
I. The general responsibility for all Radio-TV activities of the University of Wisconsin-Milwaukee is vested in the Radio-Television Committee. (AS 5.219, p. 32).

II. Committee Activities:
   A. Professor Shannon and Professor Borger, members of the Radio and Television Committee, prepared a report on instructional television for an Administrative Committee sub-committee appointed by Provost Klotsche. The Radio and Television Committee discussed and made recommendations concerning this report. (Copy attached)

   B. The Radio and Television Committee continued discussion of the possibilities and problems associated with the utilization of televised instruction on the University of Wisconsin-Milwaukee Campus. These discussions included:

   1. the development of the television facilities located in the Fine Arts Building (Audio-Visual Center)

   2. the development of credit courses offered via television using the facilities of WMVS-TV or commercial television stations

   3. the utilization of college courses developed by Continental Classroom, College of the Air, and the Midwest Program on Airborne Television Instruction

   C. The Radio and Television Committee met with the Administrative Committee sub-committee for an informal discussion of:

   1. the State Coordinating Committee Plan for educational television

   2. problems associated with the organization and administration of radio and television activities at UW-M

   D. The Radio and Television Committee met on two occasions with the Administrative Committee sub-committee and other University representatives concerning the development of an FM radio station for UW-M.

   E. The Radio and Television Committee, as presently constituted, wishes to reaffirm the significant role of the Committee in representation of the facility in the continuing study of the proper form and direction of radio and television activities at UW-M.

III. The following programs were broadcast in whole or in part during the period April 1, 1962 to April 1, 1963. (More complete descriptive brochures or announcements are included in the complete report filed with the Secretary of the Faculty.)

   A. Challenge to States' Righters -- 13 programs on WITI-TV, Channel 6, March-June, 1962.
   B. Research and the Teacher -- 13 programs on WITI-TV, Channel 6, September-December, 1962.
   C. Men and Machines -- (adapted from UW-M Freshman Forum, Spring, 1963), 9 programs on WITI-TV, Channel 6, March-April, 1963.
   E. Philosophy 300-TV -- American Ideals and Institutions -- 10 programs on WMVS-TV, Channel 10. (Also broadcast on WHA-TV, Madison) February-April, 1963.

THE RADIO-TV COMMITTEE

R. Axford  P. Mahon
V. Borger  L. Rathsack
R. Callaway, Chairman  G. Richard
W. Dreyer  C. Shannon
H. Hoge, Secretary
with Milwaukee stations.

The closed circuit or non-broadcast uses of television would revolve around the production facility in the audio-visual center and the various on-campus interconnections.

In other words, the center of instructional television activity would be the production facility housed in the audio-visual center in the Fine Arts Building.

With the funds now available for television equipment, it is anticipated that facilities for the production of telecourses of broadcast quality can be available within the next six months. The facility would not, of course, offer recording possibilities. This, then, would mean that, with adequate staff, all production details and full rehearsal and polishing of telecourses could take place on the UW-M campus, the productions to be taken to cooperating broadcasting stations as packages for taping or for live presentation on the air. The addition of video tape recording equipment would afford the ultimate in production possibilities on campus.

It seems well to emphasize here that the UW-M's use of Channel 10 for formal instruction is an undetermined factor at this time. Indications are that blocks of time may be secured for credit instruction from Milwaukee commercial broadcasters in line with their public service responsibility.

PART IV THE UW-M AND THE STATEWIDE PICTURE
Projection of the idea of consistent and continuing use of television by the UW-M and by University Extension for instruction in Milwaukee naturally raises the question of how production at the local level can be related to a statewide use of the television medium. There are several possibilities.

A MICRO Wave RELAY SYSTEM
The proposal for a microwave relay system suggests interconnecting WHA-TV, Madison, WMVS, Milwaukee, and the Kenwood Campus, with a possible link to a transmitter on Channel 9 located near Wausau. Since this would represent an undertaking of considerable investment and operational cost, it would seem clear that such a system of communication would have its validity only in the acceptance of a philosophy of education in which there would be masses of consumers for given programs of instructional content.

