

**S0043 KETC-TV, St. Louis, Missouri  
Records, 1952-1976  
169 Folders**

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KETC-TV, St. Louis, Missouri, Records were donated to the Western Historical Manuscript Collection-St. Louis by Robert Glazier on August 26, 1971, and September 5, 1973.

In operation since 1954, KETC-TV was the fourth educational television station in the country and the first station to be community supported. Includes the station's founding papers; correspondence; materials and working papers from the elementary, secondary, and adult education programming; and publications.

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24. Undated Documents, KETC-TV
25. Publications, 1953-1973
26. Personnel Roster, 1969-1976
27. Addenda, 1960's, KETC-TV

28. Addenda, 1970's, KETC-TV
29. Early History and Correspondence, 1952-1959, KETC-TV Addenda
30. News Clippings, 1953-1976, KETC Addenda
31. Fund for the Advancement of Education, 1954-1959, KETC Addenda
32. Monthly Newsletter, "Teaming Up," 1969-1976, KETC Addenda
33. News Releases and Progress Reports, 1975-1976, KETC Addenda
34. "Sketch," May 1958 - February 1961, KETC Addenda
35. Addenda, Undated, KETC-TV
36. Guidelines for Long Range Planning, 1977-1981
37. KETC Annual Reports, 1955-1975
38. Photograph - KETC-TV Annual Meeting, 5/9/74
39. Channel 9 Closed-Circuit Tests, December-January, 1954
40. Adult Education Fund-Invoice; January, 1953 - September, 1955
41. Advisory Council (names and addresses of members, May 2, 1973)
42. Board of Trustees; 1952 - 1973
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48. ETV: Surveys
49. ETV Studio Plan; 1952
50. Membership
51. National Association of Educational Broadcasters; 1952 - 1953
52. Progress Reports; 1953; January & February, 1971; August & November, 1974
53. Three Phase Program; November 30, 1965
54. School Programs Operations Committee 1959
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57. School Programs Operations Committee 1956
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66. Policy: program evaluation, sales pitch, sample script; 1958
67. Release Forms; 1969 - 1970
68. Scripts for geography
69. Scripts for initial teaching alphabet
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71. Scripts for initial teaching alphabet
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73. Scripts for learning to spell
74. Scripts for Missouri and the Missouri Constitution
75. Scripts for the road to reading
76. Scripts for the road to reading
77. Housebreaking the One-eyed Monster by Robert C. Glazier; 1970; 4 copies
78. Instructional Television: A Utilization Guide for Teachers and Administrators; 64 pages
79. Investigation of the Current Use of Open-Circuit Television for Adult Education by Anne Durrum Robinson; 30 pages
80. ITV Nine News; Vol. 8, No. 6; 1974
81. KETC, Channel 9: Catalyst for Learning; April, 1969; 4 pages; 2 copies
82. Let's Go Sciencing
83. School Newsletter; November - December, 1970; February, 1971
84. Guide to School Services; 1970/71 for elementary and for secondary
85. School Services: Utilization Survey; December 1, 1970
86. Sesame Street, Bibliography and Parents Guide
87. Television in Our Schools by Walter Beranek; 10 pages
88. Video-cassette Resources
89. Kaleidoscope 1966-1967
90. Kaleidoscope 1968-1969
91. Kaleidoscope 1970-1971
92. Kaleidoscope 1972-1973
93. Kaleidoscope 1974-1975
94. Kaleidoscope 1976, "These Are the Days"

