



## National Association of Educational Broadcasters

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The National Association of Educational Broadcasters is primarily concerned with the more effective use of radio and television for educational purposes and goals.

Although the term "broadcasters" appears in the name of the Association, the NAEB has always maintained that the particular form of transmission (whether through a broadcast facility or through one of the many closed circuit television systems) does not limit the pursuit of effectiveness in using these media; therefore, "broadcast" is used by the Association in the broad sense of general transmission-reception.

For 40 years the NAEB has encouraged the use of radio in education from direct classroom instruction and adult education to cultural development and appreciation. Recently, we added to this effort a number of programs emphasizing the application of television techniques to meet instructional and general educational needs.

The main values of television in instruction are these:

1. To enlarge opportunities for learning by offering better presentation of materials.
2. To provide superior instruction from a particularly stimulating and communicative teacher.
3. To provide a method for cooperative planning and presentation of instructional materials.

4. To offer an economical system for introducing new curriculum subject-matter to help keep an educational program accurate and current.

It is important to provide these opportunities for the student but they also apply to the teacher. Whether for classroom observation or the presentation of new materials, the use of television in this area is providing important new resources for in-service teacher education that have not been widely available before.

Television teaching began by using experimental approaches that had been designed to determine whether television teaching methods were comparable to conventional classroom instructional techniques. The evidence of most such studies (conducted in the few years following the original experiments) is that without much modification of the teacher's presentation, material given on television results in as much (or more) student achievement as the same material presented in the customary classroom situation.

Innovations in college teaching by television at the Chicago City Junior College demonstrated that television teaching makes possible an extensive educational program that would otherwise have been much more costly and undoubtedly much more limited.

Television teaching has been further developed by its application to multiple-class instruction. Here, too, the effort is to improve the teaching program of the schools by using television as a core instructional de-

vice for all classrooms in which a given subject is being taught.

Later developments in the use of television teaching have resulted in a larger number of educational stations being established in a substantial increase in the number of closed-circuit television installations, and in a considerable growth in the number of students now enrolled in courses taught by means of television.

In many of these activities, the NAEB has played a key role. Through its workshops and seminars, practitioners in educational television have had an opportunity to coordinate research, share ideas and plans, and stimulate the development of television in directions that will assure a growing contribution to the solution of educational problems.

Through its publications, the NAEB Journal and Newsletter, the Association provides scholarly articles, exchange of professional information, and a current program of research abstracts that helps keep members abreast of new studies and their findings. Other conference reports and papers add to this publication program.

### NAEB Overseas

The NAEB has also been active overseas. It has represented the United States at international conferences on school broadcasting held in Rome and Tokyo and it maintains an active relationship with school broadcasters in other countries. In the South Pacific, the NAEB (under contract with the U.S. Department of the

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