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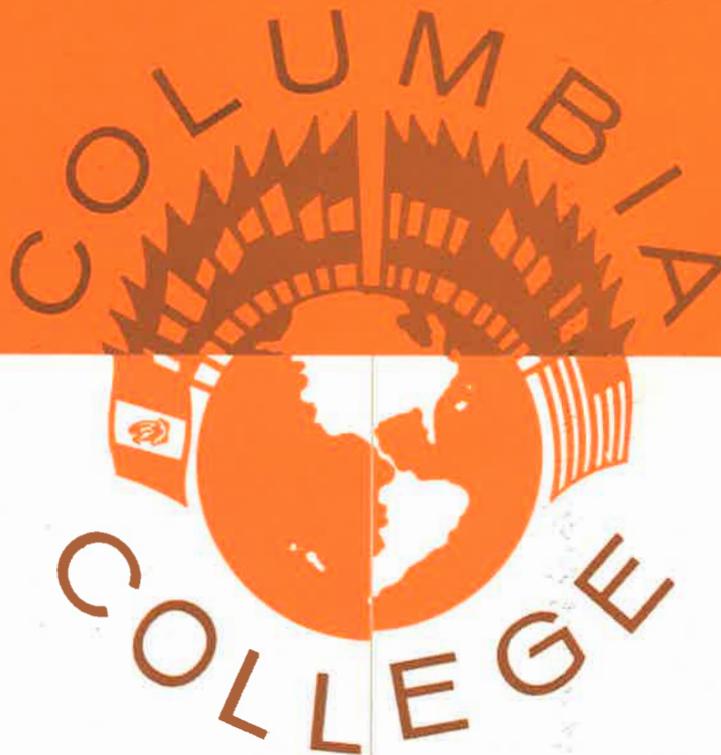
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A CASE HISTORY

A Pioneer Inter-American Education Project for Progress

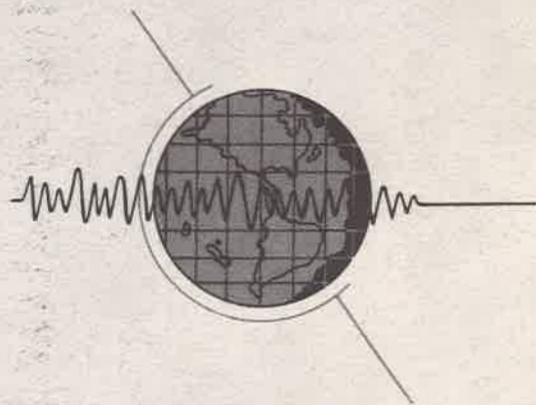


FUNDADO EN 1950 . . . (12 años de progreso)



Bajo la inspiracion y ejemplo de nuestra institucion patrocinadora, Columbia College of Chicago, Illinois, U.S.A., tenemos el proposito de equipar y entrenar especialistas de habla espanola para que dirijan la operacion y desarrollo de la television en la America Latina y aceleren los beneficios culturales y educativos, por esos medios asequibles, a todos nuestros pueblos americanos, del Centro, Norte y Sur.

FOUNDED 1890 . . . *The Seventy-Second Year*



A college of special concentration on Creative Arts and Techniques of mass-communication for students whose interests and career goals center on these fields of unique social and cultural consequence.

COLUMBIA COLLEGE

207 SOUTH WABASH AVENUE • CHICAGO 4, ILLINOIS • WA bash 2-6762

FOUNDED 1890

A Report of a unique educational program initiated and conducted in Mexico by *COLUMBIA COLLEGE, CHICAGO, ILLINOIS*, in cooperation with Latin American broadcasters, to accelerate the development of television and other mass-communication facilities throughout the Americas.

A Case History

Today, some 75-plus television stations and supporting industries operate in Latin American countries. (An industry soon to double its proportions, reckoning by new projects already formally underway.)

OF THE LEADERS CHIEFLY RESPONSIBLE FOR CREATING AND ADMINISTERING THE PROGRAMMING AND PRODUCT OF THIS TELEVISION INDUSTRY, A MOST IMPORTANT NUMBER ARE GRADUATES OF A COLLEGE FOR ADVANCED COMMUNICATIONS STUDY LOCATED IN MEXICO CITY: "COLUMBIA COLLEGE PAN-AMERICANO, S. A." THIS UNIQUE INSTITUTION WAS DEVELOPED BY COLUMBIA COLLEGE, CHICAGO, ILLINOIS.

This permanent College in Mexico annually graduates approximately 100 mass-communication specialists for creative and operational roles in telecasting. It began as the original Education Center established by Columbia College of Chicago, Illinois, to prepare a task force to staff the infant television industries of Mexico and Latin America, in the year 1950.