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95. CATV and KETC: The Era of Cable Television--a Special Issue, CATV Systems Directory; 1966 CATV Systems Directory; 1968
96. Summary of the Major Findings from "Reading with Television: An Evaluation of the Electric Company" by Samuel Ball and Gerry Ann Bogatz; March, 1973 First Year of Sesame Street: An Evaluation by Samuel Ball and Gerry Ann Bogatz; October, 1970 Summary of the Major Findings in "The Second Year of Sesame Street: A Continuing Evaluation" by Samuel Ball and Gerry Ann Bogatz; November, 1971
97. Continuing Liberal Education; 1955-1957; 95 pages
98. Establishment of Domestic Communications Satellite Facilities by Non-governmental Entities, Docket No. 16495; December 12, 1966; 119 pages; Vol. I
99. Establishment of Domestic Communications Satellite Facilities by Non-governmental Entities, Docket No. 16495; December 12, 1966; 44 pages, Vol. II
100. Establishment of Domestic Communications Satellite Facilities by Non-governmental Entities, Docket No. 16495; December 12, 1966; 100 pages; Vol. III
101. Establishment of Domestic Communications Satellite Facilities by Non-governmental Entities, Docket No. 16495; April 3, 1967; 53 pages; Vol. I  
Establishment of Domestic Communications Satellite Facilities by Non-governmental Entities, Docket No. 16495; April 3, 1967; 50 pages, Vol. II
102. ETV: A Ford Foundation Pictorial Report; March, 1961 Experimental Study in Instructional Procedures--Miami University; second report; October 1, 1957; 64 pages  
Experimental Study in Instructional Procedures--Miami University; final report; January,

1960; 96 pages

103. National Program in the Use of Television in the Public Schools: A Report on the First Year 1957-1958; January, 1959; 89 pages National Program in the Use of Television in the Public Schools: A Report on the Third Year; May, 1961; 125 pages

Schenectady Experiment: A Report of the Closed Circuit Television Project; 55 pages

104. Teaching by Television; 1955 Teaching by Television in the Oregon State System of Higher Education; March, 1960; 92 pages, Televised College Courses by John W. Meaney; October, 1962; 88 pages

105. Educational Media (TV) for the Preschool by Lester F. Beck; December 31, 1965; 127 pages

106. Evaluation of Television Procedures Designed to Stimulate Extracurricular Science Activities; George L. Gropper, Arthur A. Lumsdaine, Yolanda Willis and Richard H. Willis; May, 1961

107. High School Physics by Television: The Houston Area Project; Wallace H. Strevell; September, 1960; 32 pages International Seminar on Instructional Television: October 8-18, 1961; Seminar Report; Indiana; 205 pages role of the Teacher in the Classroom: A Manual for Understanding and Improving Teacher Classroom Behavior; Edmund J. Amidon and Ned A. Flanders; 1967; 102 pages

108. San Diego Area Instructional Television Authority: 1966-1969 Evaluation

109. Study of the Use of In-school Telecast Materials Leading to Recommendations as to Their Distribution and Exchange; July, 1960 to August, 1961; University of Nebraska; 137 pages Teaching Machines and Programed Learning; James D. Finn and Donald G. Perrin; 85 pages

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110. Television and Growing Up: The Impact of Televised Violence; 1972; 169 pages, TV and Higher Education: 10 Examples in the South; January, 1966; 36 pages

111. Television and Social Behavior: Television and Adolescent Aggressiveness; 1972; 435 pages, Television in Education; 1957; 124 pages

112. Audio-Visual Instruction; Paul R. Wendt; National Education Association; Washington, D.C.; December, 1957; 32 pages, Council for a Television Course in the Humanities: Its Concept and Development; Floyd Rinker; Council for a Television Course in the Humanities for Secondary Schools, Inc.; Boston; March, 1960; 86 pages Guidance Pamphlet in Mathematics for High School Students; National Council of Teachers of Mathematics; Washington, D.C.; 1953; 40 pages

113. Guidelines for Art Instruction Through Television for the Elementary Schools; Manuel Barkan and Laura H. Chapman; National Center for School and College Television; Bloomington, Indiana; 1967; 97 pages, Instructional Television: Its Growing Acceptance by Robert E. Corrigan; 4 pages Linguistics and Beginning Reading; Robert B. Ruddell; National Council of Teachers of English; Boston; November 26, 1965; 15 pages, Mass Communications; W. H. Ferry and Harry S. Ashmore; Center for the Study of Democratic Institutions; New York, May, 1966; 39 pages

114. People Look at Educational Television; Wilbur Schramm and Jack Lyle; Institute for Communication Research; Standard University; 1961; 160 pages

115. School Children and Television; Pal A. Witty; Television Information Office; Chicago; December 29, 1959; 26 pages, Science Programming and the Audiences for Public Television; National Educational Television; New York; Summer, 1969; 36 pages

