SPECIAL REPORT OF COMMITTEE ON RADIO-TELEVISION

On August 28, 1956, the Executive Committee of the Committee of Thirty directed that the report of the merger sub-committee on radio and television be referred to a special committee consisting of the chairman of the Radio and Television Committee of the University of Wisconsin-Milwaukee, the chairman of the Radio and Television Committee of the University of Wisconsin (Madison), the Provost, the Director of WHA and the Director of the Extension Division for study and report. The special committee framed and adopted its report on October 2, 1956. In the meantime, the Executive Committee of the Committee of Thirty completed its work with the publication of "A Summary Report of the Actions leading to the Establishment of the University of Wisconsin-Milwaukee," dated August 28, 1956. Together with other unfinished business of the merger process, the report of the special committee on radio and television was referred to the administration of the University for action.

A Radio-Television Committee was authorized by the UW-M Faculty on November 8, 1956. This Committee has reviewed its scope, composition and authority and has studied the reports of the Committee of Thirty sub-committee and of the special committee on the subject of broadcasting activities at the University of Wisconsin-Milwaukee. This Committee’s report was formulated during the past year and following approval by the UW-M Administrative Committee, was presented to the University Administrative Committee at Madison. The following statement was given final approval by the University Administrative Committee on August 13, 1957 and supersedes previous actions on this subject:

THE UNIVERSITY OF WISCONSIN-MILWAUKEE

Radio and Television Committee

Statement of Authority and Responsibility

Foreword

Recognizing the essential role of communication in the educative process and the special opportunities and obligations presented by the mass communications media of radio and television, the University of Wisconsin-Milwaukee herewith sets forth certain principles and procedures for guidance in dealing with these media.

I. Faculty Committee

A. Membership

1. Ex-officio: The UW-M Coordinator of Radio and TV; the Director of the News Service (UW-M); the Extension Division Radio-Television Producer; and the Director of Audio-Visual Services (UW-M).

2. Six members of the faculty appointed by the Provost.

B. The general responsibility for all radio-TV activities of the University of Wisconsin-Milwaukee shall be vested in the Radio and Television Committee:
1. To define policies and procedures relating to the radio and television activities of the UW-M Faculty, staff, and organized student groups, carried on in the name of the UW-M.

2. To stimulate research in various aspects of radio and television development.

3. To inform the staff about classroom utilization of radio and television.

4. To explore ways in which radio and television can be used to extend the educational advantages and benefits of the institution.

5. To coordinate courses of instruction in radio and television within the institution.

6. To maintain liaison with the Radio-Television Committee of the University of Wisconsin (Madison) on all matters of common interest.

7. To consider the means of making appropriate work-load adjustments for faculty members engaged in special and continuing broadcasting activity for the institution.

8. To set standards for all programs broadcast in behalf of the institution.

9. To submit to the Provost an estimate of the funds needed to carry on the radio-television activities of the University of Wisconsin--Milwaukee.

II. Coordinator of Radio and Television, UW-M

There shall be established a Coordinator of Radio and Television for the University of Wisconsin--Milwaukee, (at the present time a part-time position.) This officer, professionally qualified and having faculty status at UW-M, shall be appointed by the Provost after consultation with the Radio-Television Committee. The Coordinator, in addition to advising said Committee, shall be administratively responsible for implementing the policies and programs authorized by the Radio-TV Committee including the coordination of all radio and television activities of the University; except that, the Coordinator shall have no responsibility for the personal appearances and spot programs which are of a public relations nature.

III. Services of the University of Wisconsin Extension Division in Milwaukee

Within the framework of this document, systematic course instruction on the air, credit or non-credit, shall be a function of the University of Wisconsin Extension Division. Subject to the broad policy control of the University of Wisconsin--Milwaukee Radio and Television Committee, the Extension Division shall provide the administrative and budgetary support for the broadcasting of instructional programs growing out of the resident departments and involving the use of UW-M personnel.

IV. Extension Radio-Television Producer

A qualified member of the faculty of the University of Wisconsin--Milwaukee assigned part-time to the University of Wisconsin Extension Division, shall have administrative responsibility for all Extension Division radio and television programs broadcast in Milwaukee, whether developed locally or in other units of the University. This producer shall work closely with the UW-M Radio-Television Coordinator, the Extension Division statewide coordinator of radio and television, the program coordinator of the State Radio Council, and the Staff of the State Broadcasting Service.
V. **Recommended Procedures**

To promote a full, effective interchange of information and service, it is recommended that:

1. The Radio-Television Committee of the University of Wisconsin--Milwaukee and the University Radio-Television Committee (Madison) shall be represented at each other's meetings when possible.

2. The Coordinator of Radio and Television, UWM or a member of the UWM Radio-TV Committee shall be encouraged to attend meetings of the State Radio Council in order to maintain direct and continuing contacts with Council developments.

3. Broadcasts developed in Milwaukee shall be available for general distribution where possible throughout the state through the University Extension Division Coordinator of Radio and Television.

**COMMITTEE ON RADIO-TELEVISION: (1956-57)**

M. Bayley, ex officio  
V. Brorson  
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