

OUTLINE OF REMARKS FOR PRESS BRIEFING
BY
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E. B. OFFICES, INC.
WASHINGTON, D. C.

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L These are the new offices of the Chairman of the Board
of Consultants of Encyclopaedia Britannica Educational
Corporation, who also serves on the Board of Directors of
that company and of Encyclopaedia Britannica, Inc.

L As you may know, my activities since January 20 have
been along an axis from Washington to Minnesota. I am teaching
classes both at Macalester College in St. Paul and the University
of Minnesota at Minneapolis.

L I have begun a weekly column for newspapers.
Here in Washington, I am also engaged in the planning
and development of the newly-created Woodrow Wilson
International Center for Scholars.

Here in this office, I am joined by my associate William Connell, who also gives a significant amount of his time to the same activities to which I am directing my energies for the Britannica.

I have asked to have as many of the various products of the two companies as are available to be placed in the offices, in order that all who come here will have some idea of the incredible variety and innovative capacities of the two companies. It is stimulating to have them here as reminders of what has been done and what can be done in publishing and education.

EBEC Board of Consultants

During this year I have outlined for myself the task of reviewing the entire complex of the EBEC, and of creating a new Board of Consultants who will bring to the service of the corporation minds which are fresh, vigorous and challenging.

There are new markets to be entered, new technologies to be absorbed, and new services which can be made available to the public.

New Technology

There are many possibilities inherent in the new computer technology and its applicability to publishing, in the newest developments in photographic miniaturization, in new uses of home television receivers as video tape projection devices, in new types of film projection devices, in community television as a way of expanding educational opportunities. We want to be alert to all the new technical developments in the field of education and mass communications.

New Markets

EBEC has concentrated for years on the schools themselves, with great success. Their current 16mm film catalog, for example, has over 1000 titles currently available from the primary grades through college -- with the emphasis on elementary and secondary education.

With the development of CATV -- which already has more than 4000 systems which have the potential of bringing into each of the homes of their subscribers twenty separate channels of telecommunications -- the potential educational market for home audiences is greatly expanded.

The Public Broadcasting Corporation will surely be stimulating the creation of new and vigorous TV programming in the field of education. We shall want to keep current with the demands and markets in the whole field of public television, in order to participate as a producer of films and other visual material.

Various government agencies will be expanding their educational efforts, in order to meet the needs of their various constituencies. We shall want to keep abreast of those needs and the programs being planned to meet the needs.

Washington is also the headquarters for a number of associations, labor unions, citizens groups of many kinds, all of which have special educational and informational objectives and needs.

L We hope to keep abreast of all such market developments, in order that the production planners at EBEC and EB, Inc. may be constantly revising their thinking and their plans.

New Needs

There is a tremendous need to provide more and better educational and cultural services for the poor -- and particularly for the black community and the Mexican-American and Puerto Rican communities in the central cities. L There is a need for educational materials which are relevant to their special needs -- there are terrible problems of functional illiteracy, of ignorance and consequent exploitation of the ignorant. They need to see

the opportunities of our society in terms with which they are familiar. They are developing a sense of pride which I believe to be ~~at~~ entirely healthy.

↳ And we are, therefore, most anxious that this company, which is entirely in the educational field, will be responding to the special educational needs of our ^{disadvantaged} ~~minority~~ groups.

Annals of America

I am tremendously proud, for example, of The Negro in American History, which was recently published by Britannica.

We cannot expect to get and keep the attention of black children, with materials which seem to be wholly out of another culture, way of life, materials about people whose speech and appearance and actions are simply not those which a young child can recognize or understand. And we must reach these children -- command their attention, keep their interest, and stimulate their imaginations and constructive activities.

And we are going to participate in this effort, as a company.

Some of the products of the two companies:

The Britannica Encyclopaedia and the Britannica Yearbook.

Britannica Annual Reviews

Britannica Junior

Britannica Library of Great American Writing

The Science Library

Barsa (Spanish language Encyclopaedia)

Comptons Encyclopaedia and the Comptons Yearbook

The Annals of America

The Negro in America

Great Books of the Western World

Gateway to the Great Books

Merriam Webster's family of dictionaries

16mm films

8mm film loops

35mm sound slide systems

Praeger, Inc.

Phaidon



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