

Video Programming Satisfies Spectators

State College television viewers feel "fairly satisfied" with programming as it now stands, according to a report made by the Center for Continuing Liberal Education.

The report, made on the use of educational television to evaluate commercial television, was based on a program called "TV Guidelines" which included weekly newsletters, viewing assignments and hour-long televised discussions permitting audience participation by telephone.

The thirteen programs originated in University studios and were aired over Centre Video's community cable. The weekly newsletter was mailed to Centre Video's 850 subscribers.

The assumptions underlying the conclusion that State College viewers are "fairly satisfied," the report explained, are that there are a number of good things on the air and that since television is free, anything good is a net gain.

The final report, prepared by Robert W. Iverson with the assistance of the Division of Academic Research and Services concluded that:

•"Since the University has a continuing concern for quality and the standards of excellence in public life, it should continue to suggest ways of improving standards for the mass media.

•"Since the University occupies a position on the frontier of creativity, it should continue to suggest specific possibilities and potentials of quality programming in the mass media.

•"Since the University is the scene of continuing dialogue that makes learning relevant to contemporary life, it should continue to subject the mass media discussion, in the hopes of encouraging ever greater selectivity by the audience and more responsive and responsible programming by the media."

Weinberger Named Visiting Professor

Dr. Martin Weinberger, who has served during the past year as professor of art and architectural history at the University, has been named distinguished visiting professor of art and architectural history for the period Sept. 1 to June 30, 1961.

He is a professor emeritus of New York University Institute of Fine Arts.

Weinberger was born in Nuremberg, Germany, and received his degrees from the University of Munich. He spent several years at the Art History Institute of Florence, Italy.

He has published a catalogue of a George Grey Barnard collection of medieval art and finished a book on Michaelangelo which will be published soon. He is presently working on a book about Italian gothic sculpture.

Strum To Speak At Chapel Sunday

Dr. Douglas E. Strum, associate professor of religion at Bucknell University, will be guest speaker at services 9 a.m. Sunday in the Helen Eakin Eisenhower Chapel.

William Mastrocola, fourth semester student in secondary education, will be organist and has chosen music of J. S. Bach exclusively. James Beach will direct the choir in music of Thomas Tallis and Ford.

Strum received his A.B. at Hiram College and his D.B. and Ph.D. at the University of Chicago Divinity School.

Scholarship Winner

Carol Margaret Sedo, of Union, N.J., winner of the Medart Physical Education Scholarship provided by the Fred Medart Company of St. Louis, plans to enter the University in the Fall. She is one of three students who won a three-year scholarship of \$2,000 designed for professional preparation in youth fitness leadership.



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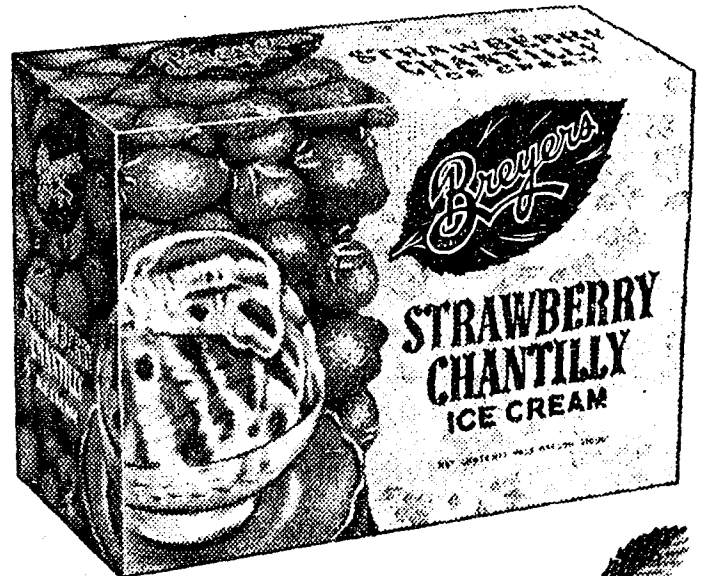
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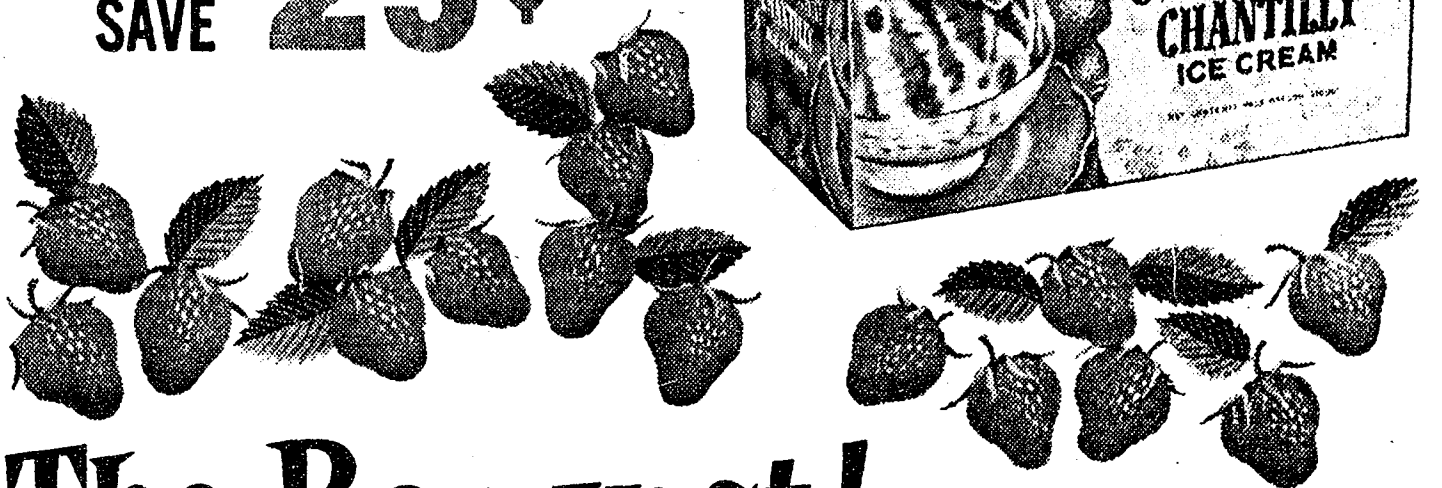
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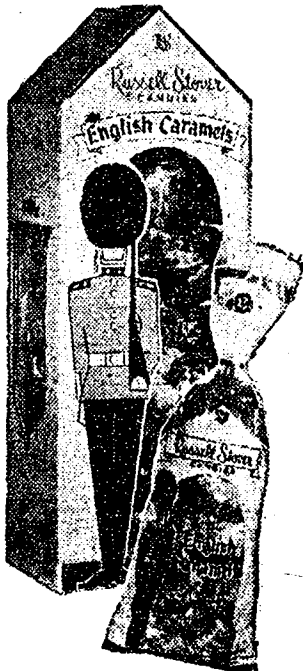
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