I. The general responsibility for all radio and television activities of the University of Wisconsin-Milwaukee is vested in the Radio and Television Committee (AS-5.214, P. 32)

II. Committee Activities

A. At the request of the Athletic Department, the Committee is in the process of developing a policy statement concerning radio and television broadcasting of University athletic events.

B. The Committee continued its consideration of a statement of policy regarding the participation of Faculty members in radio and television broadcasting. The University of Wisconsin (Madison campus) Faculty passed Document 92 titled, "Policies Concerning University Development and Use of Recorded Instructional Materials", January 13, 1966. This document has been taken under advisement to determine if the committee will:
   1. Recommend passage of an identical document;
   2. Alter it in accordance with the Milwaukee situation and the Committee's previous thinking relative to Faculty participation in radio and television broadcasting; or,
   3. To proceed in developing its own statement of policy based on the form it has taken during the past two years.

III. Broadcasting activities emanating from the instructional communications center

A. Radio:

The second year of Radio Station WUWM's operation on the air was a "high powered" year. The station went to four times former power (3,444 watts, effective radiation) one year to the day of its premiere. And, in the second year as in the first, the station's operation was continuous, serving through normal campus holidays with its volunteer student staff.

The year was high-powered in terms of program contributions to Milwaukee County. The student station staff elected to continue its sixty hour broadcast week (4 p.m.-Midnight, weekdays, noon to midnight on weekends) with a varied schedule that has been referred to by the press as a "pick and choose" program lineup. Although about 25-30% of programming is devoted to music, most audience reactors have come to refer to the station as an "idea station", and to that end WUWM has labored to provide heavy concentration upon world affairs, as an example. The following programs designate that kind of interest on the part of station programmers:

**Grassroots.** A weekly hour program devoted to information for the Milwaukee County voter. This year's concentrations have been on elections and upon the judicial system, locally and statewide.

**Great Decisions.** For the second year, WUWM has either relayed nationally originated programs or produced its own. This year, Dr. Carol Edler Baumann was talent in eight programs especially prepared for us, and taped and re-aired by the State Radio Council.

**International Dateline.** Professor Valbur Borger prepared a weekly review of editorial press comments around the world, generally on a thematic structure.

**European Review.** A summary of week-long European editorial opinion, prepared by Radio Nederland.

**BBC World Report.** The British Broadcasting Corporation prepares this precis of world opinion for American educational stations.
Broadcasting and Election Campaigns. This fascinating National Educational Radio Series examines the impact of broadcasting upon the political process.

Transatlantic Profiles. Interviews with International figures prepared for American educational radio audiences by Radio Nederland.

Orientation. An American girl, teaching in Osaka, prepared this insight into life in Japan exclusively for WUWM.

Conference on the International Cooperation Year. This day-long seminar conducted by the UWM Institute of World Affairs was broadcast live and in entirety by WUWM.

Women on the Move. Another day-long conference broadcast live from our campus.

Forum for Progress. Tape-delayed in 1965, the Milwaukee Sentinel this year supported line costs permitting live coverage of the 1966 Forum from the War Memorial...a day-long meeting devoted to issues in government and education.

Southeast Asia Conference. Cooperative gavel-to-gavel.

Governor's Conference on the UN. coverage of these programs presented by the Institute of World Affairs.

Institute on US Foreign Policy.

The Future of Urban Civilization. Eight monthly day-long conferences coordinated by Dr. Kirk Petshek. Broadcasts to follow completion of the series, tapes in the meantime to provide transcription materials for book to be out-growth of series.

West German Federal Elections. This three-hour live coverage of the September elections made possible by cable, Early Bird satellite and telephone interconnections through the National Educational Radio, was preceded and followed by a live local hour featuring UWM Professors Gerhard Rauscher, V. Stanley Vardys and Ernst Edelhauser discussing localized reactions to the elections.

Social Conflict in the United States. A taped and delayed four-program series with nationally known speakers.

Women in Action. Live coverage of the full day's seminar on the responsibility of women in current affairs.

History 202. In cooperation with the Articulated Instructional Media program, this radio-taught course originating in Madison is available to Milwaukee registrants for the course.

In addition, other programs are weekly available from broadcast sources as widely ranging as the Canadian Broadcasting Corporation, Radio Diffusion Francaise, Deutsche Welle (the Voice of Free Germany, Cologne), NASA, Radio Australia, RAI (Italian national radio), United Nations Radio, and an increasingly growing list of other originating international production centers. Too, leased wire services of the Associate Press make available five newscasts daily, with the principal effort of the twenty-student news staff devoted to daily forty-five minute news block beginning at 5:45 p.m.

The list of other special events covered by WUWM are impressive to any who have not become addicted to the WUWM habit:

Michaelangelo Forum. All of the lectures by world-renowned speakers taped and later aired in complete form.

Freshman Forum. For the fourth consecutive semester, WUWM has originated this UWM credit offering, heard the following week by the eleven-station network audience of the State Radio Council.

Mass Media and the Community. This one-day Wingspread conference was taped in entirety and delayed for broadcast on two separate occasions.
Ruth Currier and the Dance.
Television and Children. A taped and delayed day long conference featuring national figures speaking to this current topic.

