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A HISTORICAL STUDY OF EDUCATIONAL BROADCASTING AND BROADCAST
TRAINING AT UTAH STATE UNIVERSITY

by

James Kay Randall

A thesis submitted in partial fulfillment
of the requirements for the degree

of

MASTER OF SCIENCE

in

Speech

Approved:

UTAH STATE UNIVERSITY
Logan, Utah
1969

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The writer wishes to express his sincere thanks and appreciation for the personal help of Dr. Burrell Hansen who gave freely of his time in answering many questions, searching through his personal files, and diaries for information pertinent to this thesis.

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And finally, to my wife, Susan, I would like to express my thanks and gratitude to her for the help and encouragement that she has given me in this project.

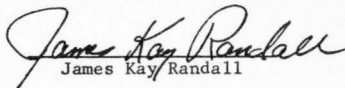

James Kay Randall

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ABSTRACT

A Historical Study of Educational Broadcasting and Broadcast
Training at Utah State University

by

James Kay Randall, Master of Science

Utah State University, 1969

Major Professor: Burrell F. Hansen
Department: Speech

Utah State University began to present radio programs on a regular basis over KSL Radio in Salt Lake City in 1931. In 1952, its first television program was televised over KSL-TV. Today the University is broadcasting programs over the majority of Utah's radio and television stations.

This thesis covers the development of broadcasting from USU in three major areas: (1) radio and television programs presented over Utah broadcasting outlets, (2) the construction of radio and television stations on the campus, and (3) instruction in broadcasting. There has been no attempt made to evaluate the University's use of these media.

It is pointed out that off-campus broadcasting did not expand in an organized manner; that the later attempt to coordinate it has not achieved complete success, and that broadcast training at Utah State University paralleled the development of the television industry in Utah. Also pointed out is the role that students played in establishing the Institution's first broadcasting facility.

(130 pages)

INTRODUCTION

Late in 1931, the Utah State Agricultural College (now Utah State University) began its first series of radio broadcasts on KSL Radio in Salt Lake City, Utah. Since that time, the University has expanded its broadcasting activities until it now has programs being presented over a majority of the state's radio and television stations. The programs have presented materials from every college on the campus.

It is important that this history be written now because of the rapid pace at which Utah State University is moving in the use of these media. In 1968, USU broadcasting began to move into a new era with the use of closed circuit and live interconnection with National Educational Television and the Corporation for Public Broadcasting, colorcasting, and under a new University administration. The history of USU's radio and television activities has never been systematically recorded. The materials and files are beginning to be dispersed and in some cases have been destroyed. The personalities who have contributed to this activity are also disappearing from the view. As time increases the distance from the events, memories fade, and important information is lost.

Much of the written material on the Institution's activities in the medium is only recorded by means of letters, reports, and minutes of meetings that have been placed in the files of KUSU-TV-FM and personal files. Other written material was also obtained from reports

in the Extension Services Radio and Television files. Information on the early years of the Institution's efforts has been destroyed, except for a loose-leaf notebook giving the dates, titles, and names of participants on the KSL and KVNU programs that the Public Information Office produced from 1931 to 1954. A Master's thesis, written in 1935, outlined some information regarding the first three years of the University's broadcasting ventures.

Much of the information in this thesis has been obtained from interviews with Dr. Burrell Hansen, Director of Radio and Television. Professor Hansen has been involved in the campus broadcasting activities continuously since 1948, when he joined the USU faculty to develop a broadcasting curriculum.

It is proposed that this thesis will trace this development of broadcasting at Utah State University. It will cover three basic areas: production and presentation of radio and television programs, broadcast training, and the construction of the University's own radio and television stations.

An evaluation of the effectiveness of broadcasting activities will not be included, nor will the broadcasting of athletic events be covered. Other areas such as: the amateur radio (ham), closed-circuit television, and radio broadcasts presented by campus groups or organizations that have not been under the auspices of the University, will not be examined.

CHAPTER I

EARLY RADIO BROADCASTING AT UTAH STATE UNIVERSITY

Early broadcasting in the USA

A commissioner of the Federal Communications Commission (FCC), Nicholas Johnson said, "We got a nation in which we have more radios than people, and we have television sets in virtually every home that are running four to five hours a day." The commissioner went on to add: ". . . in almost every facet of our society our attitudes and our behavior are in some way shaped by radio and television."¹

When radio first went on the air commercially in 1920, 10,000 persons heard the November election returns of the Harding-Cox Presidential race as the country's first radio program broadcast over KDKA in Pittsburg, Pennsylvania. There were two radio stations operating in the early months of 1920. One operated by the University of Wisconsin's Physics Department which relayed the weather and market reports; the other was operating under the auspices of the Detroit News.²

These early stations were on the air to present information to listeners. Broadcasting today is more than just informational programs, but people still turn to the broadcast medium for on-the-spot reports of events and up-to-date information.

¹Nicholas Johnson, "The Financing of Educational Broadcasting," National Association of Educational Broadcasters Convention Report, 44th Annual Convention (Washington, D.C., 1968), p. 9.

²Giraud Chester and Garnet R. Garrison, Television and Radio, (New York: Appleton-Century-Crofts, Inc., 2nd ed. 1956), p. 24.

Early broadcasting from USU

Recognizing this characteristic of the broadcasting medium, universities often felt it desirable to utilize radio as a means of carrying information to the public. In the early thirties, universities began to construct their own broadcasting facilities. Other institutions such as Utah State felt that it would be better to present programs over the existing commercial stations. Most of Utah's population lived in the area served by Salt Lake City stations. Cache Valley, the home of USU, is in a mountain valley with a small population making a University operated radio station impractical as a means of reaching the state's population.

USU is a land-grant university with the obligation of disseminating education to the people of the state. The Institution also felt that radio was a good method of recruitment of new students and for public relations. Because of this, Utah State University began to make regular broadcasts over KSL Radio in the fall of 1931.³

It is not possible to trace in any great detail the early radio programs; it is reasonable to assume that the institution had representation on entertainment programs of various stations. A. L. Marble in a Master's thesis on educational radio in Utah indicated that "All the Utah institutions of higher learning have made radio broadcasts for entertainment purposes." These programs were broadcast over KSL and KDYL in Salt Lake City and KLO in Ogden. Marble also states that KSL Radio, up to 1935, "has been the only channel for continued institutional radio education in Utah" and that the University of Utah was the only university in the state offering a course for credit over

³Burrell F. Hansen, Director of Radio and Television, Utah State University, private interview, Logan, Utah, December 10, 1968.

radio at the time. It appears, however, that USU was the first institution in Utah to present general educational information programs in the state.⁴

Utah State University became acquainted with KSL Radio by participating in the N.B.C. Radio Network's "Western Farm and Home Hour." This program included guest speakers and musical numbers from the various western states. USU participated in the program until KSL severed its affiliation with the National Broadcasting Company in 1932 to join the C.B.S. Radio Network. The college continued its relationship with the station, although it was not presenting programs over the C.B.S. network.⁵

USU begins regular broadcasting over KSL

Broadcasting began to take a firm hold as Lester Pocock joined the Utah State University Staff in 1930. It was under his direction that regular broadcasting over the Salt Lake station began. On September 29, 1931, Dr. N. A. Pedersen, head of the English Department at USU, made the first of the fifteen-minute, twice weekly broadcasts. The KSL programs were aired on Tuesday and Thursday at 1:30 P. M. During the summer of 1932, the programs were cut to ten minutes then later restored to the fifteen-minute format.⁶

The main objective of the programs was to present timely information on agricultural and homemaking topics of interest to the state's mainly rural population. The programs were divided among the faculty

⁴A. L. Marble, "Educational Radio Broadcasting," (unpublished Master's thesis, Utah State University, 1935), p. 1.

⁵Ibid., p. 73-76

⁶Ibid., p. 76.

members of the College proper, the Extension Services, and the Experiment Station. These broadcasts were designed not to present formal classroom courses, nor for the use within the classroom. They were designed to present the fruits of Utah State's research and experience, and at the same time to build good-will and understanding for the University.

The participants for the programs were selected by a three man committee consisting of representatives of the College, Extension Services, and the Experiment Station. Lester Pocock, Director of Public Relations, had the responsibility of acting as chairman of the committee, arranging schedules, providing transportation and meals, and suggesting topics to the participants. He also acted as the liaison between the University and KSL. The station made no charge for the time, but the Institution had to stand the expense of travel and meals for the guests.

The programs were presented twice a week until February of 1936, when they were changed to a weekly fifteen-minute Saturday afternoon program. The KSL series went without a title for many years, except for a topic title for each individual program. The KSL announcer would make a brief statement introducing the speaker and indicating that he represented Utah State University which was maintained by the State of Utah and the United States Government. At the conclusion of the talk, the announcer would invite anyone who wanted a copy of the presentation to write to the college for one. The audience was also invited to suggest topics to be discussed on the programs. From 1931 to December 1934, the institution received 11,000 requests for copies of the talks; an average of thirty-five requests per program.⁷

⁷Ibid., p. 76-80.

The first professional calibre tape recorder on the campus was purchased for \$900 in 1949 for the use of the Speech Department, and to record some of the KSL programs in place of sending faculty members to Salt Lake City. Up to 1954, only about twenty percent of the programs had been recorded on tape, the rest were expense-paid trips to Salt Lake City.⁸

In 1953, Mr. Pocock left the University and Dr. LeRoy Blaser came as the new Director of Information Service. In September of 1954, Dr. Blaser asked Professor Hansen, who up to that time had been supervising the recording of the KSL programs, to take complete charge of the series. There had been some thought among the TV Policy Committee, which also handled radio matters, that the KSL station might like the USU programs to present topics on other areas rather than agriculture since the station now had a daily program sponsored by Kennecott Copper Corporation which was similar to that presented by the University. Joe Kjar, Manager of KSL, indicated that he would like the USU programs to continue to present agricultural subjects to maintain the continuity of the daily agricultural features presented by Kennecott.⁹

The format and a name change took place in the KSL programs in January of 1959. Up to that time the programs were mainly agricultural, but other types were occasionally inserted in the regular schedule. Dr. Hansen felt that the programs should represent Utah State University as more than just an agricultural college. The new format made it possible for the University to use a wide variety of program material

⁸Utah State University, Minutes of Meeting of the TV Policy Committee, meeting October 7, 1954, (Radio-Television files, Television Committee 1953-1954.)

⁹Ibid.

and topics of interest to every citizen in the state, from every college of the University, and excerpts from lectures given by prominent national leaders who came to the campus. These new changes gave a title to the long running series of "USU Radio Digest."¹⁰

The beginning of the end came for the "USU Radio Digest" when the Metropolitan Opera series began on the C.B.S. Network on December 8, 1962. KSL cancelled the "USU Radio Digest" to carry the operas until April 20, 1963; at which time the University picked up the series again; only to have it given another winter hiatus when the opera season began. For years the Institution had had the 12:15 P. M. time on Saturday, but with such long interruptions it became difficult to build up an audience. In December of 1963, Utah State University concluded its thirty-one year old series on KSL Radio.¹¹

In January of 1945, KSL began a new series of programs featuring the colleges of Utah. These programs, "Utah Colleges On The Air" were broadcast every Friday evening from 10:00 to 10:30 P. M. Pocock's list indicates that in the beginning, only Utah State University and Brigham Young University participated. USU's initial broadcast was on January 26, 1945.

The programs were offered during the school year, and then took a summer hiatus. Usually, the program included musical numbers performed by students and faculty members of the institutions with information about activities taking place on the campus between musical selections.

¹⁰Letter from Burrell F. Hansen, Director Radio and Television, Utah State University, to Dean and Directors of Colleges, September 23, 1959, (Radio-Television files, Correspondence 1959-1960).

¹¹Burrell F. Hansen, private interview, February 3, 1969.

This format remained up to January of 1947, when the University began to include other types of programing materials.¹² The members of the Utah State Radio Guild, a group of students, prepared some of the programs for the "Utah Colleges of the Air." Often, they would write and produce their own scripts. Several of the Guild's programs were presented over KSL, KVNU, and other radio stations in the state. The "Utah Colleges of the Air" concluded in 1951.¹³

One of the special radio broadcasts came from Utah State University campus in 1938. The occasion was the commemoration of USU's fiftieth birthday. KSL broadcast the opening of the cornerstone on March 8.

The broadcast began with a selection by the Utah State Agricultural College Band, after which President Frederick Champ of the USU Board of Trustees said in welcoming the guests and radio audience to the campus:

Today we are assembled to commemorate the completion of a half a century of service by the College to the people of Utah and this region. We will open the cornerstone sealed in the foundation of the original building, completed in 1890 but now but one of thirty buildings adorning a campus occupied by more than three thousand students and one hundred and sixty resident faculty members.

Then the song "Tenting Tonight" was sung by the quartet. Following this, an historic drama was presented depicting the signing of the Land Grant Act by President Lincoln in the presence of its author, Justin S. Morrill, and Professor Jonathan Turner; who converted the country to establish such institutions. Participating in the scene were:

¹²Lester Pocock, "Radio Program Listing and Scripts," (unpublished 1931-1954), Radio-Television Center Files. (Typewritten.)

¹³Burrell F. Hansen, private interview, February 13, 1969.

Dean N. A. Pedersen, Dr. Sherwin Maeser and Professor V. D. Gardner. Dean Pedersen wrote the script. A second historical scene depicted Governor Caleb West of Utah signing the Lund Bill that created Utah State. This was done in the presence of Representative Anthon H. Lund and Councilor C. F. Olsen. Participating in this scene was Professor Ira Hayward, Professor Chester Meyers, and Professor A. N. Sorensen.

Utah's Governor Blood stated:

This is a happy yet a solemn day for the State of Utah, of which this Institution is a valuable and integral part. We are glad to unite in rejoicing at the part it plays in our lives and in the development of the State.

Following Governor Blood, President Peterson pointed out that:

Moral and intellectual power, if united, is the greatest glory man can attain . . . so in performing the act of taking from this honored stone the documents, which remind us of our precious heritage, we do so with thankful hearts for all the opportunity which is ours, for the ideals of our race which are, after all, the cornerstone of this and every other institution and of every good life lived or to be lived; and with the prayer which is in the hearts of all of us that we may be worthy of the great tasks which these tempestuous times have given even the humblest of us to do.

The documents and mementos of the cornerstone were taken from the box by Mr. Charles Batt, Mr. R. O. Larsen and Mr. Peter Nelson.

The closing prayer was offered by Mr. C. F. Olsen who had dedicated the building in 1889. The bell in the tower of Old Main rang fifty times to conclude the ceremonies.¹⁴

The broadcast was presented live over KSL Radio from 12:15 P. M. to 1:00 P. M.

¹⁴Joel Ricks, Fifty Years of History, (Salt Lake City: Deseret News Press, 1938), p. 123-124.

