



Seeing is Believing

The Role of Educational Television in Israel

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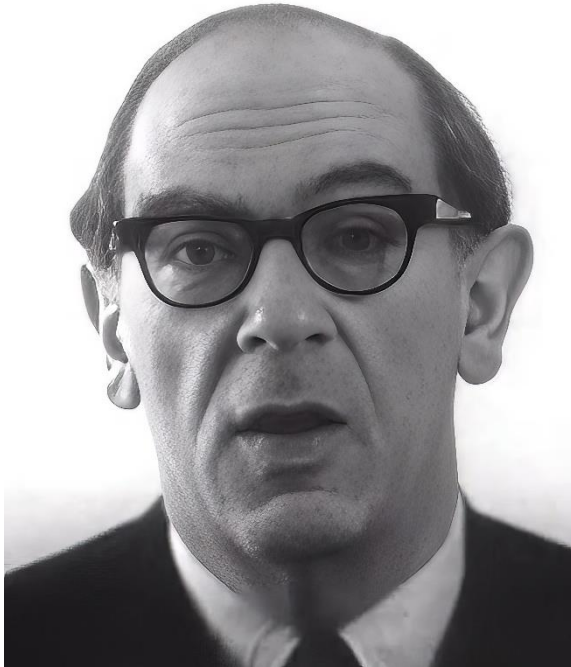
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Seeing is Believing

The Role of Educational Television in Israel

These remarks by IB are part of a 50-minute film produced by the Instructional Television Trust (ITT), which was broadcast on 24 March 1966 in Tel Aviv to the dignitaries attending the 'festive opening' of Instructional Television, set up by ITT to create educational television for Israel. The full film can be viewed in Israel on [YouTube](#).



Screenshot courtesy of Kan Broadcasting Corporation

SEEING is believing. Television is an enormously powerful instrument, as everyone knows. Where speeches and newspapers reached hundreds of thousands of people, the radio and television reach hundreds of millions. Leaders in all kinds of spheres of existence, in politics and in the arts and everywhere else, are made

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and unmade by it. In the hands of unscrupulous and ruthless people, or people of low intellectual standards, it can do untold damage. In the hands of civilised and high-minded people, it can do a vast amount of good.

It's an enormously powerful instrument of almost unexampled and hitherto still uninvestigated powers. In the case of educational television, some of these dangers are not present. In the hands of scrupulous, high-minded, civilised people who really have an educational aim in view, it can do an immense amount of good, more than has ever been possible before in the whole history of mankind.

In the case of Israel I feel optimistic. I feel that among the Jews there never has been any degree of fear of the intellect, fear of ideas, fear of knowledge. And although the amount of knowledge has vastly increased, and it's extremely difficult to select and know what to do, yet it seems quite clear that in a community which has been traditionally inclined towards knowledge and a life founded upon knowledge, this task must be easier. Israel consists of people who have come from all four corners of the earth, and there is no instrument so far-reaching and so capable of promoting integration and civilisation and the creation of proper values as television, and in particular educational television. For this reason, I genuinely and sincerely predict a great and constructive future for this new instrument, and congratulate those who have made it possible.

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