An integration of the visual media via Fat Albert and the Cosby kids into the elementary school curriculum as a teaching aid and vehicle to achieve increased learning.

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AN INTEGRATION OF THE VISUAL MEDIA VIA PAT ALBERT AND THE COSBY KIDS INTO THE ELEMENTARY SCHOOL CURRICULUM AS A TEACHING AID AND VEHICLE TO ACHIEVE INCREASED LEARNING

A Dissertation Presented

By

WILLIAM HENRY COSBY, JR.

Submitted to the Graduate School of the University of Massachusetts in partial fulfillment of the requirements for the degree of DOCTOR OF EDUCATION

September 1976

Education
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ABSTRACT

An Integration of the Visual Media Via Fat Albert and the Cosby Kids into the Elementary School Curriculum as a Teaching Aid and Vehicle to Achieve Increased Learning

(September 1976)

William H. Cosby, Jr., M.Ed., University of Massachusetts Ed.D., University of Massachusetts

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Despite the complex problems facing American schools, two fundamental issues must be addressed if educators are to ensure quality education for all children. The first issue centers on the need to eliminate institutional racism. The second issue relates to the development of a curriculum which transmits the knowledges, skills and attitudes to children so they may grow to their fullest potential.

A most pressing educational priority is to create and maintain a more humane learning environment in our schools. Those involved in the processes of education must be singular in their commitment to provide all students with the most rewarding learning experiences possible. This necessitates the development of a more highly responsive curriculum, for a curriculum that is open to the needs of its students is an effort to combat institutional racism. As educators openly begin to consider those things that are important and relevant to students, they will become aware
of children as individuals and will begin to respect them as
exciting and diverse human beings, each bringing to the school
environment their own full and rich experiences. It is only
when this awareness occurs that educators will reject the
pervasive racist myths that dehumanize our children.

Educational institutions, particularly schools in
urban areas, need to extend traditional definitions of where
learning occurs and encompass a more holistic approach
toward the educational process. Living in an age of accel-
erated technology there can be little reason why schools
should hesitate in applying that same technology to create
a more diversified and open learning environment.

Chapter I examines the failure of urban schools
to meet the educational needs of minority children. Chap-
ter II explores through related research the growth of
television in its development as a tool for educational
change. Television as a vehicle forming American opinion,
educational programming, and educational media in urban
schools are among the subjects discussed.

In Chapter III emphasis is directed to three televi-
sion program series: Sesame Street, The Electric Company,
and Fat Albert and the Cosby Kids. In addition to their
success as teaching-learning instruments, each program is
analyzed in their attempt to combat institutional racism. Attention is also given to the medium of television as a purveyor of intellectual development and thought in children.

The creative aspects involved in the production of Fat Albert and the Cosby Kids are presented in Chapter IV. In addition to an overview which follows the early program activities from theme development through the final production stage of audience screen viewing, a brief plot synopsis of the eight films used for this study is made.

Chapter V establishes the effectiveness of Fat Albert and the Cosby Kids as a vehicle to aid elementary teachers in the classroom. Included is the procedure used to determine the series' effectiveness: design of the questionnaire, distribution to a sample population, collection of data, and analysis of the data.

Implications of the study, conclusions and recommendations for future research are contained in Chapter VI.

The purpose of this study was to develop an alternative source of instructional materials to aid elementary classroom teachers in creating a more positive learning environment as well as an environment that is free from racial bias and prejudice. An evaluation of Fat Albert and the Cosby Kids indicates that the film series can serve as a useful addition to existing curriculum materials.
Further, results indicate that the film series are practical tools that can be incorporated in teachers' pedagogical repertoires and also indicate a definite need for materials of this nature.
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CHAPTER I

INTRODUCTION

Urban schools, for the most part, are failing in their tasks to educate. High absenteeism and increasing drop out rates testify to the fact that there is something grossly wrong with the process of education in these schools. In a study cited by Gentry et al., the record of one school system in New York City reflects this chronic problem:

An overwhelming majority of Black students do not graduate from high school, and of those who do, a majority are reading below the seventh grade level. In 1967, only 200 black students graduated from high school in the academic track, although a majority of students are Black or Puerto Rican. To graduate from high school barely literate or without an academic diploma is little better for a minority American than failing to graduate. And dropouts are programmed out of twentieth century American life.1

The Education of Our Young:
An Urban Crisis

The Failure of Our Schools to Teach

Elementary schools are supposed to provide our children with an elementary competence and awareness in the key disciplines (hence the name "elementary school"). More importantly, however, these schools have a mandate

to instill and/or "preserve an excitement in learning, pleasure in the process of exploration, and joy at the moment of intellectual discovery," while at the same time assuaging the fear of failure. In short, "the elementary school . . . is society's way of greeting its young people and introducing them to the world they have inherited."  

It would be difficult for any person to take issue with these statements. Certainly everyone concerned with and involved in the education process wants only the best for its young. Yet, how true is the above? For some twenty-odd years now it has been apparent that inner-city schools are not successfully educating children from low income environments, particularly minority children.

Doll arriving at an assessment of this complex situation defines three categories into which the problem can be categorized. They are as follows:

1. Teachers are basically competent but lack technical skills and appropriate materials, don't know the learning styles of the low income children, and they are teaching in an inappropriate manner using inappropriate materials and methods;

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3Ibid.
2. Middle class teachers are intentionally or unintentionally callous towards the lower class child, they have preconceived ideas about what is proper in dress, behavior, etc.; and,

3. Teachers are suffering from a failure of will; they abandon the lower income child as unable to learn. These three categories appear to be essential in the examination of the failure of urban schools to teach our young. Ginsberg confirms this view. He writes,

"Nearly everyone agrees that the schools do not function properly, and to a large extent are unsuccessful in coping with the problems of poor children. . . . violence and boredom pervade the schools; the curriculum is dull; the teaching, despite educators' good intentions, is too often unimaginative and sterile; and frequently poor children are locked into a cycle of academic failure from the earliest grades of school."

The American Dream Unfulfilled

Schools are supposed to be the vehicle by which children are equipped with the skills and attitudes necessary to enter society. But a black child, because of the inherent racism in American schools will be ill prepared to meet the challenges of an adult future. The "American Dream" of upward mobility is just another myth. Silberman observes that:

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Far from being the great 'equalizer,' the schools help perpetuate the differences in condition . . . or do little to reduce them. If the United States is to become a truly just and humane society, the schools will have to do an incomparably better job than they are now doing of educating youngsters from minority groups.  

Far from being prepared to move along an established career lattice, black children are trained to occupy those same positions held by their parents in a society economically dominated and maintained by a white status quo. Through a series of subtly inflicted failures black children are taught early not to aspire to or compete with their white counterparts for those "esteemed" jobs. As Eleanor Leacock points out, "Schools are the means through which children are prepared to fit rungs on the occupational ladder more or less equivalent to those occupied by their parents."  

It has become increasingly difficult to reconcile the urban child to his education. According to Clark "one of the symptoms of the problem is the reluctance of many inner-city children to go to school. These schools have a very high absence and truancy rate."  

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not only dislike school but tend to be dissatisfied with themselves. They react negatively to the entire educational process for the simple reason that school does not provide them with successful and rewarding experiences. Further, school curricula lacks congruence with the realities of their world.

School: A Place to Learn to be Stupid

John Holt writes that "school is a place where children learn to be stupid." They do not come to school stupid. By the time they reach the age of four years they have developed fifty percent of their intelligence, and another thirty percent by the age of eight. Their preschool lives are filled with intense curiosity about the world around them, they bubble with excitement and energy. Each day is one of discovery.

Teachers assume that urban children are intellectually deficient upon entering school. Because urban

that in one inner-city high school, the average number of days absent per pupil in a semester was fourteen.


children come from a poor socio-economic environment, teachers--instilled with their own racist attitudes--are quick to make assumptions about the cognitive abilities of their students. The assumptions for the most part are usually negative and children are held in low esteem intellectually. What a child brings to a classroom is ignored as teachers separate out what they consider learning skill prerequisites. Learning, to them, is something that happens in school. In The Underachieving School, John Holt aptly summarizes the situation:

Your experience, your concerns, your curiosities, your needs, what you know, what you want, what you wonder about, what you hope for, what you fear, what you like and dislike, what you are good at or not good at--all this is of the slightest importance, it counts for nothing. What counts here, and the only thing that counts, is what we know, what we think is important, what we want you to do, think, and be.11

The child learns quickly not to ask any questions. The teacher is after all not there to satisfy his curiosity. Listlessness, boredom and apathy set in. Within a few short years the insatiable curiosity children exhibited prior to coming to school is dead, or at least silent.12

People generally like to think that schools are places where we send children to think. Yet, all too often, what schools do and what most of us deny is to


12 Holt, How Children Fail, p. 196.
teach children to think poorly or not at all. The results are dismaying.

... only a few children in school ever become good at learning ... most of them are humiliated, frightened, and discouraged. They use their minds not to learn, but to get out of doing things we tell them to do.13

And so, children fail. They fail for a variety of reasons. All of which point to a lacksidasical attitude on the part of urban schools to change their process of education. Youngsters fail because they are afraid of failing and nothing weighs more heavily than when the right to fail is removed. Yet, this is not to say that failure is built into every effort before it is even undertaken. What it does say, however, is that every one of us should not fear failure if the effort expended has been legitimate. We must learn from our failures to achieve our successes.

Youngsters fail because they are bored. Teachers dispense sundry tasks that have only one purpose—to keep children quiet and controlled. Some teachers believe that learning is a by-product of controlled order. What is encouraged, however, is docility as the trivial tasks make no demands on children's intelligence and/or talents.

Finally, children fail because most of what goes on in the classroom makes little sense. What they learn inside the classroom often contradicts what they have been told. Holt writes "it hardly ever has any relation to what they really know—to the rough model they carry around in their minds."\(^{14}\)

The failure that minority children experience from the very outset can only reinforce the debilitating sense of worthlessness whites convey in a variety of ways and so feed the self-hatred produced by discrimination and prejudice.\(^{15}\) In order to achieve, schools must provide urban children with a sense of competence otherwise they will become self-limiting and defeating, and both their character and intelligence will be destroyed.

**The Need for Educational Media in Urban Classrooms**

The Carnegie Commission Study in referring to urban schools draws a bleak picture. Its findings state that most adults:

... fail to appreciate what grim, joyless places most American schools are, how oppressive and petty are the rules by which they are governed, how intellectually sterile and aesthetically barren the

\(^{14}\) Holt, *How Children Fail*, p. 16.

\(^{15}\) Silberman, *Crisis in the Classroom*, p. 67.
atmosphere, what an appalling lack of civility obtains on the part of teachers and principals, what contempt they unconsciously display for children as children. The above quote is a dismal but accurate summation of a large percentage of our schools across the nation. What is most discouraging, however, is that schools do not have to be purveyors of abysmal emotional and intellectual waste. They can, as Silberman points out, "be humane and still educate well, be concerned with gaiety and joy, individual growth and fulfillment without sacrificing concern for intellectual discipline and development."\(^{17}\)

**Conclusion**

Education cannot flourish in a vacuum. Teachers, school administrators, in fact, everyone involved in the process of education, must be singular in their commitment to provide students with the most rewarding learning experiences possible. This necessitates the development of a more highly responsive curriculum, for a curriculum that is open to the needs of its students is a first effort to combat institutional racism. As educators openly begin to consider those things which are important and relevant to their students, they will become aware of children as

\(^{16}\) Ibid., p. 10.

\(^{17}\) Ibid., p. 208.
individuals, they will begin to understand them and respect them as diverse and exciting human beings each bringing to the school environment their own interesting background. It is only when this awareness takes place that educators will reject the pervasive racist myths that dehumanize our children.

Statement of the Problem

The problem facing educators is a dual one: first, how to combat the insidious nature of institutional racism which our schools perpetuate, and second, how to develop a curriculum which enhances the learning process.

Racism cuts deeply into the fabric of American society. According to Stokely Carmichael and Charles Hamilton it is:

... both overt and covert. It takes two closely related forms: individual whites against individual Blacks, and acts by the total white community against the black community. ... individual racism and institutional racism. The first consists of overt acts by individuals ... it can frequently be observed in the process of commission. The second type is less overt, far more subtle, less identifiable. ... But it is no less destructive of human life. (It) originates in the operation of established and respected forces in society, and thus receives far less public condemnation than the first. 18

The ferociousness with which racism is perpetuated transcends all class levels. Minorities, however, are not the only victims. Although Blacks undoubtedly bear the deepest scars of time-worn racial and intellectual inferiority myth preaching, whites suffer in a more subtle way. They are raised with a counter myth of white supremacy (power and domination) and intellectual superiority (by which to assert their power and domination).

Louis Knowles and Kenneth Prewitt examine the tragedy of this counter myth in "The Miseducation of White Children." They write:

The most affluent, best equipped schools present white children with a distorted view of black people and other races. Textbooks do not even touch on the depth and pervasiveness of racism within the white community. It is almost as though we were indoctrinating our children rather than helping them to learn for themselves what the world of people is all about. As John Holt says in How Children Fail, '... we are not honest about ourselves, our own fears, limitations, weaknesses, prejudices, motives. We present ourselves to children as if we were gods, all-knowing, all powerful, always rational, always just, always right.'\(^{19}\)

Neither myth is healthy. Each breeds a negative ego position. On the one hand, there is a feeling of abject failure and pronounced inferiority, while on the other, there exists a super ego fed by continuous and demonstrated successes leading to an aggrandized sense of

superiority. In combination they are the combustible ingredients of a divided society.

**Purpose of Study**

The purpose of this study is to develop a series of eight educational films which can be incorporated into a classroom curriculum as both an effective teaching aid and a vehicle to achieve increased learning. In addition, this dissertation evaluates the usefulness of these films in regard to their thematic clarity, completeness, relative value, anticipated use, and the universal nature of the product.

**Organization of the Study**

Chapters II and III examine and review related literature in the field of educational media. Specifically such educational programs as *Sesame Street, The Electric Company* and *Fat Albert and the Cosby Kids* are reviewed as supplemental instructional materials to the regular classroom curriculum.

Chapter IV traces the development of the eight films prepared for this study from the conceptualization stage through creative production to the final product as it appears on the screen.

A questionnaire was designed especially for this study to determine the extent to which elementary school classroom teachers would be willing to incorporate the
films into their curriculum, and the effectiveness of the films as learning tools. The results of that questionnaire are analyzed in Chapter V.

Chapter VI draws conclusions and suggests recommendations for future study.
CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter related areas of literature are reviewed. By way of introduction, television will be examined in view of content and responsibility. Attention is directed to the medium of television as a purveyor of intellectual development and thought in children. Finally the researcher addresses the need for instructional materials, specifically media, to bridge the gap between the school and the streets.

In the late 1960's the American scene was marked by fierce political, social and economic unrest. The brutal assassinations of Dr. Martin Luther King, Jr. and Robert Kennedy in 1968 were only symptomatic of a disease that had for so long infested the country. Prejudice, social inequality, and economic inequities were still realities of a nation dedicated to the proposition that all men are created equal.

This self-styled revolution was not singular in its cause or definition. As Watts burned and Trenton armed itself, American universities all across the nation were being forced to reexamine not only their educational programs, but their positions as institutions of influence--
institutions possessing enough power to marshal opinion. Along with student demands for pass/fail grading and a more open curricula, rose a cry to end the war in Vietnam and to establish a more humane and just society. Later, withdrawal of American troops in Vietnam, passage of bills providing federal aid to education, and establishing affirmative action guidelines, gave the appearance that, indeed, change was taking place.

**Emergence of Television as a Major Vehicle in Forming American Opinion**

Amid this revolution another was occurring simultaneously. Perhaps not as vociferous its impact, nevertheless, was to have a profound effect upon millions of Americans. The media, specifically television, was attempting to emerge as a major vehicle in the development of public opinion. Its coverage of the war in Southeast Asia and civil strife in the nation's cities brought to bear upon the American public the enormous complexity of military power, political power, and social and economic dissidence of which they were a part. It can be said that through its timely and widespread reporting of the days' events, television, as a visual vehicle, was instrumental in building a cohesive block to change American political, social and economic thought.

Prior to this period, television's sole concern had been as a promoter of entertainment. It had never, according
to Charles Silberman, "attempted to deal with a number of important aspects and problems of contemporary life. It made no attempt to explore complex relations between man and machine, or between man, society, and an exploding technology."\(^1\)

The unrest of the late sixties, however, caused television to undergo a vital renaissance. Indeed, through this overwhelming rebirth this medium became a reflector of society at large.

Until recently one would never have known from watching television that there are social classes in the United States, or still less that the United States is a society of ethnic, racial, religious groups, as well as individuals. Except for an occasional spaghetti commercial for Italian spaghetti or spaghetti sauce, ethnicity was ignored and acknowledgement of racial and religious differences was taboo, except on the news programs and an occasional documentary.\(^2\)

This is no longer the case. The signs indicative of change are there. As Silberman points out further

"... Room 222 has a Jewish principal and two unstereotyped black teachers."\(^3\) And more recently programs such as All in the Family, Sanford and Sons, The Jeffersons, Chico and the Man, and One Day at a Time, to name a few, attempt to do away with racial and sexual stereotyping.

\(^1\)Charles Silberman, Crisis in the Classroom, (New York: Random House, 1970), p. 35.

\(^2\)Ibid.

\(^3\)Ibid.
Television: The Great Influencer

William Melody writes that society has two primary responsibilities to children:

1. to shield them from predatory adult exploitation and to insulate them from certain responsibilities in their dealings with adults; and

2. to provide them with special services that will facilitate their constructive growth and maturation.

In the first Melody refers to the laws society has established to protect children, i.e., child labor laws, laws legally restricting them from entering into contracts, purchasing alcohol, etc. In the second, he refers to the broad interpretation of education.4

The question is "how effective is society in fulfilling its mandate?" One of the great influencers of American public opinion and attitude is the television set. Each day advertisers bombard millions of viewers with their products to satisfy all the sensory needs, both internal and external. This mesmerized audience chases one fad after another in the effort to "build a more healthier, happier, beautiful you!" Clearly these promotional specialists unashamedly exploit the whims and fantasies of their public.

In parading their products it is an unabashed truth that little concern is given to what the viewing public has to see between the commercials. Controlled by the white economic majority, television programming up until the late sixties and early seventies presented a rather biased view of the world. As pointed out little or no attention was given to racially and ethnically oriented programs. White American children were virtually growing up ignorant of the rest of the population.

**Television and Children**

If the adult population is so fickle and so easily exploited, what of the children? Not just in terms of promotional commercialism, but program viewing. Schramm, Lyle, and Parker state that the child's first real exposure to this medium comes at the age of two (see Appendix, Table A). During this age he eavesdrops on programs watched by the other members of his family until by the age of three when he discriminates in his viewing pleasure and can ask for particular shows. Usually these take the form of animation and fantasy. (See Tables B, C, and D in Appendix.)

On the average children spend forty-five minutes each day watching television, five days a week. This increases to slightly over 2 hours per day by the time they are 5; 2 to 2½ hours from the ages of 6 to 11; reaching a
peak of over 3 hours per day between the ages of 10 to 13.\(^5\) (See Table E in Appendix.)

A Nielson study on television viewing by children indicated that youngsters between the ages of 2 and 5 spend approximately 28.4 hours per week watching television, and those 6 to 11 years of age spend on the average 23.6 hours per week. Yearly averages are 1200 hours or 1 and 2/3 months a year.\(^6\) Children between the ages of 3 and 16 spend within 5 percent as much time on television as on school. As a matter of fact, 1/6 of all their waking hours are devoted to television.\(^7\) (See Table F in Appendix.)

"Television," Morris writes, "has the capacity to serve us or harm us. Whether we make the effort to harness its positive influence on our children is strictly up to us."\(^8\) Unfortunately, what we as adults do with this medium is less than desirable. Two elements dominate television—violence and a white world. Arnold, talking about violence, writes:

Media dramatization of violence, as a fact of life, or as an explained by product of issues, is not necessarily damaging to children. But when violence serves only to

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\(^7\)Ibid.

\(^8\)Ibid., p. 3.
capture and hold audiences, to whet and habitualize their appetites for more of the same, when it is represented as a preferred alternative to all others; when it is glorified as exciting and heroic; then it can and does undermine children's formation of proper value judgments and consciences.  

Violence affects all children, but perhaps the most debilitating is the second which denies to a large population of children the opportunity to identify with the society of which they are a part. Black children are denied access to any legitimate knowledge of the real world. For them the world is a white one, inhabited for the most part by happy, smiling white faces. Black children grow up with the belief that to be successful and happy you have to be white. As they grow older and begin to realize this is clearly not a possibility, they reject themselves as individuals of worth.

_Instructional Materials to Bridge the Gap Between the School and the Streets_

Media: A Step Towards Change

To move toward change teachers must understand that learning is not a by-product of order. Rather it is the result of increasing mental and physical activity. As long as the central business in schools is not learning, but "getting those daily tasks done, or at least out of the way

with a minimum of effort and unpleasantness,"\textsuperscript{10} the dichotomy between the classrooms of the school and the classrooms of the streets will continue to be harder to bridge.

Educational institutions, especially urban schools, need to extend beyond the simple definition of classroom and school building. Students need to develop inquiring minds, experience satisfaction with learning, and develop effectual human relations. These can be brought about through the integration of an improved curriculum utilizing the educational hardware at hand. In focussing on the development of better teaching skills, teachers must be willing to use what modern technology has provided them with. Living in an age of accelerated technology there can be little reason why schools should hesitate in harnessing that same technology to create a more diversified and open learning environment.

DeKieffer writes:

The use of simple tools to assist in communicating an idea is as old as man's existence on this planet. Yet the very premise upon which this activity is founded has not received from educators the thoughtful attention and careful consideration it deserves. We are living in a world which has developed sophisticated technology . . . Yet in education we have not applied the technological developments already available to help meet the urgent and critical problems of teaching and

learning in our society.11

The integration of the visual media into the urban classroom is of primary importance. Its utilization can help make certain problems much easier to deal with, for example, because of the difficulty urban children have of picking up a book and reading. If these youngsters cannot read due to whatever circumstances, and certainly it is proven that a certain percentage of our students coming out of high schools are still functionally illiterate, teachers must then try to educate in the next and easiest possible way. That is through the use of film. When used properly this medium can be just as important and just as fulfilling as reading a book. Film is a vehicle to aid teachers, to help those who cannot read get a better understanding of who they are and what they are, and perhaps regroup these children to come back and begin to learn to read, to go through the curriculum and collect themselves to become more literate then they are now.

