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DRAFT

DATE: May 23, 1988
TO: KUNM Advisory Board
FROM: "Academic Links" Subcommittee
( R. Fernandez, R. Goodman, E. Rose, & K. Frandsen)
SUBJECT: Recommendations

Background

The "Academic Links" subcommittee met on May 9, 1988, to develop recommendations to be presented to the entire Board. To begin consideration of its task, the subcommittee considered the following questions:

1. Precisely what sorts of "Academic Links" can we identify?
2. Among the specific "Links" identified, to which do we wish to assign the highest priority?
3. What specific recommendations do we wish to formulate regarding each of the identified, prioritized "Links"?
4. What will be the foreseeable consequences of adoption and implementation of our recommendations?

Identification of "Links"

Areas and units of the University specifically targeted for "Links" include, but are not limited to, the College of Fine Arts, the Department of Communication, the Department of Journalism, the Department of Modern and Classical Languages, the Department of Public Affairs, the Southwest Studies Program, the Latin American Institute and Instructional Media Services. The "Links" envisioned can be accomplished through a variety of activities and mechanisms.

A Place in Your Future
Among the several mechanisms and activities considered by the subcommittee, three broad types were explored: 1) Faculty involvement; 2) Instructional Programs; and 3) Use of existing campus resources.

Faculty involvement. The subcommittee agrees that continuation of a designated faculty liaison with KUNM is desirable. The person designated for this role should be knowledgeable concerning public/community radio and should be provided with released time in order to devote appropriate and consistent attention to this task. Other forms of faculty involvement include, but are not limited to, supervision and/or preparation of locally produced programs (e.g., documentaries, campus news magazine, and special events programming), on-air work, and assistance in a variety of off-air activities such as fund raising, audience research and production support.

Instructional programs. The subcommittee agrees that the development and implementation of a variety of instructional programs would be valuable. Both credit-bearing courses and workshops and non-credit instructional programs could be introduced to enhance the quality and increase the variety of KUNM programming. Examples of the types of courses, workshops, and programs envisioned include, but are not limited to:

a) Technical Introduction to Radio—a credit-bearing course parallel to Comm/Journ/TA 111. Technical Introduction to TV. The purpose of this course would be to introduce students to the technical features of radio broadcasting and to provide basic preparation for students wishing to participate in the operations of KUNM as volunteers.

b) Documentary Programming for Radio—a credit-bearing course designed to instruct students in the fundamentals of design, production and evaluation of radio documentaries.

c) Radio Broadcast News—a credit-bearing course designed to instruct students in the fundamentals of the design, production and evaluation of radio news broadcasting.

d) Radio Special Events Broadcasting—workshops or short courses devoted to fundamentals of the design, production and evaluation of broadcasts of a variety of special events such as concerts, lectures, forums, and others.

Credit-bearing courses could be offered by related academic units provided that staff and equipment necessary for such courses are available. At present, staff and equipment available in those related departments is insufficient to cover these types of additions to the curriculum.

Use of existing campus resources. A number of existing resources could be used to enhance programming and operations at KUNM. Special
collections, museums, personnel with unique expertise, and advanced students could make significant contributions through cooperative efforts with KUNM. The objectives of a comprehensive university would be better served, in the subcommittees' view, if these forms of cooperative activity were increased. One potentially useful way of increasing these efforts would be the funding of graduate students as project assistants or research assistants by increasing the funds available for stipends in related academic departments with graduate programs. Advanced students funded in this manner could be assigned to tasks and projects designed to utilize existing campus resources for the benefit of KUNM and its listeners.

Specific Recommendations

The subcommittee recommends that:

1. The offices and studios of KUNM should be relocated, as soon as possible, in closer physical proximity to the academic units with which it interacts;

2. A weekly "Campus News Magazine" be added to the program schedule;

3. A monthly documentary program slot be added to the program schedule;

4. Efforts be made to increase the amount of programming devoted to special events on campus;

5. Course and workshops in the technical aspects of radio broadcasting, and in the design, production and evaluation of documentary, news and special events broadcasting be instituted;

6. Programs of various sorts be solicited from academic departments and agencies on campus;

7. Staff, technical support personnel and equipment be added sufficient to establish strong "Links" of the sort outlined in these recommendations.

The subcommittee stresses that any and all of these recommendations require the allocation of additional resources. The subcommittee recognized that "Links" of the sort described are simply beyond the current capability of related academic units and agencies.

KDF: hm