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ABSTRACT

The Maine Public Broadcasting Network (MPBN) presented a "television simulation" to make the citizens of Maine more aware of 1) environmental challenges, 2) the process of reconciling problems, and 3) the importance of the individual in the process. In the simulation a fictitious town, Freeboro, was faced with a decision regarding a new canning factory. The factory could be seen as a source of jobs and economic stability for the area and as a source of pollution of the nearby Namaskeag River. In a series of four programs, a "news special", a Town Meeting, a stockholder's meeting, and an Environmental Commission hearing, the viewers were exposed to the pros and cons of various issues. At the conclusion of each program they were asked to vote--by phone or mail--on a key decision. The results of the vote were incorporated into succeeding programs. It was hoped that viewers would thus become involved in the programs. A fifth program tied the points made in the simulation to real life environmental issues in the state of Maine. The programs were used by high school viewers and home audiences; an evaluation showed that the students were overwhelmingly in favor of the series as a learning experience. The history of the project is detailed in this report along with a discussion of the process of producing and evaluating such a series. (JY)

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# NORTH OF THE NAMASKEAG

## A Case Study In Viewer - Active Television



Maine Public  
Broadcasting Network

mpbn

## ACKNOWLEDGMENT

A project such as the "Namaskeag" can be likened to a gem. When found, it is the product of God and a single individual. It is, however, only after countless hours of cutting and abrasion that it develops a final shape and even then it is finally presentable only after long and painstaking polishing. The writer wishes to acknowledge the considerable contribution of everyone at Maine Public Broadcasting Network during 1971, the year of the creation of Freeboro, and the success of the project. We are also greatly indebted to the individuals and organizations throughout Maine who played such a vital part in the simulation, in the planning, execution and viewing.

Photography by: *Chuc Halsted, Julie Wolf, Dave Platt, Craig Milner, MPBN.*

The effort which has gone into compiling this booklet is dedicated to the two organizations whose farsighted leadership and investment of funds has made the project possible. They are:

Maine Public Broadcasting Network  
Alumni Hall  
University of Maine  
Orono, Maine 04473

*John R. Manson, General Manager*

Program Impact, Title I, HEA  
Coburn Hall  
University of Maine  
Orono, Maine 04473

*Frank W. Hyslop, Coordinator*

## PREFACE

This booklet, a case study of a television project, was written in icy Northern Maine in the winter of 1972, as a result of the NAEB Meeting of Fall 1971 in balmy Miami Beach, Florida. On that occasion the writer presented a paper on the project, one month before the first air date, and promised a postscript to those who attended. This is that postscript.

It should be read as a case study, not as a definitive set of guide lines, although we have made certain suggestions based on our stumbling efforts which should make replication easier.

It is divided into two main parts. The first is a retelling of the program story with emphasis on the *content* of the project and the way in which it was presented.

Part two is devoted to the documentation of the painful *process* of doing something unique, not always confident of the outcome, with the hope that it will ease the pain for others who wish to use the television simulation process.

*North of the Namaskeag* treated an environmental issue, that of ecology vs. economy, of great importance to Maine in the 1970's. We attempted to be honest in our approach recognizing problems but also recognizing progress and the effort which all sectors are making. It was not a "blind crusade," but an attempt to present in a completely unbiased way the story of the controversy in Freeboro as it developed, focusing on:

- 1) the complexity of environmental challenges
- 2) the process of reconciling problems
- 3) the importance of the individual in the process

The writer hopes that the following pages are helpful in informing you about our project and in encouraging further work in the area of "viewer active" television. He also wishes to invite specific inquiries into phases not discussed in sufficient detail herein.

*Erik Van de Bogart*  
Director of Educational Services  
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Alumni Hall  
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NORTH OF THE NAMASKEAG  
A Case Study  
(or One Way to Build a TV Simulation)

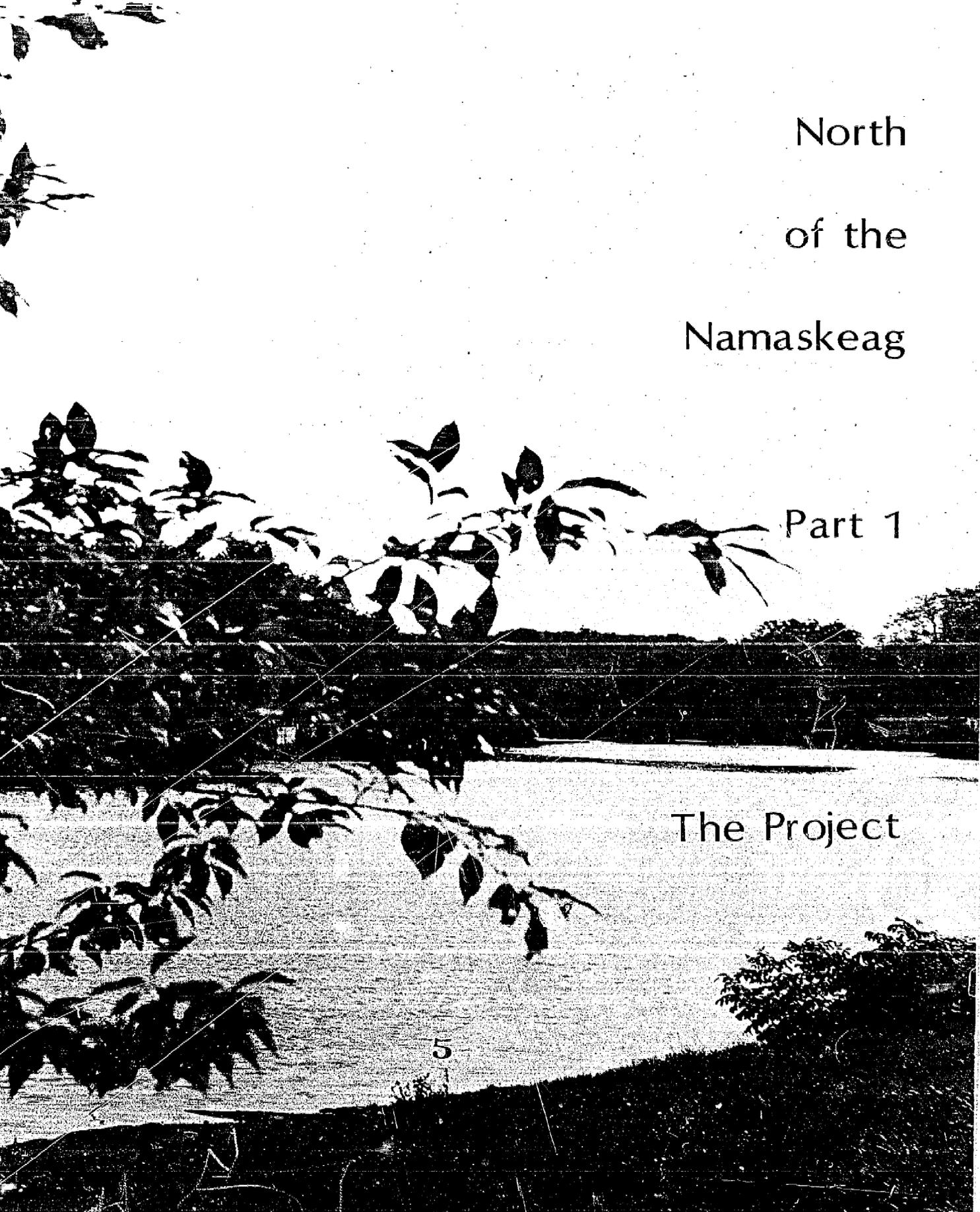
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North  
of the  
Namaskeag

Part 1

The Project



## WHAT IS A TELEVISION SIMULATION?\*

Simulation is the imitation of reality. If this imitation of reality is broadcast by television, it is therefore a television simulation. *This is not the definition to be used during the next pages, however, and it should be made clear at this point, exactly what the writer means when he uses the term "television simulation."*

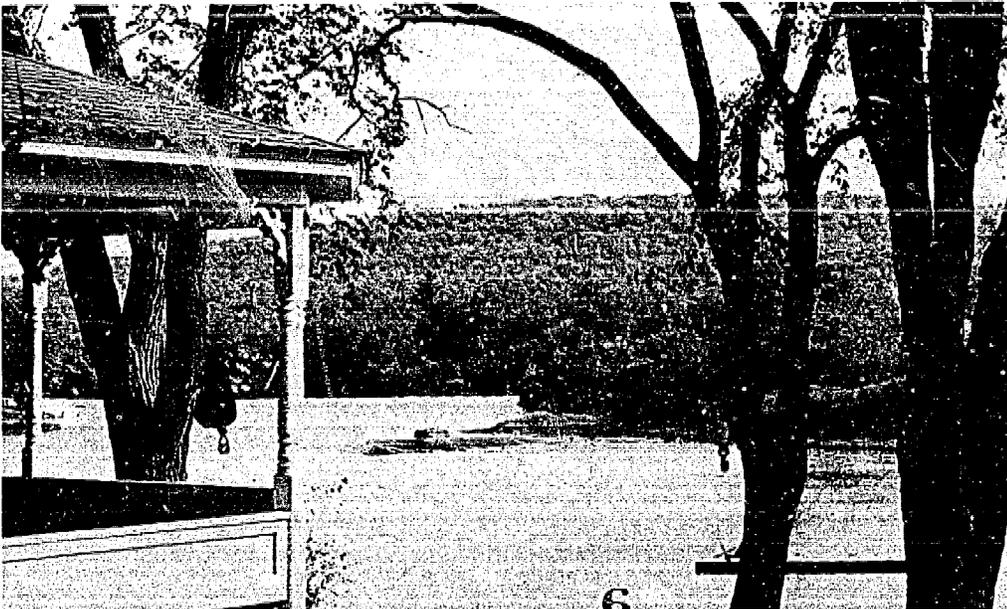
Most television is one way. The viewer has been conditioned by the medium to rise and act only at station breaks when hunger strikes. Otherwise the viewer is to be a passive receptor of the broadcast material.

A television simulation is constructed in such a way as to *involve* the viewer in the action and, in fact, depends on the viewer for a *decision* before progressing with the next step in the process. Not only does the viewer need to decide, he is required to *communicate* his decision to the producers of the programming.

So, in a television simulation, the "input" of the viewer determines the outcome of the television experience. We might, and shall, call it "viewer-active" television.

\* This definition is the one used during this project and may not be appropriate to other situations involving television and simulation in a different format.

The rural town of Sebec, Maine, was chosen for its lack of recognizable features and the beauty of its surroundings including the Sebec River. All of the location filming was done in the Sebec area.



## WHY A TELEVISION SIMULATION?

The vehicle of televised simulation (previously described as "viewer-active" television) allows the producer to gain educational objectives where currently held prejudices may otherwise make such goals impossible.

Most of Maine's citizens are currently (1972) decided on the issue of oil in Maine. This volatile (no pun intended) issue cannot be discussed without tempers flaring and there is in many people's minds no middle ground in the matter. Likewise, most people are polarized on other pollution issues, stating "If they pollute, close 'em down!" or "The heck with pollution! We've got our jobs to think about."

In order to (1) treat the complexity of environmental issues and (2) to examine the governmental machinery involved, we designed a parallel issue, away from the coast, not a common Maine industry, yet containing many of the elements of the current environmental crisis in water pollution in Maine.

We, likewise, designed the simulation to involve the viewer in a number of critical decision making roles, to give him (or her) an opportunity to look at the facts from a different point of view each week for four weeks.

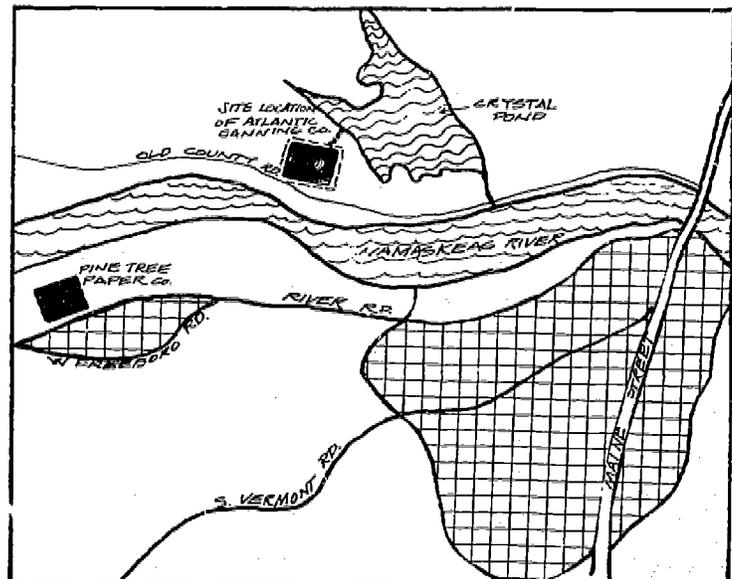
## WELCOME TO FREEBORO

The fictitious Maine town of Freeboro is located on the Namaskeag River approximately halfway between its headwaters and the coast. Founded in 1829, it has had a typical history of cycles of prosperity and recession tied to the rise and fall of "major" industries. Among these were the lumbering industry and the woolen mills, neither of which are presently active in the community. Currently a small shoe factory, a wood turning mill, several small shops are the only businesses other than Pine Tree Paper which has a large plant two miles upstream from Freeboro. The mill is the largest single employer in the region, and many local businesses have been built up around service to the mill and to its employees. Unemployment in Freeboro is well above the national average.

