

Leaders Of Community Evaluate Their Media As Tools Of Education

By NORM CARDOZA

Education does not begin in school, nor does it end there. What teachers call informal education begins at birth and quits on the other end of the lifespan.

Especially during and since the "technical revolution" has informal education reached the public through countless media — the home, church, radio, newspaper, television, comic book, magazine, book, organization and even the "school of hard knocks."

"It's a pity," says some, "that such media don't function as extension of formal schooling."

Others say "such media are not perfect, but their impact is great

and their influence constructive."

FOUR OF THE MOST influential media, by popular consensus, are newspapers, radio, television and the church. Here is how men who run them evaluate their worth:

Of the Herald and News and most other newspapers, Publisher Frank Jenkins says, "The newspaper is every man's living encyclopedia."

Much less than 15 per cent of our stories serve to satisfy a public craving to learn of life's soamy side. The rest are constructive stories written to satisfy the people's need to know about events and forces which affect them."

Those who complain loudest of crime stories are often those who read them most avidly, he says, and welcomes the challenge to prove it.

If the choice belonged entirely to a newspaper staff rather than in part to the public, the press would place far more emphasis on its self-imposed duty to elevate the public mind and less on economic pressure to entertain it, he adds.

Newspapers, as a result of simple economic law, must give readers what they want. But a prolonged period of soul-searching has produced today's high-plane coverage and presentation of news and features.

NEWSPAPERS, since 1930 and before, have spent millions upon millions of dollars studying their medium and their audience. From these have evolved strict codes of ethics. The day of the sensation-seeking reporter is all but dead, except in Metropolitan cities where street sale competition is keen.

Accordingly, the press is finding its way into the classroom. Teachers increasingly are using newspapers as means of supplementing textbooks too quickly outmoded in a fast-paced world. They are teaching youngsters to read the news comprehensively and are happy with results.

Radio has come a long way since its infancy in the day of the crystal and cat-whisker. It has weathered a tempest that struck with television's birth.

Shoved out of its berth, radio groped for a public and found it in music and news. Out went Ellery Queen and the Sixty Four Dollar Question.

Consequently, says KFLW manager Joe Carrol, radio has never been so healthy nor has it ever done more to sophisticate the public.

Carrol says "you can either play to the kids or to their parents, but not both." Both are important audiences. He chose parents.

BY PROGRAMMING high quality music the station is reaching many music lovers and is making classics fans out of many more listeners. Carrol said letters from appreciative listeners come regularly.

Furthermore, he says, youngsters who like good music are neglected, so these like his station's music, too. Rock 'n' roll is taboo in his programs.

Evidence indicates radio news is popular and is increasing public awareness of news events. Carrol says special news features such as forums and interviews with prominent people are surprisingly popular and getting more so.

Radio lost a lot of its public after the war he says, but business is booming, now. Stations are expanding and boosting wattage as never before.

He views the future optimistically and says radio will continue finding ways to improve the mind level of its audience.

Wally Richartz, manager of Klamath Falls KOTI Television, agrees, likewise, that his medium is doing a good job locally and nationally.

HIS IS A relatively new and different medium potentially perfect for informal education, but even more at the mercy of an entertainment-crazed public than the press.

But aside from the public service programs television and radio stations must present by command of the Federal Communications Commission, local and network television men try hard to educate, Richartz says.

"Locally, we try to do a good, objective job of presenting news. The networks try just as hard, with 'on the spot' and 'depth' reporting. These reach a large audience."

Television critics have lamented for a long time the subterranean level of the average TV playlet. "But if you think they're bad now, you should see some that were offered 10 years ago," said Richartz. "They were awful."

The viewer's sophistication is rising, he said. "Right now, we're in a transition between cowboy shows and 'private eye' productions, which are somewhat better."

Richartz foresees the day when quality shows such as Playhouse 90 can survive a sort of merciless public law of supply and demand.

MOST CRITICS, too, believe that



INFORMAL EDUCATION is picked up in this relaxed fashion by children of Mr. and Mrs. Adolph Zamsky of 104 Washington Street. Steven learns from the printed page while Valerie scans television. Such media add immensely to the public's lifelong education.

Halt Tests, Pleads U.N.

UNITED NATIONS, N.Y. (AP) — The U.N. General Assembly appealed to all countries Saturday not to test nuclear weapons while talks are on for the controlled cessation of such tests.

The roll-call vote was 60-1 in favor of a 24-nation Asian-African resolution on the subject.

The only "no" came from France, which plans to set off an atomic bomb in the Sahara desert early next year.

Twenty countries abstained from voting. Among them were Britain and the United States, now discussing controlled cessation of tests with the Soviet Union in Geneva. The Soviet Union voted "yes."

Shortly before, the Assembly adopted an Austrian-Japanese-Swedish resolution urging only the Big Three to refrain from testing nuclear weapons. The vote was 78-0 with Afghanistan and France abstaining.