116. Shape of Education for 1967-1968; National School Public Relations Association; Washington, D.C.; May, 1967; 64 pages, Televiewing by Children and Youth: Eleven Years of Surveys and Studies; Paul Witty, Television Information Office; New York; February, 1961; 113 pages, Television and Adult Education, Vol. 3; International Quarterly Bulletin; Paris; April, 1961; 45 pages, Television in Education; American Council on Education; Washington, D.C.; 1952; 34 pages
117. Art for the Elementary Schools: Grades one-Six; 1956 (2 copies)
118. Guide for Business Education; 1959
119. Guide for Elementary Education: Grades One-Six, Language, Arts, Social Science, Arithmetic; 1955
120. Guide for Physical Education in the Elementary School: Grades One-Six; 1956 (2 copies)
121. Educational Broadcasting Review: Public Television Program Financing; October, 1972; Vol. 6, No. 5, Special Report: The Case for Full Funding; Public Broadcasting Service; April, 1976; 12 pages, Impact of the Videotape Recorder on Network Plans; William Bowden; September 9-11, 1959; 3 pages, Learning from Television: What the Research Says; Godwin C. Chu and Wilbur Schramm; November 23, 1967; 116 pages
122. NAEB Region V. Confernece; Denver, Colorado; June 14-15, 1956; 43 pages, NAEB Seminar on Children's Television Programs; Illinois; 1958; 37 pages, Tape Recorded Teaching at Hagerstown by Pearl C. Snively; May, 1960; 3 pages, Teaching With Video Tape: A Study of a New ETV Tool that Mirrors Teaching; 1962; 48 pages (2 copies)
123. Televised Instruction; 1959; 132 pages, This Is Educational Television; 1952; 16 pages
124. Analysis of Some Demographic and Psychological Characteristics of an Educational Television Audience; Richard I. Evans; March, 1957; 41 pages, Appraisal of the Current Status of Television as a Medium of Instruction; 14 pages
125. Attitude Change and Learning as a Function of Prestige of Instructor and Mode of Presentation; Hiaeya Kumata; 1958; 105 pages

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126. Community Reaction to Educational Television in Minneapolis and St. Paul-, Minnesota; 1958; 106 pages
127. Educational Television Today: A Status Report; January, 1959; 49 pages, Educational Television in the United States; Status Report, 1957; Richard B. Hull; 44 pages, Emphasizing Educational Television; 1956; 32 pages ( 3 copies)
128. Exploring the News: A Comparative Study of the Teaching Effectiveness of Radio and Television; Bruce H. Westley and Lionel C. Barrow, Jr.; May, 1959; 107 pages, Four Years of Progress in Educational Television; December, 1956; 143 pages; (2 copies)
129. Instructional Utility Analysis of 319 Educational Television Programs; July, 1958; 238 pages (2 copies), National Educational Television Research Conference; Stephen B. Whitney; 1958; 12 pages
130. National Educational Television Survey: Findings for KETC-TV, Channel 9; McGraw-Hill Research; October, 1969; 189 pages
131. Pilot Study of the Nature of Aesthetic Experiences Associated with Television and Its Place in Education; John B. Ellery; Wayne State University Division of Broadcasting; Detroit; January 15, 1959; 29 pages, Research Report, No. 571: The Superintendent's Inquiry on Instructional Television; Ryland W. Crary; -May 1, 1957; 20 pages (3 copies), Research Report, No. 572: Educational Television Program Survey; June 15, 1957; 12 pages

