

Campus Question: "Did Watching 'Sesame Street' Help You Educationally?"

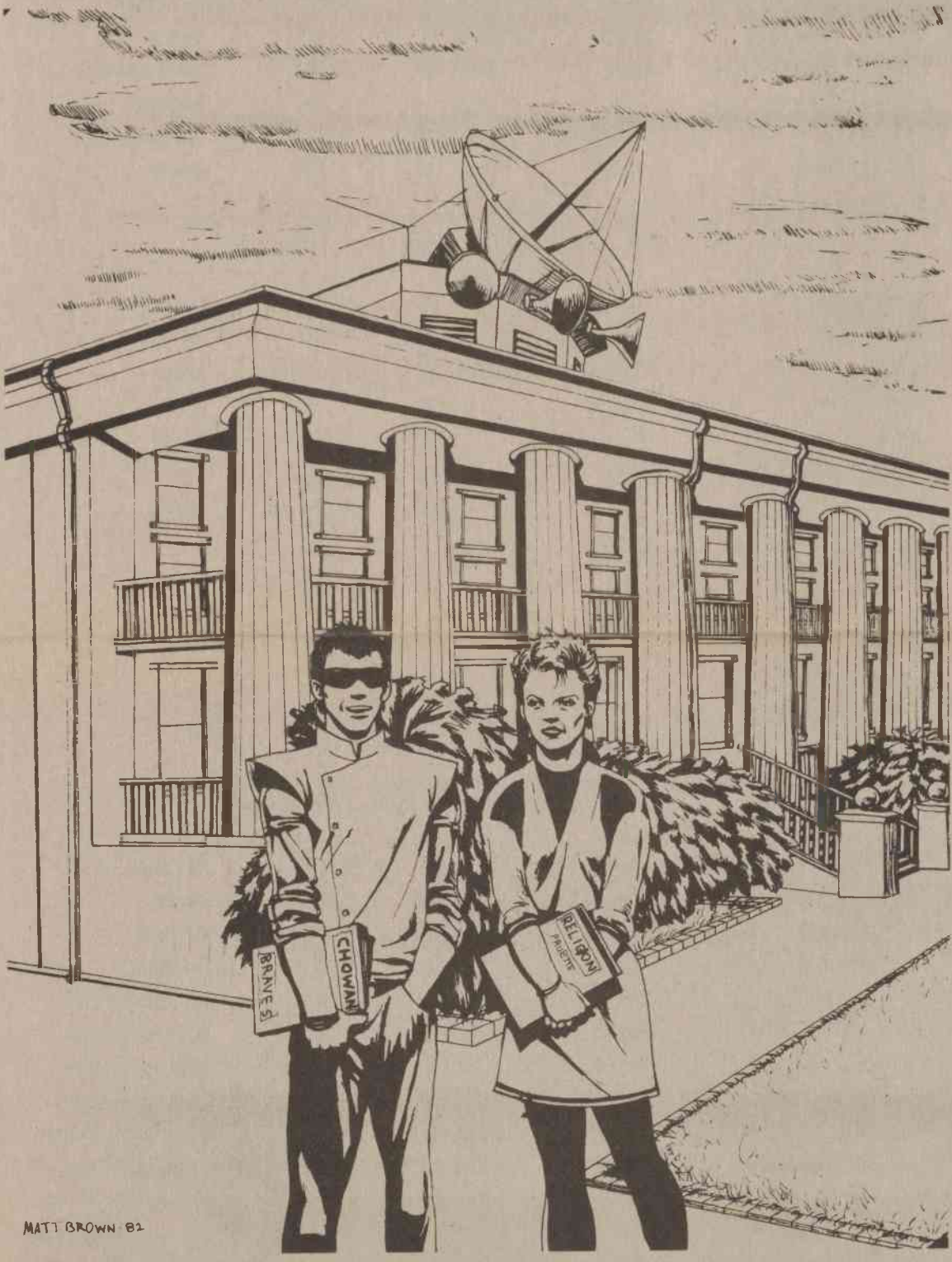


Murphy
An interesting fact might have been missed by many students this year as they looked at the entering Freshmen. They are the first class to graduate from "Sesame Street." They were five years old when the Children's Television Workshop presentation first aired in the fall of 1969.
Collegiate Press Service writer Mary Ann Watson details the impact on viewing "Sesame Street" elsewhere in this issue of Smoke Signals.
Smoke Signals staffers, David Winstead and Jeff Melton, questioned Chowan Freshmen about their early television habits for this campus question.
Patricia Murphy, Murfreesboro said, "Yes, it helped me a little bit."

