited basis. Once students learn basic TV production, they
would be capable of producing (under staff direction) classroom educational support
material, he said. D. Williams said he would like to have "as many pros as possible"
in such an operation.

8. FACULTY SURVEY

To gain insight into faculty need for a Radio-TV Facility on campus, Haslund, Harkins,
Trotter and J. Williams said they would prepare material for such a survey. They
agreed to work separately before getting together to prepare a final questionnaire
for faculty distribution.

9. NEXT COMMITTEE MEETING

The Committee will hold its next meeting, Thursday, March 7, at 3:00 p.m., in the
Social Science conference room SS-1.

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JW bw
2/26/74
Members present: J. Williams, Chairman, and B. Trotter, V. Rowley, M. Bobgan, T. Barnes, P. Haslund, and, later approved as a new committee member, E. Jardine.

I MINUTES APPROVED

It was moved by Trotter and seconded by Haslund that the Minutes of Feb. 7, 1974, be approved. The committee agreed.

II FUTURE TV CONSORTIUM COURSES

The Chairman reported that the Southern California TV Consortium had approved a "Law For the 70s" TV Summer course; "Child Growth and Development" and "Music Appreciation," for Fall; and "Children's Literature" and "As Man Behaves," for Spring. Because of funding limitations, "Law For the 70s" will not be offered, according to word relayed to the Committee from Russell Wenzlau, Evening College Dean, administrative coordinator of SBCC's TV Consortium activities. On a move by Haslund, seconded by Trotter, the Committee voted to pass the following recommendation to Mr. Wenzlau: "If it is financially feasible, SBCC should offer 'Law For the 70s' in its 1974 Summer program." The Chairman will pursue the matter and report to the Committee. It was pointed out that John Kay--since he is offering a similar course in the Fall--should be consulted prior to setting up the course if it is offered.

III CONSOLIDATION OF COMMITTEES URGED

Hearing that a new Committee, concerned with the Development of Instructional Curriculum within SBCC's Humanities Building TV Facility recently met for the first time, our Committee "urged reconsideration of developing a second and separate committee which deals with essentially the utilization of educational TV since this Committee considers curriculum development and facilities planning within its domain." The motion, made by Trotter, was seconded by Jardine. (Note: The following purpose of our Educational TV Advisory Committee, obtained later from Dr. Gooder after its March meeting, states: "To advise and make recommendations regarding the use of television as a delivery system for instruction and regarding policies for educational television. To serve as a liaison committee between the College and the Southern California Television Consortium." Second committee leaders have since agreed to consolidation and such members will be invited to our next Committee meeting.)

IV CAMPUS TV SURVEY

Following discussion on a variety of thoughts regarding use and development of an oncampus TV facility and the possibility of exploring a working arrangement with UCSB, members authorized an oncampus faculty distribution of a Committee survey to ascertain SBCC faculty needs regarding use of TV here. The survey draft, prepared by Haslund, will be distributed and findings compiled for faculty, administration and Committee use.

V OTHER MATTERS

The Committee also:

- Approved the requested Committee membership of Evanne Jardine.
- Requested that an informational update on enrollment in SBCC's current "Introduction to Physical Geography" and "Family Risk Management" TV courses be obtained and reported to the Committee.
- Discussed rental costs ($160 hourly) for production facilities at KEYT-TV.
- Discussed the formation of a TV advisory committee of community professionals.

MORE
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--Discussed the amount of time and work needed to publicize SBCC's Consortium TV courses.

--Heard that SBCC receives 50 percent State reimbursement (under Coordinated Instruction Services) for participation costs in its TV Consortium expenses.

--Considered developing Committee Goals and Objectives.

Committee minutes, taken by B. Willis, Secretary, College Information Office, are written by the Chairman.

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JW:bw
5/23/74