ANNUAL REPORT OF THE RADIO AND TELEVISION COMMITTEE
1969-70

The Committee met five times during the year to deal with the charges as assigned to it. G. Olson was designated to replace G. Koskey as an ex-officio member of the Committee.

In addition to reviewing the activities of the WUWM-FM, Instructional Television and the Instructional Media Laboratory (see attached reports), the Committee was particularly interested in the Journalism students' news show offered daily over WTTV Channel 18. The Committee lords and encourages the involvement of students to this endeavor.

In considering which responsibilities remain from the original charges, the Committee notes the growing participation in Radio and Television and Instructional Media development and reports its' satisfaction the way in which these activities are flourishing.

The appointment of a member from the Mass Communications Department as an annual member of the Radio and Television Committee is suggested.

cc: J. Baxter (1st sem. leave)
W. Brandt
R. Hickman, Chairman
R. Hill, ex-officio
R. Hoye
R. Jaggard, Secretary
G. Olson, ex-officio
J. Peters, ex-officio
C. Shannon, ex-officio
J. Sykes
INSTRUCTIONAL MEDIA LABORATORY

The following report is to summarize the progress of instructional television on the UWM campus since its incorporation into the Instructional Media Laboratory July 1, 1968 to December 3, 1968.

I. Television Project Development

Major Television Projects:

The first major instructional television project involving the School of Business Administration is now well underway. In July, a detailed proposal was written and submitted for a project involving the production of 30 lectures in Basic Accounting (Business Administration 201). Jerome Leer, an award winning professor in the School of Business Administration, was recommended to develop the course in cooperation with the Instructional Media Laboratory. Professor Leer has completely structured an outstanding classroom course while also redeveloping the course for television with a heavy emphasis on learning through visualization.

A course with widespread application, a pre-architecture course for schools feeding students to the new UWM School of Architecture, is now well into its first year. Funding has been provided for work with portable equipment as a basis for analysis and course structure during the experimental period. A detailed proposal for future development of the course has been submitted in conjunction with Dean John Wade of the School of Architecture.

Other major proposals have been prepared and submitted for funding. Included is a course in Medical Technology in cooperation with Dr. Ralph Grunewald. Videotape course supplements are being planned for the Department of Educational Psychology in conjunction with Professor Russel Cassel and for the School of Social Welfare under the direction of Irvin Weinman. The University Library has formed a planning committee to develop an orientation videotape for introducing freshmen to its facilities.

At the same time the School of Nursing is laying major plans for work with television. A wide range of possibilities is being explored; the use of videotape for observation, technique training, and complete courses are areas where television will be employed. A major faculty development program is being planned for the School of Nursing's personnel in order to better acquaint them with how the tools of the medium may be used to best advantage.

Outside Funding:

Efforts are being made to secure outside funding for as many internal projects as possible. Victor Larsen, Donald Castello, and Gordon Ziemer of the Gifts and Grants Office have been working closely with the Instructional Media Laboratory to explore all possibilities for outside funding.

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II. Television Assistance and Consultation
Consultation and planning for individual and small projects has been provided for a large number of people seeking assistance. Some of those benefiting have been:
1. Jean Waterland - Educational Psychology
2. Anthony Fazio - Psychology
3. Ralph Leutenegger - Communications
4. Dennis Menzel and Richard Charles - Experimental Program in Higher Education
5. L. C. Parker - Educational Psychology
6. Michael Croft - Fine Arts
7. Betty Krueger, June Grommes, and Laura Hart - School of Nursing
   Television Project for Extension
Communication and consultation with other campuses have been developed:
1. Waukesha Center Campus - Dean Murray Deutsch
2. West Bend (Washington County) Center Campus - Dean Harry Maxwell
   A faculty development program in television has been presented at West Bend and arrangements for a similar presentation at Waukesha are pending.
Communication has been initiated and maintained with UWM-related television personnel such as:
1. Ronald Bornstein - Associate Director for Television - UW extension
2. Donald Borchert - UW technical consultant
3. Robert Bauer - UWM Civic Center
4. Msgr. Ralph Schmit - Catholic Archdiocese of Milwaukee
5. Richard Vogt - Communications System Study Manager for the State of Wisconsin
6. William Perrin - NCSCT
7. Thomas Turner - WCVS and WMVT television
8. Claudine Shannon - UW extension

III. Development of the Faculty-Administration Awareness in the area of Instructional Television and ITV usage
Communication has been achieved through:
1. "Focus on Media" the IMl newsletter produced to foster awareness both locally and nationwide as to what is being accomplished in ITV and other media.
2. Circulation of Learning By Television to all departments and potentially interested individuals on campus.
3. Distribution of ITV publications, ITV publicity materials, etc., to related parties at UWM,
4. Faculty development programs
5. Free consultation to interested people.