Broadcasting over KVNU

All the early broadcasting from Utah State University was presented live over the two Salt Lake City stations or the Ogden facility. A radio station was not in operation in Logan until 1938. There is some evidence, however, that Logan may have had two broadcasting stations prior to 1934. Mr. Marble, in his thesis, quotes Mr. Earl J. Glade, Manager of KSL Radio in 1935, as saying in the "Historical Highlights of KSL": "For example, the city of Logan once had two radio stations, but was unable to maintain either of them. . . ."15

In investigating this, the writer found no references in any of the histories of broadcasting in Utah, or in other theses dealing with broadcasting. Interviews with old timers of the valley indicate that they do not remember any station other than KVNU. The Federal Communications Commission came into existence in 1934, and there is no reference there indicating that Logan had had radio stations prior to KVNU. If Logan did have a radio station earlier than 1931, it is entirely possible that the University presented programs over it.

In 1935, the Federal Communications Commission received three applications for a Logan station. The applicants were: Great Western Broadcasting Association, Inc.; Munn Q. Cannon; and the Cache Valley Broadcasting Service Company. All three of these applications were dismissed for not having enough information for the FCC to determine whether Logan needed a station or not.

¹⁵ Marble, "Educational Radio Broadcasting," p. 74, Quoting Earl J. Glade Jr., "Historical Highlights of KSL," (In the files of KSL in Salt Lake City, p. 4).

On June 25, 1936, the Cache Valley Broadcasting Service Company re-applied to the FCC for a permit to build a radio station. This time the name had been changed to the Cache Valley Broadcasting Corporation. The Corporation asked for a frequency of 1200 kilocycles with a transmitting power of 100 watts for an unlimited broadcast day.¹⁶

Utah State University was one of the reasons that Logan received a broadcasting facility. Network affiliations were difficult to acquire and could be expensive for a small station with a limited income. Syndicated programs were practically nonexistent. KVNU had to rely almost entirely on local talent for program material. Utah State University provided an excellent source of both program material and talent.

Because a broadcasting station must operate in the interest, convenience, and necessity of the public, the KVNU management indicated to the FCC that there would be many activities of the University that would be in the interest, convenience and necessity of the people of the valley.

KVNU provided many hours to the college for broadcasting. Regularly, the station would broadcast lectures, outstanding assemblies, sporting events and cultural programs during the early years of its operation.¹⁷

One of the first series on KVNU, of which records can be found, began on April 17, 1941. It was a series of drama programs produced by the speech Department; as near as it can be ascertained from the script, Floyd Morgan produced and directed the "Half-Hour from College Hill"

¹⁶Federal Communications Commission Reports, Vol. V, (Washington, D. C.: Government Printing Office, 1939), p. 664-669.

¹⁷Reed Bullen, General Manager, KVNU, private interview, KVNU Radio, Logan, Utah, February, 1968.

programs. The program of May 29, 1941, in the closing statement, indicated that plans were made to bring the series back in the Fall when school resumed.¹⁸

Utah State University did return to the air via KVNU, but it was not with the "Half-Hour from College Hill." Instead, on September 25, 1941, Jack Croft, and C. M. Hendricks began a new series by interviewing new students on the campus. This series ran for nine years with agricultural topics making up a small part of the subjects presented. Most of the programs were presented by student groups, organizations, alumni groups, athletics and other departments on the campus.

Some examples of programs on the series: February 12, 1942, George Knowlton and C. J. Sorenson, "Insect Control"; June 11, 1942, King Hendricks, "English Teachers' Conference"; March 11, 1943, Calder Pickett, "Junior Prom"; September 2, 1943, Ira Hayward, "Problems of Youth"; April 6, 1944, J. Whitney Floyd, "Arbor Day"; December 7, 1944, Everett Thorpe, "Winter Sports"; June 7, 1945, F. M. Coe, "Frozen Fruits"; February 7, 1946, V. D. Gardener, "Phases of the State Liquor Control Program." This gives some idea of the types of programs that the University was presenting over KVNU.¹⁹

In May of 1946, another script indicated that another series of programs similar to the "Half-Hour From College Hill" was presented. The title of this series was "Quarter Hour From College Hill" and was presented by members of the Radio Speech classes. Specifically, this script for this program was an adaptation by Professor Floyd Morgan

¹⁸Pocock, "Radio Program Listings," KVNU Programs.

¹⁹Ibid.

of Elizabeth McMenamain's "The University Social Life." An announcement at the end again indicates that this was a regular feature on KVNU Radio.²⁰

The Music Department produced the grand opera "Carmen" on March 6, 1946, directed by Professor Walter Welti. KVNU's broadcast of the entire presentation is thought to be the first full-length broadcast of any opera.²¹ The station recorded and broadcast many of the University's musical productions and placed the tape recordings in the Institution's library.²²

Working with KVNU, Utah State two years later prepared a series of 25 programs featuring music faculty members on "Music With Our Neighbors." Dr. Roy Harris and his wife Johana hosted this first series of radio broadcasts from Utah State University to be aired to a large intermountain audience. The programs, live from the living room of the Harris home, were fed to the Intermountain Radio Network by KVNU. The series began Sunday evening at 6:30 on February 6, 1948, and continued until July 31. Dr. Harris was billed as "the greatest living American composer," and Johana had achieved fame as a concert pianist. Featuring talk about music, the programs usually included a folk song by Mrs. Harris, and of course, there were moments when the serious music became the center of attraction. Each week the Harris family invited a group of friends to participate with them on the broadcasts. They included a churchman, a businessman, a farmer, and a college student. In the summer months, chamber music was performed

²⁰Ibid.

²¹KVNU Scrapbook, Radio Daily, April 11, 1947, KVNU studios, Logan.

²²Bullen, private interview, February, 1968.

using artists who had come to the Logan campus to teach in the Summer Music Festival.²³

After doing "Music With Our Neighbors," USU President Franklin Harris, Reed Bullen of KVNU, along with the Music Department worked with the Mutual Broadcasting System (M.B.S.) to produce eight, one-hour programs entitled "Summer Music Festival." These were broadcast live from the Harris home once again, and featured world renowned artists who had come to the University to join in the Summer Music Instruction program. The M.B.S. network had 500 stations carrying the series; the United States Department of State recorded the programs for rebroadcast on the Voice of America radio network that beamed the programs to Europe and South America. Thus, "The Summer Music Festival" became an international broadcast.

The "Summer Music Festival" went on the air Saturday afternoon at 3 P. M. on June 25, 1949, and ended August 13. Participating were James Barrett of the Detroit Symphony; Joseph Gingold of the Cleveland Symphony; Johana Harris, Artist-in-residence at Utah State; Milton Preves from the Chicago Symphony; and Lenonard Rose from the New York Philharmonic; Dr. Harris conducted the ensemble.²⁴

The Salt Lake Tribune reported the first program in a June 26 article that stated that the program opened with a radio premiere of a fantasy by Jan Pitzersz with piano arrangement by Roy Harris and played by Johana Harris. "Golden Sonata for Two Violins and Piano," by Henry Purcell, was performed by Joseph Gingold, James Barrett, and

²³KVNU Scrapbook, "Music With Our Neighbors," program announcement.

²⁴Ibid., "Summer Music Festival" advertisement.

Mrs. Harris. Dr. Harris' composition "Soliloquy and Dance" had the artistry of Milton Preves and Mrs. Harris. The final selection of the hour program, "Violin Sonata" by Bagriel Faure was performed by Mr. Barrett and Mrs. Harris. The program had "good audience acceptance."²⁵

The station undoubtedly presented more programs than could be mentioned; oftentimes greek organizations, and other campus groups presented programs over the station.

Lack of program coordination

There seems to be a lack of any real coordination among all of the radio programs being presented by the University. Each department or group took the responsibility for producing, presenting, and arranging time on the station for their own programs. The Information Services did not have any control over any other programs presented under the University's name except those that it sponsored on KSL and KVNU.

Extension Services broadcasting

The Extension Services began to get involved in radio broadcasting in 1944. At this time the county and home demonstration agents were presenting radio programs on farm and family subjects over the local station. For the most part, these were fifteen minute features once a week. In 1953, the Extension Services hired a part-time Radio and Television Specialist to help the agents with their programs and to work with the radio stations directly in behalf of the Extension Services.

²⁵Salt Lake Tribune, Sunday, June 26, 1949.

This division of the University produced 2,059 radio programs in 1956, an increase of ten percent over 1946.²⁶ The 1956 figure was increased four times in 1968 to 8,328 programs. These programs did not include the radio programs presented by the agents.²⁷ In 1956, it has been estimated that there were nine programs a day heard throughout the state that bore the name of the Extension Services.²⁸

In 1968, the Radio and Television people were preparing nine three-minute interview programs for almost every station in the state once a week. Three programs presented agricultural information, three offered tips in the family living area, and the other three featured agricultural news from outside sources such as the United States Department of Agriculture. These taped programs were sent to almost every station in the state.

Perhaps one of the reasons that the Extension Services had a large number of programs on radio was that there were more people involved in presenting agricultural and family life information than there were in other divisions of the University, and that stations wanted and needed agricultural news for their farm programs for their mostly rural audiences. Utah State University is a Land Grant University and has an obligation to present information in agricultural science research, and to extend the services of the University to the citizens of the state.

²⁶Stephen L. Brower, "Annual Report of Extension Work In Information, 1956," (Unpublished, Extension Radio-Television, Utah State University), p. 19-21.

²⁷James Kay Randall, "1968 Annual Statistical Report," (Unpublished, Extension Radio-Television files, Utah State University).

²⁸Brower, "Annual Report, 1956," p. 19.

University tape services to stations

The University provided additional tape services to the stations. In the fall of 1962, Jerry Allen, Manager of the campus radio station, began to prepare two programs a week for commercial stations.

The first was a news program of five minutes in length and designed so that it could be used by itself or included in a longer program if the station desired. The second tape service was a sports feature. This was prepared in cooperation with the Athletic Department. It featured a three to four-minute interview with the University sports editor or the coaches.²⁹

Sports broadcasting from USU

Sports broadcasting from the University has always been handled under contract to a commercial station. The Athletic Department has not allowed this area of broadcasting to come under the control of any other University broadcasting committee.

The sports people have, however, worked with the Radio-Television department in preparing sports interviews for the stations. In this way they have allowed some control over their sports programs, but the broadcasting of the events is still under the Athletic Department's complete control.

USU broadcasts over Voice of America

Sometime during 1959 and 1960, Utah State University responded to an invitation from the Voice of America radio network to produce

²⁹Letter from Burrell F. Hansen to Dr. M. R. Merrill, USU Vice-President, (Radio-Television files, Chairman), November 29, 1962.

a program titled "Utah State University's Place In The World." The program was part of a series of programs from universities that had foreign speaking students on their campuses. Later, Utah State produced a series of five-minute programs for the Voice of America. This series, titled "Five Minute Letters To Home," featured foreign students at USU telling about their experiences in the United States and at Utah State. The series was under the direction of Rey Barnes, KVSC station manager.³⁰

USU offers classroom courses over radio

In 1955, Dr. Burrell F. Hansen and Dr. L. G. Noble, Director of the Division of Off-Campus Instruction decided that the University should try and use radio in presenting some of the courses. The idea was taken to President Daryl Chase who approved and gave his full support to the project.³¹

It was decided that two classroom courses would be offered during the remainder of the fall quarter of 1955 on a trial basis. From information available, credit was not given for the two trial courses. Dr. Noble and Dr. Hansen looked for two instructors who would be able to make good radio presentations. They selected Professor Carmen Fredrickson of Sociology and E. A. Jacobsen, Dean of Education.

In a letter to President Chase, Dr. Noble explained the project:

Two classes are offered each week, Tuesday and Thursday at 9:15 P. M. over radio station KVNU.

The first class deals with the subject of "Education and Public Relation." It is taught by Dean E. A. Jacobsen and the transcriptions are taken

³⁰Hansen, private interview, March 12, 1969.

³¹Ibid.

from actual class sessions that are being conducted on the campus. . . . The Thursday night programs come from a class being taught by Professor Carmen Fredrickson under the title of "Women and the World Today." . . .

After these programs are given over radio station KVNU, they are sent to Price and broadcast over the Price-Helper radio. From there they are sent to Vernal and broadcast over that station. From Vernal they are sent to the Richfield radio station. The few reports that we have received from these series have been encouraging.

Starting in January, we will offer two classes over the radio for credit. One will be in the field of Sociology and one in the field of Political Science or History. . . . It is planned, however, that each of these courses will offer two or three hours of credit, and those registered will be required to do special reading, plus a comprehensive examination. . . .³²

The title for the radio college courses was "College Of The Air."

The following winter quarter in 1956, USU presented only one course for credit instead of two as had been planned.

On January 6, 1956, the following news release about the course went out from the University:

LOGAN--The Utah State Division of Off-Campus Instruction today announced that the first class for credit in the education by radio series will be given winter quarter.

The series of lectures will be presented on Tuesday and Thursday evenings from 9:00 to 9:30 over radio station KVNU, Logan. The course, Education 199, will be entitled "Critical Issues In Education," and will carry 1 1/2 hours credit. Persons interested in registering should contact Dr. L. G. Noble, Director of Off-Campus Instruction.

Dr. Noble, in commenting on the course, stated that, "It is designed to give a general picture of education today and the major problems confronting us. It is not an exclusive series for those solely interested in education but it is a group of well balanced discussions that will prove stimulating and enlightening to anyone listening to them."³³

³²Letter from L. G. Noble, Director of the Division of Off-Campus Instruction, December 1, 1956, (Radio-Television Files, Radio Off-Campus Instruction).

³³USAC News Bureau Release, January 6, 1956, (Ibid.).

The series of programs featured many of the faculty members in the College of Education including: Dr. John Carlisle, Professor Terrance Hatch, Professor Eldon Drake, Professor Basil Hansen, and Dr. L. G. Noble.

In the spring, a fourth course was presented by Dr. Don Carter entitled "The Child In The Family," Education 67. As far as it can be determined, the latter two courses were presented only over KVNU. The trial programs indicated that there might be good possibilities for a future, but registrations for the last two courses seemed too few to continue the project.³⁴

³⁴"College Of The Air," (Ibid.).

CHAPTER II

STUDENT INVOLVEMENT--THE UTAH STATE RADIO GUILD

Organization of the Guild

When Professor Burrell F. Hansen joined the faculty in 1948, broadcasting took on an added dimension. Radio broadcasting at Utah State had up to this time been mainly to promote an interest in Utah State University. Professor Hansen wanted to interest the students at Utah State into making broadcasting a career; he wanted to involve the student in broadcasting. How was he going to attract students into this area? In the fall of 1948, he helped the students organize the Utah State Radio Guild; an organization that would involve students in radio broadcasting.