Young states that:

the more senses used, the more likely it is that the learner will retain what is presented. In other words, it is better to use both eyes and ears than ears alone. Many studies have been conducted and all agree that

substantial retention of facts after three days is obtained by supplementing the verbal presentation of facts with the visual reinforcement of pictures.\textsuperscript{12}

With the success of programs like \textit{Sesame Street}, \textit{The Electric Company}, and \textit{Fat Albert} and the \textit{Cosby Kids} attention has begun to shift to the visual media as a viable alternative to boring teaching/learning relationships prevalent in the classroom. Trump and Baynham write that in order to provide the greatest impact upon learning, educational facilities must include mechanical technology "as teaching devices which can add to the variety and effectiveness of teaching."\textsuperscript{13} In addition, Torrance and Myers note that "instructional materials such as films are important and can help stimulate creative expression and growth."\textsuperscript{14}

It is now a fact that educational films can be used effectively in the classroom to complement the teacher. This is not to say that the integration of the visual media into the school curricula is a panacea to ameliorate all the


inherent problems plaguing urban schools. It is, however, a step toward achieving that end.

Many teachers want to be creative teachers, but they lack the skills to become so. In their classrooms they may revert to a very dull and ineffective authoritarian teaching style. They satisfy neither themselves nor their students. Moreover, the myths they perpetuate in the classroom "turn their students off."

Recognizing how much of what passes for knowledge is 'jive,' students often reject the whole kit and caboodle of the school message, including those very intellectual and ethical skills that would enable them to begin to make sense of themselves and their world.15

The use of educational films in this instance can be effective vehicles to aid teachers in the formulation of more meaningful lesson plans built upon a reality-based curriculum; they can help bring teacher and student together through the visual assistance of contemporary themes and approaches to learning. Gentry, et.al. point out that there is little resemblance between what happens in the classroom and the real world; in fact, classroom activities bear "little relationship to the future needs of children who will spend most of their productive lives in the twenty-first century."16


The visual activity of the real world through the use of film can easily be brought into the more traditional and sterile environment created by the four walls of the classroom. Reality-based learning does not have to take place in the streets, where it is commonly a negative learning experience. Instead, it can become a positive and meaningful experience within the school when applied effectively by the teacher.

In talking about the use of expanded technical and visual aids in the school, Trump and Baynham comment further:

... studies (have) demonstrated that there are avenues to knowledge other than those that have been used in the past. There is no question that these devises can help in motivating students and transmitting knowledge. Their use must be studied carefully and imaginatively for the most beneficial results, but through them fine teaching can be aided and extended.17

DeKieffer substantiates this view with his own research. He writes:

... more and more people connected with teaching are beginning to realize the importance of using some form of educational media to assist with the communication of ideas. ... many of them recognize that the value of media is not based upon their isolated use but upon recognition of their function when integrated into a program based on a carefully constructed series of objectives, implemented through a number of strategies, selected to accomplish specific tasks, and evaluated

17 Trump and Baynham, Guide to Better Schools, p. 95.
in terms of their effectiveness as related to the objectives.18

Reluctance to Use Media Technology

The area of educational films per se is not new to educators. Excellent films can be found in any film library across the nation. The problem, however, is how to get these films into the classroom. For a variety of reasons teachers are reluctant to bring them into the learning environment. Thus:

... while instructional 'hardware' technology is actively innovative, achieving such things as a compact electronic device attached to a color T.V. that permits super 8-mm sound films to be shown, instructional 'software' technology--appropriately packaged mediated materials--remain in limbo.19

Although much has been done during the last ten years by the federal government to channel funds to educational institutions for the sole purpose of purchasing the much needed equipment and materials this effort has not been wholly successful. DeKieffer in examining this problem writes:

There have been too few educators who have true vision as to what education must become; too few administrators who have the desire or the inclination to change the status quo; too few curriculum directors who have been willing to analyze instructional programs for determination of the most effective learning systems for their students; too few teachers who have been

18 DeKieffer, Media Milestones, p. 69.

willing to evaluate their own teaching methods for identification of inadequacies in their presentation and techniques.\textsuperscript{20}

A fundamental reason behind the lack of enthusiasm on the part of teachers to incorporate the visual media as part of their learning package is their technical ignorance of the equipment or, more simply, how to run the mechanical paraphernalia associated with the viewing of a film. Torrance and Myers indicate that there is a high degree of fear on the part of teachers of automation and other outside influences that may dehumanize. "Teachers are too frightened by ideas of teaching machines, programmed learning books, computer assisted instruction, and drug assisted learning."\textsuperscript{21}

Lysaught suspects that classroom teachers simply flee the unknown and may fear that they can be replaced by a machine.\textsuperscript{22}

These fears, however, need not and should not be prevailing. Given the proper direction by the administration in the use of the media teachers should come to view this complementary field in a positive manner. Media technology cannot stand alone. To be used effectively, it is

\textsuperscript{20}DeKieffer, \textit{Media Milestones}, p. 68.

\textsuperscript{21}Torrance and Myers, \textit{Creative Learning}, p. 8.

the teacher who must design effective learning strategies, diagnose individual student needs and then determine which medium best serves those needs. And if the problem is technical, a quick lesson by someone proficient in the operation of a projector can be arranged, or more in-depth inservice training to breed closer familiarity and kinship with the audio visual equipment.

Another reason commonly given for the limited use of media technology is the administrative red tape involved in the process of signing out and/or ordering equipment. This process in many schools is so tedious that teachers already boggled down by other administrative red tape are reluctant to add to the bureaucratic inertia. Benson adds to this list the following:

1. The equipment is too expensive. Local school districts are reluctant to invest money without being certain that imaginative curricula materials accompany the hardware.

2. Companies that produce technological materials or "software" have not really plunged into the educational market, since other markets are more expansive and profitable.

3. Much of the material developed is not imaginative or exciting.

4. Educational innovations are not readily exportable from one school setting to another. A teaching tool
that is effective in one school may not be effective in another; from one classroom to the next; one day to the next. 23

What is of primary importance is to apply media technology to classroom situations. It should be pointed out to teachers that the incorporation of media as a teaching aid need not be threatening, rather that it can be utilized to bring out messages and lessons of learning in an effective manner without upstaging their performance as interesting and effective conveyors of knowledge. But most importantly, perhaps, this integration of these two approaches to learning—traditional and non-traditional—can be a fulfilling experience for both teacher and student. It can serve as an instructional force with which to help children learn more about themselves and other people, thereby learning how to better cope today.

The school administration as well needs to come to an understanding that the most pressing educational priority is to create and maintain a more humane learning environment in our schools. Technological aids can help in this process. The excuse that these materials are too expensive must be done away with once and for all. It is clear that

because of the inherent racism in our educational system, school boards do not appropriate an equal amount of dollars per capita in black schools as in white. Julius Hobson, in a report he prepared on the Washington, D.C. school system, writes that the highest expenditure per capita in any black elementary school was only eighty-one percent as much as the lowest expenditure per capita in a predominantly white elementary school. The monetary division of federal funds for the purpose of education was $292-$334 for a black child per capita as opposed to $510-$798 for a white child per capita. 24

Without a doubt the dollars are there. The task is to insure a more equitable distribution of these resources. When the value of all human life is high, the resulting monies expended are minimal.

CHAPTER III

PROGRAM SERIES COMPLEMENTARY TO THIS STUDY--
SESAME STREET, THE ELECTRIC COMPANY AND
FAT ALBERT AND THE COSBY KIDS: A
LITERATURE REVIEW

This chapter emphasizes three program series
complementary to this study--Sesame Street, The Electric
Company, and Fat Albert and the Cosby Kids. All three
programs were created with educational goals in mind.

Educational Programming

The advent of Children's Television Workshop (CTW)
and the production of Sesame Street during the late sixties
heralded a complementary direction for television and marked
the beginning of a new era in educational programming. What
was wrong with television, media in general, and the schools
in particular, was mindlessness which, according to Silberman,
was a "failure to think seriously about purpose or consequence,
failure of people at every level to ask why they are doing
what they are doing or to inquire into its consequences." ¹

¹Charles Silberman, Crisis in the Classroom, (New
The creators of CTW believed that since children spend an equal portion of their time in front of the television as in any other activity\(^2\) why not harness this visual force and put it to a better, more positive use. There was no reason that television could not be used more effectively to aid teachers in the classroom. What was important, too, was that producers of a major network were ready to sponsor a program that was clearly designed with educational goals in mind. (See Table G in Appendix.)

_Sesame Street_ was an instant success. Educators realized that here was a way to introduce the development of cognitive skills to pre-school children and prepare them for entry into the school setting.\(^3\) Three to five year olds were learning through this visual medium without the didacticism of traditional teaching. Parents everywhere were happy because children were being exposed to positive elements via the television screen. In addition to cognitive skill development, _Sesame Street_ went against traditional taboos. The program's format reflected a multi-ethnic

\(^2\)A recent study reported that children spend a total of 10,000 hours in the classroom by the age of eighteen, and 15,000 hours watching television for that same period of time.

\(^3\)Surveys show that children who watch _Sesame Street_ are two to three years ahead of their peers who do not watch the program upon entry into school.
society and depicted urban living as well.

This revolution in children's television programming did not stop with the production of Sesame Street but continued to gain momentum. In 1971, The Electric Company made its debut and fascinated educators and parents alike. Again, the visual medium was the vehicle employed to teach. This time, the target audience were children between the ages of seven to twelve. The theme was the development of and/or improvement of learning skills associated with the ability to read.

Fat Albert and the Cosby Kids is the most recent inroad in children's educational television. It is the first program that attempts to deal with the mores, morals, and teachings of society as an aid to classroom teachers. The animated character of Fat Albert is the framework for working out contemporary problems faced by youngsters. Fat Albert is a human hero who children can empathize with as he struggles with value conflicts and peer group problems. The program themes explore the intangibles of values and ethics, influencing behavior and feelings. It is attitude formation.

Sesame Street, The Electric Company, and Fat Albert and the Cosby Kids are also a direct relief from the violence of children's television. Until the production of these programs children's day time television was preoccupied with
violence. Violence was used to entertain, to evoke laughter. Children could see human beings running into doors, cars driving into brick walls, explosives going off in people's pockets, someone being shot, run over, hit with a heavy instrument, but no blood was ever shed. People never died; they all recovered.

The debate centering around the debilitating effects of television violence on children are endless. Defenders contend that violence is a part of our culture, there is no escape from it; therefore, the medium is merely reflecting the world as it really is. Others argue that children are irrevocably harmed by what they see on television. A report published by UNESCO states:

Numerous researches have been undertaken with a view to determining whether the cinema corrupts the young or not, but the methods employed differ, and the results obtained differ.5

From a psychological point of view one cannot help but wonder that this entire conception does not lead to a detrimental mental factor. This form of entertainment helps children evaluate that the above activities are not dangerous, that, in fact, if they engage in them, the person they "did

4 The hours between 9:00 a.m. and 1:00 p.m. are commonly referred to as children's television.

it to" would not be permanently hurt. Indeed, violence on children's television is portrayed as harmless.

Until the emergence of these three shows parents had no options they could exercise in the choice of television programming for their children, other than to forbide them to watch the "tube" altogether. This, needless to say, was no option. **Sesame Street, The Electric Company, and Fat Albert and the Cosby Kids** solved their dilemma. Three important concepts have emerged from the development of these programs: (1) television can be used to teach, (2) education can be entertaining, and (3) entertainment can be non-violent.

Let's look at each program in further detail.

**"Sesame Street:" An Alternative to Children's Television Programming**

Sesame Street was the first children's program to be actually created with educational goals in mind. It was designed by CTW as an experiment to teach cognitive skills to pre-school children. However, there was one emphasis that distinguished it from perhaps what could have resulted in typical programming: it geared itself primarily to minority children and lower economic stratas of society. It was an effort to establish a positive relationship with this ignored populace. The audience that was being captured was a forgotten audience. Long writes:
We as educators and parents often underestimate the intelligence and potential of very young children. We do them a great disservice with the notion that from ages one to five, children should only be allowed to engage in the adult concept of "play." Play as adults see it, usually centers around toys and games and has no particular educational goal.⁶

Studies by Bloom, Bereiter, and Roeper all indicated that preschool age children as a whole were a force to contend with in the development of creative and intellectual processes. Bloom demonstrated that given a favorable environment in the early years, IQ can be raised by 2.5 points a year; Bereiter's study pointed out that teaching mathematical and reading skills to four and five year olds would not produce harmful results. In her own study on intellectual development and aggression Anne Marie Roeper concluded: "Most intellectually oriented preschool programs tend to reduce aggressive behavior in students."⁷

Sesame Street accomplished three goals. It demonstrated that public television can be used successfully as a vehicle to transmit learning to a universal audience. Previously this medium had been used only for a limited


segment of the population, typically the better educated and more affluent members. Secondly, it proved that public television could be "more than something to be endured—it could be attractive, understandable, and 'hip.' For parents it destroyed the myth that it was impossible to create a high quality, thoughtful program."  

Lastly, it exploded the myth that children have enough education in school and are not interested in learning from television. 

Value as an Educational Instrument

A number of criteria were applied to the production of Sesame Street. Apart from the establishment of cognitive skill development, there was a concern for attitude development about inner-city children and their environment. The setting for the program was thereby determined as urban in nature, depicting old brownstones and lots of trash cans. Long writes:

... many suburban kids are sheltered from this type of neighborhood by their parents... show provides a window to the world for whites, while helping inner-city

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8 Ibid., p. 107.

children to relate more to us as his neighbors.  

Sesame Street, however, was not formed around affective goals. In discussing their omission, Harold Howe said in a press conference:  

When it came to thinking about evaluation, we hypothesized that it would be very difficult to find any effects at all. . . . we decided that the evaluation should concentrate heavily on those areas where we were most likely to be able to measure effects. The affective job is even tougher. That's why that was omitted as a set of goals.  

Briefly, the cognitive goals Sesame Street concerned itself with can be categorized into five main areas:  

1. Number recognition  
2. Letter recognition (sounds affiliated with letters  
3. Concepts of space and time  
4. Beginning logical concepts, i.e., relationships  
5. Reasoning skills  

Although the series is universal in appeal, minority children in urban areas were uppermost in mind at the program's conception. Polsky offers the following: "education is the primary aim and entertainment is the means; it attempts to reach a lower as well as middle class audience. . . ."  

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10 Long, Sesame Street, p. 81.  
12 Polsky, Getting to Sesame Street, p. 41.
The significance of this fact is great. In looking toward the urban child as its prime target population, the series for the first time provided poor and minority children with an opportunity to acquire skills necessary for successful academic performance prior to entering school. The development of cognitive skills for urban children is crucial. Through their acquisition they will be prepared to compete in a white world. It will no longer be so easy for teachers to ignore their black students and relegate them to the ranks of failure.

"Report Card on Sesame Street"

The end of the first broadcast season saw the following comment in a New York Times Magazine article:

Obviously, it gets high marks from the government and the private foundations that jointly provided $8 million for the groundwork and the first season, because they have recently pledged a fresh $6 million to cover the cost of producing and broadcasting a second season of 130 new shows.\textsuperscript{13}

Sesame Street had demonstrated that millions of children, poor black as well as middle class white, could be taught cognitive skills with the aid of television. It proved, too, that lessons could be educational as well as entertaining.

The aforementioned article continued:

In New York the hour long show is seen on five channels, six times a day, and the latest Nielson ratings estimate that almost half of the twelve million preschoolers in the nation watch it on 200 public and commercial stations from coast to coast.\textsuperscript{14}

A complementary \textit{Time Magazine} article ran:

According to its first report card, prepared by ETS... \textit{Sesame Street} has been sharpening the cognitive skills of poor kids by as much as sixty-two percent. In its first series, it touched almost 7,000,000 preschool children every day, five days a week.\textsuperscript{15}

Although teachers could not agree on its usefulness in the classroom, they nevertheless said they admired \textit{Sesame Street} for its appropriateness and effectiveness as a means of teaching young children.

The results are clear. \textit{Sesame Street} succeeded in its goals. The ETS study concluded that the series was highly effective. It singled out the following:

1. Impact in most goal areas was both educationally and statistically significant. Children who view the program achieved many of the stated goals in letters, numbers, and forms, and gained appreciably in their skill in sorting and classifying.

\textsuperscript{14}Ibid.

\textsuperscript{15}\textit{Time Magazine}, 23 November 1970, p. 60.
2. The series benefited children from the ghetto, middle class suburbs and isolated rural areas.

3. The series had high audience appeal.

Another conclusion that can be drawn is that white middle class children and poor black youngsters can both acquire the same cognitive skills from watching the same program if the materials are presented attractively. As a result, teachers should begin to reexamine their own attitudes, methods and manners in teaching their students. Minority children can learn.\(^{16}\)

Another point for consideration is that parents and educators begin to reexamine their attitudes on children's television and the education process. The success of *Sesame Street* illustrates that young children learn an enormous amount outside the classroom and television is and can continue to be a powerful factor in this process.

**The Electric Company: A New Way**
**To Learn to Read**

*The Electric Company*, created by CTW as successor to *Sesame Street*, established its goal to use the medium of television as a vehicle to aid learning. Its objective was to help children between the ages of seven and ten who were

experiencing difficulty learning to read in school. In developing this program, CTW demonstrated its intent to remain a pioneer in the field of educational television—to extend the medium as a supplemental tool to teach. It set out to reconfirm that television can be applied entertainingly and effectively to serve social, educational, and entertainment purposes.

An Early Winner

Premiering in 1971, The Electric Company quickly took its place among the successful programs aired for children's television. Joan Ganz Cooney, President of CTW, writes:

We had an inkling of this before the show premiered in 1971, but even the most optimistic producers and researchers did not dare to expect that the series would reach its young target audience so quickly and extensively, especially in elementary classrooms.17

Teachers, too, were positive in their criticism of the program. They agreed The Electric Company, both in and out of school, helped young pupils to gain better mastery over their reading skills "before they were effectively cut off from other disciplines that depended heavily on

being able to read.\textsuperscript{18}

Despite the program's evident success, the methods of presenting the curricula via the television screen are still being tested, altered and refined to build on the show's experience and obtain maximum effect.

Since its inception, The Electric Company has undergone a gradual shifting in emphasis from a show to be viewed at home to one to be used in the classroom. Although the series was conceived primarily as an after-school program early research during its first season of 1971-1972 clearly indicated that the series had dramatically found its way into schools. Teachers were enthusiastically incorporating it into the classroom routine. The Electric Company was thus structured more in terms of classroom needs. This approach is consistent with CTW's objective regarding experimental television projects: to keep uppermost in mind the needs of the audience.

A Healthy Alternative to Children's Viewing

The Electric Company was undertaken in response to a request by the U.S. Office of Education. The 1970’s had been designated as the "Right to Read" decade. Universal literacy was its major goal.

\textsuperscript{18}Ibid.
Government estimates showed that illiteracy was a problem for as many as one out of every ten Americans. Millions more are described as 'functional illiterates' who cannot cope or compete in an advanced technological society.\textsuperscript{19}

The challenges faced by CTW in developing a program to meet this need were high. According to Cooney:

\ldots few experts agree on how to teach reading in the classroom, even under ideal conditions; it seemed almost antithetical to consider the use of the medium of television to teach the reading of print; and the format had to attract the viewer by action and humor that would compel him to attend to the print on the screen.\textsuperscript{20}

Two years were spent researching the model.

The Electric Company, like its preschool counterpart, offers children direct relief from the usual in children's television programming—shows replete with inanity and violence. Typically what children in the seven to ten age bracket have to look forward to are those programs which advertisers feel are best suited to their viewing pleasure. These programs are not necessarily worthwhile, i.e., provide no educational benefits, but those programs which sell products.\textsuperscript{21} To reach this vast audience programs develop a super hero.


\textsuperscript{20}Cooney, "Five Years of The Electric Company."

\textsuperscript{21}Children's programs such as Howdy Doody; Kookla, Fran and Ollie; Ding Dong School; and Mickey Mouse Club were forced off the air due to lack of sponsorship. These
The character should be adventurous, and he should be on the right side of the law. A child must be able to mimic his hero, whether he is James Bond, Superman, or Dick Tracy; to be able to fight and shoot to kill without punishment or guilt feelings.\(^{22}\)

Needless to say, this philosophy is highly negative in the promotion of healthy, intellectually developed children. The resulting effect could be a nation of little white super heroes running around armed in the name of justice and the American way, weeding out all the evil elements which to many white children take the shape of something black. Thus conflicts that are viewed in terms of good and evil, can often turn into conflicts between white and black.

The Federal Communications Commission in 1971 published a report concerning the use of television to relay moral and ethical goals to children. It stressed that certain considerations must be made by the adult public with regard to children's television programming.

There are high public interest considerations involved in the use of television . . . in relation to a large and important segment of the audience, the nation's children. The importance of this portion of the audience, and the character of material reaching it are particularly great because it's ideas and concepts are largely not yet crystallized and are therefore open to suggestion, and

shows aired on non-prime time were unsuccessful in their attempts to secure sufficient support from advertisers.

also because its members do not yet have the experience and judgment always to distinguish the real from the fanciful.  

Seven years earlier *Ladies Home Journal*, in an article on violence in children's television programming, estimated that the average American child between the ages of five and fourteen witnessed the violent destruction of 13,000 people on television. This occurred mostly during the hours from 4:00 p.m. to 9:00 p.m. which are designated as the 'children's hour.'

Schramm, Lyle and Parker, in their study on the influence of television in the lives of children, collected some interesting data. In one viewing week of 100 hours of commercial television for children approximately thirty-nine percent depicted some form of violent entertainment, if not entirely devoted to it. (See Table H in Appendix.)

Cartoon and slapstick humor were not counted in the study because they felt that their purpose was to be funny rather than exciting. Had they been included (as they too depict violent actions) this figure would have risen by another twenty-three percent. The majority of visual entertainments children are exposed to encompass violence in one form or another. "The picture of the adult world presented


on the children's hour is . . . heavy in physical violence, light in intellectual interchange and deeply concerned with crime."

The development of programs like The Electric Company have demonstrated an awareness by adults to reverse this trend in television programming. Both The Electric Company and Sesame Street have become central points of reference in discussions about public television. They clearly show that the assumption that this type of program cannot attract a large audience is a false one.

Curriculum Goals Defined

The Electric Company's curricula emphasizes "decoding skills." It stresses three basic strategies for spelling/sound analysis: (1) blending, (2)chunking, and (3) scanning for patterns.

In blending, children phonically sound out words letter-by-letter or construct words from smaller parts (i.e., they substitute initial consonants to make a word family, such as "hop," "cop," "mop.")

Chunking aids children in the recognition of groups of letters as single units corresponding to single sounds (i.e., "ow," "ight," "th," and vowel digraphs).

In scanning, children try to identify spelling patterns that may affect the pronunciation of a word. This could be the silent "e" which signals a long vowel sound (as in "bite") or a doubled consonant, which signals a short vowel sound (as in "bitter").

