

BEYOND THE PRINTED PAGE

A Television Workshop for Instructional Developers
December 13, 1973

8:30 a.m. Coffee

9:00 a.m. "A Theoretical Basis for Choosing Television as a Communications Medium." Dr. Jack Stickles, Media Specialist, Bureau of Audiovisual Instruction. *Introduction by Elaine Fritz.*

10:00 a.m. Wisconsin Television Network Sampler. Gunnar Voltz, Instructional Communications Consultant, Educational Communications Board. Sampler includes: "Inside Out," "The Electric Company," "Mulligan Stew," "Ripples," and "Western Civilization." *Introduction by Donna Westley.*

10:45 a.m. Break for coffee and rolls.

11:00 a.m. (Title to come.) Dr. Bassam Shakhshiri, Assistant Professor of Chemistry, UW/Madison. *Introduction by Larry Weber.*

12:00 a.m. Lunch.

1:00 p.m. Hands-On Experience!!! Don Didcoct, Director, Multimedia Instructional Laboratory. *Introduction by Karen McLellan.*

2:15 p.m. "A Study of the Development of 'Looking Out Is In,' an Instructional Television Series." George Hightdudis, Project Director, CESA 13; Nancy McNamara, Director of Instructional Services, Educational Communications Board; and Bob Hostetter, Producer-Writer, WHA-TV. *Introduction by Vera Meyer.*

Topics covered:

- *Model for development (used many teachers)
- *Inservice for TV instruction
- *Roles described and compared to Center roles
- *Evaluation of TV materials
- *And more