Alumni Forum

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Abstract

We broadcasters at NBC have recently been doing a good deal of stumping for television—because its promise, in entertainment, education and service, is far more obvious than was radio’s at a similar stage in the development of sound broadcasting...
To the Editor of SKETCH:

We broadcasters at NBC have recently been doing a good deal of stumping for television—because its promise, in entertainment, education and service, is far more obvious than was radio's at a similar stage in the development of sound broadcasting. And because television is going to move faster than radio did.

For by the time today's freshman graduates, television will have graduated, too—into a major industry with networks spanning the country. The implication is obvious. Television is a field for the creative writer, the journalist and the educator to watch closely. What is the world's greatest means of mass communication is at once a parallel to universities, newspapers, films and radio.

In programming, networks, of course, will supply the full-mounted productions which only the variety of talent in metropolitan centers can supply, and which only national advertising can support financially. But local programming must draw upon local creative ability—must match in quality, if not in variety, the excellence of network offerings. A bad television program is far more deadly than a bad radio program.

Television is a new creative field. The wise young student will do well to observe its growth. Those with basic creative ability will do well to train themselves to serve in the future of tomorrow's mass medium—that is with us today.

Cordially,

FRANK E. MULLEN