Children's Television Workshop states that:

... implicit in the application of all these strategies (is) the attitude that reading is a problem-solving endeavor whose end goal always is to extract meaning from printed language. The reading task is not complete when the words are merely sounded out or when the sentence has been read word-by-word: there must be meaning as well. 26

The Electric Company, unlike Sesame Street, has no permanent setting, rather it is multi-dimensional. This difference in programming is designed to interest older children, to convey a feeling of sophistication and "hipness" that this population can relate to and experience. Mobility and individual flexibility are important to youngsters in this age bracket. They need to feel freedom of movement. This comes not only in the form of physical space, but individual fluency as well. For example, no character on The Electric Company is role stereotyped. Each character assumes many roles. This conveys to children that one person can be fluid in the English language—multi-dialectel. The important

lesson here for children, especially minority children, is that deviation from standard English is not regarded as ignorant, diversity is respected and applauded. For example, a black actor can be an articulate teacher speaking standard English and then play a street character speaking in idiomatic English.

The crucial element that emerges and that is ignored in schools for the most part is that background is nothing to be ashamed of. Feelings of self worth are reinforced. The minority child's self concept is enhanced.

**Success of "The Electric Company" as a Classroom Teaching Aid**

Following the debut of The Electric Company, Sidney Marland, Commissioner of the Office of Education, speaking of the program, made the following statement: "Perhaps no other innovation . . . in the history of education has made its presence felt among so many people in so short a time."\(^{27}\)

His remarks reflected the wide audience appeal enjoyed by The Electric Company. Within a matter of weeks, the program was incorporated into one of every four elementary schools across the country. It is estimated that the program reached approximately 4,000,000 children daily (2,000,000 in the classroom and 2,000,000 at home.)

\(^{27}\)Ibid., p. 5.
And Herriott and Liebert, after conducting a nationwide study of in-school utilization of The Electric Company, reported:

The Electric Company has recorded a remarkable advancement over previous trends in school innovativeness, if only in terms of the speed and scope of penetration of elementary schools of all kinds. The Electric Company must be considered a highly successful venture.28

Its astounding success in the classroom took everyone by surprise. Although it had been hoped that the program would eventually find its way into the schools, the pace with which it occurred was not anticipated.

The results were startling. Within two months of the series premiere, the show was being used by an estimated 18,811 schools—almost a fourth of the nation's public and private schools containing grades two, three, and four. In schools having full TV viewing capabilities (access to the broadcast signal and workable TV sets in sufficient quality and quantity), the penetration was even more pronounced: forty-five percent. And urban schools, especially, made use of the program—seventy percent of the large city schools which had full TV capability tuned into the program. Altogether an estimated two million pupils were viewing The Electric Company at school.29

CTW provides a brief summary of what shape this impact took.

A handful of slower readers gathered in a corner of a one-room schoolhouse in Vermont to watch. A modern school in Tennessee videotaped the show off the air and fed it back to youngsters on sets upon demand on an average of three to four times daily. A South Dakota

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29 Ibid.
Indian reservation school reported tardiness dropped from eighty late arrivals a week to almost none when the show was aired on the school set at 9:00 a.m. A teacher wrote the producers: "Thank you for giving me a 'third hand.' Classes like mine really enjoy the shows and this gives me a 'break' in which to work with individual children. Keep up the good work!"\textsuperscript{30}

(For additional teacher assessments see excerpts from the Herriott/Liebert Study on the succeeding two pages.)

Sidney Marland commented later that "the extent to which American elementary schools put this new teaching aid to classroom use is truly one of the remarkable events in the history of instructional television."\textsuperscript{31}

The following season thirty-five percent or one out of every three elementary schools in the United States was using the program as part of their classroom curriculum. According to the Herriott/Liebert Study the percentage is even higher when one considers that not all elementary schools have media facilities or equipment available to them. In proportion then to those schools having television sets available, fifty-eight percent made use of the program series.\textsuperscript{32}

The Electric Company, similar to its predecessor, was created with the urban student in mind. National surveys show that minority children and children from poor economic

\textsuperscript{30} Ibid., p. 5.

\textsuperscript{31} Ibid., p. 14.

\textsuperscript{32} Ibid., p. 15.
TEACHERS' ASSESSMENTS

The Herriott/Liebert studies conducted during 1971-73 found warm responses to the program from many teachers. Among the major findings of their nation-wide sampling in the second season:

--The teachers gave the series high marks for its effect on the reading skills of their pupils; 87 percent of teachers reported "very favorable" over-all opinions of The Electric Company.

--The teachers also gave the series high marks for its effect on the reading skills of their pupils; more than 85 percent of the teachers reported some gains in specific reading skills which were directly attributable to the program.

--Specifically, 36 percent of teachers noted a "great improvement" in the ability of their typical pupils to decode words as a result of watching the series; 25 percent noted "great improvement" in the ability of students to spell words; 38 percent found "great improvement" in basic sight vocabulary.

Here are some of the sample comments teachers wrote about The Electric Company on a questionnaire used by Herriott and Liebert:

--"The Electric Company is very interesting, enjoyable, and beneficial, not only to the students but also to the instructor."

--"It is useful to all my pupils. It is a review of sounds for my brighter pupils and makes concepts easier for my slower ones after viewing the program."

--"Very good general application to phonics. Drill is especially good, language skills are very good."

--"Please accept our appreciation for your wonderful efforts and the delightful performances of your entire cast. While evaluating the effect of your program as being most systematically planned but a bit frantic in its efforts to hold interest, we think you are succeeding and hope you will continue for a long time."
TEACHERS' ASSESSMENTS

"Makes reading much more meaningful."

"It is good enough that it should be a part of all primary reading programs."

"Excellent. Also since we live in a white suburb, the show helps children relate at least a little to people of a different race."

"High interest levels and pupil involvement with participation as a group without the risk of individual response. Everyone reads successfully and feels good after this program."

"I am very satisfied with the program. The children look forward to this period."

"I am sometimes distressed by the use of poor grammar and English that sometimes is employed--It may make the characters funnier or whatever but it is hard after spending so much time on proper grammar to then hear it dismissed. I have noticed this occurring less than before however. I don't know if it's intentional or not."

"All my children enjoy this program equally. The reading levels range from 3.0 to 6.9 plus at this time--yet not one is bored or not interested."

"Sometimes things are repeated too much--causing occasional boredom. I commend the actors and actresses for their fine part in this program."

"The children that need it most don't watch it long enough to get the value from it."

"Thank you for giving me a 'third hand.' Classes like mine really enjoy the shows and this gives me a 'break' in which to work with individual children. Keep up the good work!"
backgrounds are typically several years behind their white classmates in reading achievement. This gap increases steadily as they move through the system. One of the reasons for this gap is that teachers having given up on teaching black students (having summarily dismissed them as unable to learn) continue to pass the students along. Thus, by the time the black student reaches twelfth grade he can read little better than a third or fourth grader. Teachers seem to be unaware of the great disservice they are doing to black children. By refusing to teach black students to read, they perpetuate the myth that Blacks are intellectually inferior. What they fail to understand is that it is their unconscious racist attitudes which relegate black children to positions of intellectual depravity. The inclusion of The Electric Company into the classroom curriculum is an important step in reversing this position.

Learning Can Be Fun

The Electric Company conveys a very important message to children: learning can be fun and be free from racial prejudice and discrimination. CTW says of The Electric Company, "... creatively The Electric Company has always presented the unique challenge of offering specific teaching skills in an entertaining fashion." The program's regulars see themselves as giving children something more than just entertainment. The opportunity to teach children (especially
black and other minority children) reading skills, and thereby offer them a real chance for success in the future is considered a highly rewarding experience.

Rita Moreno, one of the show's regulars, gave a personal insight of what The Electric Company means to her.

We were helping children who couldn't read. In fact, the help came right into my own home. My daughter, who was the age of our target audience and was having great difficulty with reading in school, learned to read from watching 'The Electric Company.' Can you imagine how exciting that was, to have my child learn to read from the show I was appearing in?\textsuperscript{33}

The Electric Company is an excellent example that media and education combined can have purpose and meaning. Neither suffers from the malaise of purposelessness as those involved in the show's programming and viewing (i.e., teachers and a wide body of educators) begin to honestly reexamine the direction of education, its relative value to the children they are supposed to be teaching.

The series demonstrates that with careful planning and thought the lessons of learning can be conveyed in a highly pleasurable way. Characters such as "Easy Reader," "The Blue Beetle," "Fargo North Decoder" move across the screen through a variety of entertaining experiences while simultaneously teaching children to read. "Easy Reader," for example, is a "hip dude" obsessed with the written word. He is there to inspire children with the desire to read.

\textsuperscript{33}Ibid., p. 10.
Context clues are decoded with the aid of "Fargo North Decoder."

**Impact on Classroom Learning**

To demonstrate the impact of the series on classroom learning, ETS conducted tests during the programs first and second season. One hundred elementary school classrooms in Fresno, California, and Youngstown, Ohio, were involved in the study. The second study conducted in the same cities involved fewer classrooms. The population was divided into viewing and non-viewing classes. Controlled viewing conditions were maintained for each group.

The first year study clearly demonstrates that The Electric Company had contributed significantly in teaching reading skills to viewers as opposed to non-viewers. This was particularly true for the programs prime target audience of second graders in the bottom half of their class in reading achievement. It was observable for almost all of the nineteen major curriculum areas taught on the show and tested by ETS. (See Table I in Appendix for Fresno sample population study.)

Other findings indicate that the program had a measurable impact on pupils on the first grade level. This level was not within the target audience and was outside the program's original design. Gains were also noted for students in the third and fourth grades, although not as marked.
Another important outcome of the study was that the gains registered were for all groups. These included Hispanic, Black, white, male and female. It was noted that teachers generally found The Electric Company useful in teaching certain reading skills.

When the results of the first year study were in, ETS concluded in its report that "Television can be an effective tool in helping first through fourth graders learn to read."\(^{34}\)

However, perhaps the most important results were obtained during the second study. It clearly demonstrated that the gains from the first season not only survived the summer recess, (when reading skill levels usually decline for poor readers and increase or remain stable for good readers) but were still apparent at the close of the second viewing year.\(^{35}\) A parallel and equally important observation to arise from this study was that the increased reading skills among core target audiences were sufficient to raise them out of that group. In both cities the core target population was reduced.

**Conclusion**

The Carnegie Commission on Higher Education in their report, *"The Fourth Revolution: Instructional Technology in* 

\(^{34}\text{Ibid.}, \text{p. 17.}\)

\(^{35}\text{Ibid.}\)
Higher Education," write:

... The Electric Company created ... to help build learning skills of young children, proved spectacularly appealing to their audience and effective in meeting their objectives.\footnote{Ibid., p. 20.}

There is much to be learned from the success of The Electric Company. Perhaps foremost is that inventiveness in the teaching of young children is a highly desirable quality. The opportunity to incorporate modern technology to produce exciting and interesting lessons in learning is something that educators everywhere should examine without bias and prejudice. The ability to use the abundant materials available to the modern day educator are readily accessible.

The successes to both student and teacher are limitless as together they explore a communion of learning that unites them in mutually rewarding and fulfilling experiences.

"Fat Albert and the Cosby Kids:
A New Kind of Cartoon

Cartoons as Reinforcers of Value Systems in Children

In addition to regular children's television programming weekdays, Saturday mornings from 9:00 a.m. to 1:00 p.m. are considered prime viewing time by sponsors. A Nielson study taken in January/February 1970 reports that children between the ages of two to five spend on the
average 2.45 hours watching television between the hours of 7:00 a.m. and 1:00 p.m., children 6 to 11 spend slightly less time, 2.13 hours. 40.9 percent of the population between the ages of 2 to 5 watch television on Saturday mornings, and 35.5 percent of the 6 to 11 year olds for the same period of time.\(^{37}\) (See Table J in Appendix.)

During these hours, children are assaulted by a battery of cartoons whose purpose is to make them laugh. For the most part the cartoons are no longer of the classical nature but reflect modern society. Along with this reflection violence appears in a number of forms. It can be a large animal devouring a smaller one, fist fighting between two members of different plants, animals attacking humans in another galaxy. The list goes on.

In 1959, a task force appointed by President Eisenhower to investigate children's television programming warned broadcasters "to cut out all those harmful cartoons, the ones containing 'serious, non-comic violence.'"\(^{38}\) Pandemonium reigned as stations began to cut violence out of the cartoons. An example of this activity is as follows. You see Bugs Bunny falling off a cliff, but you don't see the moment of impact, instead you might see the top of the cliff shaking as you hear the thud.\(^{39}\)

\(^{37}\)Morris, *Television's Child*, p. 82.

\(^{38}\)Ibid., p. 176.

\(^{39}\)Ibid.
Many will argue that cartoon "violence" leaves no harmful effect on young children. That, however, is no reason not to offer children something else as an antidote. An important question to raise concerns the viewing public and who comprises it. A greater percentage of white middle class parents are taking their children away from the television set. As family involvement in mutually shared activities increases, these youngsters are watching television less. The population that remains seated around the set is the urban and lower class child whose parents are not available to participate in and share activities. The children to suffer most from any disastrous side effects will undoubtedly be from minority groups. The same urgency that exists in non-animated programming for children exists here.

Animation As An Emerging Medium in Educational Filming

Fat Albert and the Cosby Kids is an innovative in-road in television and educational programming. Employing animation as the primary medium to teach, its goals differ from Sesame Street and The Electric Company in that its emphasis is the affective development of young viewers.

Studies on children's television viewing agree in their analysis that children of all ages enjoy cartoons. It was stated earlier that the first type of program to
elicit favorable responses from children is the cartoon. (See Tables B, C, and D in the Appendix.) What this series attempts to do is harness this natural interest and act as a conveyer of learning, to instill an awareness of life and develop codes of behavior. The program attempts to develop positive belief systems and positive self concepts for inner-city youngsters. Although the audience is universal in nature this series, like its predecessors, focusses upon urban children.

"Fat Albert and the Cosby Kids:" A Vehicle to Transmit Development of Affective Skills in Children

Importance of Affective Development in School Children

Schools often concern themselves solely with the development of cognitive skills, leaving the development of the affective domain to the parents. In doing so, what they overlook is the total development of the child. Morgan writes:

... the development as a person means that the learner will encounter adults and peers in a spirit of trust, with a confidence in his own self worth. This worthiness of self will enable the learner to define himself as a competent individual capable of accomplishing tasks in reading, science, math and other cognitive areas.  

It is especially important to develop these skills in black children at an early age because they see the world from a negative perspective. Their concept of the self is held in low esteem. Consequently, they cannot learn because they think they are incapable of learning. The school establishes in their mind their uselessness as discerning individuals capable of making responsible decisions. Their inability to reason philosophically clouds their pragmatic reasoning.

Morgan continues:

To focus solely on cognitive skills or affective development as if they were independent of each other, or to consider either as the whole of the learner's needs, would deprive the learner of those very things that all learners need to develop active, thoughtful and creative ways of maximizing classroom learning.41

Society's Mandate to Schools

The call to establish development of affective skills in elementary school children is not without precedent. In low states clearly that American educational institutions were handed a mandate by the public which pressed for the following outcomes. The mandate called for the development of the individual's personality in areas of the following:

1. Emotional—to the end of self-acceptance and the attainment of other legitimate mental health outcomes;

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41Ibid.
2. Esthetic—to the end of appreciation and creation of the beautiful;

3. Ethreal—to the end of development of a sound value system;

4. Intellectual—to the end of development of knowledge, understanding and the ability to synthesize and to think clearly; and,

5. Physical—to the end of maintenance of physical health and development of wholesome habits.\(^2\)

Urban schools are clearly lax in fulfilling this mandate. The goals of the mandate are not impossible to achieve. What they demand from educators, however, is an open mind to the welfare of all their pupils. It means that educators must want to see healthy, happy children, intellectually and emotionally sound, whatever their background. One school district had this vision. They state:

We believe that in our educational program we are dealing with the matters of the mind and of the spirit and that we are building an appreciation of the spiritual values into the lives of our pupils.\(^3\)


Classroom teachers are more specific in relating to these goals. They detailed such hoped for outcomes as honesty in taking tests, courteous treatment of fellow pupils, respect for those who hold differing opinions, accepting responsibility for actions, joining with others in formulating and living up to codes of action.

A Positive Super Hero Teaches

Fat Albert is two things: He is a modern super hero, he is a teacher. He is a sympathetic hero that children, especially black children, can empathize with as he struggles with value conflicts and the peer group problems that confront children today. As he moves through these perplexing situations he teaches. Children learn by following Fat Albert as he solves his dilemmas: what to do about the big kid who uses little kids? what to do about a liar? a braggert? Playing hookey, personal courage or the lack of it. What needs to be understood is that these issues are very real and vital to young children. They are a part of their growing up processes.

Fat Albert and the Cosby Kids is geared for elementary school children. Approximately 8,000,000 children watch the program each week. CBS reports that the series is one of the most popular children's program aired on television. It's popularity is important in light of the messages it conveys.
In delineating the program's themes, CBS writes:

Fat Albert is concerned with the concepts and precepts involved in that vital learning process—growing up. Ethics and values. Personal responsibility. Judgment. Concepts of personal and public cleanliness, and the risks of neglect . . . telling lies . . . cheating on tests. Whether to tattle or not. Ganging up on a kid because he's different. Or because he's a she. Frustration and anger. Interracial relationships.44

Its format of animated characters is non-threatening both to teacher and student. As the cartoon character of Fat Albert conveys the message it does so without being intimidating. The versatility of the medium creates a fun learning experience. That is the purpose of Fat Albert: to run children through simple problems, in a highly entertaining fashion, problems that exist not only in the lower economic areas (the show's setting is low economic urban) but are encountered universally by children everywhere.

Fat Albert stresses positive personal values. The series points out that people have options, even people six to twelve years old. And it gives the reasons why certain options lead to the solution of a problem and others don't.45


45 Ibid., p. 32.
It is a unique educational experiment.

_Fat Albert_ and his friends come into the classroom easily, and can be accepted by teacher and student. The incorporation of _Fat Albert_ is helpful to the teacher. Children view her as a "hip person"—she is using a modern character to achieve a lesson goal. By doing so she displays an awareness. _Fat Albert_, too, condones whatever the teacher is and the two can work together so that the student finds acceptance of the film and the teacher. Ensuing discussion is something the student believes in, the value conflicts portrayed in the film are those he himself experiences.

Children are often afraid of the screen as a medium to teach. They believe that the screen projects lessons on them. This is brought about by their inability to participate in the activity which is usually far removed from their sphere of reality. _Fat Albert_ overcomes this fear.

Conversly, teachers are sometimes reluctant to use the film medium because they fear it will relegate them to an inferior position with their students. This double fear prevents any meaningful activity from taking place. _Fat Albert_ can alleviate this fear as he joins the teacher in presenting the lesson plan.
Importance of Success Model for Minority Students

Fat Albert has demonstrable value as a success model for inner-city and low income children. He is a positive character, the Cosby Kids are positive characters. They are black. The live in the ghetto. No other show previously on television has concerned itself so much with identifying with black children. For the first time black children have the opportunity to see themselves through the animated characters of Fat Albert.

A very important part of the series is that it serves as a vehicle to help eliminate the adverse effects of racism. Combining with Sesame Street and The Electric Company the programs provide a powerful block to reverse racism, and to establish in the minds of millions of television viewers and educators that black children are not by nature stupid or lazy; they are not hoodlums, they are not junkies. They are you. They are me. The fact that the "Kids" are black is neither minimized nor exploited. They are people. Their problems are universal.

Education Can Be Entertaining

The following comment appeared in the Milwaukee Journal:

A new children's program has emerged that's well worth your while . . . Truly delightful. And carefully woven into the humor is the educational message or moral
lesson of the show . . . It's funny . . . 46

Fat Albert is indeed funny. The main idea according to Gordon Berry, one of the show's advisors, "is to be entertaining—and at the same time teach, teach values and value conflicts. We're trying to get the message across but not in a preachy fashion." 47

The Results Are In

In 1974, the CBS Broadcast Group undertook a survey of Fat Albert and the Cosby Kids to study the impact of messages received by children who watch the program. Among their findings they concluded:

1. Overall, 89.3 percent of the children tested received one or more specific pro-social messages; 10.7 percent received no message; and 16 percent received a distorted message (but also received pro-social messages as well); and,

2. Older children 9 to 11 (93.4 percent) were more likely to receive pro-social messages than were younger children, 7 to 8 years old (84.6 percent). White children were more likely to receive such messages (94.2 percent,


47 Ibid., p. 20.
middle class and 90 percent, lower class) than were black children of lower class background (83.7 percent). Now nearing the end of its second broadcasting season, Fat Albert and the Cosby Kids continues to remain high in popularity. And its popularity is spreading to adults. A New York Times article stated: "Wouldn't hurt some of the older folks any to watch." And so they do for in Fat Albert they recognize two powerful ingredients: its value as a teaching tool and as an entertaining medium. Fat Albert is an effort to expand the child's understanding both of himself and the world, through the imaginative and unorthodox use of television. And as it moves through the child's hazardous geography it brings laughter to purify the soul. The researcher feels that all of the above gives reason for the development of Fat Albert and the Cosby Kids as a teaching aid and vehicle to achieve increased learning.

CHAPTER IV

A REVIEW OF THE CREATIVE PROCEDURES INVOLVED IN THE DEVELOPMENT OF THE FAT ALBERT SERIES

Throughout the succeeding pages the creative aspects involved in the production of Fat Albert and the Cosby Kids will be reviewed. This chapter will follow the early program activities of theme development through to the final production stage of audience screen viewing. Prior to this overview a brief plot synopsis of the eight films used for this study will be made.

"Fat Albert and the Cosby Kids:" A Curriculum Package for the Development of Affective Skills in Elementary School Children

Summer Camp

Fat Albert and the Cosby Kids are off to camp—somewhat reluctantly as they realize they will be leaving home. Arrival at camp, however, quickly assuages any fears they may have had as they are caught up in the excitement of camp life. All goes well until a second bus carrying children of differing racial backgrounds arrives. Suspicious of each other, trouble brews and mischevious pranks abound. It is Russell, Bill's brother, who unwittingly brings all the boys together as one of the
other boys attempts to rescue him after Russell falls from a broken log, putting his own safety in danger. When the summer is over the boys realize they have come to be friends after learning about each other.

Dope is for Dopes

Fat Albert's ride on a friend's brand new motor-cycle leads him into the middle of a dope ring. Anxious to make amends for breaking the motorcycle Fat Albert agrees to deliver a package for his friend's brother. Fat Albert is apprehended by the police who confident of his innocence in the affair persuade Fat Albert to help them capture the real offender. With his help the police are successful and Fat Albert returns to his friends. But he is troubled by the fact that he was an informer, and fears rejection by his friends. His friends, however, are glad to see him and confirm that he did the right thing.

The Runt

Pee Wee is depressed because of his size. It seems he can't do anything right when it comes to playing basketball or baseball. Even some of his friends begin to laugh at him. But when a neighboring gang challenges Fat Albert and the kids to a game of football, everyone is surprised to find that Pee Wee can really kick a ball. He can kick a ball so well that the other team brings
in a surprise player of their own—a huge boy named Kong. At that point the victory is decided. When Kong kicks the ball and it gets stuck in a hole in a nearby building, Pee Wee winds up rescuing both the football and Cluck, their duck, who gets stuck in the same hole when he goes after the ball. Everyone praises Pee Wee and he learns that short is beautiful too!

