

NEWSLETTER

College Broadcaster

May 1989

A Publication of the National Association of College Broadcasters

U•NET FLIES

Satellite Network Conducts Successful Broadcast

U•NET (University Network) conducted a successful four hour test broadcast on May 1 and plans are now being made for the network to go on-air with a regular schedule in September (two hours/day, five days/wk).

The test broadcast featured programming from seven colleges and universities including Syracuse University, Duke University and Ithaca College. "The broadcast was conducted mainly to solicit reactions from affiliates to the various types of programs we should be broadcasting," said David J. Bartis, NACB Associate Director. Bartis assembled facilities donated by Home Box Office, Inc..

The programming schedule for September is now being developed. Bartis encourages anyone interested in having their program broadcast nationally in September to submit it as soon as possible. He also encourages anyone who will be working at college stations over the summer to get in touch with him at the NACB/U•NET headquarters in Providence to discuss becoming a U•NET affiliate and producing programming for the network.

The fall premiere of the network will feature a variety of programming based on the responses from those surveyed following the test broadcast. The current plan for programming the network centers around

a distribution of programs based on a different genre featured each day of the week.

U•NET will maintain a consistent schedule of programming in each genre on its assigned weekday.

For example, a lecture series is currently scheduled for Monday evenings. The series will feature a different guest lecturer from a different campus each week. This program will run on both the radio and television networks. Bartis explained, "We're tapping into an incredible resource of informational material, all aimed at a college audience, which often is so good that it transcends instructional values and becomes entertaining as well. The point is to share the best speeches with campuses other than

those fortunate enough to have the speaker come to them." U•NET plans call for an affiliate on or within driving distance of every major campus in the country and will solicit those stations to tape the best lectures available.

On Fridays, the television network is scheduled to run student films. U•NET will also run *Great Starts* on Fridays. *Great Starts* is a series that will spotlight the student films of now famous directors.

The remainder of the week will contain a selection of programs in-



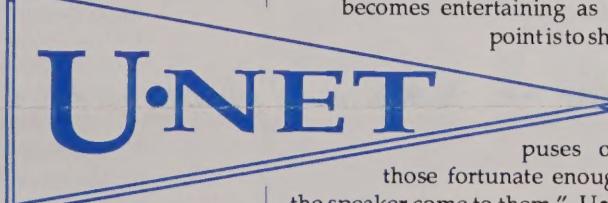
David J. Bartis edits network programming

cluding talk shows, sporting events, college news and teleconferences on current campus issues on the television network, and current affairs and music programs on the radio network.

In addition, once a month, U•NET will send out a special broadcast that will contain promotional material and graphics which affiliates can structure into their programming as well as a video version of *College Broadcaster* magazine.

U•NET will promote its programming by coordinating advertisements with program sponsors in college newspapers on campuses where an affiliate is located.

The network will be supported by underwriters of the programming. Schools will not be paid for their programming directly. However, schools can potentially



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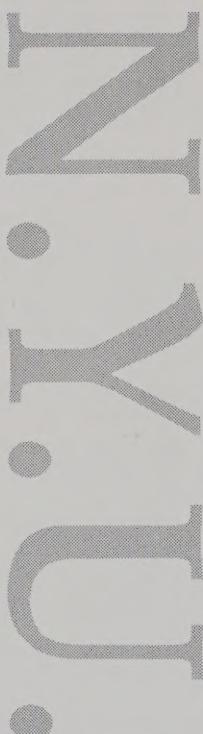
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NYU doesn't have a television station but that does not stop the students in the department of journalism from producing television programming.

NYU students enrolled in the Advanced Television Reporting class in the Department of Journalism at NYU produce short news and feature segments for WNYC-TV, a PBS affiliate in New York City. The segments, produced under the banner of "Ten Minute Windows," are used by the WNYC to fill gaps in its program schedule.

Under the guidance of Marsha Rock, *10 minute Windows* has won numerous awards including: first prize in News and Public Affairs for the Academy of Television Arts and Sciences student television awards; a Mark of



Excellence award for in-depth reporting from the Society of Professional Journalists; and an award from the Robert F. Kennedy Memorial Foundation for a report on the disabled. The department recently moved into new facilities and has a new studio and a state-of-the-art editing room.