Objectives of the Guild were: to increase the student understanding of radio; to give students an opportunity to develop radio talents; and to promote an interest in broadcasting generally. These goals were accomplished in part by having the members prepare and produce radio programs weekly; then analyze each production.¹

The Guild wrote a Constitution and by-laws to govern their organization. The Guild membership, composed of students interested in the various aspects of broadcasting, was accepted as a service organization by the Associated Student Council in the spring of 1949. The Guild

¹"Radio Students Form Guild," Salt Lake Tribune, November 22, 1948.

members provided such services to student and faculty organizations as: Preparing, casting, and producing radio programs for presentation over radio. Guild members had presented eight programs over commercial stations at the time they were accepted as a service organization.²

The Guild's Constitution

The Constitution's Preamble says:

We, a group of students of the Utah State Agricultural College do hereby form an organization for the purpose of promoting student interest in radio broadcasting, to increase their knowledge in this field, and to provide the opportunity for the development of their talents and abilities, and to provide services to the college and its student organizations in publicizing the institution and its activities through the medium of radio, . . .³

Drafting the constitution took four hours on an October afternoon, by members of the Guild. They named their organization the Utah State Radio Guild. Membership was based upon the following: the student must be registered at the college; must demonstrate an interest in one or more of the broadcasting fields such as: acting, announcing, engineering, management, music, production, programming, sound effects or writing; and must have a "C" average in his college work.

The Guild organization included a General Manager, Assistant Manager, Secretary, Chief Engineer, Librarian and Business Manager. The General Manager was responsible for the overall organization of the Guild, he approved the collection and expenditure of the Guild's funds, presided over the weekly meetings, and was the presiding officer

²"Utah State Radio Guild Adds Thirty-Five New Members," Student Life (Logan), March 10, 1949, p. 2.

³"Constitution of the Utah State Radio Guild," October 29, 1948, (Radio-Television files, Radio Guild).

of the Executive Council. The Assistant Manager acted as the "program director" for the organization. The Secretary was charged with the minutes and responsible for preparing all program material. The Chief Engineer maintained the equipment, and supervised construction of new equipment. The Librarian was responsible for filing and cataloging of records, scripts and station logs. The Business Manager made contacts for prospective business and handled the publicity for the Guild.

Members were required to pay \$1 per quarter for dues. These dues went toward purchasing equipment, and materials. Included in the constitution were provisions for dismissing a member by a two-thirds vote of a quorum. A member was dismissed if found guilty of one or more of the following acts: failure to cooperate, to maintain the grade point average required, or having three unexcused absences.⁴

Activities of the Guild

The Radio Guild was active in preparing radio programs for presentation over KSL, KVNU, and other stations. During the first quarter's operation, the Guild was asked by the Cache County School Board to produce three radio scripts in observance of National Education Week, November 7 through the 13. The three programs, "Howdy Neighbor," "Which Way Forward," and "Who Me?" were presented over KVNU and KPST (Preston, Idaho) radio.⁵

⁴"Constitution Radio Guild."

⁵"USAC Students Offer Shows On Education," Salt Lake Tribune, November 10, 1948.

The Guild presented their first program over KSL on the University's regular Friday night program, "Utah College's of the Air." The program, a Christmas play was also presented over Logan's KVNU. A series of programs for Boy Scout Week, and for the National Board of Fire Underwriters was also produced and presented by the Radio Guild. These scripts were prepared in advance so that all the guild was required to do was produce them.⁶

The Guild presented many programs over the local commercial radio station as well as KSL. Members rehearsed the programs in the studios on the campus; then went to the station for a dress rehearsal and the broadcast. Sometimes this meant traveling to Salt Lake City, presenting the program at 10:00 P. M. and driving back to Logan. One Salt Lake trip had a schedule such as this one on April 22, 1949. The members left Logan at 2:30 P. M. for Salt Lake. They had dinner in Salt Lake and arrived at the KSL studios at 7:30 P. M. The cast ran through the program a couple of times, then presented it at 10:00 P. M. After the broadcast, the students went to hear Benny Goodman and his Orchestra.⁷

Professor Hansen indicated that the winter trips over Sardine Canyon were rough and hazardous. He said they had just reached the summit in a heavy snowstorm on one occasion, when the car went off the road. Students got out to push the car back onto the road, when one boy fell and broke his leg. They took him to a hospital in Brigham and left him and went on to Salt Lake to do the show. Dr. Hansen took the fellow's part in the production.⁸

⁶Hansen, private interview, December 12, 1968.

⁷Burrell F. Hansen, extracts from his personal diary, April 22, 1949.

⁸Hansen, private interview, December 10, 1968.

A campus production facilities built

Shortly after Professor Hansen came to Utah State, he drew plans for radio production studios. Up to that point, the University did not have a facility for teaching radio production adequately. The plans were taken to Dean Carlton Culmsee on November 22. He liked them but could not give any encouragement that the President would approve of them. On November 30, Professor Hansen along with Chester Myers, head of the Speech Department, brought President Harris up to the second floor of Old Main to show him the studio plans. The president, to Professor Hansen's surprise, approved the plans! In fact, "he was quite complimentary about them, too."⁹

On January 3, 1949, Professor Hansen went to his office to check his mail that had come in during the Christmas Holiday break. He met President Harris in the hall, who took him up to the second floor. "Lo and behold they've got my studios well near to completion; what a pleasant surprise!" remarked Dr. Hansen.¹⁰ The studios consisted of a control room with a disc/transcription cutter, a small studio for newscasting, a production studio and a classroom that doubled for an audience studio.¹¹

The production facilities were an added attraction for students to enroll in radio classes. The studios gave students a place to work out their laboratory assignments, a place for the Radio Guild to

⁹Hansen, diary, November, 1948.

¹⁰Ibid., January 3, 1949.

¹¹"Utah State Radio Guild Adds Thirty-Five New Members," Student Life (Logan), March 10, 1949, p. 2.

produce their programs, and provided facilities for the University to rehearse and record programs. During the first two quarters, the Guild either had to record their productions on discs, which did not work satisfactorily all the time; or send them to KVNU over phone lines; or to present them live at the studios of the radio station.¹²

On November 16, 1948, Dr. Hansen went to KVNU to pick up a tape that he had there and saw a demonstration of a Magnecord, a professional tape recorder. In February, he talked to President Harris about getting the recorder; the President approved the necessary \$900 for the purchase of the machine. It arrived on March 14, 1949. Professor Hansen wrote: "It's quite a beautiful piece of equipment."¹³ With this professional tape recorder, the radio classes, the radio Guild, and the University people could record their programs on the campus without making the weekly trips to radio stations to present programs. Participants could come to the production facility, record their program, and mail it to the station. This would have saved the Institution hundreds of dollars in expense for travel and meals for the people presenting the radio programs over KSL, but the recorder was used for only about twenty percent of the KSL programs up to 1954. The machine was available for recording these programs as well as for training broadcasting students.¹⁴

¹²Hansen, private interview, December 10, 1968.

¹³Hansen, diary, November 16, 1948, February 22, 1949, March 14, 1949.

¹⁴Hansen, Private interview, December 10, 1968.

Radio Guild pushes for campus radio station

The idea of Utah State University having its own broadcasting station did occur before the Institution had formally committed itself to a large number of radio courses. Professor Hansen, and Professor Larry Cole of the Electrical Engineering Department began talking about the possibility almost as soon as Professor Hansen joined the faculty. He sent a memo to Dean Culmsee about the feasibility of the University building its own frequency modulation (FM) station. The Dean replied on November 18, 1948, that he was favorable toward the idea, but that President Harris was "still holding things up."¹⁵

In the April 6, 1949, meeting of the Radio Guild, the students discussed the idea of having a broadcasting station on the campus. It was suggested that such a station would stimulate interest in the Radio Guild.¹⁶ The Executive Council meeting of the Guild in May, brought indications that Dean Culmsee could possibly allocate \$500 toward establishing the station. This still required President Franklin Harris' approval. Also brought out in the meeting, was news that the Intercollegiate Broadcasting System (I.B.S.) would give the station a trial status affiliation for a \$25 fee.¹⁷

¹⁵Hansen, diary, November 1948.

¹⁶Utah State Radio Guild, minutes of the Guild's April 6, 1949 meeting, (Radio-Television files, Radio Guild).

¹⁷Utah State Radio Guild, minutes of the Executive Council meeting, May 25, 1949, (Ibid.).

The proposed campus station was to be a carrier-current station instead of the proposed FM type.¹⁸ It was suggested that the Engineering Department be engaged to build the transmitter; the Radio Guild would gather data for the readying of the FCC application for a permit to operate.¹⁹

Plans seemed to be moving ahead rapidly, the engineering department about had the transmitter ready for testing, and the programming schedule was about finalized when the President presented some doubts about the cost of the new operation. He had heard that Brigham Young University had a carrier-current station similar to Utah State's proposed station and that the operation of such a facility was expensive to run. The students felt that it was their duty to inform the President that his information was in error.²⁰

The Guild members felt that they could cut the University's expenses of operating the station by selling advertising on the station. The Dean nor the President approved of this idea. Their advice was that the students should draw from available funds of the Speech Department and then go to the Student Council for the additional funds needed.²¹

¹⁸A carrier-current station is one that sends its signal through electrical power lines rather than through the air. The station then can be received on an AM receiver that is plugged into the electrical outlet in the home. This type of station needs only a permit from the FCC, and is only restricted to a specific power output of the transmitter.

¹⁹Radio Guild minutes, April 6, 1949.

²⁰Utah State Radio Guild, minutes of the meeting, November 2, 1949.

²¹Ibid., November 16, 1949.

With these problems out of the way, the Guild was ready to begin the operations of the new station. It can thus be seen that student support was a significant factor in the initiation of the new campus station.

CHAPTER III

UTAH STATE UNIVERSITY PUTS A CAMPUS BROADCASTING FACILITY ON THE AIR

Preparations for the new station

The Radio Guild members worked feverishly during the 1949-50 school year getting things in order to begin broadcasting. They voted to give the station a gift of an Intercollegiate Broadcasting System Membership. This organization would register the station's call letters with the FCC, provide legal services and programs. Since the station was not broadcasting over the airwaves, but through power lines, they were only required to notify the FCC that they were operating. (If the signal "leaked" from the power line into the air, the FCC had the jurisdiction to force the station to comply with power requirements or cease transmitting.)

The Guild considered two sets of call letters for the new facility: KVSC, "Voice of the State College," and KUAC, "Utah Agricultural College." On May 3, 1950, the Guild received word from the I.B.S. that the call letters the Guild had requested, KVSC, had been cleared and registered with the FCC. KVSC had been assigned to a police station until October 6, 1949, and prior to 1948, they had been assigned to a standard broadcasting station.¹

¹Letter from George Abraham, Chairman, Intercollegiate Broadcasting System, May 8, 1950, (Radio-Television Files, KVSC Organization).

Since KVSC was a carrier-current broadcasting station, the signal, was transmitted through the city's electrical lines. The transmitter which was completed in the fall of 1949, was housed in the Military Science Building. The studios on the second floor of Old Main were connected to the transmitter about one-half mile away by telephone lines. The signal was then fed from the transmitter to the high tension power lines of Logan City which ran near the Military Science Building. Logan City donated nine man-hours of labor to connect the transmitter to their lines.²

The telephone lines from the studios to the transmitter gave the station a variety of problems. If there was a heavy snow, the weight of it on the lines would break them; occasionally the lines were the object of vandalism. In either case, there was no one to splice them back together except for Dr. Hansen and KVSC staff members.³

Production facilities built in December of 1949 provided the basic equipment for the station's operations. The KVSC staff had to be content with recording campus events for broadcast at a later time because there were no "remote lines" to other campus buildings. The fledgling operation was also in short supply of music programming. The staff worked out arrangements with the local record dealers to loan records to the station for a "credit line" over the air.⁴

²Letter to USU President Franklin Harris from Burrell F. Hansen, March 24, 1950, (Radio-Television files, KVSC Organization).

³Hansen, private interview, December 10, 1968.

⁴Letter to President Harris, March 24, 1950, (Ibid.).

KVSC on the air

Testing operations of KVSC began March 6, 1950. Because of the poor quality signal that had to be sent out during the testing periods, the operation of the station was not publicized. KVSC could be received on a standard radio set at 700 kilocycles on the dial. The signal was received by the set via the electrical outlet to which the set was connected.

It was disappointing when the station went on the air, as it was discovered that the KVSC signal did not cover all of Logan. Professor Hansen wrote to President Harris saying:

It can generally be said that the signal is of sufficient intensity to provide reception of intelligible quality in the area between the College as far west as Main street. (There are localities in this region where this is not true.) The Pre-fabs, and new housing to the East of the College gets our signal very well. We had hoped for city-wide coverage, and still remain under our power limitations, but the unpredictability of coverage for this type broadcasting has been obviated by our experimental testing, and we know our limitations. . . . It should be noted that there are potentially six or seven thousand listeners in the area we do cover.⁵

President Harris responded saying:

. . . You seem to be proceeding in a very satisfactory manner. I listened to one or two of the broadcasts and have been highly pleased with them.

.
I am sure that all of us are going to be very proud of the thing which you are setting up.⁶

The station formally signed on the air April 6, 1950, with the public invited to the opening broadcast from the LDS Institute. The KVSC broadcasting hours were 7 A. M. to 8 A. M., and from 7 P. M. to

⁵ Ibid.

⁶ Letter from USU President, Franklin Harris to Burrell F. Hansen, March 27, 1950, (Radio-Television files, KVSC Organization).

9 P.M. Monday through Friday. The station was completely staffed by student personnel of the Utah State Radio Guild. Lee Frischknecht was the first student manager of the station, and got the station underway with the help of Professors Hansen and Clark.⁷

Programming of the station included music, news, educational features, drama and sports. KVSC came up against a problem in broadcasting the athletic events because of the contractual agreements the athletic department had with KVNU. Dr. Hansen wrote the Athletic Council seeking permission for the students to broadcast the sporting events. He stated that: "Many students here at our school are anxious to receive training and experience in the broadcasting of such events." He clearly stated that the station would stand behind the Council's efforts to get the University sports out to as wide an audience as possible, although he did feel that students and friends of the University who could pick up KVSC would "have a special interest in the broadcast of our college athletic events without the intrusion of commercials for products in which our school nor studentbody has little interest."⁸

The Athletic Council and KVNU met on the subject and a compromise was presented to the campus station. Students who were interested in training and experience in sportscasting would be given space in

⁷Letter to Radio Broadcasters from Lee Frischknecht, Student Manager of KVSC, April 4, 1950, (Radio-Television files, KVSC Student Organization).