Do Your Own Thing

A pan of fudge teaches Fat Albert and his friends that girls and boys can both be good at the same things and share activities common to one sex. The gang catches Fat Albert with a pan of fudge that he has made for his teacher. Chaos reigns supreme as the gang teases him until Penny, a new girl in class, brings them to order. Later Penny proves herself quite the 'sports' woman as she plays football and basketball with the boys. And when Penny and Fat Albert enter a baking contest the gang is afraid Penny will win that too. An improvised recipe however wins the first prize for Fat Albert and Penny and the gang find that they can all enjoy the same things and learn from each other.

Check It Out

A movie about cowboys and indians cause Fat Albert and his friends to dismiss a new member of their class, an Indian boy from Arizona, as a phoney. The gang filled
with the movie stereotype of the Indian can't believe Johnnie is a real Indian. He looks like them, shows pain, and doesn't even know very much about Indian wrestling and rain dances. It is only after the gang talks to Mudfoot, an old Indian they respect, that they finally see the foolishness of their beliefs. Fat Albert and the kids go to the library and get as many books as they can to learn about Indians. They realize that the movie screen is not always the best way to learn about people.

Lying

Edward, a neighborhood boy, comes back from a Florida vacation and fascinates the boys with his story of how he wrestled alligators in the swamps. The boys want to see how this is done and decide to reenact the episode at the river. They all get dirty while Edward watches. Later Edward brags how lying gets him out of trouble. The boys finally catch on to Edward and realize he lies about everything, including wrestling alligators. Fat Albert and the boys talk to Edward about his bad habit of telling lies and show him that lying can, in fact, get you into trouble, not out of it, as well as loose you friends.

The Hospital

Russell's yearly visit to the doctor proves a calamity for both Russell and Bill as they learn they
have to have their tonsils removed. Only the promise that there will be lots of ice cream helps to assuage some of the fear the boys feel. After the operation Fat Albert and the rest of the gang come up with a clever disguise to get them into see the boys and a happy reunion follows. The reunion, however, is brought to a quick end when the doctor asks the gang if they have had their tonsils removed. The kids discover that going to the hospital is not so bad when it is really necessary.

What is a Friend?

Fat Albert's cousin, Benny, learns the value of real friends the hard way. A newcomer to the gang, Benny begins straight off to use the kids. They become aware of what Benny is doing when he borrows their shoeshine kit and gets all the customers, and all the money. Benny refuses to share his earnings with the other boys and they leave him to himself. Benny takes up with a rough gang who take his money and leave him hanging upside down on a clothesline. Fat Albert uses the incident to explain to Benny the importance of honesty and fair play, and that people will treat you the same way you treat them.
Creative Production

The Series is Launched

Fat Albert and the Cosby Kids is the direct outgrowth of the writer’s childhood years in depression-era Philadelphia. All the characters and background and many of the situations are recollections of early experiences. With the support and assistance of Lou Scheimer of Filmation Studios, the idea for the series was brought to the three major television networks. Both ABC and NBC were not interested in producing an educationally oriented animated series. CBS, however, took the bait. They felt that they needed to do something that was worthwhile in this area, and that Fat Albert would provide an interesting vehicle. Because of the unique nature of the series, the network recommended that a group of people from the educational field be assembled to work with the production of the series. A panel of education scholars was gathered together to act as educational advisers and consultants.¹

¹The panel consisted of the following members: Dr. Gordon L. Berry, Assistant Dean Graduate School of Education, UCLA; Dr. Nathan Cohen, Professor School of Social Welfare, UCLA; Dr. Norma Feshbach, Associate Professor Graduate School of Education, UCLA; Dr. Seymour Feshbach, Professor Department of Psychology, UCLA; Dr. Simon Gonzalez, Assistant to the Chancellor Interorganizational Academic Programs, UCLA; Dr. C. Wayne Gordon, Associate Dean Graduate School of Education, UCLA; Dr. Madeline Hunter, Principal University Elementary School, UCLA; Ms. Gloria Searls, Director International Children's Center, Los Angeles; Dr. James Q. Simmons, Associate Clinical Professor Department of Psychiatry, UCLA; Dr. Arthur Smith,
During the initial stages of the program's development a plenary session was conducted at which the writer acted as host. The themes and concepts for the series were discussed at length. After this meeting the newly organized panel met with a team of writers to determine appropriate "storylines" and what could be done within the confines of the medium.

A number of subjects were suggested such as sibling rivalry, ethnic pride, and pride in parent occupations (i.e., all jobs regardless of how menial some of them may be are important). For the most part the themes were original in that they had never been a subject for animated television.

In 1971, the fruits of careful programming and planning were realized. The show was launched and became a success almost overnight. Today it occupies a position as the second most popular children's program.

How the Series is Produced

Storylines—two to three page treatments of where the story is going, what it is about, and the specific subject for the episode—are prepared and distributed among

Associate Professor Center for Afro-American Studies, UCLA; Dr. Dwight Allen, Dean School of Education, University of Massachusetts.
the advisory panel for review and comment. Each episode must meet an established criteria. Each program has to deliver some social message. The writer and the panel feel that this is extremely important in that the young audience does not have the opportunity to see this kind of program on television, be it commercial or otherwise. In addition, a parallel criteria is that all the problems raised in the shows are children's problems. They are not indigenous to race. All program themes are reviewed a number of times in order to insure that the most pertinent ideas are presented, and each in the most effective way possible.

When the storyline is approved a script is written. In animation the script is only part of the finished product that has to be done before the creative process can be undertaken. After the script is written a "storyboard" is made. (For an example of a script and storyboard see Appendix B.) The storyboard is essentially like a comic book with each of the scenes graphically demonstrated. In animation there are no accidents, what is on the storyboard is what is presented. Each drawing represents a scene, each line of dialogue is put under each drawing. Each cut of the picture is another drawing. The storyboard is submitted and reviewed. It is not unusual for a storyboard to be rewritten. The process in itself is quite mechanical and leaves little room for misinterpretation.
From the preparation of the storyboard the production process moves along to the sound stage where the voices are recorded for each episode. Mechanically animation proceeds after the script is recorded. Most people believe that the animation comes first, however, in this medium this is impossible because the voice governs the actions, the expression, and the timing.

The "layout" is the fourth stage in the production process. The drawings made on the storyboard are enlarged by scale. This provides the animators with the actual size of the objects that will be animated. The layout men are essentially designers. They design the characters, the background. They do not make the moves which appear on the screen. This is done by another department.

After the layouts are finished each is put into its own scene folder. These are sent to a director of animation who takes the track and has by this time gone through the track and the storyboard and allows what time he feels is appropriate on screen. Each animated drawing is laid out on a very large piece of paper that has a representation for each frame of the film on it. The voice track is broken down on a sound reading device into consonants and vowels so that the animator listens to the track and works from the sheet that indicates the broken
down syllable. At that point the director has told the animator both through discussion and by writing on the animation sheets his directions as to what the animator should be doing with the characters at that specific frame of the film. The animator then takes the layout drawings and the director's sheets and comments and literally makes those drawings move by adding many, many drawings. The procedure is something like using a flip board where the pages are flipped causing the drawings to move.

The background which has been designed by the layout man goes to the background department. This department literally paints the pictures and provides the scenes for the animated characters to perform on. At this point in time theoretically the animation and the background are completed. The produced materials are sent through animation checking to review what has been done for mechanical correctness—to see that the drawings work mechanically for the camera.

The next step is xeroxing. The pencilled drawings are xerographically applied to a thin sheet of acetate, also called a cell, a transparent piece of cellophane or celuloid. All the cells are sent to the ink and paint department where each color is applied to the cell. This is a tedious and careful task in that the artists must constantly be cautious of colors used throughout the scenes
in order to insure conformity of color, i.e., make sure that the character's sweater, for example, doesn't change color from one scene to the next.

The cells along with the director's exposure sheets and the background paintings are sent to the camera department where each scene is reviewed. The department then shoots the scenes with the appropriate cells, movement, and backgrounds. The episode is thus transferred to film. The film is then sent to the film lab for processing. The finished rushes are returned to the studio for review to insure that no mechanical mistakes have been made anywhere along the process.

After all the film is shot the music and sound effects are cut and added at the dubbing stage. The sound and music are thus transferred and equalized so that they work well with the dialogue. The live narration for the series is written and prepared for one season. The filming for the entire series usually takes one to two days. The narrative sequence is then added to the show.

Each episode has a song which is specifically written for the particular show. The composers take the concept of each script and distill the essence into a two and one-half minute song.

What has been produced up to this stage is the finished film in its rough form. At this point, the
negative is cut and sent to the lab for a composite picture which puts the sound track on the picture. From here it is shipped to the network and aired.

The process delineated here takes approximately four months to complete from the conception of the idea to the airing stage. During this period there is an overlapping of production. A new film is begun every week so as one film is in the animation stage another may just be in the thematic development stage, etc. At some point all the films are being worked on simultaneously. Each show costs approximately eighty to eighty-five thousand dollars. Currently eight new shows are being prepared for the next viewing season.
CHAPTER V

DETERMINING THE EFFECTIVENESS OF "FAT ALBERT: AS
A CURRICULUM TOOL IN THE ELEMENTARY CLASSROOM

This study was designed to determine the effectiveness of the film series Fat Albert and the Cosby Kids in an elementary school curriculum. A questionnaire was designed both to establish (1) the extent to which elementary school teachers would be willing to incorporate the films as part of their educational materials and (2) the usefulness of the films as learning tools. (See Appendix A for questionnaire.)

The Questionnaire

The questionnaire was divided into four parts to facilitate responses both from a general overview of the film series effectiveness and to elicit specific responses of the individual films. However, in order to establish the effectiveness of Fat Albert and the Cosby Kids as a vehicle to aid teachers in the classroom, it was not necessary for respondents to answer Part IV of the questionnaire.
Part I of the questionnaire identifies the sample population by profession and locale. The purpose was to (a) determine whether respondents from one educationally associated profession tended to answer similarly to colleagues involved in some other aspect of education, i.e., the teachers' responses in correlation to administrators, to college professors'; administrators' responses to college professors', etc. A related purpose was to ascertain whether respondents from urban affiliated school districts shared similar responses to those respondents from rural and suburban areas. Another goal of Part I was to assess the availability of media equipment within the respondents' school systems, the extent to which respondents feel qualified to run the technical hardware, and to measure the interest in incorporating the visual media as a part of the classroom curriculum.

Part II evaluates the effectiveness of the film series in general. Fifteen questions were generated to determine how respondents rate the films in terms of thematic clarity, completeness, relative value and the universal nature of the end product. They also rated the series in terms of its sociological implications, particularly moral values and heightening racial awareness. Lastly responses were elicited to determine the usefulness of the films as educational materials.
Part III is a series of four questions to allow respondents to answer outside the confines of predetermined responses, such as very effective, effective, good, fair, etc. The responses from these questions are found in another section of this chapter.

Part IV allowed the sample population to respond to any or all of the eight films individually. The purpose was to enable the researcher to make a summary evaluation of each film to determine whether any one particular film was more effective than another as an instructional aid.

Collection of Data

Two hundred and twenty-five questionnaires were distributed to a sample population, which was selected in the following manner:

1. compilation of a list of persons familiar with the film series, Fat Albert and the Cosby Kids, and

2. selection of a school district to sample the films for possible classroom consideration.

McGraw Film Division was contacted for a list of school systems ordering the films on a preview basis. The list was not extensive (twenty-two names were supplied) due to the very recent adoption of the film series by McGraw. However, questionnaire response from this source was high with 72.7 percent return.
A number of criteria were established for the selection of the school system. These included that the school system be (1) urban, (2) represent a racial cross section of the community, and (3) both progressive and traditional in its approach to education.

The director of staff development of the selected school system was contacted to make the arrangements for viewing the films. Seven films were shown to the district teachers, each school viewing one film.

Data from the questionnaire were collated into five categories to facilitate analysis of responses: (a) occupation and locale identification, (b) media input, (c) general evaluation, (d) recommendations, and (e) individual film evaluation.

**Analysis of Data**

**Occupation and Environment**

Table 1 describes the respondents by occupation and environment. One hundred forty-one respondents returned the questionnaire. Of this sample 122 (86.5 percent) are directly involved with teaching in the elementary classroom. The remainder, 19 (13.5 percent) are classified as "other." This category is comprised of persons whose occupations are complementary to, but do not directly take them into the classroom in a teaching relationship. (This category included a guidance counselor, principal, audio visual
### TABLE 1

DEMOGRAPHIC DATA ON RESPONDENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Response Category</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
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<td>86.5</td>
</tr>
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<td>Other</td>
<td>19</td>
<td>13.5</td>
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<td>Urban</td>
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<td>83.7</td>
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<td>3.5</td>
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<tr>
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<td>Suburban</td>
<td>3</td>
<td>2.1</td>
</tr>
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</table>
specialists, librarians, college professors, and higher education administrators.)

Because the respondents in the "other" category classified were limited in number no specific conclusion can be drawn as to whether populations differing in occupations respond to the films in similar fashion. It should be noted, however, that the "other" category responses are not markedly different, thereby supporting the writer's belief that the value of the films as curriculum aides is shared by persons from different educationally associated occupations.

One hundred eighteen (83.7 percent) of the individuals returning the questionnaire were from urban areas while 3.5 percent were rural, and 2.1 percent were from suburban affiliated school districts. Since an overwhelming percentage of the sample population represented an urban affiliated school system (approximately 84 percent vs 6 percent rural and suburban combined) it is not possible to determine whether environment makes a significant difference in the way people rate the films. Although those responding from suburban areas tended to rate the films lower in the three major categories (see part on crosstabulation by environment) their number is too few to draw any significant conclusions.
Role of the Media

Availability of media equipment and personnel to operate the hardware did not present itself as a major obstacle. (See Table 2.) One hundred twenty-one respondents (85.8 percent) said that the accessibility of media equipment in their schools was good; two (1.4 percent) said somewhat and 1 (.7 percent) said it was poor. Seventeen people did not answer this question at all.

Of personnel available to run the equipment, 117 respondents (83 percent) said it was good; 4 (2.8 percent) said somewhat, and 2 (1.4 percent) said it was poor. Eighteen people made no response. One hundred sixteen people (82.3 percent) said they knew how to run the equipment, 6 (4.3 percent) had some idea and 2 (1.4 percent) admitted they did not know how to run the media hardware. Seventeen people did not answer the question.

Interest in using the media as part of the classroom curriculum ran high; 123 respondents (87.2 percent) answered affirmatively as opposed to only 2 (1.4 percent) who were not enthusiastic about media. There were no negative responses. Sixteen respondents declined to answer.

Crosstabulations of the role of media by occupation and environment are given in Tables 3 and 4. In both cases the sample populations outside of "teacher" and "urban" are too limited to draw conclusions. Of these
TABLE 2
RESPONSES ON MEDIA TECHNOLOGY*

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<th>Description</th>
<th>Statistic</th>
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<th>Somewhat</th>
<th>Poor</th>
<th>Omits</th>
<th>Totals</th>
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<td>1</td>
<td>17</td>
<td>141</td>
</tr>
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<td>12.8</td>
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<td></td>
<td>Frequency</td>
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<td>4</td>
<td>2</td>
<td>18</td>
<td>141</td>
</tr>
<tr>
<td>Knowledge of running equipment</td>
<td>Percent</td>
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<td>1.4</td>
<td>12.1</td>
<td>100.0</td>
</tr>
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<td>2</td>
<td>17</td>
<td>141</td>
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<td>Interest in using media as part of the curriculum</td>
<td>Percent</td>
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<td>1.4</td>
<td>0.0</td>
<td>11.3</td>
<td>100.0</td>
</tr>
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<td></td>
<td>Frequency</td>
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<td>141</td>
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* N = 141
### TABLE 3
RESPONSES ON MEDIA TECHNOLOGY WITH OCCUPATION*

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<th>Statistic</th>
<th>Response Category</th>
<th>Totals</th>
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</thead>
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<td></td>
<td></td>
<td>Good</td>
<td>Somewhat</td>
</tr>
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<td>ment</td>
<td>Other</td>
<td>Frequency</td>
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<td></td>
<td>Other</td>
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<td>Frequency</td>
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<td>Other</td>
<td>Percent</td>
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<td>3.3</td>
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<td></td>
<td>Other</td>
<td>Frequency</td>
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* Teacher N = 122
* Other N = 19
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<th>Totals</th>
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<td></td>
<td>Frequency</td>
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<td></td>
<td>Suburban</td>
<td>Percent</td>
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<tr>
<td></td>
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<td>Rural</td>
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<td>0.0</td>
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<td></td>
<td>Frequency</td>
<td>4</td>
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<td></td>
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<td>Percent</td>
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<td>0.0</td>
</tr>
<tr>
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<td></td>
<td>Frequency</td>
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</tr>
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<td>Knowledge of running equipment</td>
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<td>Percent</td>
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<td>Frequency</td>
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<tr>
<td>Interest in using media in curriculum</td>
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<td></td>
<td>Frequency</td>
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</table>

* Urban N = 118
Rural N = 5
Suburban N = 3
categories "other," "rural," and "suburban" where responses are available, there seems to be no appreciable difference percentage-wise. It appears that as the number of respondents in these categories increase the responses climb proportionately. The questionnaire results therefore do not support the contention that media equipment is not available for classroom use. The questionnaire responses indicate a high rate of interest in utilizing media. Thus the writer concludes that obstacles heretofore discouraging teachers from using this technology can be overcome.

**General Evaluation of the Films**

Table 5 shows the responses for all the films in terms of product utility, sociological implications and education value. (These include, respectively, questions 1 through 4; 5 through 10; and 11 through 15.) The fifteen questions were rated high in all areas with the average response being 86.1 percent, 83.4 percent and 91.3 percent for each category respectively of those answering very effective, effective, and good. Responses for the same questions less favorable to the films in general ran 13.5 percent, 14.4 percent, and 6.8 percent respectively.

In comparison, the same questions for the films in general were cross tabulated by occupation and environment to determine whether respondents from different occupations and geographic areas tended to answer similarly.
<table>
<thead>
<tr>
<th>Description</th>
<th>Statistic</th>
<th>Very Effective</th>
<th>Effective</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Omits</th>
<th>Totals</th>
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</thead>
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<tr>
<td>Thematic Clarity</td>
<td>Percent</td>
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<td>0.7</td>
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<td>1</td>
<td>141</td>
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<td>Completeness</td>
<td>Percent</td>
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<td>0.7</td>
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<td>Frequency</td>
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<td>2</td>
<td>141</td>
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<tr>
<td>Relative Value</td>
<td>Percent</td>
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<td>43.3</td>
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<td>1.4</td>
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<td>Percent</td>
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<td>4.3</td>
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<td>Percent</td>
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<td>14.2</td>
<td>2.1</td>
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<td>Frequency</td>
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<td>Moral Value</td>
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<td>Frequency</td>
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<td>12</td>
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<td>3</td>
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<td>Sociological Implications</td>
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<td>Frequency</td>
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<td>18</td>
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<td>Racial Awareness</td>
<td>Percent</td>
<td>18.4</td>
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<td>9.2</td>
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<td>Identification with Character</td>
<td>Percent</td>
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<td>2.1</td>
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<td>Effective</td>
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<td>Fair</td>
<td>Poor</td>
<td>Omits</td>
<td>Totals</td>
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* N = 141
(See Tables 6 and 7.) The questionnaire results indicate that for occupation the responses tended to be somewhat higher of those respondents labeled "other." For example, for the three major categories as described above the ratings were as follows: 86.7 percent, 83.5 percent, and 92.4 percent for teachers and 100 percent, 95.6 percent, and 96.8 percent for others. The data indicates that people not directly involved with teaching in the classroom, i.e., those who do not perform this duty themselves, are nevertheless concerned with bringing into the school more enjoyable and effective curriculum materials. In general, all fifteen questions were rated high.

The crosstabulation by environment (urban, rural, suburban), however, yielded markedly differing results. Of the three main classifications--product utility, sociological implications and educational value--a noticeable difference exists between how urban populations and rural populations view the films in comparison with the suburban sample. Category one, the average response towards the positive (very effective - good) was 85.9 percent for "urban" as compared to 41.6 percent for "suburban" area respondents. The rural sample came in at 100 percent (very effective - good) for all questions in all categories. Fair to poor responses ran 12.2 percent for "urban" and 58.3 percent for suburban.
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* Urban N = 118
  Rural N = 5
  Suburban N = 3
Category two, responses by "urban" and "suburban" environment were similar. 82.3 percent of the urban respondents felt the films were very effective to good for sociological implications as compared to 38.9 percent of the suburban sample; and 15.2 percent of the urban sample rated the films fair to poor as compared to 61.1 percent of the suburban population.

The last category, a educational value, received a more favorable response from the suburban sample. For example, 66.6 percent felt the films were effective as instructional tools, and only 33.3 percent rated them fair to poor. 88.9 percent of the urban population rated the films in this category very effective to good as compared to only 9.4 percent rating them fair to poor.

The data indicates that urban and rural populations where improvement in the educational process and upgrading of curriculum materials are most crucial, the films seem to attract the most interest and highest ratings. Students, especially in the urban schools are able to more readily identify with the characters although the themes are universal in nature. The suburban respondents rated the films highest in terms of educational importance, i.e., use as effective curriculum materials, ease with which they can be incorporated into the classroom, and so on. This indicates that the films are successful in the overall purpose which
is to aid the classroom teacher. While this sample population did not rate the films high in terms of sociological implications and product success, they nevertheless recognize the inherent value of the films as effective instructional tools.

Part III of the questionnaire was designed to elicit personal responses to the four questions comprising this section. Charts I, II, III, and IV present a substantive overview of the sample responses. In a number of cases the films were shown in a context other than for which the questionnaire had been designed. The responses, therefore, vary according to the viewing situation.

Responses to question 1, "What occurred after viewing the film", showed that after the films were shown to children, either discussion or some form of activity followed. Chart I references the various activities that took place. The respondent comments indicate that the activities were positive and that the children enjoyed the films in general. Adults viewing the films outside the classroom situation indicated that discussion and evaluation of the films followed. They did not elaborate.

Question 2 asked respondents to comment whether they would use the films in future curriculum exercises. Of those answering, 93.8 percent were affirmative, 6.2 percent negative. (See Chart II for responses given.) Of the negative responses only one was a categorical no, the
CHART I

Question 1: "What developed after viewing the film(s), i.e., activities, discussion, etc.?