Freeboro has a population of 7,500 and is located in a largely rural area where many farms exist, although productivity is very low in terms of cash crops. The town has a mayor and town council of six councilmen who run the affairs of the town. Currently the town administration of Freeboro is attempting to woo additional industry to settle in the community in order to provide more jobs and a wider tax base for the operation of the city and its schools. The town officials have convinced Atlantic Canning Company to consider locating in the Freeboro area, and a great interest has been demonstrated by the company, to the point of studying the site location, water supply, labor market and other important facts which bear on a decision to expand their operations to include Freeboro. Residents consider the Namaskeag River a rich resource and are apt to be very protective of this beautiful clean body of water, as well as their rural "way of life."

THE PROPOSED SITE of the Atlantic Canning Company expansion in Maine is shown in relationship to the existing plant of the Pine Tree Paper Company and the Town of Freeboro. The dotted line shows the route of the proposed pipeline which is to supply water from Crystal Pond to the new facility.

(This map was part of the print information made available to all viewers in the state through the Freeboro Press (see appendix) "circulation" to schools and statewide newspaper coverage).



## MULTI - MEDIA? OF COURSE!

In order to increase the scope and extent of the learning experience for both home viewer and in school viewer, the *Freeboro Press* Special Edition was made available to each viewer in the state. This was accomplished by school mailings and statewide newspaper full page "ads" in the two statewide newspapers, one daily and one Sunday.

The *Press* contained stories about the meetings and other details of the simulation such as:

- an invitation by the mayor to the town meeting
- an appeal by "clean water" forces
- a map of the area, showing the site relationships
- letters to the editor and an editorial

A copy of the *Press* is included in the appendix section.

To assist teachers of both adult and secondary school groups in the use of the series, an eight page Teacher's Guide was produced with general information on the process and specific program description and objectives.

Many service clubs and like groups took advantage of a short slide-tape presentation which explained the project in "viewer-active" television.

In addition, news releases were prepared during the series to update viewers and to keep interest at a high level. Several radio stations invited the producers to appear on talk shows to explain and discuss the "viewer-active" experience.

Serving the  
Namaskeag Valley  
Since 1860



# Freeboro Press

FREEBORO, MAINE

**SPECIAL  
EDITION**

NOVEMBER 1971

104

DL 100

### C. of C. to Meet-Decide Position

On November 4 the Chamber of Commerce hearing on the Atlantic Canning Company's proposed location site on the north banks of the Namaskeag River will be held. The membership will convene to decide their official position to present to the November 11 meeting of the Town Council.

Since last April when the Chamber mobilized the highly successful "Clean the Scene" campaign, their influence concerning decisions on local environmental issues has been felt.

During the "Clean the Scene" campaign, citizens of all ages joined together to clearaway the debris from the streets of Freeboro. According to George Chamberlain, President of the Freeboro Chamber of Commerce "..... 'Clean the Scene' was only the beginning of a long involvement

ment in our community's environmental affairs."

Asking to comment on the possible tone of the November meeting concerning Atlantic Canning, Mr. Eastman declined to give any definite answer but commented, "....the dilemma facing our community is becoming more common every day. The citizens of Freeboro need the jobs that Atlantic Canning can offer. However, the natural beauty of our surroundings cannot be overlooked or bartered for economic gain. Chamber members are anxious to hear from their fellow citizens concerning their feelings toward the proposed plant location on the north banks of the Namaskeag River."

"All Chamber members are urged to stand up and be counted at our meeting on November 4."

### Editorial-Citizens Rights-Duties

During the next six weeks the citizens of Freeboro will be called upon to make decisions concerning the future of our town. The proposed move by the Atlantic Canning Company into Freeboro has aroused controversy that is incomparable to any past decisions our town has made. The Freeboro Press urges all fellow citizens to be a part of the decision making process which shall either allow or refuse the building of a canning plant on the north banks of the Namaskeag River.

The Freeboro Press urges all citizens who feel the future of Freeboro is important to attend or follow the events of these upcoming meetings:

- Nov. 4 Freeboro Chamber of Commerce
- Nov. 11 City Council & Public

## "FREEBORO IS FICTITIOUS, BUT REAL..."

This quote, taken from the telephone answer to an irate caller who had spent hours looking through maps of Maine in search of the Namaskeag River and Freeboro, expresses the essence of the town. It also underlines the importance of identifying the whole endeavor as a simulation.

The research on which the town was based considered such matters as town government, water resources, soil types, waste disposal, popular attitudes, state governmental regulations, transportation, to name a few. In addition, a canning company was designed to fit the rather specific needs of the project.

Sources of information included the E.I.C.,\* industrial concerns in the canning and paper industry, conservation groups; again, to name a few.

The aim was to be able to have a base of data available so that each cast member would easily assimilate those facts necessary for *his* performance.

Also necessary was a great deal of information on water pollution and water quality so that the Namaskeag River could be, along with Freeboro and Atlantic Canning, believable. As stated, our audience seemed to think they were. In fact, as programs went on, we increased the emphasis on: THIS IS A TELEVISED SIMULATION! THE FOLLOWING PROGRAM IS FICTITIOUS!

\*The E.I.C. (Environmental Improvement Commission) was established by the legislature in Maine for the purpose of making certain that changes in Maine's industry and other development is consistent with the protection of Maine's environment.

Realism was the goal of the whole project. The sign and the locale was typical inland Maine, completely realistic except, as one observer quipped, "for the bullet holes in the sign."

30 Bangor Daily News, Friday, November 12, 1971

# Where Is The Namaskeag River? Only Make-Believe

You are one of the television viewers who have a Maine map of the Namaskeag River and Freeboro, you give up, you here.

Namaskeag River pollution of the make-believe river or continued high property taxes and a clean river.

The first show was news documentary style to provide the background of the Atlantic Canning Inc.'s proposal and a reflection of opinions of townspeople and conservationists.

The second show, which aired last night, took account of the nine-to-one opposition to the cannery proposal by 1,800 television viewers in classrooms and education committees.

In recent years a similar technique has been used in school aimed at secondary school students, but the "Namaskeag" series is the first to include home viewers.

Incidentally, the picture of the Namaskeag River in the Nov. 4 Bangor Daily News is actually the Sebasticook River taken in the town of Sebasticook.



## THE PROJECT STAFF

During the summer and fall of 1971, the *North of the Namaskeag* project was taken from the "drawing board" and put into operation at Maine Public Broadcasting Network's facilities at Alumni Hall on the Orono campus of the University of Maine. Although nearly every member of the Network staff helped in some way, the main responsibility for the projects' execution, however, fell on the Executive Producer, Erik Van de Bogart, the Producer Director, Dick Zimmerman, and Assistant Producer, Susan Wolf.

The project was written and designed by Erik Van de Bogart, who is Director of Educational Services at MPBN. Dick Zimmerman is a senior producer director of the Network, since coming to MPBN from Alabama ETV. Susan Wolf was employed to work on the project between career stops at WITF, Hershey, Penn. and the University of Indiana.

The camera catches the *North of the Namaskeag* staff in action. Dick Zimmerman checks a chart, Sue Wolf and Erik Van de Bogart go over program details.



## THE CAST - ON CAMERA

The many Maine citizens who made up the "cast of thousands" included people from every walk of life. Each was recruited to play a role in the simulation as similar as possible to their role in life. For example: Seth Lindy, Freeboro Mayor — John Ballou, former mayor of Bangor, Maine; Avis McKechnie, Freeboro Councilwoman — Avis McKechnie, councilwoman, Brewer, Maine; John Wagman, Freeboro Area Labor Leader — John Hanson, Maine Federated Labor Council; Richard Bedard, Conservationist — Richard Bedard, Conservationist; Murray Sullivan, Teacher — Murray Shulman, Teacher; Henry Mann, EIC Director — Henry Mann, EIC Licensing Officer; Bradford O'Connell, ACI President\* — Brad Peters, Maine Central Railroad; Ed Bennett, ACI Environment Manager — Ed Imhoff, Water Resources, U of Maine; Bob Rolsky, student activist — Bob Rolsky, student, U of Maine.

These typical cast members were supported by *dozens* of others chosen in a similar manner to complete the cast. Each was supplied with basic information on facts and intent of the particular program and asked to express opinions and actions as appropriate. The result was a spontaneous, sometimes heated, exchange, so characteristic of public meetings, which was the format of three of the programs.

Professional newsmen of the MPBN staff acted as interviewers and reporters. Occasionally staff personnel were pressed into duty during the course of the project, as well.

\*ACI—Atlantic Canning Incorporated is the fictional company created for the simulation from research by MPBN staff.

(L-R) Bangor Ex-Mayor John Ballou, Maine Central Railroad executive Brad Peters, Housewife Andrea Lucien, U of Maine Water Resources Chairman Ed Imhoff, all played important roles in the project cast.



## THE CAST - OFF CAMERA

In each of the programs the viewer, at home or in school, was cast in the role of the decision maker. In successive weeks the role was:

- (1) a chamber of commerce member
- (2) a town council member
- (3) an ACI stockholder
- (4) a commissioner of the EIC

Each of the four telecasts in the series developed the "issue" to a set of alternatives which was then presented to the viewer for a decision. The role of the viewer was made clear, as was the importance of the viewer response.

Apparently the viewers were in fact involved, as our volunteer operators took some 300 votes from home viewers in 20 minutes on two phone lines (a severe limitation). School votes came in by mail and some 2,000 were counted every Monday morning during the project before proceeding with the final scripting of the next program.

The essence of "viewer-active" television is the casting of the viewer in an important role. Without this casting and in fact without the active acceptance of the role assignment by the viewer, the television experience loses its unique viewer active aspect and becomes a strictly one-way television program.

## THE PLOT THICKENS

Freeboro's citizens are very interested in the possibility of a new industry moving to town. They are likewise concerned about the possibility of pollution from the plant into "their" river, the Namaskeag. A series of three meetings are coming up . . . the town meeting, Atlantic Canning's special stockholders meeting, and the E.I.C. Hearings. Each of these meetings will deal with the proposed plant location and will be of great importance to the future of their town.

<i>Date</i>	<i>Meeting</i>	<i>Setting</i>
November 11	Freeboro Town Meeting	Town Hall
November 18	Atlantic Canning Inc.	City Hotel
December 2	E.I.C. Public Hearing	Town Hall

(Each of these meetings will be televised live)

Maine Public Television has been to town and been filming and interviewing folks about their thoughts on the proposal. They plan to do a television show on the controversy.

*The Freeboro Press* has even come out with a special edition summarizing the various points of view, apparent at this time.

(L-R) Remote reporter Dave Platt and Producers Susan Wolf and Dick Zimmerman discuss filming a Freeboro interview with Freeboro Senior Citizen Floyd Scammon (2nd from left).



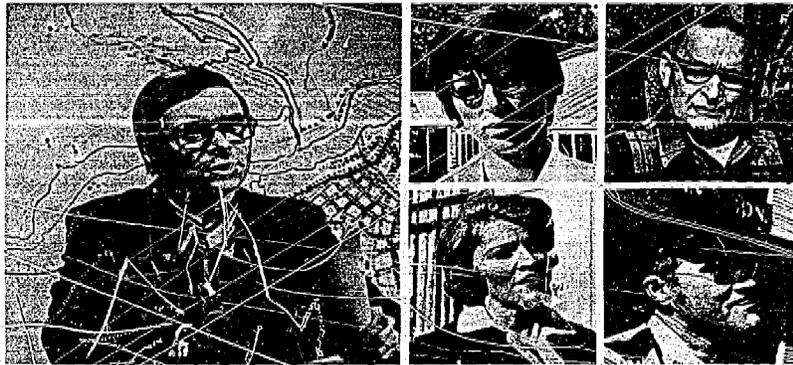
## PROGRAM ONE

Using the "news special" format, the Maine Public Broadcasting Network presented an in-depth look at the Freeboro situation. Through two filmed visits to the town, six months apart, the changing views of Freeboro's people were documented. In addition, public officials, water resources experts and conservationists were interviewed. The Chamber of Commerce was presented as an important group in the town, interested in doing what was "best for the town." Everyone, from students to housewives to senior citizens was represented and the "advance man" for Atlantic Canning, Inc. presented the company's case for the press, without any pollution guarantees.

At the conclusion of the special, it was evident that the population was split between their need for jobs and a stronger economy and their fears of damage to their river. The viewer was then presented with the dilemma, as a chamber of commerce member, to support or fight the proposed company location at the upcoming Town Meeting next week.

The vote by some 2,200 high school students (by mail) and some 300 phone-in votes from evening viewers was 2,293 to 519 opposing the company.

Anchorman Dan Everett tied together the remote film interviews of some of Freeboro's people, with studio interviews. (L-R) top, Florist Sharon McDermott, Carpenter Bob Perkins, (bottom) Housewife Janice Fournier, and Officer Dan Morley.