⁸Letter to King Hendricks, Chairman of the Athletic Council from Burrell Hansen, April 14, 1950. (Radio-Television files, KVSC Organization).

the press box to record the games on tape. The tape, however, could not be broadcast. It was to be used as a means for students to self-evaluate their play-by-play techniques. The Council gave the station the permission to carry events that KVNU did not carry or have contract rights to.⁹

During the summer session in 1950, Utah State University appointed Louis L. Madsen as its new President. President Madsen asked for a brief account of the station and its proposed budget. The request submitted totaled \$700: \$200 for each of the three regular quarters and \$100 for the first Summer School session. The request was granted. The staff had hoped that remote lines could be installed into the main auditorium and other buildings on the campus so that KVSC might better serve the studentbody of the University.¹⁰

Programming KVSC

Some of the outstanding programs presented during the year were outlined in a letter to the faculty members:

If you enjoy good music, you are invited to listen to a special series of symphonic programs to be broadcast over the campus radio station, KVSC. Through a special arrangement with the Federal Radio Education Committee, we have obtained "Orchestras of the World," a series of one-hour programs featuring various European Symphonic groups. These programs will be broadcast Wednesdays at 9 P. M. If you are living in those parts of town where KVSC can be heard, we invite you to tune to 700 on your dial Wednesday, January 17th, at 9 p.m. to hear the first in this series, the RIAS Symphony of Berlin. On succeeding Wednesday evenings you may hear orchestras from Denmark, Austria, Britain and Belgium. So far as we can learn, these programs are being broadcast in this area only by

⁹Letter to Student Life (Logan) from Burrell F. Hansen, November 14, 1950, (Radio-Television files, KVSC Organization).

¹⁰Letter to President Louis L. Madsen from Burrell F. Hansen, September 15, 1950, (Radio-Television files, KVSC Organization).

the college station. Our auditions of those programs have shown them to especially be good, and worthy of adult listening.

Also on KVSC schedule we recommend:

"A Little Night Music" -- a series of classical music programs arranged from recorded libraries by one of our best versed students of music, and regularly presented each Tuesday and Thursday evening at 9 P. M. over KVSC. Professor Wendell Anderson's news commentary, which is presented each Wednesday evening at 7:15.

"Excursions in Science" -- discussions about scientific subjects, presented each Monday at 8:15 p.m.

Speech Department -- discussions of the theatre, radio, discussions and speech correction services of the USAC Department of Speech and Drama . . . Mondays, 7:30 P.M.¹¹

KVSC forced to leave the air

Before the station reached its first birthday, tragedy happened. Inspectors from the FCC arrived on the campus on March 27, 1951. The examiners found that the power of KVSC was markedly over the acceptable limits allowed by the Commission for this type of broadcast operation. The University was ordered to shut the transmitter down immediately and not to return to the air until it complied with the power requirements. The engineers tried several times to reduce the power, but each attempt failed.¹² The station did stay on to have its first birthday party then left the air.¹³

In a statement prepared for the Studentbody President, John Carlisle and members of the Student Council, Professor Hansen expressed the attitudes of the KVSC staff:

¹¹Letter to faculty members from Burrell Hansen, January 16, 1951, (Radio-Television files, KVSC Organization).

¹²Letter to Studentbody President, John Carlisle, July-October 1952, (Radio-Television files, KVSC Organization).

¹³Hansen, private interview, December 10, 1968.

The system employed . . . was similar to that in use at BYU. The opinion generally shared by the KVSC staff is that commercial radio interests in Logan were instrumental in effecting our closure, for KBYU is still operating.¹⁴

KVSC broadcasts over KVNU

The staff organization of KVSC continued. It was decided that "if you can't lick'em, join'em." During the school year of 1951-52, the student staff inaugurated a series of half-hour programs twice a week from the KVSC studios to KVNU via telephone lines. This began a new venture in broadcasting for Utah State.¹⁵ Dean Carlton Culmsee worked out the arrangements with Reed Bullen, General Manager of KVNU, in setting up the broadcasts. KVNU agreed to paying half of the expenses for the telephone line between the two stations.¹⁶ The Radio Guild continued the broadcasting while Professors Hansen, Larry Cole, and Wendell Anderson began work on obtaining an FM broadcasting license for Utah State University.

FM broadcasting for Utah State University?

Larry Cole, the Radio-Engineer for the University suggested that KVSC would benefit more by returning to the air as a low power frequency modulation (FM) station rather than a carrier-current operation. This possibility was put to further study. Professor Hansen conducted a survey of radio receivers in the Logan area. Using a random sample,

¹⁴Letter to Studentbody President, John Carlisle, July-October, 1952.

¹⁵Janice Keller, "History of KVSC," (Radio and Television files, KVSC and the Press).

¹⁶Letter from Dean Carlton Culmsee to Burrell Hansen, October 18, 1951, (Radio-Television files, KVSC Organization).

291 homes were visited and interviewers inspected the radio sets in the home. Indications were that 1,500 or 38 percent of the homes in Logan had FM receivers. Merchants reported that they were selling a great number of sets to people outside of Logan.¹⁷

Inquiry was made of the Federal Communications Commission about the problems of applying for an FM license. The reply indicated that a construction permit could be processed in about three weeks with a properly filled-out application request. The commission suggested that an institution such as Utah State would likely be granted permission without any problems. Wendell Anderson, of the Political Science Department, offered his assistance in acting as legal counsel for the station.

Research pointed out that the cost of an FM station would quite likely be no more than the carrier-current system, and would provide greater coverage, covering most of the Valley with static-free, fade-free, high fidelity reception.¹⁸

FM facilities will provide a laboratory

The Radio Committee, an organization, organized by Professor Hansen, of influential faculty appointed by the President's Office, asked Professor Hansen to prepare a statement on the proposed training facilities at Utah State. He stated that it is the land-grant Institution's obligation to provide broadcast training:

¹⁷Letter to USU President Louis L. Madsen from Burrell Hansen, April 10, 1951, (Radio-Television files, KVSC Organization).

¹⁸Ibid.

As a matter-of-fact, that portion of the land-grant act which states: "Monies so invested . . . shall be appropriated by each State for the . . . support and maintenance of at least one college where the leading object shall be . . . to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life." suggest to me that it is not only within the province of the college but it is mandatory that the college should make available such training.

The appropriate administrative officials of this institution gave tacit approval to this objective when they approved the addition of radio, speech and production courses to the curriculum two years ago.¹⁹

It was pointed out that in 1948, a joint committee of professional and educational broadcasters, who met to draw up standards for collegiate broadcast training, made it clear that:

"Students must have daily logged broadcasting experience. This logged broadcasting activity must be a regularly scheduled activity as a function of a broadcasting outlet such as a university station to which students have adequate access, regular broadcasts over commercial stations or wireless broadcasting to the campus."

Not only is this a requirement specified by the joint committee on radio training, it is one of the first questions asked of our students when they apply for jobs at broadcasting stations.²⁰

Commercial stations had agreed to carry some of the programs produced by the students, but they were reluctant to let them at the controls of the station.

The statement asked the administration to provide a well-equipped laboratory for the 92 students in broadcast training. It was pointed out that the cost of such a facility would be under \$1,500, a pittance as compared to other laboratories on the campus. The proposed laboratory would provide the following advantages:

¹⁹Burrell F. Hansen, "Statement of Proposed Radio Training Facilities of USAC," May 9, 1951, (Radio-Television files, KVSC Organization).

²⁰Ibid.

1. It would provide a realistic training laboratory in radio broadcasting. . . .
2. Opportunity for experimentation in radio programming is made available. There is some cause for questioning of standards and procedures of much commercial broadcasting--yet, there is little provision made for experimentation with other standards and procedures. Our colleges are a logical source for such experimentation.
 - A. Educational, in-school broadcasting could be investigated.
 - B. Methods of aural presentation for information and instructions to farmers and rural dwellers.
 - C. Methods of presentation of the methods and results of scientific research to listeners.
3. Radio broadcasting is a fascinating industry and it does attract the interest of our college students, and of high school visitors. . . .
4. The college needs a pool of trained radio people. The commercial stations do not produce our programs for us any longer; we must produce them ourselves. Our experience with KSL "Utah Colleges" programs this year are evidence of this. A broadcasting station would help us gather and train students which could assist in these ventures.²¹

There were some objections indicating that having a campus station may be jeopardizing the University's relations with KVNU. It was clearly pointed out that the college station would be a non-commercial operation: not competing for the advertiser's dollar as does the activities of Student Life, dairy manufacturing, the sale of apple cider, and the cafeterias on campus.

The programming of the station would be experimental and would use a student staff. If the students developed more interesting programs than the commercial station, then there would be nothing holding the station back from hiring the students or taking the program. The campus programs, in fact, would be made available to the commercial station for simultaneous broadcast, thus enabling them to keep their audience while airing the college presentations.

²¹Ibid.

The campus station would be able to train more students who could help produce the University radio programs that were sent out to other stations in the state. The station would provide a place for good classroom productions to be broadcast. It would also provide the facilities for experimental productions. The commercial station's studios were in operation 18 hours a day. A campus station, therefore, would eliminate the University's demand upon their studios.²²

After this statement had been written, Professor Hansen added this additional note before he sent it on to President Madsen:

You listen to the radio--how much of it is worthwhile? Why? Because the present leaders in the broadcast industry have not had the benefit of higher education! Could we not assist in rectifying this by making it possible for educated men and women to learn to use this very important communications medium?²³

It seemed, however, that a broadcasting station for Utah State University was not going to be. President Madsen wrote back to Professor Hansen and said that he did not feel that the college was ready to proceed on an application for the station; there was too much opposition among the faculty. "Dean Daryl Chase," the President said, "seems to feel that from a public relations point of view we could probably get greater coverage by submitting tape recordings to various stations in Utah and preserve good cooperative relations with our own station by so doing."²⁴

Needless to say, there were strong feelings present. It seemed that no matter which way the KVSC staff and Professor Hansen moved,

²² Ibid.

²³ Ibid.

²⁴ Letter from President Madsen to Burrell F. Hansen, June 23, 1951, (Radio-Television files, KVSC Organization).

there seemed to be someone expressing opposition to the proposal. Professor Hansen wrote back to President Madsen and made his feelings clear: "I would like to see some evidence that KVNU and its management is in any way concerned with being 'our station.' He emphasized to the President that he would be more than willing to talk to him about the station personally, but the invitation had not been offered.²⁵

Dean Chase, Director of Public Relations, was interested in protecting the Institution's relationship to other stations. He asked Professor Hansen how to set up an effective public relations program and recording unit. Perhaps Dean Chase was trying to divert the KVSC staff energy into another area, but it did offer Professor Hansen an opportunity to express his feelings on the whole matter of radio broadcasting from Utah State University. He said that there was a lack of supervision of any kind, and he felt that all radio programs of the University should come under one person who was responsible for the production and presentation of the total broadcasting efforts of the University. He summarized the conditions that were present in 1951:

- a. Training broadcasts lie within the Speech and School of Arts and Sciences jurisdiction.
- b. Extension Services broadcasts are under the direction of the Extension Editor.
- c. Departmental broadcasts need only the supervision of the departments involved.
- d. Public relations recordings shall be supervised by the "Public Relations Radio Committee."
- e. No one seems to know who shall direct the programs now in progress.
- f. "Ham" broadcasting supervised by Electrical Engineering.

²⁵Letter to President Louis Madsen from Burrell Hansen, June, 1951, (Radio-Television files, KVSC Organization).

"Public Relations broadcasts," said Professor Hansen, "needs to be defined, and that there should be control over the situation."²⁶

Dean Chase was later to become the President of the University. This letter may have had something to do with the appointment that he gave Professor Hansen: that of Chairman of Radio and Television, when he became President.

Letters from the Student Council and from interested administrators were written to President Madsen asking him to take the matter of the FM station to the Board of Trustees and ask them for permission to apply for a license. Dean Culmsee wrote the President and stated: "In my opinion a low-power frequency modulation radio station, such as has been proposed, would be helpful to the College in public relations ways." The Dean felt that the station could be a valuable asset to KVNU by producing some of the public service programs that they were normally asked to produce. The proposed FM station would be providing KVNU, and other stations, a service by training qualified personnel to fill vacancies as they occurred in their operations. Classroom training needed to be linked with laboratory training to provide well-trained people. Dean Culmsee also mentioned that the significant public relations aspect could be greatly enhanced by KVNU and the Institution working together. KVNU, he said, would cooperate by linking up with the FM station.²⁷

Discouragement persisted even after the Student Council had adopted the station proposal and several top administrators had written to the

²⁶Letter to Dean Daryl Chase from Burrell F. Hansen, July 11, 1951, (Radio-Television files, KVSC organization).

²⁷Letter to President Louis Madsen from Dean Carlton Culmsee, October 13, 1951, (Radio-Television files, KVSC Organization).

President urging him to bring the matter up before the Board of Trustees. The President refused by saying "that he didn't know enough about it yet!" Professor Hansen said in a letter to Chester Myers, "It would appear that if the President were at all concerned about the problem that he would have made an effort to find out something about it by now."²⁸

After seven months of writing to the President's office by administrators and others, President Madsen finally took the matter before the Board of Trustees on December 8, 1951.

The Board of Trustees of Utah State Agricultural College met on December 8, 1951, in a regular monthly meeting with a quorum enabling the Board to conduct official business.

Trustee Preston moved that the Board apply for this license and the application for a non-commercial, educational purpose be authorized.

The motion was seconded by Trustee Saunders. The motion was carried with Trustee Bullen voting "No."

The officer executing this application is authorized to do so.

s/ Louis L. Madsen, President
Utah State Agricultural College.²⁹

Trustee Bullen, the only dissenting vote, owned KVNU Radio. The FM station was about to become a reality. Along with the permission to apply for license, the Board granted \$200 toward the project.

The application was prepared and sent to the FCC; it included this required statement of KVSC's "proposed purposes, plans, and programs."

The purpose of said station shall be to operate in the public interest, convenience and necessity, directly and indirectly. It is intended that the station shall directly

²⁸Letter to Chester Myers, Department Head, Speech, from Burrell F. Hansen, October 17, 1951, (Radio-Television files, KVSC Organization).

²⁹"Exhibit A." FCC Application for KVSC FM radio station, (Radio-Television files, FCC Applications--KVSC).

serve the cause of out-of-school education and the public interest by providing broadcast services designed to add to people's understanding of the issues of the day, to encourage their participation in educational causes and activities, to promote their appreciations in the arts and sciences.

It is intended, furthermore, that the personnel of the station shall be constituted largely of students. These students, it is believed, will directly derive the following kinds of educational experiences; (a) enlargement of their scope of interests through their developing of diversified radio programs; (b) learning to cooperate in the planning and production of programs; (c) extension of their human sympathies, appreciations and knowledge through contact with significant subject matter of their programs; (d) development of their communicative skills; (e) enrichment of their appreciation of the potentialities of the radio medium; and (f) preparation for a useful vocation. It is hoped that the public interest will be served indirectly, by the infusion of broadly educated individuals into the broadcasting industry.

Public interest and necessity shall be further served through allowing the interchange and experience of opinion through public discussion without monetary pressures and fears of commercial broadcasters. No greater public need exists in the world today perhaps, than that of the replacement of ignorance, fear, and superstition with the knowledge, faith, and critical judgment. This station proposes to work toward fulfillment of these needs. Many aspects of a college education shall become available to the out-of-school public through the programs offerings of the station.

