ANNUAL REPORT OF THE RADIO AND TELEVISION COMMITTEE

(Condensed Version)

The complete annual report of the Radio and Television Committee is filed as UW--M Faculty Document 82a in the Office of the Secretary of the Faculty. Copies of the complete report may be obtained upon request to Professor R. H. Myers, Chairman of the Committee. A condensation of the complete report follows.

I. The general responsibility for all Radio-TV activities of the UW--M is vested in the Radio-TV Committee (UW--M FM 10/10/57). In line with this responsibility the committee adopted the following on 1/20/59.

Statement of Policy Governing Radio and Television Appearances.

Faculty members and students who appear on radio or television broadcasts as representatives of the University shall undertake to abide by the following statement of policy.

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.

B. No broadcast shall place the University in the position of endorsing or opposing any candidate for public office, or supporting the platform and objectives of any political party, religious organization, or special-interest group.

C. In appearances on commercially sponsored programs, faculty and students shall take care that the University is not identified with the sponsor's product or any commercial venture.

D. Except when participating in University programs, students who wish to appear on broadcasts as representatives of the University or where they will be identified with this institution shall register with the Office of Student Affairs, at least twenty-four hours prior to the broadcast.

II. Broadcast schedule.

Ford Foundation Funds made it possible to relieve four leaders of TV programs of one-fourth of their teaching loads, to enable them to carry the work of a series of shows.

Major series of programs for the current year were as follows:

A. Focus on Conflict - 16 shows, Tuesdays 8:30 to 9:00 p.m., Channel 10, beginning September 9, 1958. Moderator: A. A. Suppan.

B. Faces of the City - 13 shows, Fridays 6:30 to 7:00 p.m., Channel 10, beginning September 12. Commentator: Willard E. Downing.
C. Yuletide Miscale - 6 shows, Fridays 8:30 to 9:00 p.m., Channel 10, beginning December 12. Conductor: Arnold Jones, Merion Johnson, and Paul Anderson.

D. Behind the News - 21 shows, Tuesdays 8:30 to 9:00 p.m., Channel 10, beginning January 6. Moderator: John Phelan.

E. Art 62a - Creative Design. 3 credits - 16 programs, Fridays 6:30 to 7:00 p.m., Channel 10, beginning January 30. Course Coordinator: L. P. Rathsack.

F. Business and the Home - 13 tape recorded programs, 15 minutes each. WFOX, starting March 2, 5:45 to 6:00 p.m. Lecturer: W. Breese.

G.*

The committee is pleased to report that almost 30 different faculty members took part in the broadcasting program this year, each appearing one or more times. It should also be noted that in the spring of 1958, UW-M received a first award from the Milwaukee County Radio-TV Council for the series "Psychology and You" produced in the fall of 1957.

RADIO AND TELEVISION COMMITTEE:

L. Bahe  
M. Bayley (Ex-officio)  
V. Borger (Ex-officio)  
R. Howard  
M. Johnson  
D. Miniaci (Ex-officio)  
R. Myers (Chairman)  
H. Summ  
M. Summers

* G. The radio series "The Indians of North America" by R. Howard, broadcast in the fall of 1957, was rebroadcast by tape over the statewide radio network beginning in October, 1958.