## PROGRAM TWO

Mayor Seth Lindy opened the Freeboro Town Meeting (covered by MPBN remote) with a statement outlining the decision faced by the town council and requesting that all opinions be expressed during the meeting. Leading off the testimony was Larson Simmons, president of the Chamber of Commerce, who eloquently presented the view of the chamber as expressed by the viewer vote of 11-2 against the location of Atlantic Canning in Freeboro. He appealed to the company for more facts and to the mayor for more time in which to make a more equitable decision.

Erik Norsted, newly appointed manager of the proposed plant, outlined the company's benefits to the community in terms of specific job opportunities, tax support, and market for the farmers. He assured the audience that although the pollution abatement plans were not completely decided, that they would be within tolerable and legal limits.

John Wagman, labor leader, pleaded for the council to consider the home conditions and working man's standard of living as being an important part of the environment.

Richard Bedard made a persuasive plea on behalf of the conservationists and the maintenance of the non-industrial "way of life," which Maine represents.

Kenneth Dodge of the Freeboro Area Farmers Coop. stated his organizations' support for the new plant, as a market which would stimulate the area's depressed agricultural economy.

After much testimony from the audience and considerable questioning, the program closed with the charge to the viewer to decide, as a town council member, on the position which the town would take at the upcoming EIC public hearing two weeks hence.

Chamber of Commerce President Larson Simmons states opposition of his group to the proposed plant location of Atlantic Canning and pleads for more time and information.



## PROGRAM THREE

President Brad O'Connell of Atlantic Canning opened the meeting by explaining to the assembled stockholders the unusual nature of the meeting, involving stockholders in an essentially management decision. The reason was the extreme cost of the more sophisticated of the two pollution abatement plans before them for consideration.

In a flashback sequence, the stockholders (viewers) were privy to the executive committee's debate on the two plans with full discussion of costs and benefits of each. As the meeting progressed it was interrupted by a large group of student activists who were invited to stay in the meeting after a pledge of "good behavior."

After much questioning on the part of assembled stockholders and some interesting exchanges between the students and stockholders, the alternatives of Plan A and Plan B were placed before stockholders in the company. It should be noted that both plans met minimum requirements, while Plan B greatly exceeded the state's legal minimum. The plan selected will become a part of the application to the EIC meeting upcoming.

President O'Connell presides over stockholders meeting prior to a detailed presentation of the proposed pollution abatement plan.



## PROGRAM FOUR

The climactic program of the simulation was the hearing before the E.I.C. Commissioners in the Freeboro Town Hall. After the meeting was called to order and all participants sworn in, Mayor Seth Lindy was called upon for his statement. He expressed the wishes of the town council (from viewer votes after program 2) to oppose the location in Freeboro of the canning plant.

President O'Connell of ACI next testified that based upon the vote of his company's stockholders (viewers votes from program 3 were 2,063 to 461) that they were ready to proceed with a comprehensive pollution abatement program featuring much recycling of water and a solid waste recycling program, as well as extensive use of aeration and flotation lagoons.

Parties representing their interests, business, conservation, labor, and the community in general spoke their views and asked probing questions of the primary presenters, before the meeting was finally adjourned for the deliberation of the commissioners.

The viewers (acting the role of the commissioners) were charged with the final responsibility of deciding whether or not to approve A.C.I.'s request for a site location license. The final vote, by mail and by phone, approved the site location by 1,528 to 1,503.

Pamela Briggs, teacher, asks the commission to clarify a point in the testimony.



The commission in action under the leadership of Henry Mann, "chairman."



## PROGRAM FIVE

Following the announcement of the viewers decision, the function of this program was to relate the previous four weeks of programming to the real world of Maine's environment. The format, which consisted of a panel — phone-in discussion, involved viewers from throughout the state in a lively give and take with the experts selected to represent all phases of Maine's environmental life, from the Sierra Club to the paper industry, from town government people to the E.I.C. staff.

This *real* program, presented live in the afternoon for the school audience with a studio audience representing some thirty schools, was also presented live in the evening for the home audience. Both programs touched on questions which paralleled the simulation as well as completely separate issues.



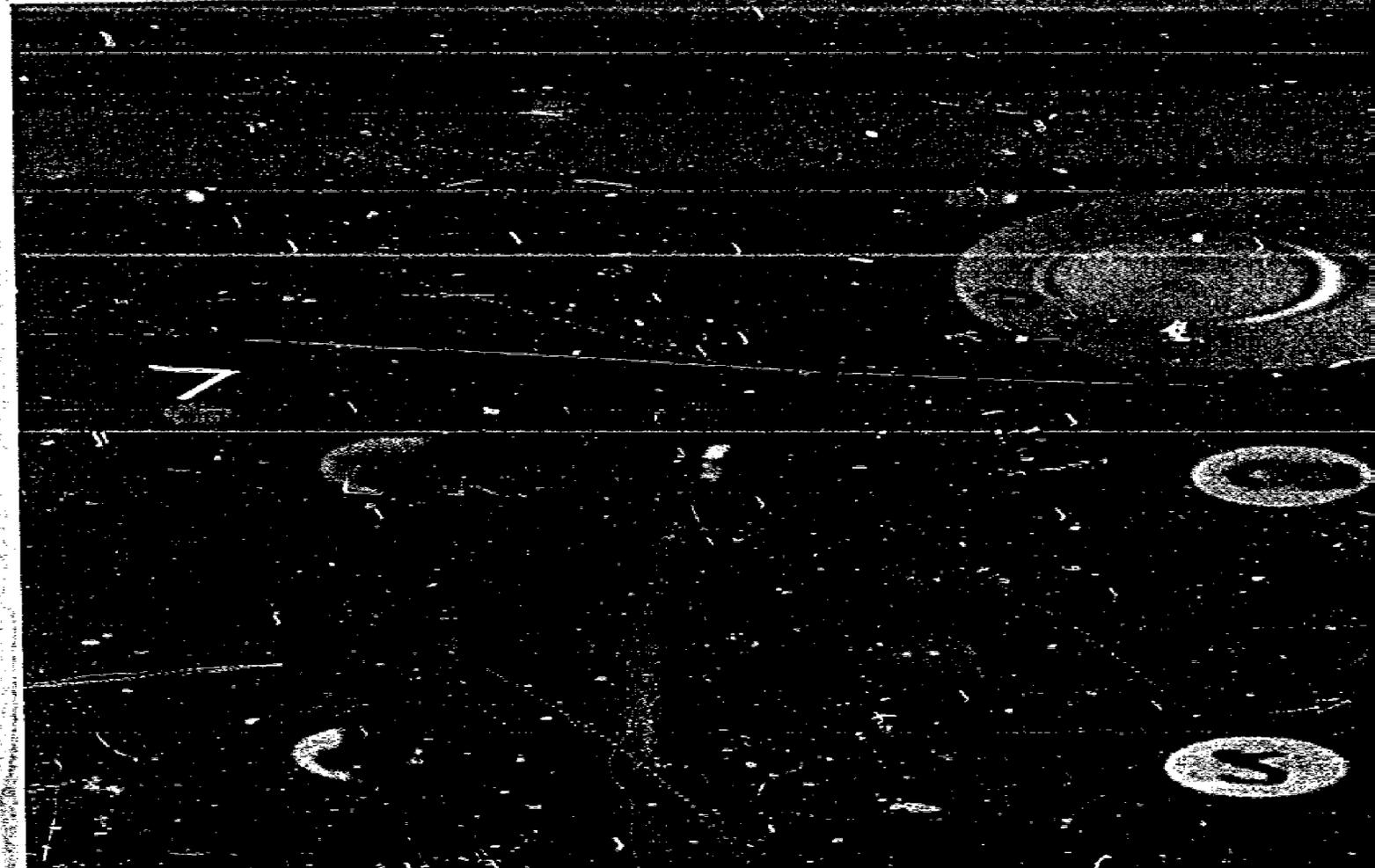
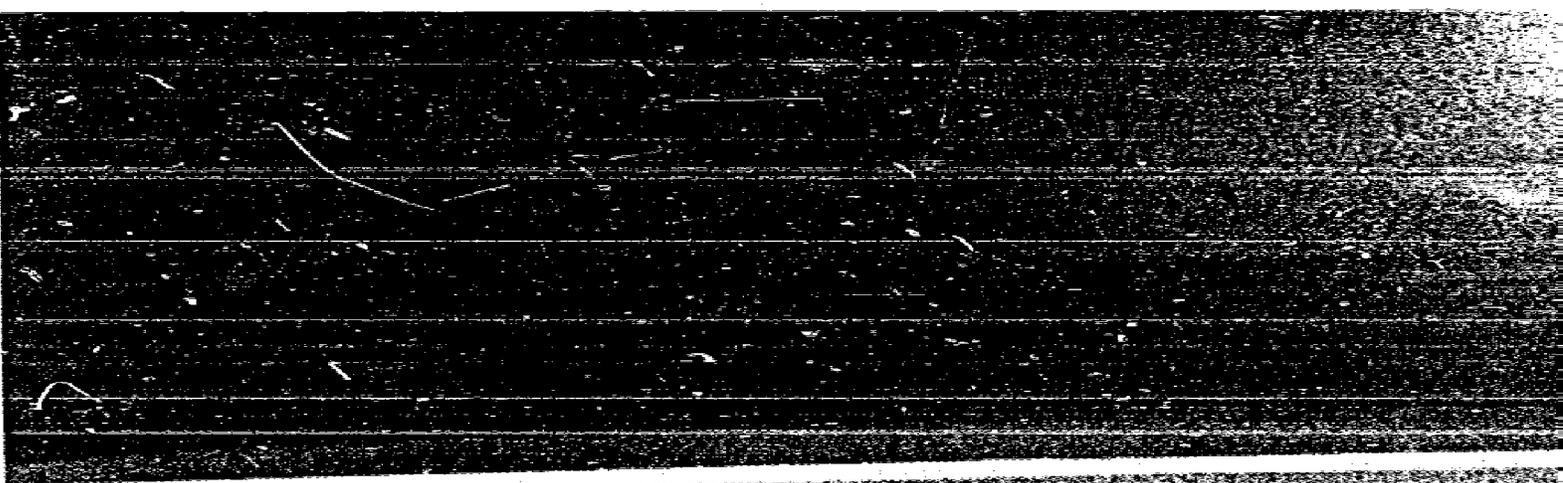
"Wall to wall" panel (top) faces "wall to wall" studio audience as well as statewide television audiences, not once, but twice — afternoon and evening.