Toward the close of the 1940's, Latin-American countries found themselves facing a common problem as they contemplated the "arrival" of the television age on the North American continent. Though radio broadcasting was extensively developed in Central and South America, television presented formidable difficulties. The lack of competent personnel to staff a television industry in Latin America was most crucial. Moreover, the new industry was reluctant to import wholesale staffs to operate such an influential cultural, educational and national instrument.

Early in 1950, representatives of La Asociacion Interamericana de Radio Difusion, Telesistema Mexicana, S.A., Radio Programas de Mexico, y La Asociacion Nacional de Locutores sought an appropriately experienced United States source for help in solving their unusual educational problem. Impressed by the number of its graduates prominent in the United States' broadcasting industry, in Communication Arts Education and its development of practical curricula in mass-communication, these emissaries approached Columbia College.

The spokesmen were anxious to accomplish an operating television industry throughout Latin America within the shortest period of adaptation. Their need: an educational center to train the initial technical and creative personnel and an educational plan which would be decreasingly dependent upon North American guidance. Apart from their determination to quickly develop an educational program to be conducted in Latin America under the aegis of persons of their own countries, the Associations had no plan. There were no facilities. No physical plant. No trained staff of instruction. No scheme for selecting students. No funds to operate a project.

The original disposition of Columbia College was not entirely sanguine. Such a project would be expensive, demanding and experimental. The College conceded its peculiar responsiveness to the social and cultural aspirations of the Latin American countries, particularly as these might be advanced by effective use of new mass-media. The Latin spokesmen were asked to show specific applications of a developed television facility of direct welfare, educational, cultural and entertainment benefit for the Latin American community. A review of this program revealed the immediate cultural and social gains which might be achieved and a potential meaning for closer community among all peoples of the Americas. Convinced, the North Americans were ready to assist "in every way consistent with our special purpose and experience."

Finally, a comprehensive blueprint was drawn by the College for a practical "Pan-American Television Training Project" -- the machinery critical to the rapid development of a mature television industry. On this basis, the Board of Trustees of Columbia College made the initial appropriations and designated College personnel to develop and carry out the plan. Subsequently, the trustees appropriated the additional thousands necessary to sustain the project.

The initial stage of the project provided two fellowships for the study of special teaching techniques, course content and college administration. These were awarded to: Ing. Guillermo Gonzalez Camarena, of Mexico, the internationally renowned communications engineer; and Roberto Kenny, one of the most respected creative names in Latin American broadcasting. After the training of these "master teachers" at the College in Chicago was completed, all succeeding stages of the program were conducted in Mexico City.

Meanwhile, the College obtained a generous contribution of television studios and facilities, then being readied for first telecasting, from Don Emilio Azcarraga, President of XEW and the premier figure in the broadcasting and theatrical industries of Latin America.

The first student body was selected by the Camara Nacional de La Radio Difusion. They screened and chose candidates from among the leading ranks of existing Latin American broadcasting, entertainment, Education and news media.

The one-year course of study was conducted on a tuition-free basis. All expenses of the program, including teaching and administration, were sustained by the funds appropriated by Columbia College.

These first classes provided the nucleus of trained television executives for Latin America -- the first goal of the project.

By 1957, the remarkably expanded Mexican and South American television

facility was already demanding great numbers of specialists in all areas of the industry. This invoked the second stage of the project.

Columbia College proceeded to organize (in Mexico City) a full scale specialized college program centered on the arts and techniques of mass-communication. A two-year curriculum was developed. A faculty and administration engaged and trained. Administration procedures were designed. Equipment and facilities were acquired. A new building obtained and outfitted as a permanent location of the College. Public Relations, advertising and student recruitment programs established. Texts and instructional materials were designed.

More than 2,000 enrollment applications were received, and in February, 1957, the new College opened with a select enrollment of 350 students representing every Latin American country. At a special diplomatic reception in Mexico City, Ambassadors and ranking officials of fifteen Latin American nations and the United States saluted "Columbia College, Pan - Americano, S. A."

Columbia College's directing role was nearing an end. An industry affecting the lives of millions had been importantly, perhaps decisively, served. A significant educational program and permanent institution had been achieved. Particularly important, the original concept of a national character for an institution and an industry had been perfectly preserved.

At the encouragement of Columbia College, the Mexican Association of Broadcasters and Televiscentro appointed a Board of Trustees to superintend their College. The strong fraternal ties between the College in Mexico and its parent, Columbia College, Chicago, Illinois, U. S. A., endure -- with the strength conferred by cooperative achievement realized in the genuine spirit of service.

* * * *

Professor Ramon Caceres, formerly Minister of Education of San Salvador, has been Director of "Columbia College Pan - Americano, S. A." since 1957. Ing. Miguel Pereyra, Chief Engineer for Televiscentro, Mexico City, is Chairman of the Board of Trustees appointed by the Mexican Association of Broadcasters. Accredited by the Mexican Ministry of Education, the College's "Associate Degree" program consists of two years of specialized education.

Columbia College Panamericano is located at Abraham Gonzalez 49, Mexico City 1, D. F., Mexico.