

\$5-Million in TV Grants to Be Awarded in January

WASHINGTON

The Corporation for Public Broadcasting will award in January the first \$5-million of what will eventually total \$150-million in grants for projects designed to expand the use of telecommunications and other nontraditional media in higher education.

Plans for the first stage of the 15-year program, financed by a gift from Walter H. Annenberg, publisher of *TV Guide*, were announced last week. Proposals for the January grants must be submitted by November 2 to the "Corporation for Public Broadcasting/Annenberg School of Communications Project."

The second \$5-million will be distributed in July, 1982. Proposals for those grants must be submitted by April 5, 1982.

Robben W. Fleming, who stepped down last week as president of the corporation but will serve as director of the Annenberg project until the end of the year, said grants would be awarded for two types of projects:

- ▶ Those designed to develop "high-quality, college-level materials that would be used by existing institutions, generally but not exclusively for baccalaureate-degree credit."

- ▶ Those that "demonstrate the use of telecommunications systems for addressing unique higher-education problems."

Corporation officials said no decision had been made on how many grants would be awarded or on what the average size should be.

Mr. Annenberg first announced plans for the project almost two years ago, with the idea that the money would be used to develop an actual university offering baccalaureate degrees to adults who could not or did not wish to attend a residential college or university.

However, after nearly a year of

study by a committee headed by William J. McGill, former president of Columbia University, the plan was revised to focus on the development of materials that could be used by existing institutions.

Mr. Fleming said, "The target audience for such materials is the student oriented toward college-credit courses who, for one reason or another, has not had a chance to enroll in these kinds of studies at a residential institution."

Mr. Fleming's successor at the corporation is Edward J. Pfister, former president of the Public Communication Foundation for North Texas. The corporation's board of trustees formally named Mr. Pfister to the post at a meeting this month.

Information about procedures for applying for the Annenberg grants is available from the C.P.B./A.S.C. Project, Corporation for Public Broadcasting, 1111 Sixteenth Street, N.W., Washington 20036.

—MALCOLM G. SCULLY