In programming for such a system it becomes apparent that certain learning centers would be originators of programs reflecting certain specialties and competencies and that the other centers in the system would be willing recipients of the programmed instruction.

In examining the implications of such a philosophy, certain questions pertinent to UW-M's position in the system call for careful consideration.

A. Would the link between the Kenwood Campus and WMVS give the UW-M an on-the-air facility in Milwaukee which could be utilized to the best interests of the University? WMVS operates on one VHF channel only with wide community commitments for its use. WMVS adheres to a policy of charging for use of its facilities for formal instruction. The addition of Channel 36 to the WMVS operation will mean little gain in terms of general broadcasting since present reception of the UHF signal in Milwaukee is relatively limited. It is anticipated that the Milwaukee Public School televised in-school instruction may be moved to Channel 36. This would free morning time on Channel 10. Means of securing this time, or a part of it, for use of the UW-M is a matter needing exploration at the highest administrative level.

B. In terms of the efforts of the Wisconsin Citizens' Committee for Educational Broadcasting to gain, through federal and private funds, a transmission facility on Channel 9 in the Fox Valley, Wausau, Green Bay area, which facility would bring educational programs to the northeastern part of the state, it seems well to examine the UW-M's possible role should this proposed facility become a reality.

The idea of Madison and Milwaukee as program origination points from which educational television would be microwaved to the transmitter for broadcast on Channel 9 seems to imply
that the UW-M would be a programming source. This implication, however, calls for clarification and investigation. Who would program what? If the production facility on the Kenwood Campus is to function as a program originating source for a microwave relay system, then the possibility of gaining federal funds, under the new legislation for educational television, to assist in equipping the facility should be investigated immediately.

C. What, in reality, would be the advantages of the relay system to the UW-M? To UW? To the University Extension Division and the Extension Centers? To WHA-TV? To WMVS?

D. Should a statewide open circuit television network, utilized for credit instruction, involve the state colleges? As program origination sources or as recipients of the programmed instruction?

E. Would a closed circuit system, linking the two University campuses, the University Extension Centers, and perhaps the State colleges, better serve the state for formal instructional purposes?

These are only a few of the questions which will need careful consideration before it is recommended that the UW-M press for a microwave relay system.

**VIDEOTAPES, KINESCOPES, AND COMMERCIAL BROADCASTERS**

While the combination of television recordings and the public service air time offers no real substitute for an interconnected network in continuous operation, it does offer an alternative to a microwave relay system for statewide open circuit coverage and an on-the-air supplement to a statewide closed circuit system.

By making videotapes or kinescopes (16mm film) of selected programs and telecourses produced in Madison and Milwaukee and circulating them via U.S. Mail to cooperating commercial broadcasters, it would be possible to bring a limited amount of educational television to most of the state.

**SUMMARY**

It seems quite likely that a real problem will come into existence regarding the learning accommodations for a large number of students at the UW-M. What are the choices?

A. Rapid construction of new facilities of a conventional nature and corresponding major expansion of academic staff.
B. Limitation of enrollments.
C. Utilization of new media.

Of these three, the last offers a feasible, realistic, immediately available, and less expensive alternative. To choose to exploit the possibility need not forfeit a high level of instruction. Current and recent research in a number of areas of learning suggests strongly that new designs for instruction can be an improvement over the conventional approaches. Basically, such designs endeavor to seek greater responses of a creative nature and to throw more of the burden of learning upon the learner himself.

By early 1963, the UW-M will have a television production facility housed in the audio-visual center. Immediate attention should be given to staffing the facility and to using it as early as possible for the purposes and by the means suggested under Part II and Part III.

The imminent prospect of a television production facility on the Kenwood Campus and the current proposal for a microwave relay system in the eastern half of the state places the UW-M and University Extension in the position of needing to seriously consider their potential roles in the utilization of such a communications system. In the light of recent federal legislation favoring educational television, it may be possible that additional equipment could be secured for the UW-M production facility through federal aid, if UW-M is to be a programming source for the relay system.

Respectfully submitted,

Walbur Borger
Claudine Shannon