

April 29, 1960

TO: Wake Forest College Board of Trustees

SUBJECT: Establishment of an educational FM radio station at Wake Forest College

Wake Forest College now operates a "carrier current" (closed-circuit) campus radio station, W F D D. The station is located in Reynolda Hall and consists of a control room, two studios, an office, and a workshop. Its equipment includes a control board, turntables, microphones, and tape recorders. Transmitters in the dormitories send the station's signal to student radio sets. W F D D programs include popular and classical music, news, sports, lectures, concerts, and discussions of current affairs. The student station manager heads a staff composed entirely of students who serve as program directors, newscasters, writers, and announcers. A faculty member from the Department of Speech directs the station's activities. The Wake Forest station is like a professional radio station with one exception: its programs are confined to the dormitories by the closed-circuit transmission system.

W F D D was originally established in 1948 by students on the old campus and has been operated by students ever since. However, through the years the College has contributed the major financial support for the station, and in the last two years the College has played a large part in the direction of the station through close supervision by the Department of Speech. Working with the Department of Speech, the station has broadened its activities to include the teaching of radio and the production of educational radio programs in addition to serving as a recording center for other departments in the College.

Although the Wake Forest radio station continues to contribute to the College community, there are those among the student body, faculty, and administration who have expressed a desire to see the station extend its services. With this idea in mind, a proposal to establish a low-power educational FM radio station at Wake Forest College is presented for your consideration.

An educational radio station at Wake Forest College would have two primary objectives:

1. To serve the College community and the people of Winston-Salem by offering high quality educational and cultural programs (concerts, lectures, discussions of current affairs, supplementary in-school programs, etc.)
2. To provide a laboratory for students who are interested in learning about broadcasting. (In this connection it should be made clear that the radio course at Wake Forest is not designed to train professional broadcasters. While some of the students who take the course might become broadcasters, the course seeks to provide the liberal arts student with a greater understanding of broadcasting through a study of the historical, social, political, educational, cultural, and economic aspects of radio and television.

In order to establish an FM radio station at Wake Forest, very little additional equipment would be needed. The well-equipped facilities in Reynolda Hall would be used, requiring only the addition of a 10-watt FM transmitter, frequency and modulation monitors, and antenna. An antenna tower such as those used by most broadcast stations would not be needed. The proposed Wake Forest antenna would be very small and would be mounted inconspicuously on Reynolda Hall.

The cost of the FM installation would total \$3145, and the operating costs for one year would amount to \$3225. The operating budget is only slightly higher than the \$2500 appropriated for the radio station during the current school year, and the cost of the FM installation would be for the 1960-61 school year only. Therefore, except for the initial cost of installation, the College can operate an FM station--thus enlarging its audience and extending its service--for almost the same amount now appropriated for the closed-circuit operation.

An itemized budget request is attached.

PROPOSED RADIO STATION BUDGET (1960-61)

FM installation:

Transmitter	\$1295
Monitors	1700
Antenna	150
	<u>\$3145*</u>

Operation for one year:

Engineer	\$1200
Spare parts	250
Record library	1000
Tools	100
Telephone lines	100
Office supplies	75
NAEB	300**
Postage (tapes)	200
	<u>\$3225</u>

TOTAL . . \$6370

* first year only

** \$425 second year

\$550 third and succeeding years

Prepared by

Julian C. Burroughs, Jr.
Instructor in Speech