It is further intended that facilities of the proposed kind would serve to advance education in, and knowledge of the broadcast medium by making possible some experimental work in programing. Since the content and sequence of programs could be controlled by the educational owner of said station, certain experimental situations could be set up from which additional knowledge of this form of communication could be derived. Positive information of this kind would no doubt serve the long range interests of the public.

It could also be noted that should this application be approved, this station would be the only one offering FM services to this area, with the attendant advantages of this form of broadcasting.

For the above reason it is felt that the operation of such a station would be in the interest, convenience, and necessity.³⁰

³⁰Ibid., "Exhibit F."

The University received permission to construct the FM station on the campus, on June 23, 1952, with an assignment to operate on a frequency of 88.1 megacycles with a radiated power of 10 watts; permission also was granted to the station for operation of unlimited time during each day. The construction of the station had to begin no later than August 23, 1952, and was to be completed by February 23, 1953.³¹

KVSC goes on the air

On April 9, 1953, two years and two days after the carrier-current left the air, Utah State University began operating an FM broadcasting station using the same equipment and studios that had been used for the old KVSC. The station had the distinction of being the only major Utah college station in operation on a regular basis. Listeners of KVSC were provided with 30 hours of programing a week.³²

The official opening took place Wednesday evening, April 15, 1953, in the Little Theater of Old Main where administrative officials of the University helped to inaugurate the new broadcasting station.³³ In addition to new transmission equipment resulting from the change to FM, the student staff had increased, and new programing offered. A

³¹"Non-Commercial Educational FM Broadcast Station Construction Permit," June 23, 1952, (Radio-Television files, FCC Applications--KVSC).

³²"KVSC Looks to Student Union," Student Life (Logan), May 26, 1953, p. 9.

³³"FM Radio Station Launched in Ceremonies at USAC," Salt Lake Tribune, April 16, 1953.

transcription library gave the FM over 6,000 musical selections. Residents of the campus and Cache Valley now were able to tune in on campus activities, educational programs and music.³⁴

On January 26, 1954, the Student Council passed a proposal approving \$6,000 for equipping new studios that were planned for the new Student Union Building. An equipment list was drawn up for President Dixon's approval in May of 1954.³⁵ He was slow to act on the proposal, and on July 16, Professor Hansen and University Business Manager, Dee Broadbent, met with him; at which time Mr. Broadbent "opposed the student expenditure for the radio equipment in the Union." On November 30, 1954, Mr. Broadbent called to say that President Dixon wanted to talk again about the radio equipment.³⁶ The meeting was canceled because on December 3, Utah State had a new President, Daryl Chase. President Dixon had been called to finish serving a term in the United States Congress.³⁷ President Chase went into the KVSC studios on the afternoon of January 14, 1955, to record a radio program. He told Professor Hansen that the school needed expanded facilities.³⁸ On February 1, 1956, a year and a month after President Chase came into the office, he authorized \$6,000 for new equipment in the Union Building studios.³⁹

³⁴"College Radio Station is On Again Tonight," Herald Journal, (Logan), April 15, 1953, p. 6.

³⁵Letter to President Dixon from Burrell F. Hansen, May 12, 1954, (Radio-Television files, KVSC Organization).

³⁶Hansen, diary, November 30, 1954.

³⁷Hansen, private interview, March 21, 1969.

³⁸Hansen, diary, January 14, 1955.

³⁹Ibid., February 1, 1956.

Dr. Hansen held a meeting in the Union Building studios on March 17, 1955, with Professor Larry Cole, engineering, and Harold Wadsworth, Physical Plant, to finalize their plans for construction of the new studios.⁴⁰

Some of the equipment began to arrive in the Union Building by the middle of May.⁴¹ By September 4, 1956, Professor Hansen was able to do "a couple of recordings in the new studio with the electricians dashing in and out."⁴²

The studios were comprised of a control room, two studios, and an office. The control room boasted a deluxe, six channel, dual purpose Gates console; two RCA turntables; two tape recorders, an Ampex 350 and a Berlant. Adorning the studios were RCA velocity microphones, a Shure dynamic control room microphone, and an electro-voice microphone. The facilities also included a remote control board for special remote broadcasts anywhere on campus.

The station's music library included: the transcription library, 500 albums, and over 2,000 single records--classical, jazz, and pop music. The pride and show place of the station was Studio B, equipped with modern furnishings and carpets; a place of beauty and function.⁴³

The campus station served several purposes such as: Supplementary training for USU students enrolled in speech, education, and engineering

⁴⁰Hansen, diary, March 27, 1956.

⁴¹Ibid., May 15, 1956.

⁴²Ibid., September 14, 1956.

⁴³Janice Keller, "KVSC News," (no date, but probably written in April of 1957 for the open house of the new studios), Radio-Television files, KVSC and the Press.

courses, and all others interested in broadcasting; providing an adjunct in the area of student public relations by presenting announcements of activities and campus problems and the presentations of student talent, forums, and on-the-spot pick-up of activities. The station was to also aid in communication research projects and present educational programs to students and the general public. It would do experimental work with new program ideas. The facilities as a laboratory, would be used for training broadcasters who would go out into the commercial world with new ideas and skills that would be used in upgrading commercial radio.⁴⁴

The station then, had two primary functions: Educational and student relations. The educational functions came under the direction of the faculty advisor, Head of the Speech Department, and the Dean of Humanities and Arts. Student relations were handled by the Student Council through the station's representative of Public Relations.⁴⁵

The KVSC staff reached as high as forty members when the student-body was not much over 3,000 students. Activity was fast paced with the staff preparing programs for the campus station as well as the production of the programs for the commercial stations.⁴⁶ KVSC was accepted into membership of the National Association of Educational Broadcasters (NAEB) in April of 1954. Through membership in this organization the campus station could receive special programs produced

⁴⁴Statement of the goals of KVSC, April, 1954, (Radio-Television files, KVSC Organization).

⁴⁵Ibid.

⁴⁶Hansen, private interview, December 10, 1968.

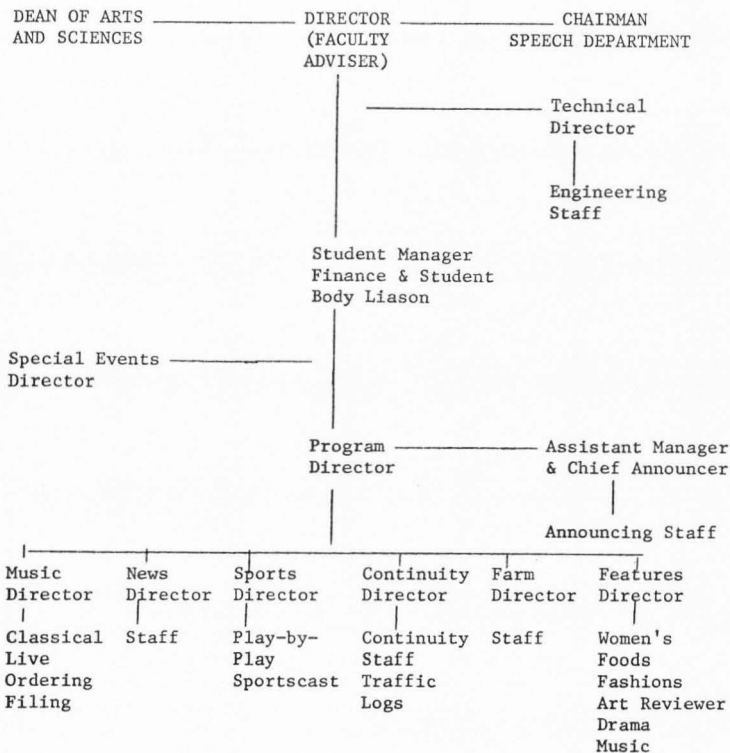
by NAEB member stations.⁴⁷ Utah State used a few of these programs in its broadcasts over the local radio outlets. KVSC contributed to the NAEB tape network in 1955 by producing, "The Wandering Ballad Singer." The program featured a Utah State University student, Barre Toelken, and was produced by KVSC's student manager Bert Bell. "The Wandering Ballad Singer" was carried over 61 educational radio stations in the USA and Hawaii.⁴⁸

KVSC broadcasts over KVNU

When the old carrier-current station was forced to leave the air by the FCC, the staff began working with KVNU radio to get programs from the campus out to the students and general public in Cache Valley. Programs were of educational interest as well as programs featuring talent and information from campus groups and organizations. For eleven years (1952-1963) KVNU presented programs produced by the KVSC staff. Prior to the campus station going on the air again, the programs were relayed to the downtown station via telephone lines. Later, in 1958, FM receivers were installed in the commercial stations (by that time Logan had two, KVNU and KLGK) that eliminated the need for the telephone lines. The receivers allowed the commercial stations to pick up the program of KVSC on their receivers and re-transmit it over their stations.

⁴⁷"USAC Radio Station Named To National Organization," Salt Lake Tribune, March 21, 1954, p. 6.

⁴⁸"College Station Program On National Network," USAC News Bureau Release, September 27, 1955, (Radio-Television files, KVSC and the Press).

KVSC ORGANIZATIONAL CHART⁴⁹

⁴⁹ 1954 Organization Chart of KVSC, (Radio-Television file, KVSC Organization).

For some time, the campus broadcasting staff prepared two half-hour programs for KVNU to broadcast on Tuesday and Friday nights. The activity increased during 1956 to two hours and 45 minutes of program material each week. The faculty and administration discussed campus programs and activities on "Utah State Review." Students prepared an hour-long variety program each week featuring the talent listed on the University's "Entertainment Bureau roster." Other programs included "Locker Room Interview" and the University's courses for credit programs "College of the Air."⁵⁰

In 1958, KVSC had expanded its programing service considerably with an hour of program material being broadcast over KVNU nightly except for Saturday and Sunday. In an article prepared for the NAEB Newsletter, Professor Hansen tells of the activities of KVSC with KVNU and KLGK:

KVSC of Utah State University, which, since 1953, has been broadcasting on low power FM a schedule of 'educational and entertainment' programs to the city of Logan, Utah, has recently completed arrangements which will increase the size of the audiences to a number of its programs. Agreements have been reached whereby a selected number of programs in the KVSC schedule will be re-broadcast by local commercial AM stations. FM receivers have been installed at the AM stations by KVSC engineers, and authorized programs are then re-broadcast on AM to all Northern Utah and areas of surrounding states which are included in the coverage of these more powerful stations.

Dr. Burrell Hansen, Director of KVSC, reports that community interest in the re-broadcast is high, and that the commercial stations are very cooperative in the project and appear anxious to secure additional programs authorizations for re-broadcast. Needless to

⁵⁰"Fact Sheet," Utah State University, March 2, 1956, (Radio-Television files, Correspondence).

say this has created considerable new interest in KVSC as an FM station as well.⁵¹

Many of the programs that made up the nightly one-hour schedule came from the National Association of Educational Broadcasters' tape network of which KVSC was a member.

With all of this re-broadcasting, there was bound to be some problems. KVNU staff announcers complained that the programs were of poor quality; they demanded that the management eliminate the entire schedule of Utah State or at least confine it to one night a week. Mr. Bullen wrote that "he hoped 'educational radio' would catch on and work to the advantage of the station, instead of the otherwise as it is at the present time."⁵²

The KVSC staff said that the programs left the KVSC studios with good quality; that the KVNU staff announcers did not keep the FM receiver properly tuned to KVSC's signal. It is not clear whether the KVNU announcers were really complaining about the reception, or whether they did not like the types of programs from the University. It may have been both. There were faults on both sides. The nightly programs continued to the end of Spring quarter in 1959.⁵³

It is not certain how many listeners tuned to KVNU to hear the programs from Utah State. Dr. Hansen did write a letter to Reed

⁵¹Letter to William Bender, Editor, NAEB Newsletter, from Burrell F. Hansen, 1958, (Radio-Television files, Correspondence 1958).

⁵²Letter from Reed Bullen, General Manager, KVNU, December 4, 1956, (Radio-Television files).

⁵³Jerry Allen, Manager of KUSU-FM, private interview, Logan, Utah, March 1968.

Bullen telling him of the requests that he had received from the programs being broadcast over the station.

Fall quarter when the series on Juvenile Delinquency was being broadcast we had inquiries from our Sociology Department about permission to re-use the entire series in the classes. We were unable to secure permission to do this, but they did refer in class to broadcasts and informed their students of the subjects and broadcast times. In response to the series "Stretching Your Family Income" also broadcast fall quarter, and in which an offer of a free booklet was made, we received requests for 40 booklets. We forwarded these requests, and have no way of knowing if requests were made directly to the program originators. We did learn that one of the University Wards used some of the booklets for discussions in their meetings, whether MIA or Sunday School, I don't know.

Our series on "When Disaster Strikes" was heard and requests received from the Civil Defense Women's Director for permission to use the tape in a meeting before the Logan City Officials and Civil Defense Workers of the region. Faculty members of our History Department have referred their students to the series "The Living Past."⁵⁴

When KVNU affiliated with the A.B.C. Radio network early in 1960, it forced a change in the programing. The KVSC schedule was cut to a nightly half-hour. KVSC eliminated all the NAEB programs except one. The new line-up of programs included the following: "Utah State Preview," featuring news of Utah State University; "These Are Our Neighbors," a production presented by the foreign students; "Curtain Going Up," selected readings presented by the USU Theatre Department; "Songs That Live," folk-ballads by Al Rubin, a USU student; "Wilderness Ways," a conservation program with Jess Lowe of the Wildlife Department; a student talent show, "Utah State On The Air," and Friday nights the schedule was rounded out with "USU Forum," a digest of lectures presented on the campus during the week.⁵⁵

⁵⁴Letter to Reed Bullen, March 27, 1959, (Radio-Television files).

⁵⁵KVSC Schedule, 1959-60, (Radio-Television files, Correspondence).

The most active years of the cooperative broadcast between Utah State's KVSC and KVNU were from 1956 to 1959. In these years, several programs a week were re-broadcast over the KVNU station. "USU Preview" and "Around the World" continued to be aired over KVNU until the conclusion of spring quarter in 1963. It was decided by the management of KUSU-FM that the programs no longer had the appeal for a large audience as they once had.⁵⁶ The radio stations in Logan had gone to the shorter program formats of three to five minutes as compared to the half-hour and quarter-hour programs that they once used.

Broadcasting on KVNU continued only through the farm programs produced by the Utah State University Extension Services, which they began in 1960.

KVSC broadcasting over KLGK

In 1954, Cache Valley received its second commercial station: KLGK. As far as it can be determined, Utah State University did not work with the station until 1958, at which time KVSC made arrangements to install an FM receiver in the KLGK facility for broadcasts from KVSC.

In September, arrangements were made for a daily program, Monday through Friday, from 4:00 to 5:00 P. M. at the rate of \$1 per hour by the Station Manager, Bruce Hymas, and Dr. Hansen. The agreement was cancelled by KLGK's owner two weeks later.⁵⁷ The reason given was that KLGK, a day-time only station, thought the time was too

⁵⁶Allen, private interview, March 1968.