Cowan, Bertie County, North Carolina: "I loved to hear Kermit the Frog sing."
Fuller, Goldsboro: "Yes, it helped me a great deal."
Crustic, New Bern: "I don't know, I can't remember that long."
Butler, Wilmington, N.C.: "I ain't never watched it."
Cosby, Richmond: "I never watched it."
Nobles, Walterboro, S.C.: "The only reason I watched it was because of Oscar."
Kelly, Sterling, Va.: "Yes, I guess so. I learned from the Count."

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MATT BROWN '82

Challenge Gift Made For Graphics Building

A North Carolina publisher, who wishes to remain anonymous, has pledged a \$150,000 challenge gift to aid in the construction of the new Chowan College graphic communications center.
The donor stipulated that the college raise an equal amount from individuals, foundations and corporations in order to claim the \$150,000.
The announcement of the gift was made by President Bruce E. Whitaker and Lindsay B. Mount, publisher of the Lenoir News Topic who is president of the Chowan College Graphic Arts Foundation.
At the time of the announcement of the challenge gift, the college had reached the \$130,000 mark in its drive to raise \$550,000 for the new facility. When the challenge gift is matched, Chowan will be at the \$430,000 mark.
Stated Dr. Whitaker, "this challenge grant has come at a critical time in our campaign to secure the necessary funds. We must claim the \$150,000 challenge at the earliest possible date."
The Chowan Graphic Arts Foundation, organized in 1966 and made up of members of the North Carolina Press Association, has been conducting an intensive drive to secure funds for the new center from its members and the newspaper and printing industry.
The officers of the Graphic Arts Foundation include:
Lindsay B. Mount, Lenoir, president; Chester Middlesworth, Statesville, vice president; and Joe Parker, Ahoskie, treasurer. Herman Gatewood, chairman of the School of Graphic Communications, serves as secretary.
Mount commented, "We're pleased that one of our own North Carolina publishers has made this challenge grant. We urge all members of the North Carolina newspaper and printing community to help us meet this challenge. At the same time we are seeking help from members of the industry, individuals and foundations across the nation."
The building is being constructed by Revelle Builders Inc. of Murfreesboro. The foundation including its exterior walls and plumbing has been completed. Work is now progressing on the exterior walls, plumbing and wiring for the main floor. Charles L. Revelle, Jr., president of Revelle Builders Inc., said plans call for the building to be closed in by December.
The center will be 200 ft. long and 70 ft. wide. Rooms include photographic labs, press room, preparatory offset room, and a composing room. The building also will contain 10 offices, a newsroom, two classrooms, student lounge, a studio, production darkroom, and other photography areas.
Dr. Whitaker said he anticipates that the building will be completed by May, 1983. The equipment will be set up during the summer and the building will be ready for classes to begin in the fall of 1983, he noted.
The Chowan College School of Graphic Communications has been training young men and women to meet the acute need for trained workers in the printing and publishing industries