Pearl Buck.
Dr. Harold Taylor and Dr. Lloyd Reynolds. On the state of education.
UWM Summer Sessions Concert and the Fine Arts Quartet and New York Woodwind Quintet Summer Concerts.
New Worlds in the Making. Cutler-Hammer Symposium; Carried live from the Hotel Pfister, delayed for later broadcast, and prepared for national distribution via the National Educational Radio network (tape-delayed on 142 stations throughout the fifty states).

Classical Weekend; Jazz Weekend; Folk Weekend; and Talk Weekend. On five memorable weekends, fifty-six hours of continuous generic programming has been featured, with average audience response of three to four hundred calls or letters per weekend.

Popcorn Forum. Regularly carried in co-sponsorship with the Forensic Union.
"Is God Dead". Continuing treatment of this controversial current concern.

This report would be remiss in not including some of the regularly scheduled and recurring programs (many in continuous weekly production since September, 1964):

Film of the Week. Reviews of a movie currently being seen in Milwaukee, this series of eighty continuing discussion programings featuring Professors Szyman Deptula and moderator, Valbur Borger, and Iris Kapil, with invited guests, has attracted great interest.

Poet Speaks. Student Carol DeDobay moderates and reads poems of her selection.
Once Upon a Time. Programs for and involving children.
Mikrokosmos. Pianist Lajos Havas interprets piano literature.
Radio, Television and Society. Mirroring of a Speech Department credit course with fifteen invited representatives of the broadcasting industry from New York, Chicago, as well as Milwaukee, in an examination of the impact of broadcasting upon our society.

UWM Report. Interviews with UWM newsmakers, and reports of current relevance in week-to-week operation of the University.

WUWM Recital Hall. Music of Don Gillis; Contemporary Music in Evolution; Listening Booth; CBC Music Festival; Classical Panorama; and Musical Anthology. Regularly scheduled fine music programs.

Metropolitan Opera. For the second season, WUWM was selected as the sole Milwaukee station to relay the famous Metropolitan Opera broadcasts.

Lecture of the Week. UWM Faculty are invited to speak to areas of special interest.
Stories and Stuff. An entertaining weekly program for children and parents.
Georgetown Forum. A weekly discussion of controversial topics by a panel from Georgetown University.

Of particular note is the weekly hour program produced for WUWM and WEMP AM and FM, Stop Looking and Listen. Requested by Radio Station WEMP, this program premieres to AM and FM audiences Saturday evenings on WEMP and is repeated twice in the following week on WUWM. Professor Donald Emerson is host to the series, while Senior Beverly Tromble acts as executive producer for the ambitious series.
As the second year of operation is in mid-career, a number of new programs are well worth pointing out:

**Sense Waves.** A program airing selected materials contributed from the world's "little magazines", contemporary poetry and prose. Student Bill Frank and editor Jerry Burns coordinate.

**Municipal Report.** A daily report on municipal government direct from City Hall.

**Capitol Hill Report.** A weekly half-hour program prepared by the Madison news office of WUWM.

**Foreign Policy Briefings.** State Department experts comment on contemporary situations, with UWM Dean Donald Shea as host.

**Gateways to Music.** Featuring Roger Ruggeri, principal bassist of the Milwaukee Symphony, this three-hour weekly program explores the great literature of the musical world.

Gratefully acknowledging the role of the Department of Athletics, WUWM can claim another busy year reflecting UWM's growing interest in sports, having covered all of the University's at-home football and basketball events.

Faculty members should be reminded that the WUWM operation is fully manned by UWM students. Twelve department heads comprise a Senior Staff which determine station policy, and, as department heads, recruit and train their own staffs and design their own procedures, bearing final responsibility for the Senior Staff for the conduct of their specialized activities. Of the hundred students involved in the weekly sixty-hour operation of the station, only the engineers, program and production directors receive any pay for their contributions. In the past year, however, the Work-Study program has made it possible for three members of the Senior Staff to be paid for fifteen hours of their contributed time.

### B. Television.

Professor Allen Koenig, new to the Speech Department Faculty this year, conducted a weekly television workshop for interested students in the Instructional Communications Center television studio. And, although a smoky short-circuit delayed plans for a permanent television control room, Mr. Koenig has also conducted a credit course in television production and direction for the Speech Department. Mr. Koenig also accepted responsibility for a monthly program seen on WTMJ - TV, (Campus Conflict," with the participation and cooperation of the campus religious counselors and UWM students).

The Center television studios have been the site of two video tape demonstrations, and are frequently in use for AIM lectures and demonstrations and for all-campus application of television procedures to the conduct of presently offered courses. It is hoped that the latter will increase in frequency.

### V. Broadcasting activities emanating from the University Extension Division

#### A. Television

The University Extension Division and the University of Wisconsin - Milwaukee has produced no television programs.

#### B. Radio

The Institute of World Affairs produced eight quarter-hour programs based on the issues of "Great Decisions 1966" at WUWM - FM. These programs, featuring Dr. Carol Edler Baumann, were broadcast by WUWM in Milwaukee and on the State Radio Network in February and March, 1966.
The University Extension Division is presenting "Gateways to Music," a series of recorded classical music with program notes and comments by Roger Ruggeri, principal bass with the Milwaukee Symphony Orchestra, each Saturday 1:00 - 4:00 p.m. on WUWM - FM, beginning April 23 and ending August 13.

Radio and Television Committee
V. Borger, ex-officio
R. Callaway
R. Fenske
K. Frandsen
R. Hill, ex-officio
E. Krueger
N. Miller
L. Rathsack, Chairman
C. Shannon, ex-officio