THE AMERICAN PUBLIC RELATIONS ASSOCIATION

1958 SILVER ANVIL AWARDS COMPETITION

Entry

C H A L L E N G E

Category

Educational Institutions and Organizations

Milwaukee School of Engineering

1025 North Milwaukee Street, Milwaukee 1, Wisconsin

C H A L L E N G E, Milwaukee School of Engineering Entry
1958 Silver Anvil Awards Competition
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PROJECT: C H A L L E N G E, a weekly television program produced by the Milwaukee School of Engineering, presented by WISN-TV, in cooperation with twelve Milwaukee area industries, from October 5, 1958 through December 28, 1958.

OBJECTIVE: The purpose of the Challenge series was to portray career opportunities for engineers and engineering technicians in electrical and mechanical fields, to achieve a better understanding of technical personnel requirements by the general public and to enlighten young men considering these semi-professional and professional careers.

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PROGRAM FORMAT *: The program usually opened with an attention getter, some interesting product from the specialized area setting the basis for the discussion. The story was then developed by the participating personnel who used products, film clips or photographs as visual aids, in order to provide brief background information concerning a specific field.

A closing discussion was often in the nature of an advisory panel, pointing up the need for proper academic preparation, 1) basic education in high school including english, science and mathematics, and 2) specialized technical institute training for engineering technician careers, and 3) collegiate programs in electrical and mechanical engineering.

* Please see copies of script outline for each program included as exhibit "A".

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PROCEDURE: Individual programs were prepared on the following cooperative basis. Station WISN-TV provided public service time; the Milwaukee School of Engineering contributed planning and coordination of programs; and twelve local industries provided guest experts and visual aids. In this way, expense of the program was shared and kept at a minimum for each.

An informal discussion type presentation evolved as the format, including several participants and a moderator. The participants were guest experts from industry and the Milwaukee School of Engineering. Products, film clips or photographs were used as visual aids.

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PARTICIPANTS IN FALL SERIES

Allen-Bradley Company

AC Spark Plug Division
General Motors Corporation

Controls Company of America

Harnischfeger Corporation

General Electric Company
X-Ray Department

Milwaukee School of Engineering

Evinrude Motors Division
Outboard Marine Corporation

The Falk Corporation

The Ladish Co.

A. O. Smith Corporation

Allis-Chalmers Manufacturing Company

Ampco Metal, Inc.

The Wisconsin Telephone Company

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PROGRAM SUBJECTS *

October 5 - Quality Motor Control

12 - Missiles in SpACe

19 - Controls That Make Modern Living Possible

26 - Through the Air Material Handling Equipment

November 2 - X-Ray in Harness

9 - Radiating Productivity

16 - The Outboard Grows Up

23 - Gears

30 - Forgings Mark Progress

December 7 - Through Research . . . A Better Way

14 - Power for a Growing World

21 - Bronze - Yesterday's Metal Meets Tomorrow

28 - Communications

* Please see program descriptions included as exhibit "B"

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EVALUATION: Public reaction has been most gratifying. A better understanding of the engineering technician and specific occupations in electrical and mechanical technology has been achieved in the Milwaukee area.

Typical examples of evidence are:

1. The series has been extended for another period of thirteen weeks by WISN-TV.
2. A board member alerted a high school principal to watch the series.
3. Over 50% of the employees of one company viewed the program, according to an opinion survey.
4. Inquiry has been received from a well-known university concerning the series.
5. Publicity was carried in the local press, and local and national engineering publications.
6. Film preparation of selected programs is currently under consideration for further distribution.

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GENERAL BACKGROUND INFORMATION*

OUR TECHNOLOGICAL TEAM

"The technological team of the United States includes several types of technical personnel: the professional, namely the scientist and engineer; the semi-professional, the scientific and engineering technician; and the craftsman, which includes the artisan. To meet the demand made by technological advances, modern nations world-wide, including the United States, need to develop increasing numbers of personnel in each of these categories each year. The shortage of graduates in the sciences and engineering calls for a critical review of all phases of the educational processes which develop this personnel. We are here concerned, however, only with supporting technical personnel to the professional scientist and engineer. . ."

. . ."The crucial need, however, is for scientific and engineering technicians who have sufficient formal higher education and training of collegiate level to communicate successfully with the professional scientist or engineer in carryong out technical work and who are men capable of assuming the responsibilities of a scientific and engineering technician."

RATIO OF ENGINEERS TO ENGINEERING TECHNICIANS

"Any engineer-technician ratio must vary widely due to the variation of work tasks within the profession and industry and the wide range of requirements from industry to industry. While opinions differ, many of the experts who presented information to the Task Force, and later to The President's Committee, indicated their belief that a desirable ratio of scientific and engineering technicians to scientists and engineers might be as high as 3 to 1. They based their opinions on the fact that technicians are now used in research, development, design, production, sales, installation and service. Whatever the ratio should be, it is clear that a substantially greater number of scientific and engineering technicians could be usefully employed in our economy and national defense each year."

* Excerpt - Final Report (1/15/58) to The President's Committee on Scientists and Engineers from the Working Committee for the Development of Supporting Technical Personnel