
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. The Committee continued its consideration of a proposed statement of policy regarding the participation of faculty members in radio and television broadcasting. New information made available to the Committee stimulated a re-examination of the content of the statement as it appeared in this Committee's 1963-64 report. The preparation of a revised statement is at this time underway and, when a final draft is prepared, the Committee will present its proposal to the Faculty for appropriate action.

B. Arrangements were stimulated by the Committee for presenting to the Faculty at an A.I.M. meeting an I.T.V. demonstration tape consisting of portions of Professor Donald Buckland's (U.W. Madison) I.T.V. course. The course in Elementary Zoology was prepared on the Madison campus and at present is being re-run closed circuit as a regular Zoology offering.

C. Two joint meetings between the Madison and Milwaukee Radio and Television Committees were planned to further share information and discuss mutual problems.

III. Broadcasting Activities Emanating from the Instructional Communications Center

A. F M Radio. WUWM, which signed on the air for the first time September 28, 1964, has been broadcasting continuously since that time with a general audience-appeal program structure.

Seventy-seven percent of WUWM's programs are locally produced by the all-student staff (60 - 100 UWM students are involved in a typical week's broadcast fare). Although programs are designed for general cultural appeal, several programs have evolved of a quasi-instructional character:

1. "Lecture of the Week," in which UWM faculty are invited to address WUWM audiences on a subject of their choosing;
2. "Radio, Television, and Society," which airs the opening presentation from each of fifteen experts from the broadcasting industry who are speakers in a Speech Department credit course;
3. "Grass Roots," an examination of local, county, and state government, as well as general political issues, featuring interviews with governmental leaders (co-sponsored by the League of Women Voters);
4. "International Dateline," an enquiry into worldwide press editorial opinion on contemporary issues;
5. "UWM Freshman Forum," in which each faculty member's lecture is broadcast in Milwaukee and by the eleven-station State Radio Council network; and,
6. "Turning Point," a weekly sixty-minute program featuring "special events" of broad general interest on or off the UWM campus (i.e., outside speakers, special interest group activities, concerts of particular note, excerpts from campus institutes or symposia, etc.)

In addition, great efforts are made by WUWM to reflect the University's involvement in many areas of concern and activity. The station carried among others the following "special events," either live or by delayed broadcast:
1. The complete proceedings of the first annual Wisconsin Broadcasting Seminar, co-sponsored by the University and the Wisconsin Broadcasters' Association;
2. The bulk of at-home football, basketball and baseball contests;
3. The complete proceedings of:
   a. The Michelangelo Symposium;
   b. The day-long Wingspread meeting on "Mass Media and Community Relations";
   c. The speech by Dr. Harold Taylor, "What is American About America";
   d. An interview with, and the complete speech by, Dr. Hans Weiler, Assistant Director of the Bergsträsser Institute in Germany, (This program was also prepared for use by Deutsche Welle, Cologne);
   e. Lecture by Pearl Primus;
   f. Interview with Dr. Schweitzer's daughter; and
   g. Complete coverage of "Liberty and Loyalty in a Free Society", with Justice William O. Douglas as featured speaker.

Of the 23% of programs from outside sources, WUWM depends upon the National Educational Radio Network (the "tape network" of the National Association of Educational Broadcasters) providing programs prepared by other university broadcast services. Other sources are Radio Nederland, The American Chemical Society, Radio et Television Diffusion Francaise, Deutsche Welle, National Aeronautics and Space Administration, Canadian Broadcasting Corporation, British Broadcasting Corporation, Belgian Radio and Television, as well as overseas "correspondents" in Japan, Italy, and Nigeria, who produce programs exclusively for WUWM.

It is fully intended to use our air for credit and informal instruction. Demands for air-time for such purposes, however, have not overburdened the station, and UWM faculty should know of WUWM's availability for widely ranging instructional applications via FM broadcast.

Finally, the University was granted FCC permission to acquire a one thousand watt transmitter and to operate at 3444 watts, effective radiated power. Such power will materially improve WUWM coverage throughout the area. The move to higher power will be accomplished during the summer.

B. Television Facility. The television capability of the Center will now permit limited closed circuit experimentation. The fully equipped studio in Fine Arts 60 will be utilized in the presentation of speeches by Dr. Milton Wiksell's Speech Department course, "Professional Speaking", on May 12th.

The Center envisages television's UWM potential as a capability to produce and transmit programs from Fine Arts 60 to any classroom building on campus, and, in time, to serve as a TV production center for the entire state. There are no present plans to file for an FCC license to activate an open circuit broadcast operation for UWM.

C. Film Production. Professor Borger produced, filmed, edited and narrated an orientation film for freshmen on the UWM Library. Utilizing Center equipment and editing facilities, all but the processing of the film was completed on campus.

Discussions with University Relations now center on the production of a film describing UWM for non-university audiences.
Film production, in future years, is thought to be an integral part of television's development, and as another area for curricular expansion--training students for work in the cinematographic and television film areas.

D. Audio Visual Services. The audio visual function of the University, directed by Professor Borger, served the expanded needs of a larger faculty and a physically enlarged campus.

IV. Broadcasting Activities Emanating from the University Extension Division

A. Political Perspectives 1964. A series of seven half-hour radio broadcasts produced by WUWM with Dr. Neal Riemer, Professor of Political Science, and Dr. Ruane Hill, Director, Instructional Communications Center, and broadcast weekly beginning September 28. The programs were taped and supplied to WHA for broadcast on the State Radio Network.

The series was presented by the Institute of Governmental Affairs and University Extension.

B. Great Decisions 1965. A series of eight half-hour telecasts produced and presented by the Institute of World Affairs and University Extension with Dr. Carol Edler Baumann and guests. Production facilities were provided by WMVS-TV, Milwaukee, and WHA-TV, Madison.

The programs were videotaped and, after broadcast in Milwaukee and Madison, were aired in Green Bay, Wausau and Eau Claire.

RADIO AND TELEVISION COMMITTEE

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