- singing, discussion
- talking among themselves to see if anyone had been aware
- discussion which led to teacher analysis of personal value systems and the implications which these have for the children they expect to teach
- children responded by discussing the films, i.e., "Why didn't he . . ."
- the films were used for a film festival--no activities followed, but all the children were excited about the films and discussed them among themselves
- children began to incorporate the activities of the Cosby Kids adventures into their everyday play, and made decisions based on those television characters
- the children discussed the show--usually decided if Fat Albert was the "goat"
- the students expressed their sentiments about the film by writing a paper
| Question 2: "Would you use these films in future curricula exercises? Why?"
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<td>- yes, they promote good behavior</td>
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<td>- yes, to vary presentation</td>
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<td>- yes, extremely high interest level</td>
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<td>- yes, values social growth</td>
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<td>- yes, personal identification of classroom students</td>
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<td>- entertaining approach to values</td>
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<tr>
<td>- maybe</td>
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<td>- very effective in its thematic development</td>
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<td>- yes, children identify with the films, importance of friendship will always be of concern</td>
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<td>- not use without some class participation</td>
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<td>- yes, they appeal to children</td>
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<tr>
<td>- yes, children would be able to relate to the story and Bill Cosby and the Cosby Kids</td>
</tr>
<tr>
<td>- yes, good humor, combination of education with entertainment</td>
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<tr>
<td>- no</td>
</tr>
<tr>
<td>- yes, they have a message</td>
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<td>- yes, teaching understanding to other people</td>
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<tr>
<td>- good for values</td>
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<td>- beneficial as socializing agent</td>
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<tr>
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<td>- yes, high interest, good discussion base</td>
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**CHART II**

Continued:

- yes, since they use characters known to the children, they could easily identify with them
- possibly
- films could be used most effectively in doing units on social awareness and values
- yes, effectiveness high
- yes, as part of a discussion on values
- yes, for purely enjoyment and entertainment
- no, I teach music
- high interest potential and sound educationally
- yes, because children respond to media rather than textbook materials
- yes, values clarification
- this type of film reaches the children
- urban children would relate immediately with the characters; through language used, dress, environment, Bill Cosby, the Cosby Kids
- yes, to fill a void
- someone and something children can identify with
- yes, basis for discussion of roles
- for good public relations
- they could be incorporated into social development and awareness of roles and values
- good friendship material, socialization
Continued:

- they hold children's interest and deal with important topics
- yes, hold children's attention, with lessons to be learned
- feel they are useful and entertaining
- best film to keep interest and show problem
- initiate discussion
- provide excellent entry at any level for discussion of many emotions, laden with critical social issues; also, good for problem solving activities
- yes, for fun and sociological awareness
- yes, because of primary importance they capture the attention of the young people and they have a strong desire to emanate the characters
- no, not applicable to age group
- yes, effectiveness
- I would recommend them, they are fresh and appealing
remaining responses were qualified. This would indicate that given the right situation these respondents would most likely use the films in some form in other class activities. The favorable results demonstrate that teachers support the use of the films in curriculum exercises. The responses lead the writer to conclude that the films are an entertaining educational tool that can successfully aid the teacher in the presentation of lesson plans.

Question 3 was designed to determine whether respondents felt the films would be more useful to one segment of the population than another. General responses indicate that the films are universal enough to be recommended to all segments of the population. (See Chart III.) Eighteen respondents (34.6 percent) felt that the films would be more beneficial to inner-city children or black children. Thirty-four (65.4 percent) of the respondents felt that the films should be shown to all children. Ninety people did not answer this question at all. However, based upon the response from Part II of the questionnaire concerning the universality of the films 80.5 percent answered in the positive, ranging from very effective to good. This indicates that those not answering question 3 still rated the films very high as to the cosmopolitan nature of the product.

The last question, number 4, asked respondents to identify the age group for which they would recommend these films. The recommended ages ranged from kindergarten
CHART III

Question 3: "Would you recommend these films to one segment of the populace more than another? Please explain."

- no
- black urban boys would identify most readily with this film
- yes, urban children
- no, problems are the same throughout the populace
- no, for all communities
- yes, urban area students
- no, the films are for people, no one should be excluded from being human
- city kids would appreciate the films more I think
- appeals to black children more than white
- not necessarily
- urban schools
- inner-city children
- no, situation or point behind movie is universal
- yes, urban (schools, kids) have bigger problems
- I think the urban youngsters would benefit from these films
- effective for all
- more so to urban children that could identify
- I think that because of the Cosby Kids that these films would be most likely to appeal to younger school children
CHART III

Continued:

- poor socio-economic groups
- these films are adaptable to all racial backgrounds
- I feel that the film would be more effective with children of middle class moral backgrounds
- to all segments, exposure is needed, all children will respond to it
- I would recommend that the films be used with the urban child, the language and environment used in the film are something which would motivate and appeal to this type of child
- it could be beneficial to all
- I would recommend these films to all age groups to instill a better relationship with peers
- it would be good for all segments
- most people can relate to issues of the films
- especially geared to inner-city children
- blacks identify more with characters
- expose them to the film as soon as possible
- would not want to enhance stereotypes
- content is universal
- not particularly, although minority groups are represented in a positive way
- would recommend to any age group
CHART III

Continued:

- yes, because it finally gives young black people something "of their own" that they can identify with, from my childhood experiences it depicts the culture of black children who do not have the bourgeoisie background and must develop according to the limited experiences by comparison offered to them

- kids, teachers, schools, teacher trainers
through grade nine. The heaviest percentage recommended fall between the grade levels two through six. (See Chart IV.)

**Analysis of Individual Films**

This last section of the questionnaire was designed to measure the effectiveness of the eight films as individual units. This part, however, was not necessary to drawing any overall conclusions about the films usefulness as Part II of the questionnaire addressed that question.

Tables 8 through 15 break the films down individually by thematic clarity, social and moral values, sociological implications, racial awareness, identification with character and situation, and use as teaching aides. Films 3, 7, and 8 were rated 100 percent effective in terms of thematic clarity; comparably for films 1, 2, 4, 5, and 6 the average response was 83.5 percent effectiveness. For social values films 1, 3, and 7 drew 100 percent very effective to good; 83.8 percent the average response for films 2, 4, 5, 6, and 8. Moral value was comparable with films 1, 7, and 8 rated 100 percent very effective to good, and 82.6 percent for films 2, 3, 4, 5, and 6.

Films 1, 3, and 7 were rated 100 percent in response categories very effective to good for sociological implications, while 83.8 percent answered very effective to good for films 2, 4, 5, 6, and 8.
Question 4: "To what age group would you recommend the film(s)?"

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RESPONSES FOR EACH FILM: THEMATIC CLARITY

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**RESPONSES FOR EACH FILM: RACIAL AWARENESS**

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<td>30.0</td>
</tr>
<tr>
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<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Runt</td>
<td>Percent</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do Your Own Thing</td>
<td>Percent</td>
<td>7</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check It Out</td>
<td>Percent</td>
<td>3</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lying</td>
<td>Percent</td>
<td>8</td>
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</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Hospital</td>
<td>Percent</td>
<td>4</td>
<td>66.7</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What's a Friend</td>
<td>Percent</td>
<td>18</td>
<td>41.9</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Film</td>
<td>Statistic</td>
<td>Very Effective</td>
<td>Effective</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------</td>
<td>----------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Summer Camp</td>
<td>Percent</td>
<td>20.0</td>
<td>60.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Dope is for Dopes</td>
<td>Percent</td>
<td>30.8</td>
<td>38.5</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Check It Out</td>
<td>Percent</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Lying</td>
<td>Percent</td>
<td>25.7</td>
<td>37.1</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>The Hospital</td>
<td>Percent</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>What's a Friend</td>
<td>Percent</td>
<td>48.8</td>
<td>27.9</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Film</td>
<td>Statistic</td>
<td>Very Effective</td>
<td>Effective</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
<td>----------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Summer Camp</td>
<td>Percent</td>
<td>60.0</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Dope is for Dopes</td>
<td>Percent</td>
<td>42.3</td>
<td>30.8</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>The Runt</td>
<td>Percent</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Do Your Own Thing</td>
<td>Percent</td>
<td>28.6</td>
<td>31.4</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Check It Out</td>
<td>Percent</td>
<td>62.5</td>
<td>25.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Lying</td>
<td>Percent</td>
<td>31.4</td>
<td>31.4</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>The Hospital</td>
<td>Percent</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>What's a Friend</td>
<td>Percent</td>
<td>48.8</td>
<td>32.6</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>21</td>
<td>14</td>
</tr>
</tbody>
</table>
Films 2 and 3 did not show a response to the category racial awareness. Of those films where respondents answered this question, film 1 was again rated 100 percent in response categories very effective to good. The average response for these categories was 76.4 percent for films 4, 5, 6, 7, and 8.

For character and situation identification, film 7 rated 100 percent very effective to good for both questions; film 3 received a 100 percent very effective to good response for character identification alone. The average response for films 1, 2, 4, 5, 6, and 8 was 82.7 percent very effective to good. Films 3 and 5 had no response for situation identification.

The last question, effectiveness as a teaching aid showed films 1, 3, 7, and 8 were considered 100 percent very effective to good in this area, films 2, 4, 5, and 6 averaged 81.3 percent.

Overall the individual films received favorable ratings in all areas. Film 1 received the highest rating from individuals viewing this particular film. Films 3 and 7 also received high ratings with most questions in the 100 percent very effective to good response categories. 96.8 percent of the respondents rated film 8 very effective to good. All films, however, in general were favorably reviewed by the sample population. This supports the
writer's belief that any one or all the films can serve as useful and effective instructional materials.

Tables 16 through 23 provide a comparison of the individual films by each variable. Specific questions were generated for each film to determine whether the objectives of the films were clearly met. The data indicates that viewers felt that films 1, 3, and 7 were most successful in terms of meeting their stated goals of bringing prosocial messages to children. Films 2, 4, 5, and 8 received ratings which averaged 85.9 percent for response categories very effective to good. Although the suburban respondents considered the films to be less effective than the urban and rural respondents, it can be concluded that the films are universally effective in nature.
### Table 16: Comparison of Films on Each Variable: "Summer Camp"

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Percent Frequency</th>
<th>Percent Frequency</th>
<th>Percent Frequency</th>
<th>Percent Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendship between children of different races</td>
<td>Very Effective</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Effective</td>
<td>60.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Children of different racial backgrounds can help each other at work and play</td>
<td>Very Effective</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Effective</td>
<td>60.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Fighting is not a way to settle differences</td>
<td>Very Effective</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Effective</td>
<td>60.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>40.0</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100.0</td>
<td>5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
### TABLE 17

**COMPARISON OF FILMS ON EACH VARIABLE: "DOPE IS FOR DOPES"**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Very Effective</th>
<th>Effective</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Omits</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealing with drugs can get one into trouble</td>
<td>Percent</td>
<td>42.3</td>
<td>30.8</td>
<td>15.4</td>
<td>7.7</td>
<td>3.8</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>11</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>Drugs can hurt a lot of people</td>
<td>Percent</td>
<td>26.9</td>
<td>30.8</td>
<td>19.2</td>
<td>15.4</td>
<td>7.7</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>Real friends stick by you when you've done right</td>
<td>Percent</td>
<td>34.6</td>
<td>46.2</td>
<td>15.4</td>
<td>3.8</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>9</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>26</td>
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<td>Variable</td>
<td>Statistic</td>
<td>Response Category</td>
<td>Totals</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-----------</td>
<td>------------------</td>
<td>--------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Very Effective</td>
<td>Effective</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
<td>Omits</td>
<td></td>
</tr>
<tr>
<td>Social awareness</td>
<td>Percent</td>
<td>50.0</td>
<td>37.5</td>
<td>12.5</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Regardless of size everyone has some</td>
<td>Percent</td>
<td>62.5</td>
<td>37.5</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>value</td>
<td>Frequency</td>
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<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>It is not good to make fun of people</td>
<td>Percent</td>
<td>75.0</td>
<td>12.5</td>
<td>12.5</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>because they are different</td>
<td>Frequency</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>8</td>
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</table>
### Table 19

**Comparison of Films on Each Variable: "Do Your Own Thing"**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Very Effective</th>
<th>Effective</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Omits</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys and girls can be interested in the same things</td>
<td>Percent</td>
<td>48.6</td>
<td>20.0</td>
<td>20.0</td>
<td>5.7</td>
<td>0.0</td>
<td>5.7</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>17</td>
<td>7</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Children can feel free to try activities they like regardless of their sex</td>
<td>Percent</td>
<td>40.0</td>
<td>25.7</td>
<td>22.9</td>
<td>5.7</td>
<td>0.0</td>
<td>5.7</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>14</td>
<td>9</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Boys and girls can be good at the same things</td>
<td>Percent</td>
<td>37.1</td>
<td>31.4</td>
<td>17.1</td>
<td>8.6</td>
<td>0.0</td>
<td>5.7</td>
<td>99.9</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>13</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Boys and girls can play together as friends</td>
<td>Percent</td>
<td>42.9</td>
<td>22.9</td>
<td>8.6</td>
<td>17.1</td>
<td>2.9</td>
<td>5.7</td>
<td>99.9</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>15</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>35</td>
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</tbody>
</table>
TABLE 20

COMPARISON OF FILMS ON EACH VARIABLE: "CHECK IT OUT"

<table>
<thead>
<tr>
<th>Variable</th>
<th>Effective</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies are not always suitable for different backgrounds</td>
<td>4</td>
<td>25.0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>People of varying ability</td>
<td>3</td>
<td>37.5</td>
<td>1.0</td>
<td>0.0</td>
<td>50.0</td>
</tr>
<tr>
<td>Children should not be taught to work with others</td>
<td>4</td>
<td>50.0</td>
<td>2.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Educational books can be used to show understanding of people</td>
<td>3</td>
<td>37.5</td>
<td>1.0</td>
<td>0.0</td>
<td>50.0</td>
</tr>
</tbody>
</table>

Totals: 12.5 8.5 1.5 0.5 8.0
<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Response Category</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Very Effective</td>
<td>Effective</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
<td>Omits</td>
<td></td>
</tr>
<tr>
<td>It is always better to tell the truth</td>
<td>Percent</td>
<td>34.3</td>
<td>40.0</td>
<td>20.0</td>
<td>5.7</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>12</td>
<td>14</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Lying can get you into trouble</td>
<td>Percent</td>
<td>42.9</td>
<td>28.6</td>
<td>20.0</td>
<td>8.6</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>15</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Variable</td>
<td>Statistic</td>
<td>Very Effective</td>
<td>Effective</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
<td>Omits</td>
<td>Totals</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
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<td>------</td>
<td>------</td>
<td>------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>Doctors and other hospital personnel can help you when you are sick</td>
<td>Percent</td>
<td>66.7</td>
<td>16.7</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>16.6</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
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<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Regular checkups are important to keep the body healthy</td>
<td>Percent</td>
<td>50.0</td>
<td>33.3</td>
<td>16.7</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Children should not be afraid of doctors and hospitals because they are there to help</td>
<td>Percent</td>
<td>83.3</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>16.6</td>
<td>100.0</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>
### Table 23

Comparison of films on each variable: "What is a Friend"

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Very Effective</th>
<th>Effective</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Omits</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friends need to be honest with each other</strong></td>
<td>Percent</td>
<td>58.1</td>
<td>23.3</td>
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CHAPTER VI

IMPLICATIONS, CONCLUSIONS, AND RECOMMENDATIONS

This study was undertaken in the belief that there exists a constant need for the development of innovative instructional materials to provide elementary school teachers with the widest possible range of educational tools to motivate and create a more positive learning environment for children, as well as an environment free from racial bias and prejudice. The creation of Fat Albert and the Cosby Kids film series can serve as a useful addition to existing curriculum materials to achieve increased learning and to provide a wholesome climate in which educational growth can take place. The questionnaire results indicate that these films are an entertaining and practical tool that can effectively be incorporated in teachers' pedagogical repertoire. The subsequent evaluation of the films further demonstrates their potential acceptance in the classroom milieu. This is especially important since any number of good educational software materials never find their way into the classroom due to a lack of interest.

The questionnaire responses received indicate that the study successfully completed its two major objectives:
1) the development of an innovative learning tool that is both educational and entertaining, and
2) the assessment of the films' effectiveness as supplementary curriculum materials to aid the classroom teacher.

In determining the films' usefulness, a parallel objective emerged—the general acceptance of the films as part of the classroom learning environment.

The responses generated by the questionnaire demonstrate the enthusiasm with which these films were received and indicate a definite need for materials of this nature.

**Implications**

That education is an ever changing, ever growing process is an undeniable fact to anyone who is at all seriously concerned with the entire teaching/learning relationship. In the past few years alone, the educational marketplace has been inundated with a Pandora's Box of educational innovations—open classroom, team teaching, differentiated staffing, computer assisted instruction, computer assisted management, language laboratories, modular scheduling, educational television, and cable television networks to name only a few. Thus the prospect that the schools in the next decade will be dramatically different, in fact, bear little resemblance to schools as we know them today is not altogether an absurd idea.
In order for schools to keep pace with our fast moving society they will have to incorporate a diversified curriculum—a curriculum which will make use of the technology available to them in the form of educational hardware and software. Perhaps one of the most useful and least expensive innovations will be the widespread incorporation of the television set as a vehicle to promote learning. The impact of television on children has already been established through numerous research. Chapter II of this study looked at some of the data collected and reviewed several educational television programs to help put into perspective the force of this medium.

The television set occupies a highly unique position in this society. It is found in almost every household and it is not unusual for many households to have more than one set. Every day millions of children escape to the front of the television set to be transported to a world filled with fantasy where they vicariously experience a host of adventures. And from each adventure in which they participate they walk away having learned something. In many cases this learning happens on a subconscious level, but to deny its existence would be to give way to our narrowmindedness and prejudices about a medium that can play a very important role in the future of education.
Television is the vehicle by which such highly successful educational programs as Sesame Street and The Electric Company have been introduced to the young audience. And more recently Fat Albert and the Cosby Kids has helped children learn without all the pain they commonly associate with learning. Through the animated character of Fat Albert and his neighborhood side kicks, they move through a world which is highly akin to their own reality. Fat Albert and the Cosby Kids suffer the same fears and dilemmas they do about school, parents, and life in general; and they share their like joys—making new friends, winning at some game. They learn moral values and ethics, responsibility and judgement. And throughout this an important discovery was made by teachers and students alike: learning can be fun.

More importantly, too, Fat Albert can help teachers combat the insidious effects of racism. The animated characters provide positive images black children can relate to to help develop confidence and self esteem. In addition, the universal themes do not isolate these youngsters from actively participating in reality-based decision making concepts. Racial awareness is heightened while racial barriers are transcended because the films do not exploit a "black" world, rather they explore the child's world. Fat Albert helps to bring children together in the formation of
common alliances and common pleasures.

The success of this series has great ramifications for future television programming. It demonstrates that programs with an educational emphasis can be entertaining and that they can attract a wide audience. It is well known that sponsors are concerned only with merchandising and as such care little for the nature of the program. Their one criteria is that the program have a high Nielson rating—the more people watching, the better the chance of selling their product. Because this is the only clearly established criteria that allows itself to be identified the television public has been inundated for years with a variety of programs that serve to demoralize and dehumanize. This, however, need no longer be the case. A demand for a better quality of television programming can be made. And with documented successes to draw upon for support, it should no longer be necessary to camouflage educationally based programs in order to elicit sponsor interest.

Conclusions

The concept that the only real learning takes place in the classroom is slowly becoming a myth. Teachers with a realistic perspective of the classrooms of the future are beginning to see that the school is only one place where the education process transpires, and a small place at that. Our technological advances enable us to extend beyond the
traditional definition of the teaching environment to include the home, the community, and the visual media can play an extremely important role in this changing definition.

One of the challenges of the future will be to harness the potential power of the television as a diversified teaching tool. Already this visual medium has made its impact as an influence on "public recreational and informational activities and patterns," and as a provider of general education to students of all ages and backgrounds. Ofiesch summarizes that this medium is an efficient tool to assist learners in surmounting obstacles to learning without a demand for high verbal proficiency. By the very nature of its diversity it can help motivate and teach children where more traditional methods have failed.

The world around us is too fast moving to allow us to ignore large segments of our population and by miseducation to conveniently displace them from roles of decision-making, authority, and power. We cannot afford to waste millions of young minds capable of solving the complex problems brought on by a highly technological age and providing exciting challenges for future growth. Education as an institution operating in this free society must serve as an equalizer of the human condition and afford all the nation's citizenry an opportunity to participate meaningfully.

1Ofiesch, "Instructional Media," p. 272.
2Ibid.
The results of this study demonstrate that there is a significant interest in developing more effective teaching methods that are simultaneously educational and entertaining. The review of literature substantiates that children can learn, and in fact do, with the aid of visual media, specifically, in this case, the use of the television to achieve desired learning levels.

This study is by no means conclusive by itself. Rather it points to further research that could be undertaken to complement what has already been done. For example, future areas of activity might include the development of specific instructional manuals to incorporate the eight films as a regular part of the curriculum, the development of lesson plans to best emphasize the various areas of the affective domain for individualized learning, and the development of activity guides to extend the effectiveness of the films.

With the evergrowing responsibility of teachers and schools in general to become more accountable for the education of children, it is crucial that diversified academic programs be generated to encompass a host of methods which teachers can include in their repertoire of teaching skills. Also, too, in a time of tight school budgets, the utilization of these films is an inexpensive cost in terms of increasing student learning. For school systems which have a depressed budget, the Fat Albert series can be even
more feasible because of the films' appearance on public television. Children can view the films in their homes and participate in activities designed by the teacher when they return to school.

**Recommendations for Future Study**

The purpose of this study was to develop an alternative source of instructional materials to aid the elementary classroom teacher in the preparation of a curriculum that is both educational and entertaining. Review of the questionnaire results indicate the following as areas for future research:

1. The study should be replicated by specific geographic areas to determine whether established learning goals are identical for the regions sampled;

2. Similarly, data should be obtained as to specific class composition in terms of racial make up, sex, and age to measure effectiveness of the films as vehicles to achieve increased learning for the populations sampled;

3. A study should be undertaken to determine the manner in which the films are being utilized by the classroom teacher with the subsequent development of a teacher's handbook or film activities guide. The handbook could also
include a section on media in general with an annotated index of media hardware containing operating instructions;

4. A follow up study should be conducted to measure the development of affective skills in children watching Fat Albert and the Cosby Kids as part of a routine curriculum, and those children not watching the programs; and

5. The development of a cost analysis study to measure the monetary expenses of the utilization of the media as vehicles of learning against the more traditional methods of instruction and the educational benefits derived.
BIBLIOGRAPHY


McLoneghy, Gary L. "What Are We Telling Our Teachers?" Audio Visual Instruction 12 (December 1967): 1134.


The following questionnaire has been designed to assist in the evaluation of the effectiveness of the FAT ALBERT AND THE COSBY KIDS film series in relation to its relative usefulness as educational materials for adoption into the classroom curriculum. Your assistance in completing the questionnaire will be helpful in arriving at some general conclusions regarding the films overall effectiveness as teaching aides at the elementary school level.