From 'Sesame Street' To College Street

By Mary Ann Watson
Collegiate Press Service
ANN ARBOR, MI (CPS)—Time flies when you're watching tv.
It's already time for college's first Sesame Street class. This year's freshmen were five years old—the eldest of the show's original target audience—when Sesame Street bowed in the fall of 1969.
Back then the show was a bold experiment in combining education and entertainment. The goal was to help three-to-five-year-olds prepare for school by teaching basic cognitive skills and social behavior through slick television techniques.
The result, many experts said, would revolutionize education as the generations of show-taught kids moved up, forcing educators to re-align curricula to accommodate them.
But except for some fond memories, this year's freshmen aren't sure Sesame Street has made that much of a difference. Their teachers, moreover, haven't done much to alter college courses to allow for their earlier educational development.
"Let's put it this way: college faculty aren't ripping up their syllabi waiting for these kids to enroll at college," says Carl Fessler, an education professor at the University of Alaska who has studied television's effect on education.
Fessler believes most of the show's impact is confined to lower grades, and that it never rippled upward in spite of educators' best hopes.
The show has done "creative and exciting things," says Helene Gerstein, a professional development specialist with the National Education Association, but it's had little effect on even elementary school curricula.
Some teachers have added extra programs because of the increased "reading readiness" Sesame Street provided, but they haven't been able to change their methods of teaching reading and writing, Gerstein says.
It's a far cry from the starry-eyed visions that entranced Sesame Street fans when the show debuted.
Common Cause Director John Gardner, then a recent ex-Secretary of Health, Education and Welfare, saw the show as a harbinger of "a radical upgrading of educational quality on a massive scale."
"Anyone who doesn't recognize these breakthroughs as the first limping

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A Look Into The Future

Chowan In Twenty-Five Years

(Ed. Note)....Members of the Class of 2007 have not been born yet. The average age of this year's entering Freshmen will be forty-three and they could be the parents of the Class of 2007. Current faculty members would be "up in age" at that time. What will it be like. We are curious like you are. Reporter Mike Shenuski dusted off his crystal ball for his look into the future.
By Mike Shenuski
Now that the faculty and students are well into the 1982-83, school year, the last thing on everyone's mind is what we will be doing in 25 years.
The administrators and trustees of Chowan College however, look into the future with great optimism and anticipation. The year 2007 may very well seem like a long way off, but to officials planning for the future is necessary and important. Plans have already been conceived on how to educate people of the future.
In the business department a new approach to typing has been discovered. Chowan is presently the only institution in North Carolina which uses the Cortez Peters Championship typing method. It seems to be working too. Who knows what new methods of teaching will be offered to the class of 2007. Students, who have yet to be born, are being planned for now.
"Change is constant in all aspects of life," notes Dean Lewis. "Chowan will keep in step with the times, updating all material and buildings as time goes by."
"Chowan is a religious oriented college," explains Dean Lewis, "and the spiritual realm will always remain constant."
Confronting Dean Lewis on the question of what will become of Chowan in 2007, his first reaction was a light hearted smile replying "I won't be here."
Dean Lewis went on to say the campus will hopefully have a few more buildings, aside from the Graphic Arts building which will be twenty-five years old in 2007.
The buildings include a new cafeteria facility and a chapel.
The overall outlook of the campus will be more beautiful as the trees will be bigger and the buildings and dorms renovated.
The size of the student body will depend on a number of variables, the most obvious is whether our generation will change the current birth rate and add to the population. Other things to take into consideration are international relations. Hopefully, the United States will be at peace with the rest of the world. World peace is important and will have an impact on Chowan Colleges attendance in more ways than one. The armed forces could possibly draft many would be Chowan students. The amount of money the government can put into financial aid will be a factor, although by 2007 Chowan hopefully will not be as dependent on the government for financial aid.
The basic core of the curriculum at Chowan will remain unchanged. Although the content of the courses will change due to further research, such as in the Business Department, the basic titles of the courses will stay the same.
Perhaps the biggest change at Chowan College in twenty-five years would be if the school should grow to a four year institution. Since it is the only Baptist junior college in North Carolina, there might be some feeling as to joining Wingate Mars Hill, and Gardner Webb, and the other four year schools. The other side of that coin would be the belief of being a strong two year school or a weak four year school. A decision of that magnitude is a long way down the road. A lot of study and

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Three In A Row

Colin Steele, Betsy Miller, and Ed Wooten are not talking about themselves but the trophy they're holding. It was recently presented to Chowan College by the Tidewater Regional Blood Center of the American Red Cross. It is in recognition of Chowan College having the highest percentage of blood donors based on student population of the colleges and schools in Northeastern North Carolina. Ms. Miller, Field Representative for the Red Cross, told Smoke Signals that it is unusual for schools to win the award three years in a row like Chowan. Only Roanoke Bible College is listed on the plaque besides Chowan, which has won it since 1979. (Staff Photo)