IV. Progress in the development of a television production facility for UWM. The television studio and distribution system:
1. A full-time chief engineer for television, Mr. Earl Lindgren, joined the IMl staff October 1st. Our basic package of television equipment has been uncrated, set up temporarily in the studio, and completely checked out.
2. The large television studio has been thoroughly cleaned. The floor has been repaired. New electrical units are being added. Estimates are being taken for the addition of a movable drape in the studio.
3. Preparations for the construction of television scenery have been made with the Department of Theatre Arts.
4. A complete and thorough analysis of additional equipment needs has been made and requisitions to purchase the needed gear are being processed.
5. A temporary closed-circuit distribution system has been partially completed and will be operational within a few weeks.

6. Plans for 2500 megacycle transmission and reception are continuing. Close contact is being maintained with the Milwaukee Area ITFS Committee in regard to the future of UWM, the Civic Center, and Waukesha Center Campus, and other interested parties in matters pertaining to this form of television activity.

7. Many hours of consultation have been provided for television plans in the new School of Nursing building. The new building would provide additional production space for Nursing television programming with output under the jurisdiction of the Instructional Media Laboratory.

The Television Control Room:

Due to lengthy and unanticipated delays, the Instructional Media Laboratory has been prevented from setting up, remodeling, and making operational the television control room (room 50 Fine Arts Building). Plans originally called for the television control area to be vacated by the campus FM station last summer. A series of postponements has prevented the shift of the FM station and has seriously stalled the plans for television. Although production projections are several months behind schedule due to lack of cooperation by UWM Buildings and Grounds, the control room will be available for use no later than the end of December according to most recent estimates.

With the control room available for the installation of our audio, switching, and videotape equipment we should be able to commence the production of television programming within a few weeks. During the transitional period instructor briefing sessions, student training classes, and faculty development activities will be scheduled in the studio to help familiarize personnel with the equipment and alert them to the fundamentals of television production.

V. Summary

In the five months the Instructional Media Laboratory has had jurisdiction over instructional television a great deal of progress has been made. In addition, faculty response has been surprisingly good. Interest on the part of all related parties has been quite high. The major drawback, the failure of the University to move the FM station out of the designated TV control room area, has been the one problem which has severely hampered our efforts. Once this problem is overcome and the television facilities become a reality, the UWM campus can look forward to excellent instructional television service.
Although the future years of the IML are bright with promise from members of vantage points, Instructional Television may point to one of the areas of greatest and most promising growth. The ITV equipment, only now in the terminal stages of installation, permits the IML to make meaningful application of the Systems Approach in the development of courses using this proven Instructional medium.

Priority in ITV utilization is given to the "high density" courses in which there are expensive student numbers requiring extensive classroom space and top instructors. Television has proved its abilities to meet the needs of such courses with an efficiency denied the traditional modes of instruction.

Before courses are accepted for ITV, the faculty member must first get departmental approval for the course, guaranteeing that the department itself is fully aware of the innovation under consideration. The departmental chairman is required to have the approval of his Dean before proceeding, and finally the IML reviews the project, and, having approved it, secures Administration approval before production planning begins. Clearly, UWM faculty are doing considerably more than "fooling around with hardware". Behavioral objectives are as carefully considered in utilization of all of the media.

Several specific ITV courses are now being developed:

1. Jerome Leer, cited for excellence in teaching with a special award just two years ago, is preparing a course in Basic Accounting. He was assigned to the project for the purpose of establishing high quality instruction for under-graduates. This televised course is also planned for use in the Center System, guaranteeing that when Center graduates come to UWM they will have had exactly comparable preparation, having taken the same undergraduate requirements.

2. A course in Pre-Architecture is being structured by Dean Wade in the New School of Architecture as a required course for all architecture students. Once taped, it is hoped that the course could be offered throughout the State's system of higher education. Approximately 75% of the instruction would be videotaped, with localized discussion centering on the appearance of area architects. Outside funding is now being solicited.

3. In Medical Technology, a great deal of significant work is being carried out in the radio isotope field, yet very few know about it. The specialty cannot be taught in many areas because of paucity of sophisticated demonstration equipment and facilities, but videotape makes possible such demonstration teaching possible anywhere within the State. This area of ITV is highly specialized and will require the application of outside funds.

4. Educational Psychology is planning the use of ITV, not as total teaching, but as five or six segments of supplemental material using outside specialists whose availability could not be guaranteed
without ITV storage and retrieval techniques. Planning calls for taping of such segments for use, on call, at the option of instructors in traditionally instructed classes.