PART I.

Please fill in the following:

1. Occupation __________________________

2. School District affiliated with (include city/state) __________________________

3. School system is a. urban  b. rural  c. suburban (please circle one)

4. To what age group did you show these film(s) _________

5. Describe composition of class (percentage wise) in terms of
   a. sex (male) _______ (female) _______
   b. racial make-up ___________________

Please circle one of the following:

6. Accessibility of media equipment: Good Poor Somewhat

7. Personnel available to run equipment: Good Poor Somewhat

8. Knowledge of running media equipment: Good Poor Somewhat

9. Interest (in general) in using visual media as part of the curriculum:
   Good Poor Somewhat
PART II.

This section is designed to evaluate the effectiveness of the film(s) in general. Please answer the following questions by circling that answer which best summarizes your choice. Possible score ranges are Very Effective, Effective, Good, Fair and Poor. If you have not seen any of the films, please watch one FAT ALBERT AND THE COSBY KIDS show on television. The series is shown on the CBS television network Saturday mornings. Please check your directory for the time appropriate to your viewing station.

Please circle your choice.

HOW WOULD YOU RATE THE FILM(S) IN TERMS OF:

1. Thematic clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Completeness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

3. Relative value?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

4. Universality (appeals to cross section of populace)?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

5. Social values portrayed?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

6. Moral values portrayed?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

7. Sociological implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

8. Racial awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

(continued)
PART II (Continued)

Please circle your choice.

HOW WOULD YOU RATE THE FILM(S) IN TERMS OF:

9. Children identifying with the character?
   - Very effective
   - Effective
   - Good
   - Fair
   - Poor

10. Children identifying with the situation?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

11. Holding children's interest?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

12. Humor?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

13. Ease with which can be incorporated into the classroom as educational materials?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor

14. Utilized as instructional aides?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

15. Combining education with entertainment?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

PART III. Please answer the following as briefly as possible.

1. What developed after viewing the film(s), i.e., activities, discussion, etc.?

2. Would you use these films in future curricula exercises? Why?

3. Would you recommend these films to one segment of the populace more than another? Please explain.

4. To what age group would you recommend the film(s)?
PART IV. In the following section please evaluate those specific films which you have seen. If you have not viewed any of these particular films, please disregard this section. Thank you for your time and effort in completing the questionnaire to this point.

FILM I: SUMMER CAMP (The kids learn that friendships can be made with children of other races.)

Please circle your choice.

HOW WOULD YOU RATE THE FILMS IN TERMS OF:

1. Thematic Clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Social Values portrayed?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A*

3. Moral values portrayed?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

4. Sociological implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

5. Racial awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

6. Children identifying with character?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

7. Children identifying with situation?
   - Very effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

8. To what extent did the film enable the viewer to better understand that friendships can develop between children of different races?
   - Very effective
   - Effective
   - Good
   - Fair
   - Poor

9. How effective was the film in demonstrating that children of differing racial backgrounds can help others when they work and play together?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

10. ...in demonstrating that fighting is not the way to settle differences?
    - Very effective
    - Effective
    - Good
    - Fair
    - Poor

11. Utilization as teaching aide in the classroom?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor
FILM II: DOPE IS FOR DOPE (The kids learn that selling drugs is bad and illegal.)

Please circle your choice.

HOW WOULD YOU RATE THE FILM'S EFFECTIVENESS IN TERMS OF:

1. Thematic clarity?
   Very Effective Effective Good Fair Poor

2. Social Values?
   Very Effective? Effective Good Fair Poor N/A*

3. Moral Values?
   Very Effective? Effective Good Fair Poor N/A

4. Sociological Implications?
   Very Effective Effective Good Fair Poor N/A

5. Character identification?
   Very Effective Effective Good Fair Poor N/A

6. Usefulness?
   Very Effective Effective Good Fair Poor

7. Situation identification?
   Very Effective Effective Good Fair Poor N/A

8. Demonstrating that dealing with drugs will get one into trouble?
   Very Effective Effective Good Fair Poor

9. Drugs can hurt a lot of people?
   Very Effective Effective Good Fair Poor

10. Real friends will stick by you when you have done right?
    Very Effective Effective Good Fair Poor

11. Utilization as teaching aide in the classroom?
    Very Effective Effective Good Fair Poor
**FILM III: THE RUNT** (Story about boy who is smaller than his friends.)

Please circle your choice.

**HOW WOULD YOU RATE THE FILM IN TERMS OF:**

1. **Thematic Clarity?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. **Social Values?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

3. **Moral Values?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

4. **Sociological Implications?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

5. **Social Awareness?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

6. **Character Identification?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

7. **Demonstrating that regardless of size everyone has some value?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

8. **It is not good to make fun of people because they are different?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

9. **Utilization as teaching aide in the classroom?**
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
FILM IV: DO YOUR OWN THING (Boys and girls learn to participate in things they like to do.)

Please circle your choice.

HOW WOULD YOU RATE THE FILM IN TERMS OF:

1. Thematic Clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Social Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

3. Moral Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

4. Sociological Implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

5. Racial Awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

6. Character Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

7. Demonstrating that boys and girls can be interested in the same things?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

8. Children can feel free to try activities they like regardless of their sex?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

9. Boys and girls can be good at the same things?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

10. Boys and girls can play together as friends?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor

11. Utilization as teaching aide in the classroom?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor
FILM V: CHECK IT OUT (Story of how easy it is to misjudge a person you don’t know, and that movies are not the way always to learn the truth about a group of people.)

Please circle your choice.

HOW WOULD YOU RATE THE FILM IN TERMS OF:

1. Thematic Clarity?
   
   Very Effective Effective Good Fair Poor

2. Social Values?
   
   Very Effective Effective Good Fair Poor N/A

3. Moral Values?
   
   Very Effective Effective Good Fair Poor N/A

4. Racial Awareness?
   
   Very Effective Effective Good Fair Poor N/A

5. Character identification?
   
   Very Effective Effective Good Fair Poor N/A

6. Situation Identification?
   
   Very Effective Effective Good Fair Poor N/A

7. Sociological Implications?
   
   Very Effective Effective Good Fair Poor N/A

8. Demonstrating that movies are not always the best place to learn about people of differing backgrounds?
   
   Very Effective Effective Good Fair Poor

9. That children should not be cruel to other children?
   
   Very Effective Effective Good Fair Poor

10. Educational books can be used to gain a better understanding of people you don’t know about?
    
   Very Effective Effective Good Fair Poor

11. Utilization as teaching aide in the classroom?
    
   Very Effective Effective Good Fair Poor
FILM VI: LYING (Edward's telling of lies gets everyone into trouble.)

Please circle your choice

HOW WOULD YOU RATE THE FILM IN TERMS OF:

1. Thematic Clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Social Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

3. Moral Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

4. Racial Awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

5. Sociological Implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

6. Character Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

7. Situation Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

8. Demonstrating that it is always better to tell the truth?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

9. Lying can get you into trouble?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

10. Utilization as teaching aide in the classroom?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor
FILM VII: THE HOSPITAL (Bill and Russell go to the hospital to have their tonsils removed.)

Please circle your choice.

HOW WOULD YOU RATE THE FILM IN TERMS OF:

1. Thematic Clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Social Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

3. Moral Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

4. Sociological Implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

5. Racial Awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

6. Character Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

7. Situation Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

8. Demonstrating that doctors and other hospital personnel can help you when you are sick?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

9. That regular checkups are important to keep the body healthy?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

10. Children should not be afraid of doctors and hospitals because they are there to help?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor

11. Utilization as teaching aide in the classroom?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor
FILM VIII: WHAT IS A FRIEND (Fat Albert’s cousin has to learn to be fair and honest with friends if he expects to be treated the same.)

Please circle your choice.

HOW WOULD YOU RATE THE FILM IN TERMS OF:

1. Thematic Clarity?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

2. Social Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

3. Moral Values?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

4. Sociological Implications?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

5. Racial Awareness?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

6. Character Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

7. Situation Identification?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor
   - N/A

8. Demonstrating that friends need to be honest with each other?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

9. Good friends are to be valued?
   - Very Effective
   - Effective
   - Good
   - Fair
   - Poor

10. Utilization as teaching aide in the classroom?
    - Very Effective
    - Effective
    - Good
    - Fair
    - Poor
May 26, 1976

Dear Friend:

I am writing to you as a person, who I think, shares my concern for improving the education of our youngsters. I know many folks have spent a lot of time and effort on this very same problem, but I believe that what has been overlooked in the process of developing more effective educational programs is that education can be entertaining—learning can be fun.

Historically, education and the whole art of teaching was envisioned as a very rigid and serious activity with a lot of regimented discipline. This is all well and good for there is nothing funny about going to school; it is a very important part of everyone's life, and as such, should be counted among our most rewarding learning experiences. So when I hear kids say "Ugh, I hate school," or "school's a prison," I really get sad because I think there has to be something more for them. I want to see kids going to school with a smile, with the expectation of something good about to happen.

It's tough being a kid these days. They need all the help they can get and I believe that that help can be entertaining. That's why FAT ALBERT AND THE COSBY KIDS was created. These films take you through the hazardous geography of the child's world—a world in which the process of growing up is explored, replete with ethics and values conflicts, personal responsibility, inter-racial relations, how to cope with authority—parents, teachers, policemen, even an old junk man.

Because I am confident that you do share my interest I hope you will take a few minutes to complete this questionnaire. Your responses will be helpful to me in determining whether or not FAT ALBERT AND THE COSBY KIDS have succeeded in creating a more enjoyable and motivating learning environment. In order to tabulate your responses, it is important to return the questionnaire by June 15th. I have enclosed a self-addressed, stamped envelope for your convenience.

On behalf of Fat Albert and all the Cosby Kids, I want to thank you.

HEY, HEY, HEY,

Bill Cosby
FADE IN
ANIMATION
EXT. PLAYGROUND BASKETBALL COURT - DAY

The court is surrounded by a battered chain-link fence and is situated between two multi-story buildings in the latter stages of decay. The blacktopped court is full of cracks and chuckholes with weeds growing up through them. The basket rims are bent and netless, and the wooden backboards have several planks missing. The Cosby Kids stand in the center of the court choosing up teams. Their pet duck, Cluck, stands in the middle watching the action. They all wear beat-up-tennis-shoes and ragged pants. Bill is captain of the "skins" team (no shirts) and Fat Albert is captain of the "shirts". Weird Harold stands between them holding a bottle cap. He flips it in the air.

WEIRD HAROLD
Call it, Bill.

BILL
Heads!

The cap hits the ground and everyone bends over to see what it is. Weird Harold picks it up.

WEIRD HAROLD
It's heads. Bill gets first pick.

BILL
I pick Weird Harold.

Harold smiles and walks over behind Bill.

FAT ALBERT
I'll take Rudy.

Rudy walks over behind Fat Albert.

BILL
Russell.

FAT ALBERT
Bucky.

As they continue choosing up sides we see Pee Wee, a little bit of a guy, walk up and stand shyly off to one side. He watches for a moment then finally gathers the courage to speak.

PEE WEE
Can I play?
They all look around but don't see Pee Wee because he only comes up to their knees.

FAT ALBERT
Who said that?

Pee Wee tugs on Albert's trouser leg.

PEE WEEDo, down here.

FAT ALBERT
(Looking down)
Oh, sorry, Pee Wee, but we got enough guys.

Rudy
Yeah, but if we need somebody that's two-foot-three we'll call ya. (Laughs)

The kids turn and walk out onto the court. Pee Wee watches briefly then turns and crosses to the fence where he slumps down, chin in hands and waits.

CUT TO

Rudy dribbling down court like he was a Harlem Globetrotter. Behind the back, through the legs, etc. Fat Albert walks in front of him providing an unpenetrable wall of flesh. Then, from mid-court, Rudy unleashes a right-handed hook shot that falls five feet short of the basket, ricochets off Weird Harold's head and falls through the hoop. Cosby's team moans.

CUT TO

A shot looking through the kids legs as the game resumes. In the distance we see the solitary figure of Pee Wee sitting glumly against the fence. In the background we hear the yelling and scuffling of the basketball game. Camera moves in close on Pee Wee and we——

DISSOLVE TO:

LIVE ACTION:

EXT.-ASPHALT SCHOOLYARD-DAY

We're close on a basketball hoop. The frayed net and part of a wooden backboard are visible. From off we hear the sound of a dribbling basketball drawing closer. Suddenly two hands appear holding the ball and slam dunk it down through the net.

PAN TO

Close shot of Bill Cosby. His head is level with the rim of the basket. He wears a sweatband around his head and a white t-shirt with 'Temple University' stenciled across the front. He addresses the audience:
COSBY
(smugly)
In case you didn't know, that was a slam-dunk, a difficult shot made famous by guys seven feet tall.

PULL BACK TO REVEAL
Cosby standing on a wheeled stepladder.

COSBY
Unfortunately, I'm not one of them.
He descends the ladder and starts dribbling the ball around.

COSBY
But what's so great about bein' tall? You're always bumpin' your head on doorways, pants are too small and you can't ride in sports cars. Little guys always get the short end of things. I mean have you ever heard of a cowboy riding small in the saddle? Take Pee Wee over there for instance...

CUT TO
ANIMATION
We see Pee Wee still sitting sadly against the fence. The shadows are long now and the sky is turning orange. In the background the sounds of the game are still going on. Over this:

COSBY
He's a real sharp little guy, but he made one mistake. He stopped growing too soon.

CUT TO
Bill and Fat Albert standing on the court.

AL: THAT MAKES IT EIGHT MILLION TO TWO BILL HEY, HEY, HEY,
BILL: YOU'RE CRAZY, ALBERT IT'S EIGHT MILLION TO FOUR
AL: OK, BUT YOU STILL DON'T STAND A CHANCE AGAINST US, MAN, HEY, HEY, HEY,
Fat Albert starts dribbling down court and everything within a two block area is shaking like there was an earthquake in progress. More cracks appear in the asphalt court and several boards topple from the backboards.

CUT TO

Rudy down near the basket. He's dying to shoot the ball.

RUDY
C'mon, Albert! Quit hoggin' the ball!

Albert ships a pass across to Rudy and he has so much on it, the ball slams into Rudy's hands and drives him backward into the chain-link fence. The fence stretches out like a rubber band, then recoils, sending Rudy hurtling along the ground on the soles of his shoes, clutching the ball in both hands and leaving a trail of black skid marks behind him. He slides around the court like an out-of-control hockey player, heading straight for the basket. Cosby runs after him.

Rudy approaches the basket at a high rate of speed and reaches out with one hand, grabbing the pole supporting the backboard and spins around it in circles a half dozen times at a dizzying speed. He slows to a stop just as the other kids come up. Then, handing the ball to Fat Albert he walks off clutching his stomach.
FAT ALBERT
Hey, Rudy, where ya goin'?  

RUDY
(Weakly)
Home. I don't feel so good.

He staggers out of scene leaving Albert's team one player short.

FAT ALBERT
Guess we can't play anymore, Bill.
You lose. Hey, hey, hey!

PEE WEE (Over)
I can take Rudy's place, Albert.

Everyone looks down to see Pee Wee standing between Bill and Fat Albert.

BILL
Yeah, great idea, Pee Wee. C'mon,
Albert, let's play!

DISSOLVE TO
A shot of Pee Wee dribbling down court. He's so small that every
time the ball bounces up in the air he goes up with it. The ball
starts bouncing higher and higher as Pee Wee moves forward. Su-
ddenly he's out of control, moving haphazardly in and out of the
other kids legs. From off we hear the voices of his teammates
shouting at him.

FAT ALBERT (Over)
C'mon, Pee Wee, pass it!

BUCKY (Over)
Pee Wee, over here!

DUMB DONALD (Over)
Back here, Pee Wee!

The voices only confuse him more as he looks around vainly for
a teammate, but all he sees are a forest of legs. Suddenly the
ball is snatched from his hands and he sprawls to the ground.

CUT TO
Bill driving to the basket and laying the ball in the hoop.

CUT TO
Fat Albert helping a long faced Pee Wee up off the ground.

PEE WEE
Sorry, Albert. I really blew
that one.
FAT ALBERT
Don't sweat it, Pee Wee. We're still ahead by two hundred points.

DISSOLVE TO

A montage of shots showing Pee Wee making every mistake possible on a basketball court. The staging on these scenes should all be from Pee Wee's P.O.V. to enhance his size even more.

(A) We see Pee Wee struggling to raise the ball over his head so he can shoot at the basket. He heaves the ball at the hoop but it is easily blocked by Weird Harold's knee.

(B) The ball is passed to Pee Wee and it knocks him over like a bowling pin. He hangs on with his arms and legs as he and the ball roll out of bounds.

(C) We see Fat Albert dribbling the ball. Pee Wee inadvertently runs under him causing Albert to trip, drop the ball and topple to the ground like a giant redwood. There is a loud rumble and the whole earth seems to vibrate as Albert lies on his back like a turtle, his arms and legs hanging in mid-air. Bill grabs the ball and makes a basket.

BILL
Four thousand and six to four thousand and six. Tie score, Albert.

CUT TO

All the kids pitching in to help Albert to his feet. It would be a tough job for a three-ton crane. Weird Harold and Dumb Donald are pulling from the front and Russell and Mushmouth are pushing from the rear. Bill enters shot and lends a hand. They all moan and groan loudly, finally managing to get Albert in a standing position.

RUSSELL
You alright, Albert?

FAT ALBERT
Hey, hey, hey!

WEIRD HAROLD
He's all right, but our court isn't!

PULLBACK TO REVEAL

That the entire court has sunken five or six feet below ground level.

BILL
Yeah, all we need now is a roof and we'd have an indoor court.
CUT TO
Pee Wee walking slowly away, his head bowed.

FAT ALBERT
(Calling out)
Hey, Pee Wee, where you goin'? The game ain't over yet.

Pee Wee stops and looks back at the kids.

PEE WEE
(Crestfallen)
Aww, I can't do anything right. I'm too small.

Fat Albert crosses to Pee Wee and puts an arm around the little guys shoulders.

FAT ALBERT
You can't quit now, man. The score's tied. O' mon, Pee Wee, you can do it.

Pee Wee looks up at Fat Albert for a moment then shrugs his narrow shoulders.

PEE WEE
O.K., I'll give it one more try.

Pee Wee shuffles slowly back towards the court and we—

CUT TO
Pee Wee dribbling down court. He wears a determined expression on his face and seems to have pretty good control of the ball. Suddenly Bill runs up and grabs the ball, but Pee Wee refuses to let go and wraps his arms and legs around the ball like a possum. Bill rifles a pass across to Russel who bounces it to Weird Harold and back to Bill, who shoots it toward the basket with Pee Wee hanging on tenaciously.

CUT TO
The basket as the ball misses and bounces off the rim and Pee Wee ends up jammed in the basket with both feet sticking straight up in the air.

CUT TO
Weird Harold grabbing the rebound and shooting. The ball arcs straight toward the basket and bounces off Pee Wee's head.
BILL
(Pointing at Pee Wee)
'Goaltending! Goaltending on Pee
Wee! We win!

CUT TO
Close-up. Pee Wee. He is crushed as the happy shouts of the
winning team are heard from below and as a tear rolls slowly
down his cheek, we—

DISSOLVE TO

EXT.-GHETTO STREET-EVENING
The kids walk along the sidewalk past overflowing trashcans and
old tenement buildings. The sky is a dark gray now and the street
lights have been turned on. Fat Albert and Pee Wee walk in front
of the others and Pee Wee has his head down. In the background
we hear ad-libs about the game. Things like: "Man, you guys sure
were lucky to win that game!" "That wasn't luck, that was skill!"

CUT TO
Fat Albert and Pee Wee.

FAT ALBERT
Come on, Pee Wee, cheer up. We all
make mistakes sometime.

PEE WEE (baffled)
Yeah, but for bein' so small,
my mistakes sure are big.

CUT TO
Group shot.

BUCKY
You can say that again, Pee Wee.
It's your fault that we lost the
game.

Fat Albert stops suddenly and all the others pile into him. He
turns to face the kids.

FAT ALBERT
(Angry)
'Cause he's small don't mean nothin'. He can do
lotsa things you guys can't do.
DUKE DONALD
Yeah? Like what?

RUSSELL
Yeah. Like what?

WEIRD HAROLD
Like tie his shoes without bendin' over!

They all laugh but Bill and Fat Albert. Pee Wee clenches his fist and glares at the gang.

PEE WEE
(To Harold)
Keep it up, Harold. I'm gonna tie one on your head without bendin' over!

WEIRD HAROLD
(Mocking tone)
Hey, man, that kinda jive makes me nervous. I'm splittin'.

DUKE DONALD
Me too. My mama'd be awful mad if I came home with a black eye... on my kneecap.

There's more laughter and suddenly Pee Wee wheels and tears up the steps of the brownstone they were standing in front of and disappears through a battered old pet door.

CUT TO
The kids down on the sidewalk.

BILL
Now look what you clowns have done. Pee Wee can't help it if he's small.

"FATTY" ALBERT
Yeah, Pee Wee's cool, so why don't you guys let up on him and try bein' his friend for a change?

They all walk out of shot and as camera pans up to the second floor of the old brownstone we see the silhouette of Pee Wee looking down out of the window and the faint sound of him crying as we—

FADE OUT.

END ACT I
ACT II

LIVE ACTION

EXT.- GHETTO-DAY

Cosby sits on a stopp and addresses the audience.

COSBY

Poor 'ol Pee Wee really had a rough day yesterday. (He looks off)

CUT TO

ANIMATION

EXT.- GHETTO-DAY

Pee Wee sits on the front stoop of his apartment building, his chin in his hands.

COSBY (Over)

And it looks like today isn't going to be much better.

CUT TO

LIVE ACTION

BACK TO

Cosby sitting on stoop. He looks at camera.

COSBY

Course all the little guys of the world have it rough. Take ants for instance--they are really cool, man. I mean we'll be eating a cookie or a piece of bread--slopping crumbs all over the place--and here come the ants, hoistin' up pieces of bread fourteen times their size and draggin' 'em clear across the sidewalk on their little backs. In five minutes the place is picked clean. And what thanks do they get? We cover up their holes. So ya see, the little guys of the world have to put up with a lot of hassle.

Suddenly the scene starts to shake and we hear thunderous footsteps approaching. Cosby looks off and we--
CUT TO

ANIMATION

Pee Wee sitting on the front steps.

PAT ALBERT
(from off)
Hey! Hey! Hey!...(he walks
into scene)...What's up?

Albert is carrying a baseball bat on his shoulder with two mitts
hanging from it and clutches a football in his other hand.
Cluck waddles along beside him.

PEE WEE
(despondent)
Hi, Albert. What's up?

PAT ALBERT
You and I are goin' to play
some ball.

PEE WEE
Now, I'm no good at it. Besides,
I'm tired of being laughed at.

