



MINISTÉRIO DA EDUCAÇÃO E CULTURA  
INSTITUTO NACIONAL DE ESTUDOS PEDAGÓGICOS

*Fazer Pasta*

*Setor Audio-Visual  
60*

*CF. 1343*

Rio de Janeiro, *28* de *dez.* de 19 *60*

Mr. Charles F. Shuller, Ph. D.  
Professor of Education  
Director of Audio-Visual Center  
Michigan State University  
U.S.A.

Dear Dr. Schuller:

I was very pleased to have your letter of November 7, with news of what you have achieved after your visit to Brazil.

I share your hopes regarding the São Paulo Audio-Visual Center as an important factor for the improvement of Brazilian education, and I appreciate the interest with which you have been participating in the initiative. Your news are really encouraging. I hope that we will accomplish much in our joint work.

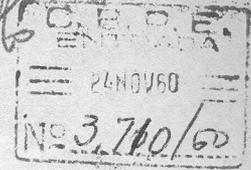
As for the increase of the budget, regarding staff, I am quite willing to do whatever depends on me. Brazilian budgets for each fiscal year are approved in the second semester of the previous year, and the needs for each year must be estimated in the beginning of the year. Our needs for next year have been considered in our 1961 budget already approved.

Sincerely yours,

Anísio Spínola Teixeira  
Director

*Anísio Spínola Teixeira*

MICHIGAN STATE UNIVERSITY  
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING



AUDIO-VISUAL CENTER

November 7, 1960

to Insp:

1. F. S. Lucia
2. Copia a Fernando de Azevedo
3. Program reports  
Em. 25/11/60

Insp  
to Paulo  
24. XI. 60  
[Signature]

Dr. Anisio Teixeira, Director  
Instituto Nacional de Estudos Pedagogicos  
Ministry of Education  
Rio de Janeiro, Brazil

Dear Dr. Teixeira:

Although somewhat belatedly, may I express again the very real personal and professional pleasure it was to meet and confer with you last month in Rio. Since my return late in September, I have had to be away from the office on two extended trips and am just now beginning to catch up on accumulated work.

One outcome of my visit to Brazil is a conviction that the Audio-Visual Project can make a significant contribution to the improvement and in Sao Paulo, are excited over the prospect of working cooperatively with INEP and CRPE/SP to assure that the new Audio-Visual Center will in fact develop into a dynamic teacher education and service center for the schools of Sao Paulo.

I am sure that you will be interested to hear of some of the recent developments here with respect to obtaining the cooperation of major film producers in the provision of useful film materials for Sao Paulo. Encyclopaedia Britannica Films, Coronet Instructional Films, and McGraw-Hill Text Films have all agreed to provide negatives of any of their films or filmstrips to the Project at one-third of cost and to permit our production unit to put a Portuguese soundtrack on any films selected. We are then permitted to make up to 15 prints of the films for use in the State of Sao Paulo without royalty payment to the producer. Prints beyond the initial 15 would be provided by the producer at a price discounted from his regular sales price.

By the end of two years, it is hoped that approximately 300 titles will have been made available to the schools of Sao Paulo on the above basis. In effect, this will mean the provision at United States prices of a film and filmstrip library worth in excess of Cr. \$ 50 million at a very small fraction of that figure.

Dr. Anisio Teixeira

November 7, 1960

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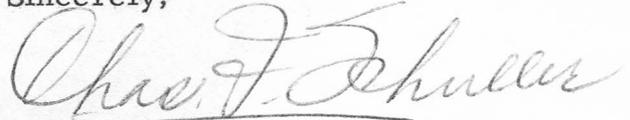
Considering the high cost of these educational materials, I feel that these arrangements represent a significant boost to the Project. At the same time, I recognize that full application of these and similar materials will involve an earlier increase in staff and funds than might have been anticipated initially. I sincerely hope that I have not moved too rapidly on this aspect of the work and that the Project can be adjusted to absorb this unforeseen breakthrough.

Knowing something of the extensive demands constantly being made of educational leaders for support of worthy projects, I fully understand the need on your part for careful consideration and evaluation of all new activities when allocating resources. We are confident, however, that investments in instructional materials projects such as the one you have undertaken in Sao Paulo will pay sound educational dividends.

Again I would reiterate our keen interest in working jointly with your office and with the Sao Paulo Regional Center and our desire to work with maximum effectiveness in the interests of better instruction for Brazil.

I look forward to my next visit to the Project at which time I would hope to have the pleasure of meeting again with you personally. In the meantime, I would welcome and appreciate an expression of your views regarding our progress to this time.

Sincerely,



Charles F. Schuller, Ph. D.  
Professor of Education  
Director of Audio-Visual Center

CFS/rm