⁵⁷Letter from Bruce Hymas, Station Manager, KLGK, to Burrell Hansen, September 3, 1958, (Radio-Television files, Correspondence 1958).

valuable to "give away." The time had to be sold at regular commercial rates to bring in the required revenue. KLGN did invite the University to suggest another schedule that the station might carry because they were interested in presenting the programs.⁵⁸

During 1959, KLGN began carrying "Exploring Music," an hour classical music program; a science program; and "USU Preview." Also early in 1959, KLGN changed owners and management. The President and General Manager wrote letters to the University saying that KLGN did not like the programs that KVSC was broadcasting over the commercial station. The Manager said that the programs were against KLGN's format. The station cancelled all programs from the University except "USU Preview," even though they considered it poor quality.

In evaluating the programs, Gary Ziser of KLGN wrote:

Our policy with Utah State University radio material can be summed up in this way: We feel that you should seek time for Exploring Music on a station which makes a policy of programing classical music. We feel that the science program is definitely damaging to us commercially. We cannot carry this program as a public service. USU Preview is acceptable to us as a public service program. We want you to understand that any program in keeping with our format would be acceptable as public service.

Since you mentioned the possibility of buying time for the science series, I can state that we rarely turn down an offer to sponsor a program. In your case, we would accept the science program on a sponsored basis, but since it is not in keeping with our format, we would reserve the right to air this series from 6:30 to 7:00 P. M. Our regular 13 Week Contract Rate for 30 minutes is \$15.10 per broadcast.⁵⁹

KVSC concluded "Exploring Music" Sunday, March 29; terminated the science program, March 31, 1959. "USU Preview" was re-

⁵⁸Ibid., September 22, 1958.

⁵⁹Ibid., Gary Ziser, President and Manager KLGN, March 12, 1959.

scheduled for broadcast at 6:30 P. M. beginning April 7.⁶⁰

New changes at KVSC

During the 50's KVSC was bustling with all types of activities; they were active members in the NAEB; producing "The Wandering Ballad Singer." The Radio Guild came into existence in the fall of 1948. Its members were busy each week producing and presenting radio programs over KSL, KVNU and other radio stations in the state. In 1951, a regular weekly series began on KVNU and KLGK in 1958. KVSC joined the NAEB tape network which provided programs for presentation over KVSC, KVNU and KLGK. In 1960, because of the increased membership dues to the NAEB tape network, and the advent of Utah State's television production studios, drastic changes were made in the programming of KVSC.⁶¹

New name, new home, more power

The KVSC radio studios were moved from their plush home in the Student Union Building to the Radio-Television Center on the east side of the campus in 1961. The center was a converted Quonset building that had been used as a church for LDS students. In February that same year, Utah State University received new call letters for the FM station and call letters for their proposed television station. The call letters KUSU-FM were assigned to KVSC and KUSU-TV was assigned to the proposed television station by the FCC.⁶²

⁶⁰ Letter to KLGK from Burrell Hansen, March 27, 1959, (Radio-Television files, Correspondence 1959).

⁶¹ Hansen, private interview, February 3, 1969.

⁶² Letter to Utah State University from the Federal Communications Commission, February 2, 1961, (Radio-Television files, KUSU-TV).

With the coming in of the television production center, radio took a back seat. Many students were spending more time working in television production than radio. Television also had the added draw of paying students for their time spent in production. Radio production had relied solely on the glamour of broadcasting to attract students into its ranks. With television, the glamour had gone from radio. During the 50's the KVSC staff numbered into the 40's. In 1960, the staff dropped to about 25 persons. These 25 persons were doing more work than when the staff was larger.⁶³

FM receivers were growing in number, and more people were beginning to enjoy FM quality. Salt Lake City AM stations were building FM sister stations with powerful transmitters that brought FM signals into Logan. This created a demand for AM/FM-TV consoles. This meant more potential listeners.

By 1962, the FM operation had grown to the point that a full-time professional broadcaster was hired as its manager. Before this time, the manager had been a graduate student in broadcasting. Jerry Allen, a former member of the KVSC staff, and a young man who had considerable commercial broadcasting experience, took over as station manager. He began to incorporate new ideas into the station's programing. One change was broadcasting the "Standard School Broadcast" in the evening so school teachers could preview the program before it came into their classroom the following week. This idea was approved by the Standard Oil Company of California, the producers of the program. They liked

⁶³Hansen, private interview, February 3, 1969.

it so well, that they suggested that this plan be followed by other stations airing their program across the country.⁶⁴

In 1963, Professor Hansen felt that the time had come for the FM station to have an increase in power to give better service to Cache Valley and become a more integral part of the broadcasting service offered by the University. Professor Hansen outlined his reasons for increasing the power of KUSU-FM to President Chase:

There are several factors which justify re-evaluation of this operation. (1) A number of national radio program sources are now available through the National Association Of Educational Broadcasters Tape Network, the National Tape Recording Catalog of the N.E.A., and from the Broadcasting Foundation of America. (2) There is a growing interest throughout the nation in F. M., which is being reflected in this area. (3) Within the teaching ranks there appears to be an awakening awareness that educational radio has a potential which can be utilized in some ways with equal effectiveness and at considerable less cost than educational television. These suggest that the time is at hand for KUSU-FM to be given the function, to a much greater extent than heretofore, of a radio program service of Utah State University.⁶⁵

Professor Hansen went on to explain that the station had made plans for obtaining programs and teaching materials for a series of pilot programs in the local elementary schools. The principals have indicated their willingness to try the programs out in their schools during the coming school year (1963-64). The big problem Professor Hansen explained: ". . . lies in our inability to reach the majority of the population in this area because of insufficient transmitter power."

⁶⁴Allen, private interview, February 3, 1969.

⁶⁵Letter to President Daryl Chase from Burrell Hansen, July 10, 1963. (Radio-Television files, Chairman 1963-1964).

He proposed that the transmitter power be increased to 250 watts. With this power increase and a high gain antenna, the effective power of the station would be 1,000 watts. "This hundred-fold increase in 'effective radiated power' would, it is expected, furnish first class service to all of Cache Valley, parts of Southern Idaho, and part of the Box Elder County. . . ."66

This proposal was brought before the Board of Trustees by President Chase on October 25, 1963, and approved by that body. The one stipulation placed by the Board was that there could be no objections by the commercial stations in the Valley of the proposed power increase.⁶⁷

No objections were expressed by the commercial broadcasting facilities. KVNU said that it would not oppose the power increase, but would not make any further statement on the subject.⁶⁸ KUSU-FM went on the air in the fall of 1964, with a new frequency assignment of 91.5 megacycles and a radiated power of 1,000 watts. During this time, (1964) the station staff began promoting KUSU-FM with the merchants and doctors and dentist offices of the area. Many of them indicated that they enjoyed the music of the campus station which was now broadcasting from 9:00 A. M. until midnight. The merchants liked the station on the air with good music to help sell FM radios. It was much easier to sell FM if there was a local station on the air.⁶⁹

⁶⁶Ibid.

⁶⁷Utah State University Board of Trustees, Minutes of the Board of Trustees, October 25, 1963, (an extract found in the Radio-Television files, FCC application for FM power increase).

⁶⁸Hansen, private interview, February 3, 1969.

⁶⁹Allen, private interview, February 3, 1969.

Programming on KUSU-FM in the 60's

From 1960 to the spring of 1963, KUSU-FM did not have a membership in the NAEB tape network; students had to provide the program ideas. Students having a program idea would record a pilot tape of the proposed program and submit it to the Program Director. If the program passed his approval and the station manager's, the series then could go ahead and be presented over the station. At various times the station has been very active in student affairs and other campus activities. At other times, due to the lack of initiative and interest among the student staff, programming was mainly records or pre-recorded programs from other schools or national organizations. The station produced such programs as the following during 1962-63:

"Concert From the Campus"--an hour of classical music performed by musical groups on the campus.

"Books 'n Things"--a weekly book review by Professor John Patrick of the English Department.

"Classics Corner"--a weekly hour of classical music featuring recorded concerts of the world's greatest orchestras.

"Exploring Music"--a series of programs produced by the Music Department which explored music from concert piano to marching bands.⁷⁰

The station, for the first time since its establishment in 1950, went on the air for more than six hours a day beginning in the fall of 1963. At this time, the station had rejoined the NAEB Tape Network. With this affiliation, the station not only received programs for its regular schedule but launched its pilot work on in-school broadcasting.

⁷⁰KUSU-FM Program Schedule for Winter Quarter 1962-63, (Radio-Television, Publicity loose-leaf file).

The new transmitter for the power increase was not ready, but the programs went on. The station signed on the air at 9 A. M. and ran until 2 P. M., with the exception of the noon hour, for in-school broadcasting. There were programs for a variety of grades. Programs such as: "Think Your Answer," a math program; "Science Survey"; "Western Hemisphere"; "Tales Yet To Come"; and "History Highlights." The programs were repeated several times during the week--each repeat being aired at a different hour--thus enabling the classroom to easily fit the broadcasts into their schedules. This pilot-in-school service was under the direction of Rey Barnes, Instructional Program Coordinator for the Radio-Television Center.⁷¹

There seems to be some disagreement among people involved as to the success of the pilot programs in the schools. Nevertheless, the programs were not broadcast the following year. One reason that the programs were not presented was that KUSU-FM did not renew their contract with the NAEB. Station Manager, Jerry Allen, said that the fees for the service had increased; and that in his opinion the NAEB programs, those in the regular KUSU-FM schedule, were not very interesting to the listeners. Of course, the in-school programs were part of the stations total tape package from the NAEB tape network.⁷²

"You are listening to KUSU-FM, 91.5 megacycles on your FM dial now serving you with 1,000 watts of power," was the station break given in the fall of 1964 as KUSU-FM went on the air with a power increase and new frequency assignment. The station also began on an expanded

⁷¹KUSU-TV-FM Program Guide, Spring 1964, (Radio-Television Publicity loose-leaf files).

⁷²Allen, private interview, February 3, 1969.

broadcast schedule. The station signed on the air at 9:00 A. M. and signed off at midnight. The programing was made up of easy listening, mood and semi-classical music until about 5:00 P. M. At that time, the station presented educational programs until 8:30 P. M. The long running classical program, "A Little Night Music," began at 8:30 P. M. and went until 10:00 P. M. The two hours after 10:00 P. M. were devoted to the playing of soft music for students to study by. This ten to midnight program was one of the most popular programs on KUSU-FM.⁷³

An increased schedule began in the fall of 1967, as the station went on the air at 7:00 A. M. and continued broadcasting until midnight. The announcers were on duty from 7:00 until 9:00 A. M. and from 2:00 P. M. until midnight. The time between 9:00 A. M. and 2:00 P. M. was filled by pre-recorded tapes. The Student Council provided the money needed to pay student engineers to work the transmitter shift from 7:00 A. M. to 8:00 A. M. and from 10:00 P. M. to midnight. These hours were the times that the regular University engineering staff was not on duty.⁷⁴

The KUSU-FM-TV newsroom came into being in 1965 when the radio and television stations subscribed to the United Press International radio news wire. The service was bought to give the radio students experience in editing and reading news; a basic part of their jobs in working in small radio stations.⁷⁵ Now the broadcasting laboratory was well equipped for the training of future broadcasters.

⁷³ Ibid.

⁷⁴ Ibid.

⁷⁵ Ibid.

CHAPTER IV

TEACHING RADIO AND TELEVISION AT UTAH STATE UNIVERSITY

Need for teaching broadcasting

When the first radio station went on the air in 1920, it was the commencement of a new industry. Stations started to spring up across the country. The first station west of the Mississippi and east of the Pacific Coast was built in Salt Lake City in 1922. Many evening hours were spent by Americans listening to the radio.

This industry generated a demand for writers, actors, musicians, engineers, technicians and other skilled people. Young people, anxious to take up this glamorous vocation, were demanding training. The colleges and universities across the nation began to fill this demand.

Early radio instruction at USU

The Engineering Department at Utah State offered the first course dealing with radio in 1930. The course dealt with the building and repairing of receiving sets.¹ It was not until 1935 that the University offered a course in the skills of broadcasting. It was listed in the 1935 catalog, but not taught until 1936. Professor Chester Myers, head of the Speech Department, taught the course for the first four years.²

¹Utah State Agricultural College, Catalog (Logan, Utah: U.S.A.C., 1930), p. 34.

²Ibid., 1935, p. 150.

Radio skills had been taught to students as part of the other speech courses before 1935. Professor Myers explained that the course in Radio Speech came into being as soon as the Department persuaded Dean N. A. Pedersen that it should be taught. Professor Myers said: ". . . it really wasn't a difficult thing because I think we could see the writing on the wall that radio was coming into its own and we might as well accept it and do our best with it."³

The course was described as:

Speech 108. Radio Speech. A study of speech in radio presentation. Preparation and presentation of various types of radio programs will be part of the work. Attention will be given to the writing of radio continuities. An attempt will be made to place the best programs with some commercial radio station.⁴

The course taught during the spring quarter of 1936, carried three credits. Classes were held in the Little Theater of "Old Main." Professor Myers said that most of the course dealt with the theory and little practice. The presentations had to be conducted in the following manner:

The students would go up on the stage or we would set up some scenery behind which the students stood, did their speaking, reading and even dramatizations. We just listened to what was being done and then commented upon it and talked over the life and interest of the whole production.

.
 We did some newscasting, that was always something that we could get by using the materials from the papers and current magazines. We prepared certain programs in which we would give readings. . . . We would try to have interviews. . . . Pretending at times that we were people of great importance. Therefore, the students had to do some background and research. . . . other times we

³Chester Myers, former Head of the USU Speech Department, private interview, Logan, Utah, August 17, 1966.

⁴U.S.A.C., Catalog, 1935, p. 150.

were just ourselves.⁵

Because Logan did not have a broadcasting station until 1938, students had little opportunity to actually present their material over the air. Students were taken to Salt Lake City one Sunday to visit the studios of KSL and KDYL. Sunday was selected because the stations were not as busy as they were on week days with live programs. After the tours of the stations, the students would try to memorize the names of various kinds of equipment used.⁶

Later, the department purchased a public address system that included a phonograph. Students either went behind a screen on the stage or into an office located at the back of the stage to make their presentations over the microphone. This gave them an opportunity to use some of the radio techniques.⁷

The department did not have a voice recorder to use to record the class productions for analysis afterwards. Students had to rely on their memories of the presentation. The engineering department had a machine that recorded voices; one day a student brought it over to the speech department to record the class. Many students decided after they had heard their voices played back, that radio was not for them. The machine was not working properly that day, and the high notes were especially distorted. It was a demoralizing experience for the Radio Speech class!⁸

⁵Myers, private interview.

⁶Ibid.

⁷Hansen, private interview, December 10, 1968.

⁸Myers, private interview.