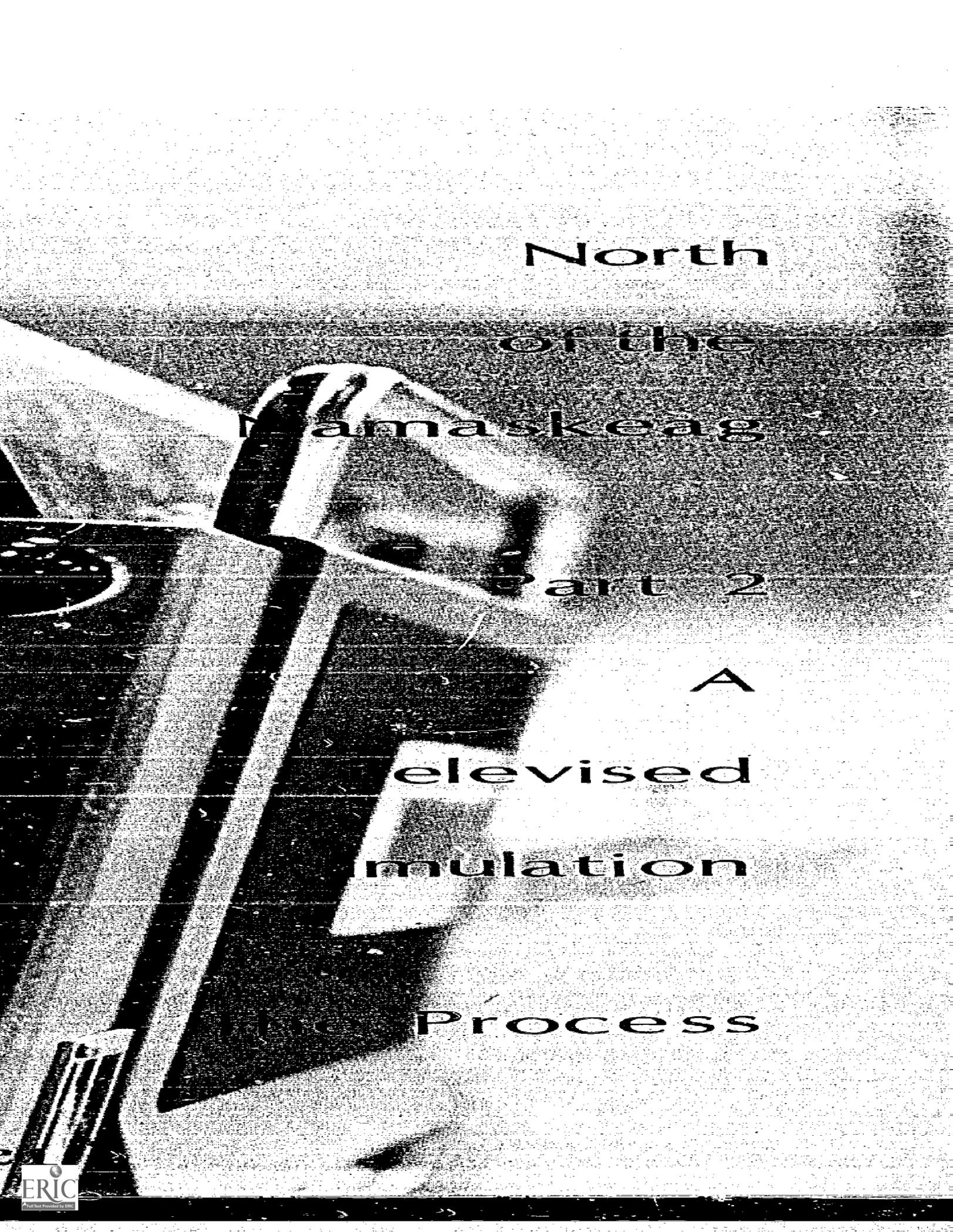


# NORTH OF THE NAMASKEAG

## SUMMARY SHEET

- Programs:** 1:00 P.M. Four forty minute programs taped  
One forty minute program live
- Programs:** 7:30 P.M. Four one hour programs taped  
One one hour program live
- Broadcast Dates:** November 4, 11, 18, 1971  
(November 25, Thanksgiving Day — no program)  
December 2, 9, 1971
- Target Audience:** Afternoon — junior high — high school  
Evening — adult education classes, home viewers
- Major Objectives:** To *involve* viewers in a learning experience to increase their appreciation and knowledge of
- 1) the complexity of environmental issues
  - 2) the governmental machinery relevant to such issues
- Unique Aspects:**
- 1) telecasts subsequent to the first program are designed by viewer input from prior programs
  - 2) telecasts are designed to be used by both home and school audiences
  - 3) statewide "viewer-active" treatment of an environmental issue based on a simulated controversy.
- Broadcast Stations:** WMEB, Channel 12, Orono, Maine  
WMED, Channel 13, Calais, Maine  
WMEM, Channel 10, Presque Isle, Maine  
WCBB, Channel 10, Lewiston, Maine
- Produced by:** Maine Public Broadcasting Network  
Alumni Hall, University of Maine  
Orono, Maine  
John R. Morison, General Manager
- Funded by:** Maine Public Broadcasting Network  
and  
Title I, HEA, Program Impact  
University of Maine  
Orono, Maine  
Frank Hagan, Coordinator





North  
of the  
Mamaskeag

Part 2

A  
Revised  
Simulation

Process

## WHY USE A TELEVISED SIMULATION?

Television simulation is a technique which has been proven to be useful in the presentation of certain facts and in the achievement of certain educational goals. Certainly, to say that every topic could, or should, be treated by the simulation techniques is as ridiculous as to say that the interview or the public affairs documentary is the proper vehicle for treating all subjects.

It may be a suitable technique, however, when it is applied to an existing problem in such an imaginative way as to allow the examination of a hypothetical case where a real situation would be so highly charged emotionally as to limit the viewers learning about all sides of the question.

In the case of *"North of the Namaskeag"*, the idea of the conflict between environmental protection and economic development was presented. The presentation included a fair, unbiased, balanced treatment of the facts, involving the viewer in various roles. The "Freeboro situation" closely paralleled the coastal oil controversy in which each "Mainer" has taken a position. Most do not admit there is another point of view and do not wish to "be confused by the facts."

Our premise was that if we could involve viewers in the learning about the issues which would be identical in real life to those in the simulation, they would be able to apply their new knowledge and viewpoints in future confrontations with environmental issues. It is our belief, having completed the project, that the same principles can be applied to other topics, as well.

A simulation can be designed to:

- (1) remove prejudice on the part of the viewers
- (2) eliminate emotional bias connected with real situations
- (3) allow manipulation of facts to emphasize desired factors
- (4) permit elimination of side issues not wanted
- (5) allow casting of viewers in various roles

Other advantages of the simulation technique in a particular situation become apparent as one considers evaluation and the measurement of program effectiveness. Testing instruments should be designed along with the programming (see evaluation) so that when a particular emphasis is being worked upon, its measurement characteristic can be "built in."

This simulation and its treatment is based on one point of origination being used, although Maine has four public television stations, two of which are satellites. If two or more interconnected stations are involved in a cooperative simulation, the program may be developed as a team competitive "game." Although technically and logistically much more difficult, this approach may be very effective. This system has been tested on several occasions by the Eastern Educational Television Network, Newton Upper Falls, Massachusetts.

## DESIGN - CONTENT

A simulation's content contains several elements. Its success will correspond to the degree to which the following are achieved:

- (1) The simulation should create a *real* situation or create a fictional one which seems real;
- (2) The simulation should be of *interest* to and *relevant* to the needs of target audience;
- (3) The simulation should contain *controversy*;
- (4) The simulation must *involve* audience members either in competition with other members of the audience or in decision making;
- (5) The "plot" should be revealed throughout the several programs of the simulation, in order to heighten *interest* and *drama*.

In the design of the Namaskeag project, we attempted to achieve the above elements by constructing a situation which presented a conflict between environment and economics which paralleled a current controversy in Maine. The original plan was to present the situation and trace it through the "system" from the public media to the town meeting to the state government agency to the courts, at the trial and appeal level. During the process of program design, budgetary considerations forced the elimination of a trial from the program design. Program 3 was substituted in the form of a stockholders meeting.

An attempt was made to recreate the typical situation in which much of the necessary information required to make an intelligent decision on an issue is not available early in the game. The major purposes were to demonstrate both the complexity of environmental problems and the character of the succeeding levels in the process of resolving such problems. The following content chart shows the development of the subject matter during the four programs of the simulation.

### CONTENT DEVELOPMENT\*

Program #	Setting	Format	Content	Bias	Viewer Alternatives
1	TV Studio and Film	News Special	Business, fears, rumors, town attitudes, and prejudice	Toward conservation	Should C of C support ACI location plans at town meeting
2	Studio—Remote Town Hall	Town Meeting Freeboro	Some company plans, students' testimony, labor, conservation	Toward benefits of location	Should town council support ACI before State EIC
3	Studio—Hotel Ballroom, Conference Rm.	Stockholders Meeting ACI	Detailed plans of ACI costs in terms of profits and legal minimums	NONE	Should stockholders sacrifice profits to build in best pollution control plan before EIC
4	Studio—Remote Town Hall	EIC Public Hearing Freeboro	Technical data on pollution—criteria of law, inadmissibility	NONE	Should the EIC approve the site location application of the company

\*For a more complete account of the content portion of the simulation see Part I.

## DESIGN - TECHNICAL

Early in the design process, we established that we would attempt to serve two target audiences with the project. A high degree of cooperation was exhibited between the PTV and ITV elements at the network, and the project was given the status of a joint programming venture. The assumption was made that the televised materials would be essentially the same. The major *variations* can be categorized under the following headings:

- |                 |  |
|-----------------|--|
| (1) Broadcast   | } discussed in detail in separate sections |
| (2) Utilization |  |
| (3) Feedback    |  |

The maximum length of the school broadcast was pegged at 40 minutes maximum, to allow preparation and follow-up time within a normal class period. Most classes spent an additional hour in discussion either immediately following the broadcast (in a flexible school) or the next day. It was likewise determined that the thirty minute program length would severely limit the development of the idea in the spontaneous free wheeling type of format we had decided upon.

In the evening broadcast schedule, the need for an "audience action" time and the difficulty of programming a forty minute program series led us to the obvious answer—a twenty minute fill program of some sort.

The simulation segment of the program was broadcast at 1:00 P.M. ending with a slide which stated the alternatives for that particular program. Over the slide an audio tape presented the voting instructions which were different for the school and home audiences (see detail in appendix). The evening broadcast consisted of two segments, the afternoon broadcast of forty minutes, followed by the twenty minute "fill program" (with apologies for the use of the term "fill"). The main purposes of the "fill program" was to bring the program to one hour for programming purposes and to allow the home viewer a block of time in which to cast a vote. This time is vital to the design, since our experience shows that an extremely high volume of calls came in during the twenty minutes, compared to a very small number who called after the program credit rolled. This drop off in phone response occurred even though constant messages were displayed on the screen to remind viewers that they could continue to phone for a half hour after the broadcast, because of the crowded phone lines.

The nature of the "fill" is probably not critical as long as no information is presented relative to the simulation which was not available to the afternoon audience. We chose to discuss, for the home audience, the mechanism to be demonstrated in next week's program. For example, following program three, the two top environmental men in the state, the director and chief commissioner of the State Environmental Improvement Commission, described the activities of their commission. This led into the next program, but was in no sense *necessary* to the understanding of either the public hear-

ing process or relevant to the simulated situation. Among other ideas suggested, which may be used in the future, are:

- live cameras on the operators and total board with votes being recorded
- film fill of nondescriptive outdoor type with music background.
- travel film or other "fill" completely irrelevant to the topic
- telefile input with "rotating" messages giving alternatives, phone number, totals, to the minute.

More information on the "fill" is given under a separate heading entitled *Follow-up Segments*. As noted, the Utilization and Feedback are also covered in separate sections although a comment on feedback is germane to the design. It seems desirable to inform the home viewer of the progress of the phone-in vote up to the minute in order to encourage his participation. Since our follow-up was a discussion we used a lower third super of the voting results produced on the telefile although other means might have served as well, either video or audio or both.

E.I.C. Director Adams answers interviewer Halbe's question as E.I.C. Commissioner Koons waits his turn.



## PLANNING - THE SCHEDULE

Each of the elements in the project's execution was carefully plotted on a flow chart so that we could eliminate, in advance as much as possible, the sort of panic which comes in any massive undertaking when the production time nears. This is particularly important in a "short staffed" operation typical, unfortunately, of so many public television stations in this country.

It is essential that the progress on efforts proceeding concurrently be shared on a regular basis between the persons carrying them on, so that no functions fall into the cracks between two major areas of responsibility. This constant communication also will reveal a weak area in the project's development which needs bolstering, lest it endanger the entire project.

It is also imperative that each activity be planned in detail before it is begun, with specific deadlines for phases, production of particular items, accomplishments, etc. The executive producer, obviously, will then be able to determine where there is apt to be a problem.

It should be noted in the summary chart below that Community Involvement and Research begin together long before the other aspects, but all activities should be planned in detail, so that starting dates for commitments for time can be obtained from various departments.

ACTIVITIES	Spring	Summer	Sept.	Oct.	Nov.	Dec.	Jan.
Research							
Writing (incl. follow up)							
Community Involvement							
Promotion (incl. follow up)							
Material Production							
Production (incl. film)							
Evaluation							

The *detailed pre-planning* of each function, by the person or persons involved and the *constant communication* between all functions cannot be over-emphasized, particularly in the small production center where other on-going projects are apt to be carried on simultaneously by all of the persons involved.

## STAFF - PERSONNEL TIMETABLE

The simulation varies from current "typical" programming in that it requires a considerable amount of pre-planning and research over a long period of time during which no production (or a limited amount) occurs, with the concentration on production coming in a relatively short period of time. If one is to approach the "live production" phase of such a project with the assurance that all will go well and the desired results will be achieved, it is vital that the early stages of planning and design and promotion have been well carried out. This, of course, demands a commitment to the project on the part of the production agency extending over a period of nearly one year.

Rather typical types of endeavor are necessary to a successful simulation. Although the roles described below are able to be assigned to several or a few individuals or handled on an intensive basis, the recommendations are set up for a small station (35-40 employees) assuming that all employees will have other concurrent assignments.

FUNCTION	Time	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	
Executive Producer	1/4-1/2											
Producer Director	1/4-1/2											
Production Assistant	1/4-Full											
Researcher/Evaluator	1/4											
Promotion	(as needed)											
Film, printing, Graphics Facilities	(as needed)											
Crew, Production, Engineering	(as needed)											

By following this pattern, the extensive pre-planning and accommodation of planning to existing conditions will minimize the panic which may occur when changes must be made. For example, the "trial" program, in which the E.I.C. decision was to be challenged (no matter which way it came out), had to be eliminated because of cost factors which were not apparent in early planning stages. Obviously an early change, even of major proportions, can be accepted much more easily than such a revision when materials are printed, etc. Therefore, early and thorough planning is vital.

## RESEARCH - WRITING

The researching and writing of the project is the key to the believability of the programs. The data, attitudes, and ideas presented must be completely accurate, although totally fictional. In addition, spontaneity must be maintained without the use of professional actors and rehearsals. This places unusual demands on the research-writing functions.

The researching begins when the final scenario is determined. The premise must be plausible although not necessarily probable. For example, a canning factory locating in Maine is not a present day probability although many canneries have existed and several still do within the state's boundaries. The assumptions made for the proposal of the plant location included a rural community with adequate transportation facilities, depressed economy, agricultural potential, and a relatively clean river.