5. A planning committee is now at work planning a videotaped Library Orientation series which is designed to introduce Library facilities and procedures to all new students to the campus.

6. Additional interest in utilization of ITV has been expressed by Sociology, History, Geography, Geology, Nursing, Zoology, Communication, Art History, and several administrative departments.

The earlier presentation referred to the Summer Institutes in the instructional media, whose purpose was to make Statewide the impact of technology in teaching and learning. Precisely the same function has an ongoing purpose in IML. The Nursing faculty, as an example, meets bi-weekly for full orientation in the potentialities of the media and new production techniques. The new Nursing building will be heavily mediated, so this informational backgrounding will have long-term advantages in the improved learning by student nurses. The same sort of orientation has been available to other faculties and its use will become more widespread in the future.

What was earlier referred to as "mirror television" has been widely evidenced on the UWM campus. Several portable videotape recorders and small television cameras are employed across the UWM curriculum:

e) Speech Pathology;
b) Observation of teaching in Inner Core schools;
c) Administering tests in guidance and counseling to assure uniformity of instructions;
d) The Dance Department in the School of Fine Arts;
e) Advertising applications in the School of Fine Arts (with planned cooperation with the Department of Mass Communication and the School of Business Administration);
f) Pre-taped demonstrations furnished to staff in outlying nursing homes;
g) Taped segments providing demonstration of computer functions and procedures;
h) Gymnastics - Physical Education;
i) Band formation studies;
j) Football team "instant replay" of plays;
k) Physics demonstrations ... the "front row seat" concept, in which difficult demonstrations can be captured on videotape, stored, and, with ease retrieved by the Instructor for motivated inclusion in the instructional process.

The operation of Radio Station WUWM is another example of the several UWM administratively supported services available to faculty as an adjunct teaching medium. WUWM is unique in its operation as a student workshop and a community broadcast service since September, 1964. Its general purpose is to mirror the role of UWM in the community, and, as such, programs in widely varied fashion, but choosing to program in areas which cannot be done by commercial counterpart situations. However, in its present ninety-hour weekly broadcast service, WUWM does some "supplemental teaching" as well. The Music Department makes available required music listening for musicology students through WUWM's music listening services.

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for musicology students through WUWM's "The Music Library". Professor Fred Kaufman's "Botany 100" is now in its third consecutive year on WUWM; the botany lectures are available on radio or on tapes which the student may use in departmental mediated earbuds. Using the "mirror" principle, WUWM makes frequent and intensive forays into the classroom, having carried "Contemporary Trends" (an upperclass honors course); "University Forum"; "Radio, Television and Society"; as well as A.I.M. courses in History, Philosophy, Speech and Communication, and Political Science. The value of UWM faculty in programs such as "The Faculty Speaks"; "University Bookshelf"; "Foreign Policy Directions"; "The Urban Dilemma"; among many others, allows the University to extend the voice of its faculty members beyond the confines of the campus. Perhaps one of the most ambitious programs involves cooperation of the Department of German and the Department of Language Laboratories in "Perspectives in German Literature". All German students are required to listen to this five-per-week program series which, in parallel with Instructional content, programs actual works under class examination or study .... plays, editorial comment, short stories, novels, etc. all in the German language. This program is being widely used in area high schools, as well as by UWM students of German.

WUWM has very capably demonstrated its "sense of community" by working over a period of years with city and county government, and, increasingly, with Inner city groups. Since July, 1968, two hours weekly have been programmed on WUWM by the local Advisory Council appointed by the State's Office of Local Affairs and Development. Titled "Rapport: Afro-America", this series attempts to provide a communication system to the Inner City that has not extensively been available before. Additional programs of this sort are undergoing terminal planning. Workshops have been proposed by which interested minority students could utilize station facilities in acquiring otherwise unavailable exposure to the broadcast medium.

Uniquely, WUWM's strength is in its student staff members .... with one hundred students involved in the daily operation of the Station. Direction and administration is achieved through a Senior Staff of twelve department directors, headed by a Program Director reporting to Professor Hill as General Manager. These young people learn by doing, and, although they are attracted to the station from virtually every school and college on campus, are providing a remarkable core of qualified broadcast personnel to educational and commercial stations throughout the country. Roughly 60% of the more than two hundred students who have operated the station since 1964 have continued in the media field based upon their experience at WUWM.

En toto, the use of media at the University of Wisconsin-Milwaukee has been remarkably keen and motivated. Those of us who have been involved in media directions here can take great pride in the contributions of the Instructional Media Laboratory as a statewide model for the systems approach to learning and teaching and must gratefully acknowledge the support and encouragement of the UWM administration in the evolution of a new nationally accepted model for the utilization of media in instruction.