In summing up his experience in teaching those first radio speech courses, Professor Myers said: "I believe that if we had better equipment, better work could have been done."⁹

The Radio Speech course, 108, was the only course taught in radio production for twelve years. After four years, the course was turned over to Professor Floyd Morgan. He was responsible for teaching the drama courses in the department. Professor Morgan began to emphasize the practical work of the course. Some of his speech classes presented a weekly quarter-hour program over KVNU radio. These presentations occurred on a regular basis in the spring of 1945. The students had presented a series of seven productions over the station during that quarter.¹⁰ There were undoubtedly other programs, but it has not been possible to locate any records of such activities.

The radio speech course underwent several changes during the twelve years that it was listed in the University catalogs. The first change occurred in 1937 when the class was offered all three quarters and the number changed to 181. In 1938, the course was returned to its former offering of once a year, but taught on a daily basis for five credit hours. Professor Morgan took over the course in 1939; in 1940, he changed it back to its original offering of once a year for three credit hours.

The establishment of a Logan station late in 1938 may have influenced the department to offer "Radio Speech" as a lower division course in 1941. The course description indicated that more emphasis

⁹Ibid.

¹⁰Pocock, "Radio Program Listings," KVNU.

was placed upon practical work:

81 a, b, c. Radio Speech. A study of speech in radio presentation. Radio programs made up of various types of radio speaking--announcing, interview, round table, quiz, folk, panel, newscasting, etc.--will be planned and be presented. An effort will be made to broadcast quality work over the local radio station.¹¹

The course remained unchanged until 1948.

Broadcasting curriculum for USU

In 1948, the department dropped "Radio Speech" and listed three new courses. At the same time a new professor was hired to teach them. The new courses were: Speech 81--"Introduction to Radio," a course designed to acquaint students with the "operation, organization and programming" of a radio station; Speech 114--the second course, was taught for the Speech Department by the journalism people. It was listed as "Writing for Radio"; the third new course, "Radio Production," Speech 181, discussed the planning and presentation of the various types of radio programs. All the courses were taught once a year and gave three credits.¹²

The new faculty member was Professor Burrell F. Hansen. He joined the USU staff in the fall of 1948. His main responsibility was to develop a broadcasting curriculum. One of his first tasks was to gain student interest in broadcasting. He helped students establish an organization called the Utah State Radio Guild. This Guild became active in producing programs for the University's radio series that

¹¹U.S.A.C., Catalog, 1941, p. 135.

¹²Ibid., 1948, pp. 112-13.

were on KVNU and KSL; thus involving the students with the Institution's total broadcasting venture. (See Chapter II.)

The next project was to build production facilities on the campus for student training in the proper techniques of broadcasting. Following this, Professor Hansen proposed nine new radio courses for the department and asked permission to teach six of them in 1949. Professor Hansen noted some of the departmental faculty members did not approve, but that after extended discussions, departmental approval was gained and the courses were put into the department's curriculum.¹³

The courses added included: 81, "Introduction to Radio"; 82, "Radio Speech"; 83, "Elements of Broadcasting"; 84, "Control Room and Studio Operations"; 114, "Writing for Radio"; 181, "Radio Production"; 182, "Radio Newscasting and Writing," taught cooperatively by the Speech and Journalism departments; 183, "Radio Programing for the Rural Audience"; 184, "Radio Programing for Children"; and 185, "Advanced Radio Production."¹⁴

Arrangements were worked out with KVNU to offer an apprenticeship course. It was listed in the 1950 catalog as Speech 186, "Radio Training," and described as:

Enrollment limited to students best qualified by training and ability for actual broadcasting experience on a commercial station. Students so qualified as indicated by their collegiate record and by audition are allowed to register for from 3 to 5 credits. Students thus selected serve an apprenticeship on a local station under the station staff in executing duties which a regular staff employee is expected to perform. Students render three hours service per week at the station for each registered hour of credit.¹⁵

¹³Hansen, diary, September 1948 through January 1949.

¹⁴U.S.A.C., Catalog, 1949, pp. 122-24.

¹⁵Ibid., 1950, pp. 130-31.

Also added to the curriculum in 1950, was a graduate course, "Seminar in Radio," Speech 206.¹⁶

Television training

Television came to Utah in 1949, and network interconnections had arrived by 1953. In the radio courses at Utah State instructors began to discuss television as a part of the radio curriculum, just as had been done with radio in speech classes prior to 1935. The title of Speech 81 was changed to include television in the title, "Introduction to Radio and TV" in 1952.¹⁷

In 1953, the curriculum was changed again. Speech 183, "Radio Programing for the Rural Audience"; and 184, "Radio Programing for Children," were dropped and replaced with 184, "Educational Broadcasting." This course combined the previous classes.

At this time, (1953) Utah State had its low power FM station on the air. Classroom productions were given more air time than had been possible with the commercial station. The apprenticeship program under "Radio Training" was expanded to include students who worked on the campus station as well as those serving in the commercial stations.¹⁸

The radio courses kept pace with the University's total involvement in broadcasting, both informational and public relations. The instruction in television increased shortly after Utah State presented its first television series over KDYL-TV in Salt Lake City in the

¹⁶Ibid., p. 131.

¹⁷Ibid., 1952, p. 136.

¹⁸Ibid., 1953, pp. 137-39.

spring of 1954. That fall "Introduction to Radio and Television became more oriented toward television operations, Speech 186 now included television training. Students were used on the production of the University's programs.¹⁹ The graduate course in radio was dropped from the catalog. This was probably due to the "Kelly Report" which suggested that classes with small enrollments be discontinued.²⁰

In 1955, the "Advanced Radio Production" course included television production too, and the "Radio Speech" class incorporated the skills required in television.²¹ The courses remained about the same with the exception of a title change for Speech 82 to, "Radio and TV Speech."²² In 1958, the educational institutions of Utah established an educational television station in Salt Lake City, KUED, Channel 7. At the same time, Speech 83 was changed to include writing commercials and continuity for television. Speech 114 was re-titled as "Writing for Radio and Television" and 182 was listed as "Radio and TV Newscasting and Writing." The advance production course had added to the description the line ". . . and producing the educational TV program."²³

The University constructed a television production studio by 1961 and again the courses offered reflected this addition. The "Elements of Broadcasting," Speech 83, became the "Radio Production"

¹⁹Ibid., 1954, pp. 135-36.

²⁰Hansen, private interview, March 24, 1969.

²¹U.S.A.C., Catalog, 1955, p. 261.

²²Utah State University, Catalog (Logan, Utah: U.S.U., 1957), p. 256.

²³Ibid., 1958, pp. 54-55.

course that had once been 181. The writing courses, 114 and 182 were split and revised and put into Journalism 84, "Writing for Radio," which was to be taken concurrently with Speech 83. Journalism 184, "TV Writing" was to be taken concurrently with the new 181 course, "Television Production." The Speech 85 course formerly "Studio and Control Room Operations," reflected the addition of new TV studios by changing the course to "Radio-TV Operations."²⁴

When the University acquired a television station in 1964, the educational broadcasting course offered projects in developing and producing educational programs for television as well as instruction in the utilization of the television set in the classroom.²⁵

In 1964 a graduate course was again added to the radio curriculum:

230. Seminar in Radio and Television. The literature and research on the uses of the radio and television media of communication and as instruments of social action.

The course was offered once a year with two hours of credit given.²⁶ As the use of film became more important in local television production, a film course was added in 1966 to the curriculum. Speech 187, "Television Film Techniques," was taught by Professor Arlen Hansen of the Photography department every other year.²⁷

It can be seen that the building of facilities and changing of the broadcasting curriculum at Utah State University kept pace with the advancements made in the broadcast industry. The changes at USU

²⁴Ibid., 1961, pp. 221-22.

²⁵Ibid., 1963, pp. 235-36.

²⁶Ibid., 1964, p. 247.

²⁷Ibid., 1966, p. 246.

were made to provide the students with the necessary training to become leaders in the communications field.

CHAPTER V

UTAH STATE UNIVERSITY BROADCASTS OVER TELEVISION

USU's first television program

Television and radio broadcasting from Utah State had one thing in common; it took a great deal of time after the medium became available before the University began to use it as a means of reaching the people of Utah with informational programs. Utah's first radio station went on the air in 1922; Utah State's first regular series went on the air in 1931, nine years later! The first television station began telecasting in 1948; Utah State did not present a program until 1952, and did not participate regularly until 1953, five years after the station was on the air!

The first television program that anyone can remember the University presenting was in the spring of 1952, near commencement time. President Madsen asked Dean Carlton Culmsee of the school of Arts and Sciences to prepare a television program. Dean Culmsee, in turn, asked Professor Hansen to take charge of the task. Television was a new area to personnel at the Institution and no one knew how to go about producing a program for telecasting. Professor Hansen spent an afternoon at KSL-TV observing and asking questions to learn something about preparing the program.¹ He came back to the campus, put the program together, and arranged for

¹Hansen, private interview, December 12, 1968.

time on KSL-TV. The program featured some unusual graduating students of USU. On the program was a married couple who were graduating together, the wife was a valedictorian; a foreign student; and a handi-capped person. Professor Hansen acted as the moderator of the program and provided the transitions from segment to segment. USU's first television program was fifteen minutes long and was televised on June 6, 1952 at 12:15 P. M.²

Extension Services and television

The Extension Services was among the first of the University's divisions to use the television medium on a regular basis. In 1953, Extension Specialists were asked to appear on a KSL-TV farm program. The first program was June 15, 1953, with Lloyd Hunsaker talking about "Managed Milking." Specialists appeared on a weekly basis until July 27, 1954.³

Perhaps the reason that the Extension Services was first in the use of the medium, was that the television stations needed agricultural material for their farm programs, an important aspect of their scheduled programing. Utah State University had the experts in the agricultural field.

The question arises as to why the University waited to be asked before becoming involved with television. The stations did not have network affiliations when they first went on the air, and they needed

²Ibid.

³"Television Programs Presented Over KSL-TV in 1953," (Extension Services files, Radio-Television Center).

programming material. No one knows why the Institution waited so long to become involved.

"Animal Fair"

Early in 1954, Bob Welti, producer-director, and Alvin Pack, general manager of KDYL television (now KCPX-TV), came to the University and asked if it would produce a show involving animals. At the time, the N.B.C. television network had a program on the air entitled "Zoo Parade" that was a very successful program with children. KDYL wanted a Saturday morning program of the same type to build up its audience. The University agreed. A production committee was organized and composed of Eldon Drake, an audio-visual specialist; Elwood Shaffer, Extension Services Editor; and Burrell Hansen. Professor Drake and Professor Shaffer alternated as hosts for the series.⁴

The series, "Animal Fair," was presented under the general auspices of the Institution, the Extension Services, cooperating County agricultural Extension Services, members of 4-H Clubs, and Future Farmers of Utah. The programs featured the personnel of the University and was open for sponsorship, subject to the Institution's approval. "Animal Fair" was built around the general subject of farming, and "starred" a wide variety of farm animals. The programs were not aimed at just the farmer, but to the general audience. Everyone was interested in seeing a new-born colt, or baby chicks hatching, or watching a hive of bees make honey. The format of the program was a relaxed visit

⁴Hansen, private interview, December 10, 1968.

with the "folks" in the studio and the home audience.⁵

The series began on Saturday, April 17, 1954, and terminated on June 19, 1954. The programs were presented live each Saturday from 12 noon to 1:00 P. M. The titles of the programs, taken from the script were:

April 17	"Which Came First"
April 24	"All Wool and a Yard Wide"
May 1	"Dairy Darling"
May 8	"Pig Business"
May 15	"Game Birds and Waterfowl"
May 22	"To Be Bees"
May 29	"Friend or Foe" (Insects)
June 5	"Going Fishing" (Fish)
June 12	"Campers: Beware!"
June 19	"Chicken of Tomorrow" ⁶

Another set of titles given by the Extension Services were:

April 17	"Poultry From Chick to Oven"
April 24	"Sheep and Wool for Range to Range"
May 1	"Dairy Production In Utah"
May 8	"Swine Production in Utah"
May 15	"Upland Game and Waterfowl"
May 22	"Bee Culture"
May 29	"Insect Control"
June 5	"Fish Varieties in Utah"
June 12	"Camping and Forestry"
June 19	"Chicken of Tomorrow" ⁷

Production report

The "Animal Fair" series had several problems. The series was the University's first attempt at producing a regular television series.

⁵"Television--Utah State Agricultural College," a resume of the "Animal Fair" series, (Radio-Television files, TV Programs--1954, "Animal Fair").

⁶"Animal Fair," titles taken from the scripts, (Radio-Television files, TV Programs--1954).

⁷"Television Programs Presented over KTVT by Utah Extension Service, 1954," "Animal Fair," (Extension Services files, Radio-Television Center).

The production committee prepared a report outlining the problems and their recommendations. Director Carl Frischknecht of the Extension Services served as chairman of the committee and was responsible for scheduling the programs and assigning the subject matter personnel.

The report presented several areas which would need attention before the next series was undertaken.

FINANCE. This series was produced with no budget for production. Departments drew upon their own budgets for materials, equipment and transportation. The Public Information office paid for the services of an art student for art and graphic work, for transportation for Production Committee, for some film work, and for some of the meals. The Extension Service paid for some art supplies, some pictures and films, for demonstration equipment, some of the transportation and meals.

Recommendations:

1. A unified source for funds for TV production would simplify production and accounting, and improve relations with departments who now feel that TV is draining off funds they need for regular departmental purposes. Funds are needed, even for programs given free time on a commercial station for:
 - A. Construction of demonstration materials.
 - B. Art work and supplies.
 - C. Film work and supplies.
 - D. Transportation.
 - E. Meals.
 - F. Research and Evaluation.
2. A reasonable amount of advance funds should be available to provide meals for program personnel obviating the necessity for Production Committee members drawing upon their personal funds for this sometimes sizeable expense.

SCHEDULING. This is one of the major problems in efficient production. Seasonal appropriateness of subject matter, availability of personnel, other college activities, other radio and TV programs, cooperativeness of departments are all factors affecting this problem. Once during the past series the Production Group was confronted by refusal of a department to fulfill a TV assignment; several times departments were reluctant to cooperate. The conclusion of the series was not known by the Production Group until the night before the broadcast. These instances illustrate the effect of scheduling upon production.

Recommendations:

1. A specific series of programs of specific length should be planned well in advance.
 - A. Specific personnel should be scheduled for specific dates as soon as arrangements are made definite with the station for their presentation. If departments and personnel know two or three months in advance, there should be little cause for discontent over "not having had enough time."
 - B. Scheduling a definite series--say 13 weeks--would allow the Production Group and scheduling officers to look toward educational objectives, balance and completeness of the task being attempted.
2. Advance planning would enable the greater use of film, and the realization of its value more greatly. Much filming could be done on the campus during special events which would greatly assist the TV presentation of certain subjects.
3. All college TV and radio programs produced on campus should be scheduled through the TV-radio committee in order to avoid duplication of efforts and overburdening of individuals and departments with radio-TV assignments and to promote better production.