132. Research Report, No. 573: The Audience for Educational Television; Ryland W. Crary; October, 1957; 115 pages (3 copies), Research Report, No. 581: Educational Television Program Survey; July 31, 1958; 13 pages (2 copies), TV and the Crisis in Education; Paul A. Greenmeyer and Louis T. Iglehart; October, 1956; 14 pages (3 copies)
133. Television and the Future of Education; H. K. Newburn; May, 1958; 11 pages (2 copies), Television Research in the Teaching-Learning Process; Preseley D. Holmes, Jr.; Wayne State University Division of Broadcasting; Detroit; July 1, 1959; 152 pages
134. WKAR-TV Research Report 561M: Benchmark Television-Radio Study, Part I: Lansing; I. R. Merrill; December, 1956; 74 pages, WKAR-TV Research Report 565M: Political Persuasion by Television--Partisan and Public Affairs Broadcasts in the 1956 General Election; I. R. Merrill and C. H. Proctor; October, 1959; 83 pages
135. WKAR-TV Research Report 573M: The Impact of an Educational Television Series; I. R. Merrill; April, 1958; 78 pages, WKAR-TV Research Report 582M: Channel 10 Data Book; I. R. Merrill; February 15, 1959; 46 pages
136. Continuing Public Education Broadcasting; National Instructional Television Center; September, 1969 (2 copies)
137. One Week of Educational Television, Number Two; March 18-24, 1962; Lester S. and Alfred L. Morse Communication Research Center; Waltham, Massachusetts; 38 pages, One Week of Educational Television, Number Four; April 17-23, 1966; Morse Communication Research Center; Brandeis University; 1966; 80 pages, One Week of Educational Television, March 9-15, 1970, Number Six; National Instructional Television Center; 1971; 59 pages
138. Recorded Television Courses; Great Plains National Instructional Television Library; 1970; 118 pages Recorded Television Courses; Great Plains National Instructional Television Library; 1969; 112 pages
139. Recorded Television Courses; Great Plains National Instructional Television Library; 1968; 112 pages, Recorded Television Courses; Great Plains National Instructional Television Library; 1967; 92 pages
140. Audio Visual Materials for Primary Grades for Social Studies; September, 1957; 25 pages, Course of Study in English for the Ninth Grade; January, 1958; 19 pages
141. Curriculum Guide for the Levels in English: Kindergarten-Grade 12; September, 1962; 264 pages
142. Curriculum Guide for the Social Studies: Kindergarten-Grade 12; September, 1960; 171 pages, Depth Analysis of Student Attitude Toward Classroom Television Experience; 1962; 193 pages

**BOX 7 (00885)**

143. Educational Field Trip Handbook; 1963; 56 pages Field Trip Handbook for Teachers; Fall, 1971; 52 pages
144. Family Living and Sex Education Curriculum Guide, K-6, 1966; 60 pages High School English, Grade 10; September, 1955; 46 pages
145. High School English, Grade 11; September, 1956; 69 pages Investigation of Television Teaching; 1957; 61 pages (2 copies)
146. Physical Education: Health and Safety Education, K-12, 201 pages Secondary Program Planning Book for the School District of Jennings; 41 pages
147. Art for Elementary Schools; Vol. 8, No. 2; March, 1955; 39 pages
148. Resource Handbook for Teachers in the History and Geography of Missouri; Vol. 10, No. 1; September, 1957; 76 pages, Course of Study in Music for Elementary Schools; Vol. 10, No. 4; March, 1955; 74 pages, Course of Study in Elementary School Physical Education