Starting, at this point, the data base of the project must be built in order to assure that the fictional circumstances be as accurate as possible. Certain liberties can be taken with facts in the use of the data, however. For example, food processing in Maine centers around the agricultural products—blueberries in the east, potatoes in the north, squash in the west and fish on the coast. The specific product to be canned was not revealed until late in the simulation so that the cannery up to that point could have located in any part of the state.

Research takes many forms other than the normal library digging, although the stacks still provide the most efficient source of varied information.

Cooperating agencies and organizations provide a wealth of information and once they have been convinced that the objective is an honest, unbiased approach to the topic, most are extremely helpful. Canning information, for example, was obtained from canning companies within the state as well as the national organization. Honest printed statistics regarding environmental problems in canning were provided along with much advice on operations, volume and new practices in the industry. Paper companies were also helpful, particularly when we explained that we were not on a crusade, but were interested in an honest project neither "white washing" them nor painting them as villains.

Several other lengthy interviews with labor union leaders, conservationists, water resources specialists, etc., provided accurate attitudes, opinions, statistics and other information which helped to provide the background for the community of Freeboro, Maine.

Attendance at an EIC public hearing helped to provide much needed information on the conduct of such hearings to supplement the vast amount of information provided in numerous interviews with EIC staff members.

Once the research was substantially completed, the programs were roughed out. Following program one, a typical news special format, the next three programs were basically "remote coverage of public hearings." As an

example, program three, the stockholders meeting remote, had a completely scripted open and close (see appendix) while the body of the meeting was run by a "well coached" president of the company. He was provided with a "rough script" containing times assigned to various "presenters" whom he introduced. The scheduled interruption by a group of demonstrators was known to the executives but not to the audience of stockholders in the studio. The reactions of the audience added greatly to the realism of the program while the pre-warned executives handled the interruption well and invited the demonstrators to remain if they would act in an orderly fashion. Police seated them and several exchanges ensued throughout the rest of the meeting, particularly between students and audience members.

Each participant was given a statement outlining his responsibility for content and the maximum amount of time allowed for the "segment." Questions are planted in the audience with volunteers and tend to stimulate other spontaneous questions. As noted in the section on Casting, the persons selected to participate in the simulation were chosen for roles paralleling their real life occupations. In no instance is any role player asked to express himself in words other than his own.

The key to realism is the providing each participant a rough idea of his responsibility enough in advance to allow the person to assume the role, but not to allow writing and memorizing of "lines."



Dave Platt of the Public Affairs Dept. of MPBN quizzes Freeboro citizens regarding their river, from an aesthetic and recreational point of view. Platt also acted as the remote reporter, introducing each of public meetings, and explaining the role of the viewer as the decision-maker.

## COMMUNITY INVOLVEMENT

Television in its common usage is a "one way" medium. We have conditioned viewers to look at the tube and absorb what is broadcast to them in a rather passive manner. The simulation process depends upon the viewer playing quite a different role. If the viewer does not understand his new role and accept this responsibility, the simulation cannot be a success. The two major strategies employed for involving the community are casting and promotion. Each of these is important enough to be considered individually. But first, let us consider the whole.

Involvement begins in the very early stages. The process of researching attitudes is greatly facilitated by letting a large number of organizations know what you are contemplating. In only one instance in about two hundred did we find an unwillingness on the part of an organization to offer support in input of ideas, research, and later promotion of the project. The variety of points of view which we designed into the simulation led us to involve organizations of all sorts, including churches, women's groups, youth groups, labor unions, conservation groups, political entities, industrial and educational organizations and service clubs. Having received a card from each of the organizations expressing specifically in which modes of participation they would like to be involved (planning, research, talent, promotion) we then had a card index for use in research and casting, news releases, etc.

Through this early involvement in a "unique" television project, we began to spread the story of audience participation, "feedback TV," which although familiar to our high school audience, was unknown to our evening viewers.

In depth involvement of everyone would have been impossible, so all organizations who expressed a willingness to participate in any phase were thanked for their willingness along with an update of the project. This acknowledgment, although time consuming, did establish a feeling of being "in on the ground floor" on the part of many groups who were contacted later for help and just "couldn't do enough for us."

From a slightly different point of view, the viewer who tunes in to the program must realize *how* he is to become involved. Thus, not only must you promote viewing, but a peculiar sort of active involvement, very much outside the pattern of typical television viewing. The viewer *must* have accepted a role as a stockholder, as town councilman or other decision maker. He *must* feel enough involvement after viewing to copy down a phone number, make a decision on the issue, rise from a position of relative comfort, walk to an adjacent room and dial a phone number several times and vote his decision. When you consider the inertia you must overcome in order to involve the individual, the promotion effort comes into its proper focus.

WMEH-FM contributed Toby LeBoutillier, cutting promos for both TV and radio distribution throughout the state.



## PROMOTION

This most important effort is doubly important in a project of this sort. In a normal program promotion, it is sufficient to bring the viewer to the television set where he will be a passive viewer of the broadcast. In a television simulation this is not enough. The viewer must arrive at the set aware that this is somehow a different type of television experience, one in which he will become involved as a participant, play a role, and act at an appropriate time. Much of the promotion must be directed to elicit the action desired.

Promotion vehicles deemed appropriate were the following:

Newsletters	Speakers
Newspapers	"Canned programs"
Radio	Posters

Obviously, many others could also be used, depending on staffing.

Following the initial step of a detailed promotion plan, with deadlines, the first step is the supplying of cooperating community organizations with newsletter materials. This involves the determination of:

- 1) which ones have newsletters
- 2) which will cooperate
- 3) frequency and deadlines
- 4) "slant" of the newsletter

Ideally, the total number of releases for a particular organizational newsletter should be written at one time, dated for the particular issue and released on schedule to the organization. This will allow a building of logical information into the releases as the project develops. Always to be included would be late stories of the involvement of the organization or their key personnel, in the project.

Newspapers are normally cooperative in Maine. Both daily and weekly papers are particularly looking for human interest items about filming taking place in the community, local people involved in key roles, etc. Stories about the uniqueness of the project are also appealing — "viewer active television."

Once the series is on the air (a "press party" helps) the television reporter may like to run a weekly update article.

Massive amounts of viewer utilization materials must be printed, such as the *Freeboro Press*. We assured statewide coverage with two full page ads, one in each of the two newspapers which together cover the state. A tabloid

was considered, but fell short because of the unwillingness of the industrial sector to publicly support a series of programs which could not be previewed and in which industry could well have turned out to be the villain. On another topic, such a tabloid may well be a valuable promotional device.

Radio and television promos were produced and made available through the Maine Association of Broadcasters to all radio and television stations in the state. Many of the radio stations including Maine Public Radio, WMEH FM, used the spots. However, only the producing Maine Public Broadcasting Network and our sister public station, WCBB, Lewiston, Maine, carried the TV promos. No time was purchased for this purpose.

In the area of providing programs for organizations, an effort was made in two directions. A limited number of speaking engagements were scheduled, particularly with service clubs and teachers' conventions.

The main thrust of this effort, however, was a high quality six minute slide/tape presentation which:

- 1) described the simulation viewer active television
- 2) described the four programs briefly
- 3) asked for organization support in promotion, etc.

The packages (10) consisting of an audio cassette and twenty slides in a "carousel" were made available through the Public Information Officers of all nine campuses of the University so that these campuses could serve their local communities. In addition, each of these offices had an automatic slide tape presenter, compatible with the format chosen. These were shown to P.T.A. groups, Jr. Leagues, A.A.U.W.'s service clubs, YMCA's, conservation groups, church groups, etc.

Each organization was at the time presented with fact sheets on the project and suggestions as to how they might assure the project's success, within their membership and community.

Posters were printed and distributed statewide through the cooperation of the two councils of the Boy Scouts of America in Maine.

Other methods of promotion which were planned but not used because of lack of staff were a handout or "bill stuffer" and a weekly issue of the *Freeboro Press* (see allied materials).

Coverage in TV Guide was sought, and a fine illustrated "close-up" resulted along with weekly description of programs. This provided an added bonus for our project when the TV Guide sent a reporter to visit us, view the entire project, and write an article for national distribution.



The slide/tape presentation was widely used as a program "insert" or long announcement by a wide variety of community organizations.

## ALLIED MATERIALS

These print materials, sometimes called utilization materials in the world of instructional television, are important to optimize the value of the television experience, whether in the school or at home.

The vehicle selected in North of the Namaskeag was the *Freeboro Press* (see appendix). This allowed a variety of dissimilar types of input, from ads to pictures and charts and maps. There were three main purposes for articles:

- 1) articles related to specific programs such as
  - a. Chamber article — page 1, relates to program 1
  - b. Maine Public TV — page 2, relates to program 5
  - c. Major Urges — page 2, relates to program 2
  - d. Atlantic Board — page 3, relates to program 3

These articles described for the viewer the general structure and importance of the upcoming meetings (programs) described in the Editorial on page one.

- 2) articles relating to side issues not to be treated in the program
  - a. Paper Company Cleans River — page 2
  - b. Real Estate Boom: Bust? — page 3
  - c. Crystal Pond to be Tapped — page 3
  - d. Youth Assert Student Power — page 4

These articles and others might well relate to local interest matters in specific communities and further involve viewers and assist them in understanding the complexity of the issues and their interrelationships.

- 3) articles, of general interest to all, further involve the viewer and move him to act
  - a. Editorial—Citizens rights—Duties — page 1
  - b. School Head Speaks Out — page 2
  - c. Letters to the Editor — page 3

The *Freeboro Press* was distributed to all schools who requested copies and indicated their participation intent, in sufficient numbers for every student in the participating classes. This distribution was done approximately two weeks before the initial telecast. Reaction to the *Press* was extremely favorable, although several students suggested a weekly issue, which had been our original plan. The weekly issue would have been a "two pager" rather than the four page format and would have included some of the same articles as well as an update article on each vote. With our staff and access to printing, the decision was made to go with the one issue. Perhaps a compromise might serve well; two issues during the program series.

As noted under promotion, the *Freeboro Press* was printed as a full page ad in the statewide press. This purchased advertising also assured us of preferential treatment on the television page, as well.

For teachers, separate materials were prepared for their use with classes. This eight page guide gave general information on the television simulation vehicle, response, voting procedure and background on the situation. It also included program description on each program in behavioral objective form, so that teachers could not only involve their students in the actual television problem, but go deeper into each issue with the class.

Associated materials such as brochures, organization lists, etc., might also have been included as resource materials, but it was thought that most school libraries would contain such resources.

Where groups were viewing in the evening, as in the case of several study groups, teacher and student materials were provided as well, to help participants as much as possible to become involved in the project.

Flanked by his council, Mayor Seth Lindy (2nd from R) prepares to conduct Freeboro Town Meeting as Program 2.



## CASTING

Casting is, of course, vital to any program. Without good actors, a well written play, with the best directing, just doesn't happen. The simulation process is no exception. Our need was for a sprinkling of citizens, a corporation executive committee, stockholders, an environmental control commission, a town council and representatives of a variety of other groups (see chart). We decided to use an approach which would not use good actors, or even poor actors, but *non actors*. We chose to go the role playing route.

We based our decision on three premises:

- (1) Our staff was not adequate to research and script verbatim the four programs on the simulation. If we selected people to play themselves within our fictional setting we could minimize the writing and increase the realism of presentation.
- (2) Casting of this sort with the resulting interaction between *real* people would increase the spontaneity of the programs.
- (3) By selecting participants from representative groups throughout the viewing area, we would involve these groups in active viewing.

In our approach to organizations, early in the project, we asked for their willingness to participate in providing talent, as well as in other ways. Very few did not agree to assist, although none of the several canning companies approached were willing to go "on the air" and play the "bad guy," or open themselves to that possibility. Their reluctance to play the parts did not, we should add, extend to other areas of participation. Cannery personnel did contribute greatly to the development of the "situation." The need for several executives was met by turning to management personnel in other areas who applied their managerial perspective to the activities of the fictional company. A staff member acted as the plant manager of the new plant and supplied much needed expertise in canning as a result of research done during the planning stages of the project.

Program one was largely on film assembled in studio as a news special, while numbers 2, 3, and 4 were basically public meetings with different settings with a participatory audience.

Cast Member	Number	CASTING REQUIREMENTS			
		1	2	3	4
Mayor	1	1	1		1
Council Members	6		6		
Citizens of Freeboro	8	5	8		8
Plant Mgr. and President	2	1	2	2	2
Plant executives	5	1		5	2
LIC members	7				7
Representatives*	8	3	5		6
Stockholders	8			8	
Audience Partic.	70		35**	35	35**
Moderator	1	1			
Remote Reporter	1	1	1	1	1
Follow-up Experts	12	2	2	2	6
Interviewer	1	1	1	1	1

\*organized labor, conservation groups, unemployed, students, etc.

\*\*similar audience

## PRODUCTION

Since facilities dictate production procedures, this segment will describe very briefly what we did with our facilities and wanted to do, had other facilities, a mobile truck, for example, been available. Briefly, we have two fully equipped 40 x 50 foot studios and sufficient video recorders and film chains with which to run a complete production center.

At no time did our production exceed what could be done in 90% of public television studios across the country, given the commitment.

