Annual Report and Recommendations of the Radio and Television Committee, 1963-64

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 and Concerns.
   A. In light of the directive to encourage the use of and develop instructional broadcasting; the creation of Radio Station WUWM; the creation of the position of "Director of Radio & Television and Related Services" on the Milwaukee campus and the appointment of Ruane B. Hill to that position; and the imminent reorganization of all University Radio & Television Broadcasting activities under the Extension Division; the Committee directed itself to consider its role and responsibilities in University Broadcasting activities and to define the problems that confront the committee. These investigations resulted in the following actions:

   1. That work at UW-M in the area of broadcasting should proceed according to the following priorities:
      a. FM Radio Station WUWM, its development, staffing and programming.
      b. On campus experimental closed circuit instructional television.

   2. That program decisions for WUWM and for off campus TV stations be made by the Director of Radio & Television and Related Services in consultation with the Radio and Television Committee.

   3. The authority for decisions on administrative needs of WUWM rest with the Director of Radio & Television and Related Services.

   B. At the behest of the Student Life and Interest Committee, the committee reviewed policy governing student and faculty appearances on commercial radio and television programs. An ad hoc Committee composed of members from SLIC and the Radio and Television Committee considered the matter, and the Radio and Television Committee met with representatives of commercial broadcasting stations. These discussions resulted in the recommended policy change indicated below in IV. B.

   C. In view of increasing activities in Radio and Television Broadcasting on the Milwaukee campus, the committee felt that clear statement of policy governing faculty compensation for Radio and Television participation was urgently needed. A statement of policy was prepared and is presented in appendix A. of this report. This report will be brought to the faculty at a later time for action.

III. Broadcasting Activities.
   A. Presentations


   2. GREAT DECISIONS - 8 programs on WMVS, Channel 10, March - May 1964.

   3. GREAT DECISIONS - 8 programs on CHALLENGE, a feature of WTMJ, March - April 1964.

   4. STUDENT WORLD - 13 programs on WITI-TV, Channel 6, March - May 1964.

   5. FRESHMAN FORUM - Program production and recording of UW-M "Freshman Forum" broadcast by the State Radio Council.
B. Radio activities have centered on the preparations for air of Radio Station WUWM. Application to the Federal Communications Commission was made in September, 1963. Although the station's Construction Permit has not been received, programs and staffs are prepared to go on the air. Hopefully, the station will receive permission to operate before the end of the current academic year. A skeleton staff could operate the station during the summer, should the Construction Permit be delayed until after June 1, 1964.

C. 1. The Instructional Communications Center produced and recorded "The Spoon River Anthology" for Cademon Records, soon to be released by that company. Voices for seventy-one of the characters were provided by staff members and area residents.

2. Mr. Nigacz was added to the faculty of the Department of Speech primarily for his instruction capabilities in broadcasting and has worked both in radio and television projects of the Center.

D. Construction of the television studios, though delayed by the lack of additional necessary capital equipment, continues. It is assumed that some limited classroom televised instruction may be possible by the beginning of the next academic year.

IV. Policy Recommendations.

A. The Radio & Television Committee recommends that the composition of the Radio & Television Committee be as follows:

1. Ex-officio: The Director of Radio, Television and Related Services (UW-M); 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 Radio & Television Committee recommends that the "Statement of policy governing Radio & Television appearances" adopted January 20, 1959 be changed as follows:

Paragraph "a" to read:

(a.) In all broadcast activity, the highest standards of good taste shall prevail.

Rather than:

(a) In all broadcast activity, the highest standards of good taste shall prevail, and the name of the university shall be defended from misuse and misrepresentation in any form.

RADIO AND TELEVISION COMMITTEE

V. Borger, Ex-officio
R. Callaway
R. Fenske
R. Hill, Ex-officio
K. Johnson
E. Ludwig
P. Mahon, Vice chairman
L. Rathsack, Chairman
G. Richard, Ex-officio
C. Shannon, Ex-officio, Secretary
PROPOSED STATEMENT OF POLICY REGARDING COMPENSATION FOR RADIO AND TELEVISION BROADCAST PARTICIPATION BY FACULTY MEMBERS

FORWARD

As it is the policy of the University of Wisconsin-Milwaukee to engage in all aspects of educational broadcasting, it should clearly follow that faculty personnel participating in university sponsored broadcasting activities shall be accorded suitable academic recognition by departments, schools, and divisions for merit and rank determination. Broadcast participation shall be given consideration commensurate with other scholarly pursuits which are customarily taken as indexes of professional attainment and growth.

This policy shall pertain only to those cases in which faculty members participate in University of Wisconsin-Milwaukee on or off campus broadcast activities at the behest of University of Wisconsin-Milwaukee departments or administration. Faculty members shall act as free agents in regard to off campus broadcast activities when participation is not related to University of Wisconsin-Milwaukee sponsored or supported programs.

I. Non-compensated Participation
   Generally, there will be no compensation for faculty members for participation in broadcast activities which require limited time and effort. Examples are interviews, panel discussions and similar "one time only" participations. It is presumed that faculty members are free to reject invitations from University of Wisconsin-Milwaukee departments or administration to participate in these types of broadcast activities.

II. Compensated Participation
   Credit instruction deemed by departments to be a part of residential load shall receive no additional compensation when offered via broadcast facilities. The part of residential load allocated should be based on the extent of involvement in production and coordination. Broadcast credit courses which are in addition to regular residential instructional load, non-credit courses of instruction, any programs designed for general information or entertainment which are systematic in nature, shall be compensated at the minimum rate of one dollar ($1.00) per program minute depending on the extent of involvement in production and coordination. Fifteen dollars shall constitute the minimum payment for appearance or performance which does not fall into the description of "non-compensated participation" as defined in I above. A faculty member shall receive such compensation whether or not he is actually "on the air" during the broadcast segment. His compensation shall derive from his preparation of material and his coordinating activities as well as his actual appearance or performance.

III. Recording and Re-use
   All recorded materials which result from University of Wisconsin-Milwaukee sponsored educational broadcasts shall become the property of the University of Wisconsin-Milwaukee. All supplementary program or teaching materials specifically created to accompany educational broadcasts shall become the property of the University of Wisconsin-Milwaukee. Such ownership, however, shall not deny certain residual rights of the faculty member producing, appearing or performing in University of Wisconsin-Milwaukee sponsored educational broadcasts. All matters pertaining to copyright of content and further use in different form, such as printed publications, shall be negotiable and established by contract.
IV. Residual Rights and Payments
In the case of recorded educational programs which may be released for repeated use, contractual arrangements, the conditions of release, including the right to waive residual payments, shall be the prerogative of participating faculty members. Residual payments shall be established contractually on the basis of a minimum payment of one-half ($\frac{1}{2}$) of the original payment for the first repeated use and one-quarter ($\frac{1}{4}$) of original payment for each subsequent rerun during the period established by contract. In the case of programs done originally on a released-time basis, the monetary value of the released time shall serve as the basis for calculating residual payments in the event of re-use.

V. Establishment of Contractual Agreements for Broadcast Participation
In all cases, the rights and responsibilities of faculty participating in broadcasting and of the institution are negotiable and shall be established contractually within the provisions outlined in sections I, II, III and IV, the agreement shall specify:

A. The nature of the participation in broadcasting.
B. Compensation.
C. Copyright considerations.
D. Re-use of recorded materials in a form other than originally intended.
E. Use of recorded materials by other institutions.
F. Other rights reserved to faculty such as revision, editing and withdrawal of all or parts of the original material.