

Director Of TV Education For S. C. Suggested

A state director of television education was suggested today by a Columbia broadcasting company.

Marseco Broadcasting company, which operates radio station WMSC, at the same time offered to produce educational television programs for state educational agencies when it obtains a TV license. The stations application was filed with the Federal Communications Commission last February.

In letters to State Supt. of Education Jesse T. Anderson, legislative education committee chairmen and the presidents of the University of South Carolina and six other state colleges, Marseco told them it plans "to reserve a portion of our (television) broadcast schedule for educational programming, as distinguished from purely entertainment programming."

"In order to take maximum advantage of television as an educational medium," the company wrote, "the State Department of Education would be wise to appoint as soon as possible a director of television education, who could devote his full time to studying the problems and investigating the experience of educational broadcasters who are already active in the field.

"We anticipate that the television director would eventually be in charge of preparing all television programs for the department; that he will need trained assistants to prepare and produce programs; and that he will have his counterpart in each college or school which undertakes regular television activity.