Later the 82-nation body, in a 70-minute Saturday meeting, gave its unanimous consent to an Indian-Yugoslav resolution deciding that the Disarmament Commission should continue to be composed of all 82 members of the U.N. The last Assembly had set up the commission in that form for this year only.

OBITUARY

SWAN

Joe Ward Swan, 47, died here November 20. Native of Clovis, New Mexico, and a resident of Klamath Falls for the past 20 years. Survivors include son, Joe Francis Swan; daughter, Jimmie Katherine Swan, of this city; sisters, Shirley Mae Parr, Klamath Falls, Bobbie Rue Swan, Las Vegas, Wanda Dickenson, Borger, Texas, and brother, Jim Swan, Borger. Funeral services will be announced by Ward's Klamath Funeral Home.

KENNON

Harman Lee Kennon, 88, died here November 21, 1959. Native of Polk County, Missouri, and resident of Klamath Falls for the past eight years. Survivors include sons, Clark and Ernest Kennon of this city, Paul Kennon, Fort Scott, Kansas; seven grandchildren, 14 great-grandchildren, and 11 great-great-grandchildren. Funeral services will be in charge of Ward's Klamath Funeral Home.

Funerals

PURDIN

Funeral services for Grover Emory Purdin, will be held from the Elks Temple Monday, November 23, at 2 p.m. Officers of Klamath Falls Lodge No. 1247, BPOElks officiating. Concluding services and interment in Klamath Memorial Park. Ward's Klamath Funeral Home in charge of arrangements.

KENNON

Graveside services for Harman Lee Kennon, 88, will be held at 3:30 p.m. Monday in Klamath Memorial Park. Rev. Dow Wright officiating. Ward's Klamath Funeral Home in charge.

Benefit Teas

Benefit teas for the new Community Hospital survey will be held in three Basin homes Monday from 2 p.m. to 6 o'clock. The homes are those of Mrs. George Massey on the Midland Road, Mrs. Ivan Thompson, 602 Pacific Terrace, and Mrs. Robert Payne, 1706 Kane Street.

Stormy Weather

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Big Hay Supply Burned In Fire

GRENADA — Fire here of unknown origin early Saturday morning gutted the barn of rancher Sam Root and destroyed between 30 to 50 tons of hay.

Five trucks, two from the California Division of Forestry, two from the Montague fire department and one from the local department, fought the blaze from 2 a.m. until 8:30 a.m.

Root said that 10 pigs were also burned in the fire.

Three of every four homes in the South are painted white, according to a survey of paint dealers and consumers.

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For Any Information
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Poisoning Of 6 Probed

COVINA, Calif. (AP) — The mysterious arsenic poisoning of a family of six has investigators baffled.

Five of the six have become ill in the last few months. The sixth, Ben Holt, himself has more arsenic than normal in his system. But, ask puzzled health and police agents, where is the poison coming from?

Mary Holt, 27, started suffering stomach cramps, leg pains and a high temperature—the symptoms of arsenic poisoning — last May, five months after they bought the house. After three weeks in a hospital she came home cured.

Now she's ailing again.

One by one, the children have come down with the same thing. Sheriff's officers say, "They are Ben Jr., 10; Mary Darlene, 7; Cynthia, 5, and Constance, 4. Holt, 31, is a baker. Officers said his system was found to contain 30 milligrams of arsenic, compared with 300 milligrams in his wife's body.

"It's awfully strange," Holt said, "especially when we can't get the Health Department or sheriff's office to really check. If I was trying to kill somebody, they'd be out here with both feet."

The County Health Department and sheriff announced a full-scale investigation after the family's plight was made public Friday. Nevertheless, Holt said, he has never had indication they are interested. Earlier, the sheriff said he could not act unless a crime was committed, Holt said.

In Hospital

Mrs. Rudy (Helen) Jeschke, 1115 Pleasant Avenue, is in the Good Samaritan Hospital, Room 620, Portland, for extended treatment.

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television will mature gracefully. The medium, they say, doesn't quite know what is expected of it and thus is groping. But, like the press, its soul-searching will someday show the way.

Older than both by centuries, the church seems to know exactly where it is going. Its job, rather than from saving souls, is to define and promote public morals, most church leaders agree.

An outspoken pastor of Peace Memorial Presbyterian Church is the Rev. Laing W. Sibbet who is doing all he can to get people into church.

"Religion is working for those who will accept it and for our society," he says. Unfortunately, he adds, religion is missing too many people.

"The public is developing a schism," he says. "On one hand, church congregations are building. But on the other hand, morals are crumbling quickly among the unreligious."

"The country is headed for a general collapse unless its public reaccepts the moral principles that have been its heritage."

THE NUMBER of people who think briefed quiz show contestants have done nothing wrong is a lucid indication of the sorry state of our moral outlook, he says.

Elaborating on his "schism" theory, he says churches are popping with new converts who are sick and

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