PAT ALBERT
Nobody's gonna laugh at you because
nobody's gonna be there except you
and me. Man, here's your chance to
get in some practice and find out
what you're good at.

PEE WEE
I already know what I'm good at---
messin' up.

PAT ALBERT
Look, everybody makes mistakes;
and everybody's good at something,
too. (he stands up) Let's go
find out what your specialty is!

CUT TO

Kathy walking along sidewalk.

KATHY
Can I watch?

CUT TO

Three-shot. Pee Wee and Albert on steps. Kathy at
the foot of the steps.
FAT ALBERT

Sure.

PEE WEE

But only if you promise
not to laugh.

KATHY

I promise.

The three of them walk off with Cluck trailing behind.

DISOLVE TO.

A vacant lot between two multi-story tenement buildings. Junk is scattered about. Pee Wee strikes a batting stance, the huge bat resting heavily on his shoulder. Albert stands a short distance away on an improvised pitcher's mound. In between the two we see Kathy and Cluck - sitting against the base of the board fence, watching. Albert starts windmilling his arm.

FAT ALBERT

Here comes the wind-up...!

His arm windmills faster and faster and Kathy and Cluck find themselves caught in the powerful propwash. Suddenly Albert stops, his arm freezing in mid-air and leaving a circular skid mark that quickly evaporates.

FAT ALBERT

Hey, Pee Wee, hold that bat off your shoulder!

Pee Wee strains and grunts, finally succeeding in lifting the bat off his shoulder.

FAT ALBERT

OK, here we go with the wind-up...!

(he starts windmilling again.)

But Pee Wee is starting to slowly teeter to his right, unsuccessfully struggling to keep the bat aloft.

FAT ALBERT

...and the pitch!

Albert lets the ball fly. Just then Pee Wee succumbs to gravity and the big bat slowly pulls him off his feet. He disappears out the bottom of the scene with a thud just as the pitched ball whistles through. The ball rebounds off a wall behind Pee Wee and bounces off the grounded bat before rolling to a stop. Kathy covers her mouth in an effort to suppress her giggles, while Cluck lies on the ground laughing hysterically.

PEE WEE (still on ground) (indignant)

What’re you laughin’ at? I got a piece of it, didn’t I?
PAT ALBERT
Don't worry about those clown, man. We'll just forget about the batting practice and try some pitching.

WIPE TO

Fat Albert, wearing his mitt, crouched in a catcher's pose.

PAT ALBERT
Okay, Pee Wee, put one right over the plate!

Pee Wee, also wearing a glove, goes through an elaborate wind-up and lets fly.

Pee Wee's proud expression suddenly changes to chagrin as he looks down at his bare left hand and his bare right hand—in which he still clutches the ball.

CUT TO

Albert still crouched behind the plate. He has caught Pee Wee's hurled mitt in his own. The guys on the fence roar.

ANGLE ON

Pee Wee as he goes through his involved wind-up again and pitches the ball.

CUT TO

Albert crouched behind the plate as the ball dribbles across the ground.
FAT ALBERT
Try again, Pee Wee. A little closer this time.

Again Pee Wee pitches and again the ball barely rolls across the plate.

FAT ALBERT
Move a little closer.

Another feeble pitch.

CLOSEUP ON PEE WEE

PEE WEE
It's no use, Albert...

CAMERA PULLS BACK

To reveal Pee Wee is toe to toe with Fat Albert.

PEE WEE
(cont'd)
...I'm just not a pitcher.

WEIRD HAROLD
(perched on the fence)
Let's face it, Pee Wee, there's only one position: shortstop!

The guys atop the fence burst into laughter again. Suddenly they all duck as a football sails past and nearly takes their heads off. The sound of raucous laughter makes them look over their shoulders.

CUT TO

A dramatic, backlit shot of nine guys from the rough part of town. They have toothpicks in their mouths, wear leather jackets and swagger as much as possible.

LEADER
How 'bout that? I almost got me seven turkeys with one "bullet".

Fat Albert steps up to a hole in the fence and tosses their football back to them.

FAT ALBERT
Hey, you guys are interrupting our baseball practice.
LEADER
What's all this jive about baseball? We're here to discuss a man's game--football!

WEIRD HAROLD
So discuss, man, discuss.

LEADER
Look here, man, we hear you guys think you're some kinda bad dudes. We'll challenge you to the Football Championship of the World!

2ND GANG MEMBER
Yeah, so be at 12th and Madison in one hour...or we'll hafta come and getcha!

The leader looks down at Pee Wee who's standing beside Albert in the fence opening.

LEADER
And bring your mascot along.

His boys all burst into laughter, turn on their heels and saunter away. Bill, Rudy, Weird Harold and the others sit on the fence looking worried.

BILL
Man, those guys are tough! We don't stand a chance.

RUDY
They challenged us though, so we gotta go through with it.

PEE WEE
(still angry)
We can lick 'em! Don't worry!

HAROLD
"What do you mean "we"? Man, you can't go--; you wouldn't last five minutes with those guys.

HUSHMOUTH
Yeah! You're too short.

Pee Wee, furious, grits his teeth, angrily kicks Albert's football lying on the ground and starts walking away, his head down.

CUT TO

The ball soaring through the air as it dwindles to a speck.
CUT TO

The guys sitting on the fence, looking skyward as they follow the course of the football.

PAT ALBERT
Hey! Hey! Hey! Pee Wee, don't go 'way!

CUT TO

Pee Wee trudging down the street. He stops and looks back to hear the guys exclaiming—

RUDY
Wow! What a kick!

BILL
Pee Wee, my man, welcome to the team!

PEE WEE
(beaming)
Do you really mean it?

PAT ALBERT
Do we mean it? Man, if you can kick like that during the game today, we're gonna win!

WEIRD HAROLD
(excited)
I'm goin' home and get ready!

PAT ALBERT
Me too!

They all depart except for Pee Wee, Kathy and Cluck the duck.

KATHY
What about you, Pee Wee?

PEE WEE
(kicking a dent in the ground with his heel)
There's plenty of time to get ready. I've got some practicing to do first.

He sets the football upright in the dent and steps back.

PEE WEE
(motioning)
Clear the area!

He runs at the ball and kicks it as hard as he can.
CUT TO

Kathy and Cluck looking skyward.

KATHY

Wow!

Cluck jumps up and down, quacking excitedly and we—

CUT TO

The tough gang spying through cracks in the wooden fence.

2ND GANG MEMBER

Hey, that little dude can really kick!

LEADER

Those sneaks! They’re tryin’ to pull a fast one by bringin’ in a ringer!

2ND GANG MEMBER

Whadda we do now?

LEADER

We bring along a secret weapon of our own.

2ND GANG MEMBER

Secret weapon?

LEADER

(Grins)

Yeah.

The leader whispers in his buddie’s ear.

2ND GANG MEMBER

(Grinning)

Oh! That secret weapon!! That’s very cool, man.

LEADER

Let’s go, you guys. We gotta couple things to take care of before the slaughter—I mean, game this afternoon!

They all laugh and walk out of scene as we—

FADE OUT.

END ACT II
CUT TO

Bill kneeling in the street five yards behind the ball. The other kids are huddled around him. Bill is diagramming pass patterns on the asphalt using bottle caps, rocks and pieces of glass to represent the various players.

LEADER
Okay, Albert, you ready?

BILL
Okay, we're gonna score on the first play.

He slides the bottle cap over to one side.

BILL
Russell, you're the bottle cap... one...

RUSSELL
Don't move the bottle cap, you know we're using pieces of glass...

WEIRD HAROLD
Yeah, and it's my turn to be a piece...

RUDY

The whole team starts in on Bill with each guy shouting out what he wants. Bill can't even hear himself think.

BILL
(shouting)
QUIET! (instance of silence) Alright, I'm the quarterback, so listen up! Don't go down too steep and cut left behind the black convertible. Harold, you run to my house and wait in the living room. Albert, go to Third Street, catch the "J" bus, have them open the doors at Nineteenth Street and I'll fake it to you.

CUT TO

Pee Wee standing next to Bill. He tugs on his shirt. Bill looks around.
Pee Wee
What do you want me to do, Bill?

Bill
Hike the ball, Pee Wee, and then go long.

Pee Wee
Okay.

Bill
Ready, one, two, three—hike!

Pee Wee centers the ball as hard as he can, but it still falls three feet short of the quarterback and bounces along the ground. Luckily Bill grabs it on the second bounce, but by now two opposing linemen are charging down on him. In desperation, Bill passes the ball over the linemen's heads to Fat Albert.
CUT TO

Fat Albert as he catches the ball and starts to run. The ground shakes under the strain.

PAT ALBERT
Hey, hey, hey! Outta my way!!

Albert lumbers on down the street with the entire opposing team hanging on his arms, legs and back. He crosses the goal line and we—

CUT TO

The Cosby Kids as they react happily to the touchdown.

BILL
(Shouts)
Touchdown! Touchdown! We lead.

WIPE TO
Other gang slides across goal to make touchdown.

WIPE TO
Fat Albert's gang slides across goal to make another touchdown, digging trench.

WIPE TO
Other gang slides across goal to make another touchdown.

WIPE TO
Fat Albert's gang slides across goal backward to make another touchdown, digging trench.

CUT TO

The leader and Fat Albert—and Pee Wee standing in the street.

LEADER
Hey, what's the score, man?

PEE WEE
(Proudly)
Fifty six to twenty three—our favor.

LEADER
Guess it's time, then.

FAT ALBERT
Time for what, man?
LEADER

Time for our secret weapon! You turkeys don't stand a chance!

CUT TO

A full shot of Rudy and Weird Harold.

RUDY

(Laughs)
What kinda secret weapon could you dudes have?

WEIRD HAROLD

Maybe they discovered a new way ta cheat!

The Cosby Kids all start to laugh.

LEADER

Go ahead, turkeys—laugh while ya can. (He turns and calls off) O.K., Kong, come on out!

CUT TO

A shot looking down on the Cosby Kids who are still laughing. Suddenly a huge, dark shadow slowly falls over them. Their laughter stops.

PEE WEE

Hey! What happened to the sun?

DUMES DONALD

There must be an eclipse or somethin'.

Finally the entire scene is in shadow. Then the kids look up and spot the source, their eyes bugging and their mouths falling open.

CUT TO

A dramatic upshot of Kong, the tough gang's secret weapon. He is a gigantic, hulking kid, built like an ape with an I.Q. to match. He mutters and grunts unintelligibly and has all the grace of a wooly mammoth as he lumbers out into the street.
CUT TO

The Cosby Kids as they all run behind Fat Albert for protection and stare up at Kong in awe.

PEE WEE
Gee, he's bigger'n you are, Albert.

BILL
Yeah, lookit all them muscles.

Fat Albert looks up at Kong then glances down at his own protruding gut. He hitchhikes up his pants and, taking a deep breath, sucks in his stomach until it becomes an enormous chest.

PAT ALBERT
(Holding his breath)
He doesn't scare me.

KONG
(Growls)

PAT ALBERT
(Cupping hand to ear)
What's that, your stomach?

KONG
(Low, husky voice)
Is that yours?

Kong pokes a finger into Albert's "chest" and it collapses sending the mass of blubber sliding to the ground like an avalanche of fat. It hits the ground and rebounds into its normal position. This brings a rousing round of laughter from the tough gang. "Albert glares at them.

PAT ALBERT
Awright, cut the laughin' and let's play ball!

CUT TO

Close-up of football resting on "kicking tee" (the tin can). Camera pulls back as Pee Wee approaches the ball and kicks it. It's a great kick, but Kong reaches up with an ape-like arm and snatches it out of the air, then stands there looking at the ball. Pee Wee is stunned. The gang leader and a couple of the other guys walk up to Kong and simply point him in the direction of Fat Albert's goal line.
LEADER

Run, Kong!

Kong takes off in a thundering lope that leaves footprints in the asphalt. He carries the ball in one hand like it was a peanut.

CUT TO

Kong running through Albert's team and knocking them into the air like they were bowling pins. Bill-recoehets-off Kong's tree-like leg and lands in the street on the seat of his pants. He looks down the street after the departing Kong.

BILL
(Shouts)
Here he comes, Albert! Stop him!

CUT TO

Fat Albert standing with his legs apart and his arms out in front of him. He looks hungry.

FAT ALBERT
Hey, hey, hey!

Kong runs into scene hits Albert head on and they both disappear out the far side of frame and we--

CUT TO

Kong running along pushing Fat Albert along in front of him. Albert has both arms extended stiffly in front of him, his hands flattened against Kong's stomach. His sliding feet are accompanied by a loud skidding sound.

CUT TO

The tough gang-lying around relaxing on the sidewalk, hands behind their heads. The leader looks off down the street.

LEADER
(Shouts)
Stop right there, Kong! Now touch the ball down!

CUT TO

Kong standing in the end zone which is marked by chalk lines in the street. He bends over, touches the tip of the ball to the pavement and looks back at the leader, beaming proudly. Fat Albert sits nearby, the bottoms of his tennis shoes smoking. Kong tosses the ball into the air and exits shot as the ball bounces off Albert's head and we--
DISSOLVE TO

A montage of shots showing Kong running through Albert's team like they were standing still. Some repeat animation can be used here, floating directions for variety.

1) We see Fat Albert running with the ball. As he runs through the opposing team, Kong stomps one of his big feet down on the ground causing a mild earthquake and vibrating the ball right out of Albert's hands. Kong grabs it in mid-air and lumbers for another touchdown.

2) A shot of Pepe Lee hanging on to Kong's running ankle and being carried helplessly across the goal line.

3) A quick shot of Kathy standing on the sidewalk keeping tabs on the scoring. On the wall of the building behind her we see the score written in white chalk: "US--56--THEM--78."

4) The tough gang pointing Kong in the right direction. (RPT ANIMATION)

5) Fat Albert being flattened again by Kong. (RPT ANIMATION)

6) A shot of Pepe Lee kicking off from the tin can and Kong catching the ball and running. (RPT ANIMATION)

DISSOLVE TO

The ghetto skyline. The sun is setting and camera—

PANS TO

The leader of the tough gang stretched out on the sidewalk sound asleep. The other gang members are nearby in a similar state. Heavy footsteps approach and Kong's feet and legs up to his knee step into the shot. The football drops from the top of the frame and lands on the leader's stomach. He sits bolt upright and looks up at Kong.

KONG (Over)
Made another touchdown.

LEADER
(Yawning)
Good goin', man. (Turns and calls off) Hey, girl, what's the score?

CUT TO

Kathy standing beside her scoreboard, Cluck is beside her. She looks off, hands on hips.

KATHY
It's ninety eight to fifty six, your favor.
CUT TO

The Leader.

**LEADER**

(Calling off)

Hey, Albert, you guys give up? We're ahead by seven touchdowns!

CUT TO

Fat Albert and the kids.

**FAT ALBERT**

We ain't givin' up! Go ahead and kick off, man!

BACK TO

The Leader and his gang.

**LEADER**

Okay, Kong, really put your foot in it and show these turkeys who's cool around here.

Kong smiles dumbly and walks out of shot as we—

WIPE TO

Close-up of football resting on tin can. Camera pulls back to reveal Kong approaching at a run. He kicks the ball and it takes off with the sound of a jet plane, sailing way over everyone's heads.

CUT TO

The rear wall of a condemned building facing the street at the far end of a vacant lot. The only windows are ten feet up the wall and are heavily boarded up. The ball sails into the shot, hits the ground, takes a crazy bounce and shoots right through a small, ragged hole at the base of the wall, disappearing inside.

CUT TO

Kong and the Leader.

**LEADER**

Hey! What'd you do that for, Kong?

**KONG**

(Baffled)

You told me to...
LEADER:
(Interrupting)
That's my big brother's ball and if I lose it he's gonna really whip up on me!

CUT TO
Fat Albert, Pee Wee and the others standing next to the hole in the building. Albert calls off to the leader:

FAT ALBERT
Take it easy! Cluck'll get it for you!

CUT TO
Medium shot of Kong and Leader walking toward building.

LEADER
Cluck! Who's Cluck?!

FAT ALBERT
Cluck's our pet duck!

LEADER
A duck? Don't jive me, man. I gotta get that ball outta there fast!

PEE WEE
Cluck, go get the ball.

CUT TO
Cluck as he looks over at the rival gang, "hmphs" and tosses his beak high in the air, throws out his chest and struts proudly up to the hole. But, at the last second, he stops, looks into the inky blackness and swallows hard, his legs shivering and knees knocking.

2ND GANG MEMBER
Hey, Albert. Looks like your duck turned out to be a chicken!

The rival gang bursts into laughter. Cluck looks around at them, his temper flaring, then marches purposefully into the opening and disappears.

CUT TO
A series of quick cuts on the kids faces showing their concern for Cluck. Pee Wee, Albert, Bill, Kathy and the Leader of the rival gang. There is no sound, then frightened quacks shatter the silence.
Pee Wee falls on all fours and peers in the hole. Albert stands next to him.

**NAT ALBERT**
Can ya see anything, Pee Wee? What's wrong with Cluck?

**PEE WEE**
His foot is caught in something and he can't move!

**KATHY**
(Alarmed)
Cluck!

**LEADER**
(Uptight)
Nevermind that stupid duck! I gotta get my brothers ball!

He shoves Pee Wee out of the way and starts to crawl into the hole but only gets in as far as his neck and stops.

**LEADER**
(Muffled)
Hey! I'm stuck! Get me outta here!

His gang lines up behind him, their hands around each other's waists, and starts tugging with much grunting and groaning.

**2ND GANG MEMBER**
(Looking around)
Don't just stand there, Kong! Give us a hand!

Kong steps in at the end of the line and puts his arms around the last guy's waist.

**KONG**
Heave...Ho!

He yanks, the leader pops free and they all tumble backwards out of scene with a big crash.

**CUT TO**
Leader sitting on ground with his gang.

**LEADER**
Man, there ain't anybody small enough to get in that little hole!

**CUT TO**
Group shot. From off we hear Cluck quack again.
PAT ALBERT
Hey, Pee Wee, I bet you could do it.

Pee Wee
I dunno, Albert. That hole looks awful small.

Bill CAN
C'mon, man, you can do it!

From off we hear more frightened quacks from Cluck.

Pee Wee
(Determined)
Comin', Cluck.

He starts toward the hole.

Kathy
Be careful, Pee Wee.

Pee Wee gets down on his knees and starts to crawl into the hole.

2nd Gang Member
(Sarcastic)
Man, you're makin' me hungry!
First ya send in a chicken and now you're sendin' a shrimp!

Leader
(Angry)
Cool it! This isn't funny, man!

There is instant silence from the gang and we-

Cut To
A shot of the hole with all the kids waiting anxiously. There is no sign of Pee Wee. Then the excited quacks of Cluck can be heard and he comes bounding out of the hole and leaps into Kathy's arms, kissing her profusely all over the face.

Kathy
Cluck, you're alright!

Cluck then jumps into Fat Albert's arms and starts kissing him.

Albert
(Trying to shield his face)
Nice goin', Pee Wee!

Duke Donald
Hey, where is Pee Wee?

Cut To
The hole—it's vacant. Bill drops to his hands and knees and yells
BILL
Pee Wee? (Echo) Hey, man, are
you alright? (More echo)

Suddenly the football bounces out of the hole and Pee Wee sticks
his head out, grinning.

PEE WEE
I'm fine. Just had to go back
for the ball!

CUT TO

The Leader grabbing the ball out of Pee-Wee's hands and clutching
it to his breast. He then gives Pee Wee the "soul-slap."

LEADER
Pee Wee, you are really cool, man!
I ain't ever gonna make fun of you
little dudes again. Short is beautiful,
man!

He turns and looks over at Fat Albert who is grinning from ear
to ear.

LEADER
(Cont'd)
Course, that doesn't go for you
fat guys.

Fat Albert's smile drops into a look of exasperation.

LEADER
See ya later,...Pat Albert!

The gang exits laughing.

PEE WEE
Don't mind them, Albert. You
got yourself ten of the best
friends in the world!

Albert looks around at his buddies, from Pee Wee to Weird Harold
to Kathy and Cluck. Suddenly he sucks in a deep breath and with
a big grin yells to the heavens--

PAT ALBERT
Hey! Hey! Hey!

FADE OUT.
FADE IN:

LIVE ACTION

EXT. - CITY STREET - DAY

Cosby stands in the street holding a battered old football. He throws it up in the air and catches it as he talks to audience.

COSBY

Looks like my man, Pee Wee is walkin' a lot taller now even though he hasn't grown an inch. Guess it just proves that you can be short and still measure up to the bigger dudes in every other way -- and sometimes even outdo them. It's something to remember. (He looks at ball) I wonder if I still remember how to kick this old pigskin?

He holds the ball out in front of him, takes several quick steps, and kicks it. He stands there shading his eyes and watches it go.

CUT TO

ANIMATION

We see the hole in the wall as the animated version of the football bounces inside and disappears.

CUT TO

LIVE ACTION

Cosby does a "take", looks at camera with a non-plussed expression, then yells off:

COSBY

pee wee-e-em!

DISOLVE TO

ANIMATION

EXT. - JUNKYARD - DAY

Fat Albert and the gang are singing song, Pee Wee is featured on a plumbing xylophone.

THE END
PAT: All strain at once means we can't get enough guys!

PAT: Going into sec...

PAT: Okay. So what am Iあげる?

PAT: All hands.

PAT: Fi... Fi... Fi... Fi... Fi...

PAT: That's why.

PAT: Fi... Fi... Fi... Fi... Fi...

PAT: E... E... E... E... E...

PAT: This...

PAT: Fi... Fi... Fi... Fi... Fi...
C.W. BASKETBALL HOOP
SEX: (DRIBBLING, THEN PAUSE A BEAT --)

E.G. COBBLER'S HANDS INTO SCHOOL BASKETBALL HOOP

C.S.: IN CASE YOU DIDN'T KNOW, THAT WAS A SLAM-DUNK, A DIFFICULT SHOT MADE FAMOUS BY GUYS SEVEN FEET TALL --

C.S.: -- UNFORTUNATELY, I'M NOT ONE OF THEM!

C.S.: -- LITTLE GUYS ALWAYS GET THE SHORT END OF THINGS!

C.S.: I MEAN HAVE YOU EVER HEARD OF A COWBOY RODIN SMALL IN THE MIDDL

C.S.: PICKS UP BALL

D.R.: DRIBBLES

C.S.: RICKS UP AND JUMPS, CAUGHTS BALL, THINKS IT.
COSBY: (SHAKES O.S. SCREEN RIGHT WITH HEAD) -- TAKE PRE-WEG OVER THERE FOR INSTANCE --

COSBY: (O.S.) -- BUT HE MADE ONE MISTAKE --

COSBY: (O.S.) -- HE STOPPED CHANGING TOO SOON!

COSBY: (O.S.) -- HE'S A REAL SPANK LITTLE GUY...
Scene 28

Bill: You're crazy, Albert. It's eight million to four.