The first program was a studio based news special featuring the public affairs chief of the network as anchorman, assisted by a remote reporter who was used on all film inserts. Approximately half of the forty minutes was "on location" film, with a studio interview set and a news set with a rear screen. The follow-up of program one, as with all the follow-up segments, was done on a specially designed interview set which completely separated the follow-up part of the programs. A videograph character generator was used to super lower third information, although this could well have been done otherwise, as suggested under the "follow-up" section.

Programs two and four were done from the "Freeboro Town Hall." Because MPBN had no remote vehicle at the time, we stripped back the "cyc" to reveal the pipes and radiators, characteristic of many Town Halls in Maine, and proceeded to build a stage and hang curtains, etc., to create the illusion of a school gym setting. It worked beautifully, although given a "remote," the political advantage of further involving communities away from the production center is obvious.

Program three, also a potential remote, was done in the studio from a "hotel ballroom" set, with posts, etc., to dress it up.

As noted elsewhere, the entire simulation was pre-taped. The only "live" feature was the videographed inserts. (see Follow-Up section.)

Program five, separate in the afternoon and in the evening, was totally "live" on both occasions. The set in both of these was a fairly plain raised "panel" area with the rest of the floor covered with audience seating.

All shows used three studio cameras and film chain although they could certainly have been accomplished with two studio cameras.

The need for identification of the program as a simulation, noted elsewhere, cannot be stressed too much, especially when the staging is realistic and the simulation is treating a sensitive area, which is perhaps where it can best be used as a technique.

Producer Director Dick Zimmerman covers a last minute detail with "E.I.C. chairman" Mann before taping.



## WEEKLY SCHEDULE

The televised simulation requires input from the audience to be received by the production team before each program, except the first. If this input is to come by phone alone, perhaps any day could be used for broadcast. If mail input and phone-in is used, however, Thursday seems to be the ideal day because it allows the following:

- (1) one day plus the weekend for mail to arrive
- (2) maximum planning time after receipt of mail
- (3) videotape delayed replay (in secondary schools) on Friday with mail input still possible.

Assuming, therefore, that Thursday is the broadcast day, the following is the pattern of production during the simulation weeks as we experienced it:

Thursday	Broadcast 1:00, 7:30 Receive phone-in vote 8:10-8:30 p.m.
Friday	Post-mortem viewing
Saturday	Mail coming in over weekend
Sunday	
Monday	Open and tabulate mail, as trend develops—production planning on alternative chosen begins
Tuesday	Continue alternative development work with cast members involved
Wednesday	Afternoon — tape follow-up Evening — tape simulation
Thursday	Broadcast and repeat

From a convenience point of view, we chose to pretape both the simulation (minutes 1-40) and the follow-up (minutes 41-60). Ironically, the follow-up segment, involving fewer participants, was most easily done in the afternoon and the simulation, involving many more persons was most conveniently accomplished in the evening. Therefore the "fill" was created first, with the tail end of the public meeting providing the "cushion" in the program. The simulation was played back for the afternoon showing, along with school voting instructions on an audiotape over the slide of the alternatives.

In the evening, immediately following the simulation tape, another audiotape was played with voting instructions for the evening audience followed by the playing of the follow-up videotape. As the votes came in, the results were superimposed on the lower fourth of the screen, along with the phone numbers for voting. (See Follow-up segment.)

Executive Producer Van de Bogart and Assistant Producer Susan Wolf share ideas in a post mortem viewing.



## THE FOLLOW - UP SEGMENT

If the simulation is to be created for both school and home use (day and evening broadcast) the normal broadcast schedule will dictate a one hour format in the evening with a shorter time being dictated by the class period schedules in the daytime.

Another factor which, assuming the first, led us to the use of a follow-up segment was the variation in voting procedures. Mail votes for the schools allow detailed and lengthy discussion in class. Phone votes are necessary for the evening viewer, since his vote must be registered immediately or lost.

Another feature of the follow-up segment in our design was the reporting back of phone-in votes to stimulate more audience participation.

Therefore in our terms the follow-up segment can be defined as a "fill during which phone-in votes are recorded and reported on the air." Perhaps the most important criterion in deciding on the content of the follow-up is that it *cannot contribute information necessary to the simulation*. Since the entire daytime audience will not see the evening broadcast, the content of the simulation cannot be altered in any way by the evening broadcast.

The content of the "fill" (always used in the kindest sense of the term) was a subject of great debate and although the decision was made as discussed below, a list of the alternatives may be helpful.

- 1) live phone-in scene with totals phone numbers, etc.
- 2) unrelated film fill with lower third supers when needed
- 3) discussion of the "issue" of the night — *unsimulated*, with "real" mayors, etc.
- 4) music and voice over announcements over slides of alternatives, phone info, votes, scenes of Namaskeag and Freeboro, etc.
- \*5) "real" discussion of the organization involved in next week's program as a "teaser" for the home audience with appropriate lower third supers.

\*chosen as our follow-up segment

We secured the services of a journalism professor who was not seen otherwise on the program to conduct these interviews. There was no duplicating of personalities in the simulation and the follow-up segments, so that the two would not be confused in the viewer's minds.

Three photos of program one follow-up illustrate the use of the segment as a device for relaying voting information to viewers while the discussion continues. (L-R) Jim Halbe interviews Dr. Johannes Delphendahl and Jim Haag, Maine government experts. All three are faculty at the University of Maine, Orono.



As an example, "fill" after program one was a discussion of the town meeting as an institution in Maine government as a lead in to the next week's simulated "town meeting." Thus we were providing a valuable learning experience for the home viewer while not altering the simulation information. The decision was made to tape these follow-up segments rather than to broadcast them "live" after the tape replay, so that the participants would not be tempted to discuss the simulation at all, having just seen it. Although the "fills" received many complimentary comments, they were perhaps *too* interesting. Possibly some viewers who would have voted did not because of not wanting to interrupt their viewing. This is certainly to be considered if maximum phone input is desired and adequate phone lines exist.

The "fill" after program two consisted of an interview with two canning company executives about the canning industry in real life, how management decisions are made on volatile issues where much public opinion is aroused, and how a stockholder might relate to this process.

Following program three, the Director of the EIC and the Chairman of the EIC were guests, and discussed the function of the EIC in Maine to help the audience gain a perspective as to the following program, when they were asked to play the role of commissioners of the EIC. Incidentally, the preparation of the school audience for this role was part of the teacher's job as outlined in our teacher's guide.

Program four was the simulated EIC hearing and the final program of the *simulation*. Therefore, it seemed appropriate to evaluate the previous programs. Six viewers were selected, who had viewed the previous programs and represented both home and school audiences. They commented on their involvement in the project as individuals and expressed their opinions as to the effectiveness of the "simulation process."

The fifth program was the "live" "real" town meeting of the air and as such had no follow-up segment, although its function was to "follow-up" the entire simulation thus making it the most important follow-up of all. The purpose of the fifth program was, through phone-in participation of viewers with the panel, to relate the topic discussed in the simulation to the real world of economy and ecology in Maine.

Company executives MacDonald and Persinos of Wm. Underwood Co. "tell it like it is" in the canning industry.



## EVALUATION

One of the early errors in the writing of the project proposal was the separation of the enterprise conceptually into two sections—the project and its evaluation. Consequently, when we received funding which would allow us to do the project, but not the evaluation, we tailored the evaluation to fit the available time and staff, rather than the original plan of making evaluation a nearly equal partner with production.

The original intent of evaluation was to not only measure the effectiveness of the television simulation as a teaching tool, but also to study the process in an attempt to arrive at a "formula" which would allow replication. This was to be in the form of a definitive set of guidelines and procedures to be followed in setting up the "viewer active" type of television presentation of a community or area problem.

For purposes of evaluation, we did design the objectives of each program in terms of student behavior. We did ask teachers to conduct their own evaluation of their students before, during and after the process and probably received as accurate and significant feedback as possible under the circumstances.

Evaluation forms were designed and distributed to approximately two thousand of the seven thousand participants. Nearly all were returned. A specimen evaluation is included in the appendix.

Although the student evaluations were largely favorable, they have not been totally tabulated at this writing, but have been studied in some detail relative to the students desire to participate in another simulation and what topics should be considered for future viewer active projects.

A random sample of some 200 of the 2,000 evaluation from students and teachers indicated the following answers to two questions, relevant to this report.

	<i>Students</i>		<i>Teachers</i>	
	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>No</i>
Would you participate again (in a simulation)?	177	23	12	0

Rate the project on a scale of 1 to 10 (low to high):

Most often rated was 8. Only 10% rated less than 5.

In addition, many classes wrote thoughtful letters which lead us to believe that the project was helpful to the school audience.

The one criticism worthy of note is the desire of most students for additional detail other than that given in the programs. Obviously, the limited time available in the program cannot be crowded with statistics without making it uninteresting to the average home viewer. Therefore, an alternate means of distribution of technical detail is needed. Periodic mailings of the *Freeboro Press* or an abbreviated Company Profile of the company or print

materials of this sort will provide such information in future projects. These materials might well be included in the Teacher's Guide, inasmuch as they are available long before air time.

In summary, although evaluation was not what we had hoped, there was sufficient information obtained to cause us to brand the project an overwhelming success and to plan to undertake another simulation as early as possible, this time with evaluation as an important and integral part. Viewer active television, we feel, has a great potential, but this is yet to be proven.

Jane Robbins, who handled the many secretarial duties for the project, begins the job of compiling results of the some two thousand evaluations from students, teachers, and home viewers.



## BUDGET

Because of the variation in budgets from one public television operation to another, this topic will be necessarily treated in general terms.

The out-of-pocket expenses of the project were reasonable and if costs such as materials design, set design, and mailing can be absorbed by a station along with commitment of staff personnel, such a project would be accomplished with a minimal budget. This ability of a station to absorb costs and to commit personnel as an "in kind" contribution will doubtless determine the treatment of such a budget and seeking of outside funding.

A summary of the budget for the project quite accurately represents the final expenditures in total, with slight shifting among categories.

BUDGET ITEMS	FEDERAL SHARE	MATCHING SHARE	TOTAL
Salaries	\$ 6,000	\$10,500	\$16,500
Supplies, printing	4,500	—	4,500
Communications	2,000	—	2,000
Travel	2,000	—	2,000
Equipment, facilities	8,750	5,250	14,000
<b>SUB-TOTAL</b>	<b>\$23,250</b>	<b>\$15,750</b>	<b>\$39,000</b>
Audited overhead		6,463	6,463
<b>TOTAL</b>	<b>\$23,250</b>	<b>\$22,213</b>	<b>\$45,463</b>

## POSTSCRIPT

Certain benefits accrue from every experience. Many of these can be listed under the heading of learning on the part of the producers. Some of these have been listed below as suggestions for future endeavors of this type.

*Follow-up* — The whole idea of following the project up with appropriate articles for magazines, award submissions, and reports was totally unanticipated. One of the by-products of an innovative procedure such as this is the demand for information by other production agencies. Therefore, a composite videotape should be considered. As well, the tapes may be used for viewing by reporters who may wish to use the project to write articles. If the project is successful, an obligation to share with others is a considerable drain on personal time and should be planned in advance.

*Repeat broadcasts* — Although repeat broadcasts are less common today than in the past in public television, the possibility of repeat broadcast should be considered. Thus the home viewing audience will be presented with double the viewing opportunities and the cost effectiveness will be increased. Along these lines a double daytime broadcast may be considered where videotape recorders are not common in the secondary schools.

*Home viewer kits* — These kits, promoted in advance of the series can be mailed to families at their request to facilitate their viewing. This practice will not only provide a valid list of home evaluators, but will also provide the community television station a new group of potential members.

*Telephone facilities* — Temporary phone installations should be considered, depending on local costs, to accommodate phone-in votes. This would be particularly true if the pattern of viewers call-ins has been established before. Many viewers in the project noted that they had to call ten times before their vote was taken.

# Appendix



A certificate, appropriately lettered, was presented to all participants who played roles in the productions or made significant contributions in the research or planning effort. The certificate pictured above was presented to John R. Morison for his management of the MPBN with the flexibility and foresight required for the accomplishment of such a project.