Students must receive special permission to enroll in this course, offered in the fall and spring semesters. The class operates as a production unit. Classroom time is devoted to discussion of story ideas and development. All the student reporter/producers produce at least one in-depth report, and usually a couple of shorter pieces during the semester, depending on the intensity and difficulty of the stories.

Professor Rock functions as executive producer of *Ten Min-*

ute Windows. There is a professional cameraman/editor on staff. Students do not shoot and edit their own material, but serve as producer/reporters. Only after the stories go through an extensive writing, rewriting, editing and re-editing process are they broadcast to the New York City viewers.

The department recently produced a documentary on Israel, based on the experiences of ten students who were led by Professor Rock. It was part of NYU's Young Journalists in Israel program, which provides a working press tour of Israel.

Marcia Rock, who developed and teaches the course, recently co-authored with Marlene Sanders, "Waiting for Prime Time: The Women of Television News."

BCTV, channels 2 and 4, is Bates College's brand new intracampus closed circuit television network. Not connected to the local cable system, BCTV has been serving the Bates College campus for only one year. With a student body of only 1500, our average audience is usually between 150 and 300. We are still in the expansion and development stage. Our own people are lay-

room and a faculty office as a control and storage room, we have still been able to broadcast at least twice a week in the evenings. Fortunately, we have remote location equipment so we can do live telecasts from anywhere on campus.

We're experimenting with a number of different kinds of programs ranging from the traditional news and sports to



BCTV has been serving the Bates College Campus for only one year.

ing the underground cables to the residence halls and other facilities.

Due to a high demand for space on campus, BCTV is forced to operate without its own studio. In spite of the fact that we are using only a class

more viewer involved shows including game and talk shows. Our second channel is used to continuously scroll campus activities on our own prototype computer bulletin board program.

Since we are starting our

and are not funded by the college with our own equipment, we have to share with the new collection of equipment belonging to the the Audio/Visual Department. Hopefully, in a couple of years, the college will see the value of having its own campus studio to tie in with the community.

For information concerning the computer driven rolling news display developed at Bates College by John Buckman, write to: Logika, John Buckman, 4 Lexington avenue, New York, NY 10010.

U•NET University Network

Submit
programming today

Ethics in Journalism

Bonnie Baxter
Indiana University of Pennsylvania

Over two hundred years ago the Constitution was created by our forefathers. Attached to this great document were ten amendments. The first of these granted "freedom of the Press." But, what exactly does this mean? Has the news media of today taken the concept of "freedom" too far merely for the sake of sensationalism? Or,

Has the news media of today taken the concept of freedom too far...

has the news media disregarded the public's opinion and acted as a censor? What role does ethics play in guiding the news journalist in selecting a story, if any?

Recently, I spoke with Sally Wiggin, a news anchor at WTAE, the ABC affiliate in Pittsburgh. We discussed her concept of ethics and how it applies to today's journalists.

Wiggin sees ethics as "... adherence to certain morality codes, and concern for what is right or wrong in civilization." She also described ethics as flexible. There are definitive areas, referred to as "black and white." Then there are "grey areas" which arise in almost any given situation. It is these grey areas which have many times caused a stir with the public, a public that sometimes feels it has a right to see everything.

Wiggin feels that television journalism

comes under the gun more than radio or newspaper journalism. Often, she attributes this to the format of the television medium. Television not only offers the audience the audio story, but the video story as well. In many instances, this video story has been viewed as controversial in that it has been deemed too powerful or shocking to air by a news director, yet simultaneously the public feels they have the right to see whatever it is.

In 1987, Pennsylvania State Treasurer, Bud Dwyer, shot himself in the head during a press conference. WTAE opted not to air the footage because it was "too horrible." Yet, another station did show the entire shooting on their six o'clock news. However, when the space shuttle, Challenger, exploded, WTAE did show the clip repeatedly. So, what makes something "too horrible?"

Wiggin explains that the Challenger accident was also "horrible," yet in a different context. The clip was not used in a sensationalist or violently graphic manner.

atated with the loss of the crew.

On the other hand, the Dwyer shooting was extremely graphic and violent and did not contain an element of identification for the public. Use of the Dwyer footage could only promote sensationalism. Wiggin feels that making these types of decisions are part of the responsibility the television journalist has to the public. A decision has to be made with a sense of ethics and consideration for the station's regulations concerning these matters of propriety. (There is also the time element that that has to be considered. Editing decisions have to be made simply because there are only so many minutes in a newscast, and it would not be possible for every bit of video to be seen).