- for Kindergarten, Grades I, II, III; Vol. 11, No. 1; September, 1955; 95 pages
149. Course of Study in Elementary School Physical Education Grades IV, v, VI; 148 pages, Vol. 11, No. 2; March, 1956, Course of Study in Elementary School Physical Education for Grades VII and VIII; 123 pages, Vol. 11, No. 4; April, 1956, Course of Study in Arithmetic for Grades 4-8; 47 pages; Vol. 12, No. 2; May, 1957, Curriculum Guide for the Kindergarten and Ungraded Primary School; 60 pages; Vol. 15, No. 1, September, 1960
150. Greater Cleveland Mathematics Program: Administrators Guide; 1963; 40 pages, Greater Cleveland Mathematics Program: Teacher's Guide for First Grade; 1962; 252 pages
151. Greater Cleveland Mathematics Program: Teacher's Guide for Second Grade; 1962; 252 pages
152. Greater Cleveland Mathematics Program: Teacher's Guide for Third Grade; 1962; 250 Pages, SRA:Mathematics Program, Scope and Sequence Chart; Wonderful World of Modern Math: An Introduction to the Greater Cleveland Mathematics Program for the Elementary Grades
153. Alabama Survey of Educational Television Usage in Alabama Schools; 1965, Connecticut Adventure in Educational Television: A Report on "Asia in Ferment"; Victor E. Pitkin; 1957; 118 pages
154. Illinois Chicago City Junior College Experiment in Offering College Courses for Credit Via Open Circuit Television: A Report of the First Year of a Three Year Project; Clifford G. Erickson and Hymen Chausow; March, 1958; 54 pages, Illinois Television Project for the Gifted: Final Report; James D. Hennes, Junetta B. Gillespie, and Stanton W. Saltzman, August, 1965, 117 pages; (2 copies)
155. Policy Statement on Family Life and Sex Education; March, 1967; 24 pages, School Television: Great Cities, 1967; Fund for Media Research; November, 1967
156. Iowa Summary Report of the Thirteenth Lake Okoboji Educational Media Leadership Conference; August 20-24, 1967; 119 pages, Michigan Compendium of Televised Education; September 1, 1963; 253 pages
157. Missouri Educational Television: Governor's Committee for Exploration of Educational Television in Missouri; January, 1963; 16 pages, Missouri Supplement to Basic and Applied Research Proposal; Project Title: New Dimensions in Logical Thinking and Language Development for Prekindergarten, Kindergarten, and First-Year Primary Children; March 1, 1965

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158. Nebraska Mid-Continent Research and Development Council: Report of Proceedings of the Twelfth Annual Meeting; September 27-28; 1965; 138 pages
159. Ohio Promise into Practice: ITV; 138 pages, Report of a Pilot Conference on the Dissemination of Principles and Practices in the Uses of Television in Education; November 12-13-14, 1960
160. Oregon Educational Television Project: Preliminary Report Number One; Marshall N. Goldstein, Walter T. Martin, and John R. Shepherd; 1959; 43 pages, Modern Math on TV: Its Impact on Pupils and Teachers; Bruce H. Westley and Harvey K. Jacobson; December 15, 1963; 74 pages
161. Wisconsin Attitudes Toward Educational Television; Bruce H. Westley; July 31, 1958; 241 pages
162. Television Effects: A Summary of the Literature and Proposed General Theory; Lionel C. Barrow, Jr. and Bruce H. Westley; May 26, 1958; 184 pages

163. Wisconsin Perceived Appeals of Television Program Content; Richard F. Carter; September 1, 1957; 178 pages
164. Learn to Spell; KETC Channel Nine; St. Louis; 1956; 22 pages, Primary Art; National Instructional Television Center; Bloomington, Indiana; 1969; 86 pages
165. Teacher's Manual: School Programs; KETC Channel Nine; St. Louis; 1965-1966
166. Teacher's Manual: School Programs; KETC Channel Nine; St. Louis; 1959-1962
167. Report of the First Armed Forces Television Conference at the Pentagon; September 26-29, 1960; 146 pages, Report of the Fifth Armed Forces Television Conference at the Sheraton-Park Hotel, Washington, D.C.; November 2-3, 1964; 81 pages
168. Technical Training by Televised Instruction; Lowry Technical Training Center; Denver, Colorado; 9 pages, Television, Education, and the Armed Forces; M. Robert Allen; Quartermaster Training Command; Fort Lee, Virginia; December 1, 1958; 142 pages, Television in Army Training: Application of Television and Kinescope Recordings to Reduce Instructor and Student Training Time and Training Costs; Joseph H. Kanner, William A. Mindak, and Sanford Katz; Department of the Army, Office of the Chief Signal Officer; Washington, D.C.; June 1, 1958; 35 pages
169. Television in Army Training: Evaluation of "Intensive" Television for Teaching Basic Electricity; Joseph H. Kanner, Sanford Katz, and Peter B. Goldsmith; Army Pictorial Center; Long Island City 1, New York; January, 1958; 37 pages, Television in Army Training: Evaluation of Television in Army Basic Training; Joseph H. Kanner, Richard P. Runyon, and Otello Desiderato; Department of the Army, Office of the Chief Signal Officer; Washington, D.C.; August 1, 1958; 61 pages

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Education

KETC-TV

Public Television