SAMPLE SCRIPT - PROGRAM 3  
 NORTH OF THE NAMASKEAG  
 7:30-8:30 11/18/71

VIDEO	TIME	AUDIO	COMMENTS
Special Announcement Slide - Telefile	0:00	Annocr: The following program is a television simulation. All events are fictitious, etc.	very important; early programs should bring calls from confused viewers as to where, what's happening, etc.
North of the Namaskeag - a television simulation	0:10	The fictitious ACI has proposed locating in Freeboro, Maine, a rural community on the equally fictitious Namaskeag River.....	
Dave with meeting over the shoulder	0:30	This is Dave Platt at the special Stockholder's Meeting of ACI where the board will present the pollution abatement plans of the company. <u>You</u> will be asked to cast a vote as a stockholder of the company, etc.	setting stage and viewers role (completely scripted)
Meeting	1:30	Testimony, discussion debate, etc., interrupted by demonstration, flashback, etc.	content presentation (rough script only)
----- --PROGRAM CONTENT-- -----			
Dave with meeting	37:00	This is Dave Platt. ACI has just presented two plans for pollution abatement. <u>You</u> must select the plan that you as a stockholder prefer...	voice over to this point identical to afternoon broadcast (scripted)
Slide A B	38:30	Annocr: Vote now! These are the alternatives. You must decide as a stockholder and phone in your vote.. If the phone is busy, dial again. Don't forget your vote will determine ACI's approach to the EIC on December 2. Vote now!	in the afternoon another announcement indicated voting directions  afternoon program stops here
Interview set with super vote	39:30	Discussion of EIC Hearing procedures, EIC functions, etc.	phone numbers, appeal for votes, current vote supered
----- --PROGRAM CONTENT-- -----			
zoom close with closing credits	58:30	This has been a televised simulation....by Title I, NEA and MPBN	film close from program 1 - river scenes

## C. of C. to Meet-Decide Position

ember 4 the Chamber of hearing on the Atlantic company's proposed loca- on the north banks of keag River will be held rship will convene to eir official position to o the November 11 meet- e Town Council.

last April when the obilized the highly suc- lean the Scene" campaign, luence concerning deci- local environmental is- been felt.

the "Clean the Scene" citizens of all ages gether to clearaway the bris from the streets ro. According to George President of the Free- ber of Commerce "..... e Scene' was only the of our active involve-

ment in our community's environ- mental affairs."

Asking to comment on the pos- sible tone of the November meet- ing concerning Atlantic Canning, Mr. Eastman declined to give any definite answer but commented, "...the dilemma facing our com- munity is becoming more common every day. The citizens of Free- boro need the jobs that Atlantic Canning can offer. However, the natural beauty of our surround- ings cannot be overlooked or bar- tered for economic gain. Chamber members are anxious to hear from their fellow citizens concerning their feelings toward the pro- posed plant location on the north banks of the Namaskeag River."

"All Chamber members are urg- ed to stand up and be counted at our meeting on November 4."

## Editorial-Citizens Rights-Duties

During the next six weeks the citizens of Freeboro will be cal- led upon to make decisions con- cerning the future of our town. The proposed move by the Atlantic Canning Company into Freeborohas aroused controversy that is im- comparable to any past decisions our town has made. The Freeboro Press urges all fellow citizens to be a part of the decision making process which shall either allow or refuse the building of a canning plant on the north banks of the Namaskeag River.

The Freeboro Press urges all citizens who feel the future of Freeboro is important to attend or follow the events of these upcoming meetings:

- Nov. 4 Freeboro Chamber of Commerce
- Nov. 11 City Council & Public Town Meeting
- Nov. 18 Atlantic Canning Com- pany Board of Direct- ors Meeting
- Dec. 2 EIC Hearing
- Dec. 9 State Town Meeting

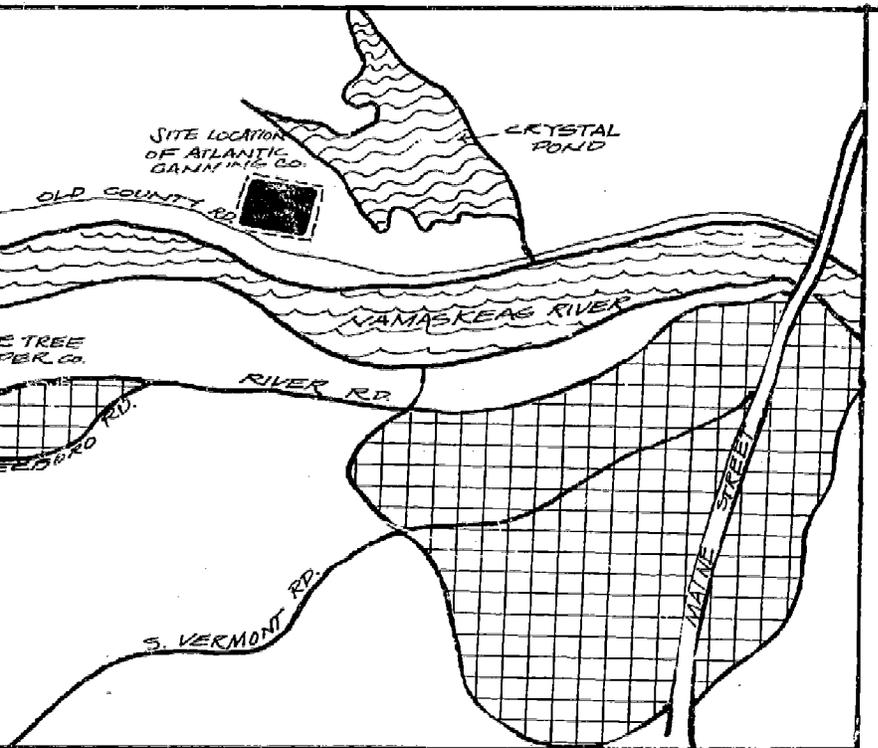
The citizens of Freeboro are facing a decision that will have long range consequences for their town.

To allow the Atlantic Canning Company to locate a plant on the Namaskeag River would:

- a) broaden the tax base of our town
  - b) provide more jobs
- To refuse the canning plant would:
- a) safeguard our environment
  - b) retard industrialization of our town

The choice that must be made are difficult. Those of us who do not depend on industry fore- employment are too easily tempted to oppose the building of the plant. On the other hand, those of us who do depend on industry for employment are too easily tempted to disregard our environ- ment. Since it is the people of Freeboro who will either benefit or regret the coming of Atlantic Canning to the Namaskeag River

continued on page 4



PROPOSED SITE of the Atlantic Canning Company expansion is shown above in relationship to the existing plant Pine Tree Paper Company and the Town of Freeboro. The line shows the route of the proposed pipeline which is to carry water from Crystal Pond to the new facility.

### Maine Public TV Stations to Air Dispute

On December 9, 1971, the Maine Public Broadcasting Network will conduct a Town Meeting of the Air on environmental problems. All four public television stations in Maine will be participating:

- WMEB Channel 12 Orono
- WMEM Channel 10 Presque Isle
- WMED Channel 13 Calais
- WCBB Channel 10 Lewiston

WMEB, WMEM and WMED are all members of the Maine Public Broadcasting Network, licensed to the University of Maine. WCBB is a community public television station which is licensed to Colby, Bates, and Bowdoin Colleges.

John R. Morison of the Maine Public Broadcasting Network commented, "...we hope that the citizens of Maine will be participating in this program. It promises to delve deeply into the current ecological problems that are facing our state."

Odell Skinner of WCBB added, "We are happy to cooperate with the MPBN in this project."

The Maine Town Meeting will be held twice, once for the afternoon viewers and a second time for the evening audience. Both broadcasts are "live" telecasts with audience input both in the studio and by phone.

A TOWN MEETING OF THE AIR to be held on December 9 at 1:00 p.m. and 7:30 p.m. Join in on Channels:

- 12 WMEB Orono
- 10 WMEM Presque Isle
- 13 WMED Calais
- 10 WCBB Lewiston



### Clean Water Group to "Fight to Death"

"I'm deeply distressed at the prospect of a canning plant coming into Freeboro." So stated the irate President of the "Cleaner Water Committee of Freeboro," Mrs John Taylor.

The committee, comprised of citizens of Freeboro, are "...going to fight to the death any attempt to locate a cannery in our small community."

Mrs. Taylor commented that the membership of the committee has risen sharply during the past few months. "We plan to attend the upcoming town meeting en masse in an unified attempt to show the Atlantic Canning Company that they are not welcome in Freeboro. We hope to see all those citizens who care about the future and our way of life here in Freeboro to come to the town meeting to make their feelings known."

### It's Not too Late, NOW!



Atlantic

Students To Oppose Pollution

### School Head Speaks Out

Dr. Charles C. Coon, Freeboro's Superintendent of Schools for the local school district, characterized the upcoming town meeting by the Atlantic Canning Company's plant site as "...an opportunity for your young people to see the workings of democracy firsthand. The Town Meeting is probably the closest example of democracy in action that we will ever see."

Dr. Coon declined to give a personal eye or nay concerning the location of the plant, but commented "...new industry will bring more families into a town. It would be ironic if an industry and a newly acquired populace were the precipitating factors that finally persuaded the Town Council to appropriate the funds for the addition to the high school which has been sorely needed for the past five years."

Asked if he thought an increased school age population would cause great overcrowding problems in the elementary and junior high schools, Dr. Coon replied, "We are just reaching the overcrowded numbers in the lower grades. An influx at this time would certainly not be easily handled with our present facilities. However, here again the town then might face up to the inadequacies of our present facilities and decide to improve them."

Dr. Coon concluded by saying he would be at the upcoming meeting and he hoped to see many of the young people of Freeboro also.

"The adult decision that is reached at that meeting will have affect on the future of our young people more than any other group. At least they will be able to see the process and the people who make that decision. Hopefully, our youth will not come to regret whatever decision we make for them and for Freeboro that evening."

#### THE FREEBORO PRESS

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### Paper Co. Cleans River

Pine Tree Paper's river pollution control program was the subject of a news conference last week at their Freeboro plant. The report avoided highly technical language and was well received by the assembled newsmen representing news media from throughout the state.

The quality of the water in the Namaskeag to be used by the proposed Atlantic Canning Company was said to be substantially higher than when the paper company started their program five years ago. A major factor in this improvement is the reclaiming of chemicals from waste liquids formerly discharged into the river.

This reclamation saves us cash, stated the company spokesman. The chemicals are reused in the processes and do not have to be purchased in such large quantities.

The BOD (Biochemical Oxygen Demand) of the resulting discharge currently released into the Namaskeag is some 85% lower than before the introduction of the new process. The lowering of amounts of chemical discharges greatly increases the ability of the river to cleanse itself.



### Mayor Urges Heavy Turnout

"The members of the Town Council and myself expect to see all our neighbors at the upcoming town meeting," stated Seth Lindy of Freeboro. He went on to say, "...we are all concerned about Freeboro's future...we need more jobs for our people but we also need to preserve the beauty of our town. Thank God we live in a democracy where the people are allowed to decide what they want for their town."

The Mayor said he had not made a final decision concerning the proposed cannery. He commented that "We must not make this decision hastily. There are many factors that must be considered in order to make this decision rationally. We must all come together and discuss the advantages and disadvantages of this move. I am sure that the people of Freeboro realize the gravity of this decision and that is why I am confident of seeing a large turnout for the town meeting."

## Letters to the Editor

The following letters are representative of the many received on the subject of Atlantic Canning's proposed plant location.

Dear Sir:

As a real estate broker, I have had the opportunity to travel around this state a great deal.

I am shocked and outraged at the thought of a canning plant on the shores of the Namaskeag.

Do we want Freeboro to become another mill town? What about our property values? What kind of people would we attract to live in our community? I have seen other small towns in Maine who have sold their landscape and their river for a profit. I believe most of them regret it now.

We cannot let Freeboro deteriorate into an industrial wasteland. I hope we all realize what is at stake here is not merely the pollution of our river, but also a threat to our way of life here in Freeboro.

Yours truly,  
Max Wolf  
Freeboro, Maine

Dear Sir:

I am a stockholder of the Atlantic Canning Company and a summer resident of Freeboro.

During this past summer which I spent in your area, I was deeply distressed to hear that some citizens in the area are against this move. Aren't the economic advantages of this enterprise widened? Is Freeboro so wealthy a town that it can afford to refuse a chance to bring employment and prosperity to its citizens?

I hope that the forward looking people of Freeboro will realize how much they need the Atlantic Canning Company.

Sincerely,  
Mr. Selena Puccalla  
New York, New York

Dear Sir:

I am writing to implore my fellow citizens to attend the town council meeting on November 11 to speak out against the plan of the Atlantic Canning Company to build on the shores of the Namaskeag.

Already, the largest of Maine's rivers, the Androscoggin ranks the third in the country as being the most polluted. How many more rivers must lie before industries are forced to stop their contamination? When will we all realize the gross injustice of sacrificing the lives of our waterways? For the sake of our river and for the beauty of our town, citizens must unite and speak out against this plan.

Come to the town meeting!

Sincerely,  
Jennifer Fontaine  
Freeboro, Maine

Dear Sir:

We have the chance to broaden the base of our town, to help the underemployed find jobs, to give the

economy of Freeboro a much needed boost and how do the citizens react?

Some favorably, for they can see the overwhelming advantages of the canning company locating in Freeboro. Yet, how can some speak against this great opportunity for our town?

We should feel fortunate that the Atlantic Canning Company would come to Freeboro. Let's not fool ourselves. Is the Namaskeag River pure to being with? Of course not. How can we sacrifice the economic advantages of this idea for a river which is already being used by other industries.

Some would have us believe that one canning plant would ruin the beauty of our town and the river which runs through it. This is an overstatement, at best.

This plant will not cause a crisis in Freeboro, but economic stagnation might very well.

Sincerely,  
Mr. & Mrs. Alex Banker

### Service Club Urge Citizens to Speak Out

Jaycees, Kiwanis, Lions and Rotary  
Clubs of the Freeboro Area

### Real Estate Boom: Bust?

Many citizens have expressed concern over the Atlantic Canning Company's proposed move to Freeboro and the effect this might have on property values and investments. One possible real estate consequence of this move was explained by Mrs. Heather Bogart, a broker with Foane & Beam Real Estate, Freeboro's biggest property dealers.