In conclusion, Wiggin states that the journalist has a duty to the public to adhere to what she refers to as "The Core of Ethics." This core is comprised of truthfulness, consideration, sensitivity and rightness. If journalists would take the time to use these concepts carefully, perhaps the media would

television journalism comes under the gun more than radio or newspaper journalism.

In addition, an entire nation mourned the loss of the Challenger crew. There was a sense of unity and patriotism as the entire country identified with the sorrow associ-

be viewed differently and the public would respond more favorably to the editorial decisions made by the media.

UNET, continued from page 1

receive substantial compensation for their programs. U•NET will be marketing *The Best of College TV* programming to commercial networks. Revenue from this venture will be split between the network and the stations supplying the programming. Only programs run on U•NET will qualify to be included in the commercial program.

All those wishing to submit a program for potential airing on U•NET must send the program to the NACB/U•NET offices where it will be screened and, following acceptance on the network, assembled with other programming at the U•NET post-production facility.

The test broadcast was uplinked May 1 from Creighton University. For more information on U•NET programming and satellite transmission schedules, contact the NACB/U•NET offices.



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Letter from the Directors

We want to take this opportunity to thank you for helping to make NACB such a tremendous success during the past year. Your support and enthusiasm has enabled NACB to accomplish more in one year than anybody ever expected. The major successes of the year included the first national conference of college broadcasters (450 in attendance) and the test broadcast of U•NET. Our growth and success this year has given us even greater opportunities and confidence to grow in the coming year. We look forward to another productive year of helping college stations improve their broadcasting. Here are a few things to look forward to for next year:

College Broadcaster will become an advertiser supported trade magazine reaching every radio and television station, club and department at every member school in the nation. Look forward to more articles, pictures, color, and equipment manufacturer's advertisements.

U•NET (University Network), NACB's satellite network, will broadcast several hours of student member-produced radio and television programming on a daily basis.

NACB's Annual National Conference, November 17-19, promises to be even greater than last year's: representatives from at least

200 college stations, 50 industry professionals leading seminars, equipment manufacturers, a U•NET affiliates conference, a new music showcase. Plan your schedule early in order to reserve a space at the conference.

Regional Conferences/Chapters. Look for several regional conferences next fall. If you're interested in starting one in your area, call us. To date, we have developed California, Western New York, and Pennsylvania chapters.

West Coast Office. We will be setting up an office in California to better serve our West Coast members.

Please remember that just because your school closes during the summer does not mean that NACB closes. Our offices are open *all* summer. In fact, summer is a great time to get involved with NACB and we'd love to hear from you. We will be spending much of our time developing U•NET over the summer and look forward to receiving program submissions for the fall premiere of the network. So if you want to see your program on the air, send it in as soon as possible. In addition, we are always looking for good articles, letters and station profiles for *College Broadcaster*. We hope you all have a great summer and we'll see you in the fall.

Membership

Because this is NACB's first year, every station and department on NACB's mailing list will receive a complementary subscription of *College Broadcaster* through June 1. Only members, however, may access NACB's services including Internship listings, computer database, equipment co-op, etc. These are all in place and members may call anytime for information.

Beginning Sept 1, 1989, only those departments and stations that have joined will receive *College Broadcaster*. Stations that qualify will continue to receive a complementary subscription of *College Broadcaster* but will not be eligible for any of NACB's services. In order to qualify, stations must complete NACB's station survey.

Those who join NACB before June 1, 1989, will retain their membership through June 1, 1990 at no additional charge. Only members will be eligible to attend NACB's national conference and be affiliates of U•NET.

Membership categories are as follows:

Station Membership \$50/year

Station Membership is open only to radio and television stations or radio and television clubs affiliated with a university, college, or junior college. Stations must submit the station survey. Stations or clubs which meet the above criteria will be accepted.

National Membership \$25/year

National Membership offers a wide variety of benefits to you as an individual. Even if your station is a member of NACB, you will find the benefits of a personal membership worthwhile.

General Membership \$10/year

General Membership entitles you to a subscription to *College Broadcaster* and to use limited services of the Association.



NACB II

SECOND ANNUAL CONFERENCE OF COLLEGE BROADCASTERS

**November 17-19
Brown University**

NACB and *College Broadcaster* made possible by the generous grants of:

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