Scene 29

Pel will have hat to head as dribbling continues.

Scene 30

Cam shakes to beat of loud dribbling. Pel will bounces.

Scene 27

All that makes it eight million to two. Bill: Pity.

Scene 26

Al: OK, but you still don't stand a chance against us, man. I'll buy a new Day.
203

O.S.: SFX: (BALL FAINTING CAUGHT) PER WEE LOOPS O.S., TAKES PAN TO HAROLD, WHO HAS INTERCEPTED PASS AT RANGE LEVEL.

HAROLD EASILY MAKES SCORE.

PEG WEE: SORRY ALBERT, I REALLY BLEW THAT ONE!

AL.: DON'T SWEAT IT, PER WEE, WE'RE STILL AHEAD BY TWO HUNDRED POINTS.
Scene 59

Bill waits — SFX: (Ball hitting, bouncing) — then

Scene 60

Bill throws ball out of SC with Death Grip on ball — Jill catches ball

Scene 61

Ball with Bill into SC - Russell does the Catch

Scene 62

Russell throws ball over shoulders out of SC - Russ 'Takes' Point

Scene 63

Determined Bill weeb Parent AFTER ball is gained out of SC

Scene 64

Bill throws ball out of SC with no left still gripping it — Bill 'Takes' Point
Pee Wee: Yeah, but for being so small, my mistakes sure are big!

Donal: Yeah! We weren't a thousand points ahead of those turkeys before you came in.

Fat (to Donald): Yeah? Life what?
RUSSELL: "YEAH -- LIKE WHAT?"

Pee Wee: KEEP IT UP HAROLD, AND I'M GONNA TIE ONE ON YOUR NECK WITHOUT BOUDIN' OVER!

DUMB DONALD: -- ON MY KNEE CAP!!

TURN'S TO CAM -- STICK

WALDO: HAROLD -- LIKE THE HE'S STICK WITHOUT BOUDIN' OVER!

NOSE FRYEE: WHAT KINDA JIVE MAGIC? MY MAMA'S NEROUS! I'M SPLITTIN!

DUMB DONALD: ME TOO! MY MAMA'D BE AWFUL MAD IF I CAME HOME WITH A BLIND EYE...
Pete: We go thru doggie door instead of main door.

SIX: (Doggie door flapping)

Bill: Now look what you clowns have done! Pet we can't help it if he's small!

Fred: Yeah! Pete's cool, so why don't you guys let up on him and try being his friend for a change?

SIX: (Sobbing)

END
ACT I
FA #2
FAI: (gestures with eat) Man, makes your chance to put in some practice and find out what you're good at.

PEL: I already know what I'm good at... missing you!

FAI: Look, everybody makes mistakes, and everybody's good at something too!

FAI: (points at PEL) So let's go find out what your specialty is!

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FAI: (points at PEL) So let's go find out what your specialty is!

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FAI: (points at PEL) So let's go find out what your specialty is!

KATHY: (sticks head out of window) Can I watch?

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KATHY: (sticks head out of window) Can I watch?

KATHY: (sticks head out of window) Can I watch?

KATHY: (sticks head out of window) Can I watch?
FAT PULLS PEE WEE'S PITCHERS MITT OUT OF HIS CATCHER'S MITT

GANG: (BEHIND FENCE) (ALL LAUGH)

PEE WEE WINDS UP—WINDMILL CHEESE, THEN—

PEE WEE THROWS BALL O.S. WITH GREAT FORCE

FAT ALMOST LOSES DOWN O.S. SIXTH BALL POLING IT STOP

FAT (BLINKS)

PEE WEE STICHS ON PEE WEE'S THUMB (BLINKS)

PEE WEE WINDS UP—WINDMILL—

THEN THROWS BALL O.S.

2ND BALL GOES INTO SC
Fat: Move a little closer!
(Hold on fat a boat, then —)

Weird Harold: I'm just not a pitcher!

Weird Harold: Let's face it, put me in there only one position for you... short stop!
LEADER: How about that? I almost got me a bullet in one bull tv.

LEADER: Hey. You guys are interrupting our baseball practice!

LEADER: Look here now. We'll give you guys whatever you want. But if you don't hustle, we'll challenge you to the football championship of the world.

2ND MEMBER: I'll be at 149 Madison in one hour, or we'll leave game as planned.

LEADER: Members, all laugh.
KATHY: WHAT ABOUT YOU, PUL WEE?
PUL WEE: CHEEK THE DUCK!
PUL WEE: THERE'S PLenty OF TIME TO GET READY, WE'VE GOTT SOME PRACTICE TO DO FIRST!
PUL WEE: CLEAN THE AREA!

Duck: What about you, Pulee? 

PUL WEE: KICKS Football up out of SC.

Duck: This thing costs more than that.

PUL WEE: FLAP.

Duck: Those are BRUTAL! We should FLAP Move up.

PUL WEE: That little dwee is really nice!
"Kong" (vo) (unintelligible) (growls)

Fat turns and looks OS.

Pan to D "Kong"

"I, we C (vo) goe, he's bigger than you are. Albert"

Fat looks at pic of stomach

"Ble (vo) -- look at all those muscles!"

Fat looks at pic of stomach

Fat: "He doesn't squeeze me!"

King: (growls)

Fat: "What's that -- your stomach?"
FAT CHANCE HAVING TO STOP FENCE -- THEY THEY HIT THE FENCE

KONG'S FIRST THING TO CLEAR
POSITIVE POISON ON TOP WITH LINA

KONGS DIG LEGS INTO SCAB WITH BIG
FAT KONGS INTO THEM -- LAGOS FOOTBALL

But: He's Coming, Agent!

Don't Hit Him!!
Pele waits bravely, waiting to tackle the incoming King Sek (all up footsteps)

Kong is feet first and real fast, carrying Pele with him.

Kong notices something is bulging into the ellipse like a dog - lifts foot up + shakes it.

Peel, wielding the spear, angle, rocks his hidden head out.

(Kong giant foot steps into SC) Pose: (Go) made another touchdown!

(Sleep) Gang wakes up, leaden, yawns) Good going, man, hey guy, what's the score?

Fatally, it's 9 and 56, your favor!
FAT: CAN YA SEE ANYTHING, PEE WATE? WHATS WRONG WITH CLUCK?

PEE WATE: HIS FOOT IS CAUGHT IN SOMETHING AND HE CANT MOVE!

LEADER: NEVER MIND THAT STUPID BUDDY! I GOTA GET MY BROTHERS BALL! (CRAWLS INTO HOLE)

LEADER: (RUFFLED-VO) HEY! I'M STUCK! GET ME OUTTA HERE!

KONG: (VO) AS PULLS LEADER OUT OF HOLE: (COCK POP) ANYBODY SMALL ENOUGH TO GET IN THAT LITTLE HOLE?

KATIE! (ANNOYED) CLUCK!!
Cosby: Hey! Hey! Hey! Hey! Hey!

Cosby: It's something to remember!

Cosby: That's up football. I wonder if I still remember how to kick this old pigskin?

Cosby slowly rises up into PC, intently looking O.S. Left.

Cosby kicks football up out of PC. Screen Left.

Cosby: They lunge forward and...
APPENDIX C
### TABLE A

PERCENTAGE OF CHILDREN WATCHING TELEVISION BY AGE GROUP

<table>
<thead>
<tr>
<th>Ages of Children</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>20</td>
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<tr>
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</tr>
<tr>
<td>9</td>
<td>90</td>
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(Wilbur Schramm, et.al., Television in the Lives of Our Children, p. 27.)
TABLE B

FAVORITE PROGRAMS FOR SAN FRANCISCO
GRADERS 1-6*

<table>
<thead>
<tr>
<th>Grade 1 (N = 210)</th>
<th>Grade 2 (N = 317)</th>
<th>Grade 3 (N = 240)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disneyland</td>
<td>11.7%</td>
<td>Disneyland</td>
</tr>
<tr>
<td>Cartoons</td>
<td>10.7%</td>
<td>Zorro</td>
</tr>
<tr>
<td>Popeye</td>
<td>8.7%</td>
<td>Cartoons</td>
</tr>
<tr>
<td>Zorro</td>
<td>7.8%</td>
<td>Zorro</td>
</tr>
<tr>
<td>Mickey Mouse Club</td>
<td>6.7%</td>
<td>Popeye</td>
</tr>
<tr>
<td>Lassie</td>
<td>6.3%</td>
<td>Mickey Mouse Club</td>
</tr>
<tr>
<td>Captain Fortune</td>
<td>4.5%</td>
<td>Lassie</td>
</tr>
<tr>
<td>Westerns</td>
<td>3.8%</td>
<td>Mickey Mouse Club</td>
</tr>
<tr>
<td>Rin Tin Tin</td>
<td>3.6%</td>
<td>Leave It to Beaver</td>
</tr>
<tr>
<td>Leave It to Beaver</td>
<td>3.4%</td>
<td>Topper</td>
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<tr>
<td></td>
<td></td>
<td>Westerns</td>
</tr>
<tr>
<td>Total</td>
<td>67.2%</td>
<td>Total</td>
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<td>Total mentions</td>
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<td>Total mentions</td>
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<table>
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<th>Grade 4 (N = 263)</th>
<th>Grade 5 (N = 252)</th>
<th>Grade 6 (N = 262)</th>
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<tr>
<td>Disneyland</td>
<td>11.1%</td>
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<tr>
<td>Zorro</td>
<td>7.7%</td>
<td>Disneyland</td>
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<tr>
<td>Cartoons</td>
<td>6.2%</td>
<td>Maverick</td>
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<td>Popeye</td>
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<td>Father Knows Best</td>
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<td>Cheyenne</td>
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<td>Lassie</td>
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<td>American Bandstand</td>
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<td>Rin Tin Tin</td>
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<td>Leave It to Beaver</td>
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<td>Leave It to Beaver</td>
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<td>Amos and Andy</td>
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<td>The Real McCoys</td>
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<td>Danny Thomas</td>
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<td>Mickey Mouse Club</td>
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<td>Travel</td>
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<td>Total mentions</td>
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* The figures are percentages of total number of programs named in each grade. For grades one to four, the question was: "What, so far as you know, are your child's favorite programs? Name as many as five, if you can." For grades five and six: "If you had time to see just one television program a week, what program would you most like to see?"

(Wilbur Schramm, et. al., Television in the Lives of Our Children, p. 226.)
TABLE C

PROGRAMMING PREFERENCES

<table>
<thead>
<tr>
<th></th>
<th>Preschool</th>
<th>First Six School Years</th>
<th>Second Six Years</th>
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<td>Children's programs</td>
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<td>Children's variety</td>
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<td>Adult</td>
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<td>Crime mystery</td>
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<td>Public affairs</td>
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Figure 8 Periods in childhood and youth when different program types are most important.

(Wilbur Schramm, et. al., Television in the Lives of Our Children, p. 39.)
### Table D

**How a Child Uses Television**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Ca</th>
<th>An</th>
<th>Ad</th>
<th>Wes</th>
<th>Sit</th>
<th>CVa</th>
<th>PMu</th>
<th>SciF</th>
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<table>
<thead>
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<th>Ca</th>
<th>An</th>
<th>Ad</th>
<th>Wes</th>
<th>Sit</th>
<th>CVa</th>
<th>PMu</th>
<th>SciF</th>
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<td>Cartoons</td>
<td>Animal</td>
<td>Adventure</td>
<td>Western</td>
<td>Situation comedy</td>
<td>Children’s variety</td>
<td>Popular music</td>
<td>Science fiction</td>
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</table>

Figure 9: Percentage of different kinds of programs in first ten of favorites among school children in different grades.

(Wilbur Schramm, et. al., Television in the Lives of Our Children, p. 224.)
## TABLE E

**AVERAGE NUMBER OF HOURS OF TELEVISION VIEWING PER CHILD PER WEEK IN TWO U.S. CITIES BY GRADE SCHOOL**

<table>
<thead>
<tr>
<th>Grade:</th>
<th>San Francisco 1958-1959</th>
<th>Ann Arbor 1958-1959</th>
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<tbody>
<tr>
<td></td>
<td>15.5</td>
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</table>

(Wilbur Schramm, et. al., *Television in the Lives of Our Children*, p. 31)
### TABLE F

PERCENTAGE OF CHILDREN VIEWING AT DIFFERENT HOURS ON WEEKDAYS (CLIFTON) BY GRADE

<table>
<thead>
<tr>
<th>Time</th>
<th>Grade 1 (N=42)</th>
<th>Grade 2 (N=43)</th>
<th>Grade 3 (N=80)</th>
<th>Grade 4 (N=84)</th>
<th>Grade 5 (N=89)</th>
<th>Grade 6 (N=88)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 A.M.</td>
<td>0.9</td>
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<td>0.7</td>
<td>1.5</td>
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</tr>
<tr>
<td>6:30</td>
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</tr>
<tr>
<td>7:00</td>
<td>11.8</td>
<td>14.3</td>
<td>5.5</td>
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<td>6.1</td>
</tr>
<tr>
<td>7:30</td>
<td>13.2</td>
<td>25.7</td>
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<td>7.1</td>
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<td>15.2</td>
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<td>6.0</td>
<td>3.7</td>
<td>2.4</td>
</tr>
<tr>
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<tr>
<td>11:30</td>
<td>16.1</td>
<td></td>
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<td></td>
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<tr>
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<td>3:00</td>
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<td>16.1</td>
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<tr>
<td>3:30</td>
<td>9.9</td>
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<td>1.1</td>
<td>12.8</td>
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<td>5.7</td>
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<tr>
<td>4:00</td>
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<td>4.4</td>
<td>15.4</td>
<td>20.1</td>
<td>20.5</td>
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<tr>
<td>4:30</td>
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<td>16.2</td>
<td>15.4</td>
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<td>24.5</td>
<td>22.2</td>
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<tr>
<td>5:00</td>
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<td>58.8</td>
<td>43.6</td>
<td>52.0</td>
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<tr>
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<td>67.5</td>
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<td>40.4</td>
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<td>42.8</td>
<td>48.4</td>
<td>36.9</td>
<td>48.3</td>
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<td>45.0</td>
<td>45.3</td>
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<td>42.3</td>
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<td>28.6</td>
<td>34.1</td>
<td>35.2</td>
<td>44.2</td>
<td>48.5</td>
</tr>
<tr>
<td>8:30</td>
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<td>15.4</td>
<td>24.8</td>
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<tr>
<td>9:00</td>
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<td>3.3</td>
<td>13.4</td>
<td>17.1</td>
<td>30.0</td>
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<tr>
<td>9:30</td>
<td>0.7</td>
<td>3.8</td>
<td>2.2</td>
<td>6.4</td>
<td>6.3</td>
<td>15.5</td>
</tr>
<tr>
<td>10:00</td>
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<td>0.9</td>
<td>1.1</td>
<td>5.4</td>
<td>2.2</td>
<td>6.7</td>
</tr>
<tr>
<td>10:30</td>
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<td></td>
<td></td>
<td>2.4</td>
<td>0.7</td>
<td>4.0</td>
</tr>
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<td>11:00</td>
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<td></td>
<td></td>
<td>1.7</td>
<td>0.7</td>
<td>0.3</td>
</tr>
</tbody>
</table>

* Results for kindergarten watching between 9:00 A.M. and 2:30 P.M. are based on half the total population, since these children are on half-day session. Morning watching figures are a proportion of children who are in the afternoon kindergarten sections; afternoon figures are a proportion of those in the morning kindergarten sections.

(Wilbur Schramm, et. al., Television in the Lives of Our Children, p. 224.)
# Table G

Comparation of Hours Spent on Television and in School, Ages 3-17 (San Francisco)

<table>
<thead>
<tr>
<th>Age</th>
<th>School Time</th>
<th>Television Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daily</td>
<td>Yearly*</td>
</tr>
<tr>
<td>3</td>
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<td>4</td>
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<td>5</td>
<td>3</td>
<td>540</td>
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<tr>
<td>6-8</td>
<td>4.5</td>
<td>810</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9-11</td>
<td>5.5</td>
<td>990</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-17</td>
<td>6.0</td>
<td>1,080</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total for ages 6-17†</td>
<td>11,880</td>
<td>11,232</td>
</tr>
<tr>
<td>Total for ages 5-17§</td>
<td>12,420</td>
<td>12,053</td>
</tr>
<tr>
<td>Total for ages 3-17¶</td>
<td>12,420</td>
<td>12,875</td>
</tr>
</tbody>
</table>

* Yearly total figured on a basis of 180 school days per year.
† Yearly total figured by multiplying the weekly total by 52. These television times are conservative estimates based on tables in Appendix III.
‡ Total for school time arrived at by multiplying 810 hours by 3 (years); 990 by 3; 1,080 by 6. Total for school time arrived at by adding 540 (for age 5) to previous figure. Total for television time arrived at by adding 821 (for fifth year) to previous total.
¶ Total for school time is identical with the previous total because of no school in the third or fourth year. Total for television time arrived at by adding 822 (for third and fourth years) to previous total.

# TABLE H

## VIOLENT EPISODES VIEWED DURING CHILDREN'S HOUR PROGRAMMING

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 12 murders</td>
<td></td>
</tr>
<tr>
<td>- 16 major gunfights</td>
<td></td>
</tr>
<tr>
<td>- 21 persons shot (apparently not fatally)</td>
<td></td>
</tr>
<tr>
<td>- 21 other violent incidents with guns (ranging from shooting but missing persons, to shooting up a town)</td>
<td></td>
</tr>
<tr>
<td>- 37 hand-to-hand fights (15 fist fights, 15 incidents in which one person slugged another, an attempted murder with a pitchfork, 2 stranglings, 1 fight in the water, 1 case where a woman was gagged and tied to the bed)</td>
<td></td>
</tr>
<tr>
<td>- 1 stabbing in the back with a butcher knife</td>
<td></td>
</tr>
<tr>
<td>- 4 attempted suicides, 3 successful</td>
<td></td>
</tr>
<tr>
<td>- 4 people falling or pushed over a cliff</td>
<td></td>
</tr>
<tr>
<td>- 2 cars running over cliffs</td>
<td></td>
</tr>
<tr>
<td>- 1 psychotic loose and raving in flying airliner</td>
<td></td>
</tr>
<tr>
<td>- 2 mob scenes, in one the wrong man was hung</td>
<td></td>
</tr>
<tr>
<td>- 1 horse grinding a man under his hooves</td>
<td></td>
</tr>
<tr>
<td>- a great deal of violence including a plane fight, hired killer stalking his prey, 2 robberies, 1 pick-pocket working, 1 woman killed by falling from a train, 1 tidal wave, 1 earthquake, 1 guillotining</td>
<td></td>
</tr>
</tbody>
</table>

In 100 hours of television viewing of non-humorous violence (excludes slapstick, cartoons, both of which are meant to be funny rather than exciting). Schramm, Parker, Lyle, *Television in the Lives of Our Children*, pp. 139-140.
EXAMPLE OF VIEWER GAINS: FRESNO STUDY

The chart below shows percentage gains registered in various skills taught by The Electric Company by one group of target viewers. The chart reflects findings by the Educational Testing Service among second grade viewers in Fresno, California. ETS reported that these target viewers scored significantly higher than non-viewers in the other two areas in the evaluation of the television series. Chart illustrates additional percentage gain made by the target viewers in the subtests, which correspond to the 19 curriculum goals of the first season. Across the range of subtests, viewers gained from 1.5 per cent to 19 per cent more than non-viewers on the questions passed after pretest, and the average advantage among viewers was 8.7 per cent. The chart shows percentage of each subtest answered correctly at pretest, the percentage of gains made by non-viewers during the study, and the additional gains made by viewers. "Target" students are those who at pretest scored in the lower half of a nationally normed reading test. The Fresno viewers were among 8,363 grade school pupils who were tested by ETS before the series began and again at the end of the 130 daily, half-hour programs that made up the first broadcast season.

<table>
<thead>
<tr>
<th>Subtest</th>
<th>Pretest Scores</th>
<th>Non-Viewer Gains (Posttest)</th>
<th>Additional Gains by Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consonants</td>
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<tr>
<td>Vowels</td>
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<tr>
<td>Consonant Blend</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Vowel Combinations</td>
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<tr>
<td>Consonant Digraphs</td>
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<tr>
<td>Controlled Vowels</td>
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<td></td>
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<tr>
<td>Larger Spelling Patterns</td>
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<tr>
<td>Sight Words</td>
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<td>Final $</td>
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<td>Double Consonants</td>
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<td>Linear Brading</td>
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<td>Punctuation</td>
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<td>Context Total</td>
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<tr>
<td>Sentence Questions</td>
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<td></td>
</tr>
</tbody>
</table>

% 10- 20- 30- 40- 50- 60- 70- 80- 90- 100-

TABLE I

EXAMPLE OF VIEWER GAINS: FRESNO STUDY
TABLE J

TELEVISION VIEWING EACH WEEK IN THE PERIOD JANUARY 12 - FEBRUARY 22, 1970*

<table>
<thead>
<tr>
<th>A. Average number of hours viewed by children</th>
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</thead>
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<tr>
<td><strong>Period of Usage</strong></td>
</tr>
<tr>
<td>Monday-Friday, 5-7:30 PM</td>
</tr>
<tr>
<td>Saturday, 7 AM-1 PM</td>
</tr>
<tr>
<td>Monday-Sunday, 7:30-11 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. Percentages of television usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period of Usage</strong></td>
</tr>
<tr>
<td>Monday-Friday, 7-7:30 PM</td>
</tr>
<tr>
<td>Saturday, 7 AM-1 PM</td>
</tr>
<tr>
<td>Monday-Sunday, 7:30-11 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Type†</th>
<th><strong>Households</strong></th>
<th><strong>Ages 2-5</strong></th>
<th><strong>Ages 6-11</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>General drama</td>
<td>18.6</td>
<td>3.8</td>
<td>6.1</td>
</tr>
<tr>
<td>Suspense and mystery drama</td>
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<td>8.3</td>
<td>11.7</td>
</tr>
<tr>
<td>Situation comedy</td>
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<td>13.9</td>
<td>19.1</td>
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<tr>
<td>Western</td>
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<td>11.0</td>
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<tr>
<td>Variety</td>
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<td>8.5</td>
<td>10.3</td>
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<tr>
<td>Quiz and audience participation</td>
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<td>10.7</td>
<td>14.1</td>
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<tr>
<td>Feature films</td>
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<tr>
<td>Children's weekend</td>
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<td>15.1</td>
<td>12.6</td>
</tr>
</tbody>
</table>


* The Nielsen data cited are derived from Nielsen television audience measurements, and like the data in reports of these measurements, are estimates of the size and makeup of TV audiences and other characteristics of television usage. The amounts and percentages as used here should not be regarded as a representation by Nielsen that the measurements are exact mathematical values.

† Prime time except for children's weekend entry.

(Wilbur Schramm, Television in the Lives of Our Children, p. 82.)