According to Mrs. Bogart, her agency has been planning to develop some of the land on Crystal Pond as a resort area. "Since this business about a canning plant using water from the pond, we have had to suspend all plans for a resort area on this lake."

Mrs. Bogart did not say that the plant would make tourist trade impossible, but she did comment that "...many of the people who come to Maine during the summer come to escape the industrial areas in which they live. It is not likely that they would choose a vacation site similar to the one in which they live all the year around."

When asked if she would be attending the town council meeting, Mrs. Bogart replied "Yes" and added she hoped to see most of her neighbors there also. "It is up to the people of Freeboro to decide how to use the beauty of the natural resources. Change and development must come to our town. The question now is what do we choose to develop in our community. Trade of industrial development? I see the resort trade as being infinitely more advantageous to our citizens and to our community."

## Atlantic Board to Convene

On Thursday, November 18, the Board of Directors of the Atlantic Canning Company will hold a special meeting. The Board must make the final difficult decision regarding their petition to the EIC for the site location in the town of Freeboro.

It is reported that factions have developed within the company as to whether Freeboro is the most advantageous location site. Management spokesmen have reported the main advantages of the Namaskeag River site to be:

- proximity to raw materials
- access to land and water transportation
- availability of labor market

Some stockholders feel that the Freeboro site may cause unfavorable publicity for the company if the river's effluent level rises due to the plants planned operation.

Sources of information close to management indicate there is a growing concern over what appears to be organized opposition to the site location on the part of conservation groups in the area.

The Board of Directors decision concerning the site should be made shortly after that meeting. Representatives will be present at the EIC Hearing two weeks later to give Atlantic Canning's decision concerning the Namaskeag River location site.

### Welcome Atlantic NOW!

Freeboro Unemployed Youth

## Crystal Pond to be Tapped

Production planning experts of the Atlantic Canning Company have outlined their plan for water utilization for the proposed plant in this area. The plant will need a great deal of water in the canning process.

A major advantage of the Freeboro site is the availability of large quantities of fresh water. The river water as it exists is not, however, appropriate to some of the needs for pure water. Atlantic Canning would pipe some water from Crystal Pond to be used in the process.

Some of the discharge from the plant would go into the Namaskeag River which borders the site location. A company spokesman gave no definite estimate of how this might effect the effluent level of the river but commented "We will take all possible steps to avoid unnecessary pollution of the waterway."

## Yesterday the River Today the Lake Tomorrow?

The Clean Water Committee urges you to protect your future. Oppose all polluting industry including Atlantic Canning Company's proposed location here.

## The Question is—WHO and for WHAT?



## EIC Final Decision—Due Dec. 2

On November 11 at the Freeboro Town Hall, citizens will be able to view a portion of the decision making process of the Environmental Improvement Commission.

This Commission, unique to our state, has been in operation for the past two years. Designed to guard against illegal or excessive pollution that would be detrimental to our environment, the EIC has the power to refuse a chosen industrial site on the basis of environmental hazards.

Industry wishing to locate or to expand within our state must file an application of intention, which would include plans for the proposed facility and the location site. Hearings are held in the adjacent community which would be most obviously affected by the new industry. At this time, the Town Council, Chamber of Commerce, community members and industrial representatives may appear before the EIC to plead their various cases.

The Freeboro Town Council's approach to the EIC hearing on the Atlantic Canning's proposal will not be known till after the town meeting is held on November 11. Likewise, the Chamber of Commerce and the Board of Directors of the Atlantic Canning plan to hold their respective meetings on November 4 and 18.

At these meetings, approaches will be voted upon by members in favor or against the proposed location site. These recommendations will be made to the EIC Commissioners in the Freeboro Town Hall. A spokesman in Augusta said the decision of the EIC should be handed down shortly after the meeting in Freeboro but declined to speculate on what that decision might be.

Editorial—Citizens Rights—Duties continued from page 1

shores, it is befittingly the people who will make the final decision. By attending the upcoming town meetings and following the events of other meetings (such as the Board of Directors meeting) a majority opinion will be able to formulate a decision as to whether the Atlantic Canning plant would be primarily beneficial or detrimental to our community.

Much is said today about the inability of government and business to respond to the wishes of the people. During the next few weeks "WE," the people of Freeboro, have the opportunity to let our voices be heard and to be a part of the decision making process. If we do not take this opportunity, we can never complain about "THOSE" people who either allowed or refused the building of a cannery.

"WE" are "THOSE" people!

## Paper Workers Welcome Atlantic

A labor spokesman for Local 375 of the Federated Paper Workers of Pine Tree Paper Company declared yesterday that he would urge his fellow union members to welcome the Atlantic Canning Company's proposal to build a plant in Freeboro. "Many men have been laid off in a one-mill town? Another industry in Freeboro would be able to employ those who have to be turned away. Pine Tree officials here at the paper mill have enjoyed their industrial monopoly long enough. It's time to bring another industry in and see how they approach labor relations."

When asked if he thought Atlantic Canning would offer greater financial benefits, the union member stated "...we might see the beginning of a 'rate war' in which Pine Tree and Atlantic Canning would have to compete with each other for the best workers in Freeboro. As working men, we should support this healthy competition and hope that we would at last come to be treated as indispensable members of the industries we serve."

## Youth Assert "Student Power"

"STOP" will be recruiting students from Freeboro to aid in the fight to bar the Atlantic Canning Company from building a plant in this area. Sara Smith, President of "STOP," the Students to Oppose Pollution, stated at a rally held at the proposed plant site.

"Students are often the catalysts in community movements these days. We are

hoping that the students of Freeboro will rally together in support of the STOP position. We believe that the ultimate effect of the Atlantic Canning Company will be to bring our environment one step closer to oblivion. The short range advantages of this canning plant in our community are by far offset by the threat it poses to our environment."

Miss Smith said that members of STOP were planning a door-to-door campaign to drum up support for their position.

"Eventually we would like to see STOP become part of an effective coalition designed to lobby for environmental protection policies. However, for the time being we are concerned only with one thing and that is the Namaskeag River. Saying 'No' to Atlantic Canning is essential to the future of Freeboro and the Namaskeag River."

## Fight the River's Death

Conservation Clubs of  
the Namaskeag Valley

## Tax League—"Pro" Location

"The Freeboro Taxpayer's League is one hundred percent in favor of Atlantic Canning's locating in Freeboro." So said Mark Allan, President of the League.

Allan, a native son of Freeboro and longtime spokesman for lower taxes in the town, explained the stand of the League after a special evening dinner meeting held at the Hotel Freeboro on Nov. 1, 1971. He pointed out the desire of the League members to see the tax base of the community grow.

"The coming of the canning company to Freeboro," he continued "will bring smaller businesses and housing starts as well as the taxable property of the company itself."

When queried on the ecological issue, Allan, a local druggist, replied "We are all aware of the concerns of the environmentalists but that is a secondary factor if compared to the needs for growth in Freeboro."

"The League stresses the need for a continuance of the pressure for economy in government even if a new industry does come to Freeboro," Allan concluded.

He added that the League would be represented at every public meeting to be held to urge the approval of the Freeboro site for Atlantic Canning's new plant stating, "If the plant is going to be built in the area, we ought to do everything we can to bring it here."

U. of M.—Alumni Hall  
Orono, Me. 04473

STUDENT EVALUATION

This project was designed to assist you in learning about the complexity of environmental issues and our system for resolving some environmental controversies.

Please cooperate in evaluating what we (and you) have done with this project so that we can make further use of the simulation technique more effective.

Your serious thought and response to these questions will be a valuable contribution and much appreciated by the NORTH OF THE NAMASKEAG personnel. Thanks.

Erik Van de Bogart  
Executive Producer

Did the project appeal to you?	YES ( <input checked="" type="checkbox"/> )	NO ( <input type="checkbox"/> )
Did you like the idea of a fictional situation?	( <input checked="" type="checkbox"/> )	( <input type="checkbox"/> )
Did voting make you feel more involved?	( <input checked="" type="checkbox"/> )	( <input type="checkbox"/> )
Do you realize that your vote <u>did</u> count?	( <input type="checkbox"/> )	( <input checked="" type="checkbox"/> )

Circle your favorite program of the simulation.

(1) Newscast (2) Town Meeting (3) Stockholders Meeting  
(4) EIC Hearing (5) Live Town Meeting

WHY: The people of the street made it important. I am a common person & stick up for the opinions of these people.

Did you assume the roles of council member, stockholder, etc., and vote accordingly? () ()

Which role did you find most difficult to play?  
(chamber member, council member, stockholder, commissioner) (NONE)

WHY? they all seemed the same

Did you begin to believe that Freeboro actually existed? () ()

Did the programs seem real to you? () ()

Did you learn about governmental process? () ()

Did you learn about the EIC? () ()

Did you learn about economics vs. environment? () ()

On a scale of 1 to 10 how do you rate the whole NORTH OF THE NAMASKEAG project? Please circle 1 2 3 4 5 6 7 8 9 10  
(pocr) (excellent)

Can you give suggestions as to what should have been done differently? more public opinion & the officials should have knowledge

Would you like to participate in another simulation? () ()

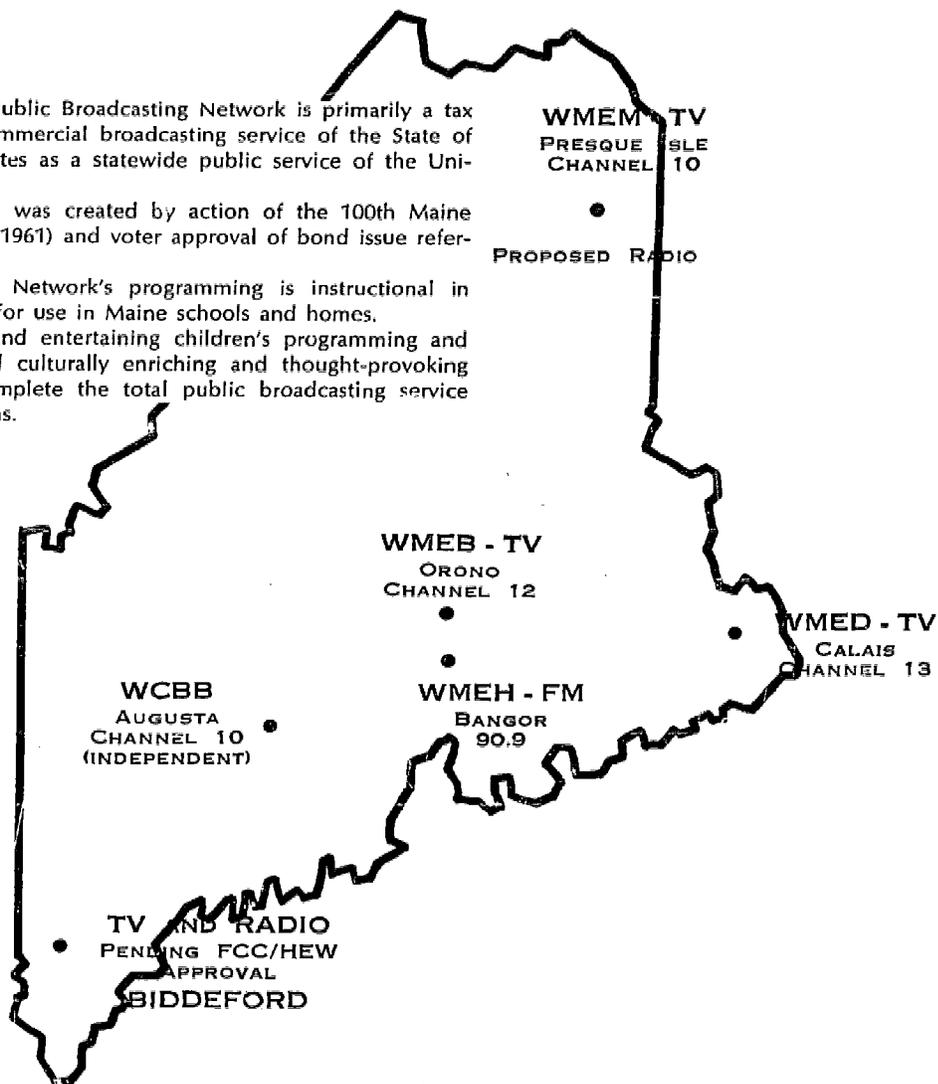
What topics would you suggest for future simulations?  
drug education, the depressed negro, slums in Maine, the migrant farm worker, nuclear warfare, Vietnam war, alcoholism.

The Maine Public Broadcasting Network is primarily a tax supported noncommercial broadcasting service of the State of Maine and operates as a statewide public service of the University of Maine.

The Network was created by action of the 100th Maine State Legislature (1961) and voter approval of bond issue referendum (1962).

75% of the Network's programming is instructional in nature, designed for use in Maine schools and homes.

Educational and entertaining children's programming and public affairs and culturally enriching and thought-provoking programming, complete the total public broadcasting service to Maine's citizens.



## MAINE PUBLIC BROADCASTING NETWORK

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