

STATEMENT BY
REV. THEODORE M. HESBURGH, C.S.C.
FOR
SOUTH BEND TRIBUNE TV SUPPLEMENT
ISSUED: JANUARY 8, 1953

Many educators have said that television is the greatest educational medium since printing. This sounds like a wide and sweeping statement but it may be very true when one considers that, although television is now in its infancy, surveys have proved that the school children spend as much time watching television as they do going to school.

I believe that any medium of communication can be good or bad, depending upon what is projected through it. There are good and bad movies, good and bad books, good and bad speeches. We would like to feel, as an educational institution, that we could help prepare good programs for television. Likewise, we would like to use television to bring the values of education to as many people as possible. There are a great many problems involved in accomplishing this purpose, because education through television is quite different than education in the classroom. In the classroom, there is a uniform audience as to age, general intelligence, and interest, whereas on television one meets a mass audience of all ages and interests. Moreover, in the classroom there is a captive audience that has no choice but to listen, whereas on television one is given a choice of several different programs.

It would seem, then, that the main problem of educational television is one of programming. Many people who are good teachers in the classroom may be poor teachers on television, because they lack the dramatic ability necessary to hold a mass audience which is so different from that which they face in the classroom.

Pres. TV Statement.....2

We hope that, through experimentation, we may be able to acheive some success in preparing educational programs, not only for this area~~xxx~~ but for the nation. We also hope to find some formula whereby these programs may be financed. This is a fascinating field, because, to date, it is the nearest thing to pioneering in modern American life.

UNIVERSITY OF NOTRE DAME

Inter-Office Communication

To: Rev. Theodore M. Hesburgh, C.S.C. Date: January 6, 1953
From: Jim Murphy Subject: Television

Dear Father Hesburgh:

The South Bend Tribune is preparing a special supplement on television which is to be published the latter part of this month in connection with the TV exhibition to be held at our own Drill Hall between semesters.

The Tribune would like to incorporate into one of its stories in this supplement a statement from you on 1) what television will mean to Notre Dame; 2) what Notre Dame will do with television; and 3) what television means to visual education and education in general.

I realize you may not be in a position to discuss some of our own TV plans, but perhaps you can make some general comments on TV as an educational medium et cetera. I believe other leaders in the city are being approached for similar statements.

Sincerely,

Jim Murphy

FOR Harry Schmidt

UNIVERSITY OF NOTRE DAME

Notre Dame, Indiana

OFFICE OF THE PRESIDENT

January 8, 1953

Mr. James Murphy
Director of Public Information
Notre Dame, Indiana

Dear Jim:

I am enclosing the statement on Notre Dame and Television,
which you requested for the South Bend Tribune.

Sincerely,



(Rev.) Theodore M. Hesburgh, C.S.C.
President