PRODUCTION PERSONNEL. During the past series, TV production was carried out by faculty members already functioning with a full academic load. One student-assistant who received no remuneration, was used on each production. At least three pre-broadcast meetings were held with each group of subject-matter people to plan and develop the programs. Such meetings lasted from two to 3 1/2 hours, Saturdays from 7 a.m. to 5 p.m. were committed for each program. In addition, supervising of movie film shooting, shooting of still pictures, editing film, mounting pictures, writing of scripts, planning of art work, pre-viewing films for backgrounds and integration, correspondence and communication with the broadcast station, arranging transportation, writing of publicity, were all taken care of by the three production committee members each week.

Recommendations:

1. Faculty members working regularly on production should be released from a reasonable number of other duties on the campus. The number of favorable reports we have had from this series attests to the value of our spending considerable time on producing of our TV programs. It should be borne in mind, however, that producers are human and reasonably sensitive to the pressures of the production process, as well as being conscientious about their other duties.

2. A graduate or student assistantship in TV Production could help reduce the load of production.
3. A research and evaluation program on our television productions should be instituted. Research on program viewing, evaluations of program effectiveness, and program techniques are needed for intelligent and efficient production.
4. It is difficult to separate the writing and producing functions on this type of program, but the possibility of doing so might be explored.
5. Clerical assistance is needed.

FACILITIES. During the past series we pretty much played "catch as catch can." Filming was done when Bert Allen, a producer and the animals might be able to get together. Picture files of the Extension Service and the Photography department were used extensively. Our own still pictures were almost entirely a result of the Extension Editor's own work with his camera. Rehearsals were held in cow barns, laboratory rooms--wherever space might be found. Typing and duplication was done in the Speech Department, the Extension Service, and by the chairman. Transportation usually involved a truck and two or three passenger cars. Staging depended pretty much on stock props of KDYL with some exceptional instances in which our own Forestry and Wildlife people brought in some forests and duck-ponds!

Recommendations:

1. Transportation will become a really serious problem in the winter when we have to make the 170 mile round trip to Salt Lake City.
2. Immediate attention should be given to development of sound-filming facilities here, or to the microwave relay proposal of Professor Cole's. (N.B. If TIME-LIFE could give the U. some TV equipment, couldn't our administration obtain some in a similar way?)
3. If the committee is concerned with radio development, attention should be given to the proposal which Professor Hansen submitted to the Committee for central recording facilities.
4. Our experience with having an artist upon whom we could depend convinces us that such a person is an invaluable asset.
5. Central filing and office facilities are recommended. Art pieces, title cards, pictures, film clips, etc., used in this past series are already scattered far and wide about the campus.

STATION RELATIONS. During the course of our ten-week series at KDYL we had three different TV directors with

strikingly different ideas on production and with differing amounts of cooperativeness. KDYL was generous in allowing us to use stock properties for the productions. We began the series by having studios and personnel available to us at 9:00 a.m. Saturday morning for assistance in setting-up and rehearsal. At our last show one stage hand at KDYL showed up at 9:45, some cameramen by 10:30, the TV director at 11:45. Al Pack and Director Bob Welti appeared to be anxious for us to bring animals into the studio, doing anything possible for the good of the show. Yet, when we got down there we often-times found certain station personnel objecting to our moving animals and trucks into the place.

Recommendations:

1. Liaison between the station and the college should go forward on a more cooperative basis. Unilateral action by the station must be controlled through more concrete working agreements. Planning should be done far in advance. Station personnel should be informed by KDYL executives what is expected. College personnel must be responsible to our producers.
2. We recommend that the station TV Director be one with an understanding of the college in its breadth of aim and function. That he be dependable. That he be left with the show long enough to learn its special production problems.
3. KDYL publicity and newspaper log listings should use the correct show title in order that our own publicity might have maximum effectiveness.
4. Negotiations for a more effective time period should be initiated for next year's programs.

ADDITIONAL GENERAL OBSERVATIONS.

1. Television is a vital medium for educational institutions. It merits our serious efforts, but is costly in time of personnel, and in money.
2. Good TV production pays.
3. The public concept of our college and its functions must not be circumscribed by our limiting of ourselves to "animal shows" nor to an overly extended series of any one type.⁸

The report was submitted to the University's TV Policy Committee on July 26, 1954.

⁸"TV Production Group Report," July 26, 1954, (Radio-Television files, TV Programs, 1954).

Early television series

On October 19, 1954, the Extension Services resumed their program on KSL-TV with the title of "RFD-5" as a half-hour and telecast at 12:30 P. M. In January, the program shifted to 4:30 P. M.⁹

In February of 1955, the Extension Services began an additional program series on KTVT (now KCPX-TV and formerly KDYL) titled, "Farm Frontiers." This program also featured agricultural information. Its debut came on February 5. During the early months of 1955, the Extension division provided two programs a week to the stations. "Farm Frontiers" was televised on Saturday at 12 noon, lasting one hour, and "RFD-5" was broadcast later in the afternoon at 4:30 P. M. Each show presented during the day, featured different topics and different guests; oftentimes, there were a large number of extension specialists in Salt Lake City on Saturday presenting television shows.¹⁰

With the Extension Services presenting programs over the commercial channels during the early years and later the University presenting programs over KUED, Professor Hansen wrote there had been scarcely a week go by when USU did not have at least one program on one of the Salt Lake City stations.¹¹

Stephen L. Brower, Extension Radio and TV Specialist, reported that in 1956, the Extension Services was presenting programs over KSL-TV and KTVT (KCPX). During 1956, the "Farm Frontiers" ran for 23 weeks, and "RFD-5" for 26 weeks.

⁹"Programs Presented over KSL-TV," (Extension Service files, TV Programs 1953-1954, Radio-Television Center).

¹⁰Ibid., and "Farm Frontiers," Ibid.

¹¹Hansen, news article, September 23, 1960, (Radio-Television files, Press-Educ. TV).

The programs had format changes in 1956. The "RFD-5" program opened with a typical Utah farm scene that portrayed a farmer riding to his mailbox on a tractor. He opened the mailbox and pulled out a bulletin from the Extension Services of USU. The farmer opened the bulletin and read "The Extension Services of Utah State Agricultural College in cooperation with KSL-TV brings you 'RFD-5'." The program then proceeded live, making liberal use of sets, rear projection slides, films, and demonstrations.¹²

The hour-long "Farm Frontiers" series, had its central theme of "Better Farming for Better Living" (BFBL). This theme was used for all Extension activities across the nation. The Extension television series picked it up and extended it. Mr. Brower explained why he used the theme, and why television was important to the total Extension effort.¹³

Our limited extension budget in Utah made one thing certain. When the BFBL program was initiated--fewer farm families would be visited annually by extension agents. To justify this intensive work with a few farm families, without increasing our staff materially, we found it necessary to turn to mass communications, in order to reach the rest of our farm people with better farming for better living gospel.

Each TV show had a single subject matter objective, such as rotation grazing, farmstead reorganization or the soil bank program and crop rotation. Although we tied the show closely to the subject matter objective it was always built around a particular farm family and their farm. We invited county agents to appear on the show with a farmer or farm family who was a BFBL cooperator in his county. The agent selected the cooperators who were dealing with the problems related to the subject of the show.¹⁴

¹²Stephen L. Brower, "Annual Report of Extension Work in Information 1956," (Extension Services files, Radio-Television Center), pp. 22-25.

¹³Ibid.

¹⁴Ibid.

The opening teaser of the show presented some of the highlights of the program, usually including the family. After this, the viewers were transported to the family's farm via film and slides to meet the family and the county agent. This segment lasted five to seven minutes. It acquainted the viewers with the family, agent, farm, and the problem which was to be the topic of the program. Following this, the viewer became an eavesdropper as the agent worked with the family. The agent suggested that the family obtain all of the facts about the problem before a decision was made. He invited the family to either visit the University or to invite an extension specialist to the farm. The specialist would then explain how the problem could be corrected by showing the family (and the viewer) demonstrations. Mr. Brower stated that: "The total effect, we hope, was to show the alternative solutions to a real farm problem, on an actual farm with the farm family free to make an intelligent decision based on the facts."¹⁵

The programs employed the same type demonstrations that were used out on the farm where the farmer would invite ten to fifteen neighbors to see the new practice. By using television, the farmer invited ten to fifteen thousand neighbors to join him.¹⁶ The average cost of each program was \$56. This included expenses for meals, travel, props and materials.¹⁷ The series terminated in 1956.

¹⁵Ibid.

¹⁶Ibid.

¹⁷Ibid., p. 57.

Another change in "RFD-5"

The "RFD-5" program format changed once again in 1957. The format was developed by Professor Hansen, Edwin Haroldsen and the KSL-TV production staff. The "new" "RFD-5" went on the air in December. The opening was on film and pictured:

. . . a modern station wagon drives up to a mailbox in a suburban Salt Lake County area, and a man pulls out 4 mail pieces, with the following titles: "Key To Country Living," "Arrest That Pest," "Today with the U.S.D.A.," and "Next Week's Weather." The station wagon drives slowly away from the mailbox and on the back of it appears the Utah State University and KSL-TV credits.¹⁸

The rest of the program was live from the KSL-TV studio. The four segments usually followed this order: "Arrest That Pest," "Key To Country Living," "Today With the U.S.D.A.," and "Next Week's Weather."

Dr. George Knowlton, or someone from the University's Entomology department described and identified current pest problems and how to control them. "Key To Country Living," the main section of the program, featured a subject matter specialist presenting information on a timely topic. A three to five minute section of the program, utilizing material from the United States Department of Agriculture, was devoted to "Today With the U.S.D.A." The U. S. Weather Bureau, via telephone to the studio, gave the five-day weather forecast on "Next Week's Weather." As the information was given over the phone it would be graphically displayed on KSL-TV's weather map in the studio.¹⁹

¹⁸ Brower, "Annual Report 1957," Ibid., p. 24.

¹⁹ Ibid., pp. 24-25.

It is interesting to note that in January 1958, just a few weeks after the new "RFD-5" format went on the air, a network announced that it had a farm program called "Cross-County" and billed it as a "unique and the first of its kind ever" to be presented on network television. The network declared that it had spent two years of research backed by \$100,000 to develop the "magazine format." Network producer, Fred Niles, considered the format to be the first successful program to reach farm audiences because it was to be presented at a time when farmers wanted it, with information that they wanted. Niles referred to the time as the noon-hour. The program's four segments corresponded with the "RFD-5" program segments and air time.²⁰

Programing on KUTV

In 1957, Utah State University began relationship with KUTV, Channel 2 in Salt Lake City. The work with KUTV was accomplished through the Extension Services. The programs were actually "spots" of three minutes or less inserted into the station's Saturday afternoon movie feature. The spots, called "USU Spots," were short films on topics related to agriculture or family living area. The "spots" were prepared by the Extension Radio-Television Specialist. Each of the spots included a statement at the opening and close of the film giving credit to Utah State University and to the subject-matter specialist involved in the spot. The statement was presented with a slide of "Old Main" on the screen. When the Extension Services had a new publication to give away, a slide was prepared showing the publication, and a state-

²⁰ Memo from Stephen Brower, January 3, 1958, (Radio-Television files, Faculty Memoranda, 1958).

ment made inviting the viewers to contact their local county agent's office for a free copy of the bulletin.²¹

Also during 1957, the two Consumer Information Specialists, located in Ogden and Salt Lake City, were presenting 5 to 10 minute television programs regularly on "Marketing Tips." These specialists made their own preparations and arrangements with the stations.²²

Responsibility for broadcasting from USU

Up to 1958, Utah State University had not placed the responsibility for the total efforts of the Institution's broadcasting on any particular group or person. The radio broadcasting activities were completely uncoordinated. The KSL broadcasts were under the direction of Dr. Hansen. He had been given this responsibility in 1954 by LeRoy Blaser, Director of Information Services. Other broadcasting was handled by the departments. The Extension Services were doing their own work. It must have been confusing to a station to have so many different people from USU contacting them for air time. The KSL programs were the only programs that were presented under the general auspices of the Institution.

Television had more direction than radio. When KDYL asked if Utah State would present a series of programs in 1954, the President set up a programing committee; TV Policy committee as it was called later. This committee had taken control over the University's television presentations. The contest for control of broadcasting between the Extension Services and University Relations appeared to be carried

²¹Brower, "Annual Extension Report, 1957," Ibid., pp. 24-25.

²²Ibid., p. 25.

on even through this committee, however.²³

In 1958, President Daryl Chase decided that broadcasting was an important part of the University's total public relations and educational program. He felt that there should be coordination of this area so that quality programs that expressed the goals and objectives of the University were broadcast. Professor Hansen was the only man trained in this area, and was supervising the campus broadcasting facilities and KSL programs. He was given the responsibility of Coordinator and Chairman of Radio and Television of Utah State University. Professor Hansen was given a budget to carry on the activities of producing radio and television programs. The Chairman was to report directly to the President's office.²⁴

The Radio-Television Department, under Professor Hansen, had brought the control of broadcasting under one department, except for the Extension Services who were still trying to gain control; a struggle that began in 1954. The Extension Services gave only superficial recognition to the Coordinator and Chairman of Radio-Television. The athletics broadcasting also continued to operate independently.²⁵

USU and Utah's educational television station

Educational television became a reality to the citizens of Utah as KUED went on the air January 20, 1958. This station brought about a change and an increase in telecasting from Utah State University. The FCC reserved Channel 7 in Salt Lake City for an educational station.

²³Hansen, private interview, December 10, 1968, and diary, February 17, 1954.

²⁴Hansen, private interview, December 10, 1968.

²⁵Ibid., December 20, 1968.

Utah educators felt that since there was only one VHF (Very High Frequency--Channels 2-13 operate in this band) assigned to education, that it would be better for the state to operate the station rather than one institution.

The Ford Foundation offered \$100,000 to help construct educational television facilities through its Fund for Adult Education if the applicant provided \$200,000 toward construction. An ad hoc committee was formed to draft a bill that would create a Utah Educational Television Commission with \$250,000 for construction and part of a year's operation of the station. The bill, drawn up under the leadership of Dr. E. Allen Batemen, then Superintendent of Public Instruction, passed the Utah Legislature in early March of 1953. It was vetoed by Governor J. Bracken Lee. March 22, 1953, interested members for an educational television station met in Salt Lake City and voted to incorporate an organization called the Utah Educational Television Foundation with its main purpose that of raising money to build and operate Channel 7.

The committee thought that it might operate the station as a community venture; but after some research, it found that the area to be served did not have a large enough population to undertake the task in this manner. The Ford Foundation informed the Utah Committee that other groups were asking for the funds, and that if Utah did not have specific plans drawn to construct the station, the Foundation would have to withdraw its support. At this juncture, the President of the University of Utah told the Utah organization that his Institution would be willing to build and operate the facility in behalf of the state's educational interests. He also informed the group that the Institution would

provide fair and equitable time to all institutions desirous of using the station. This appeared to be the only way out.

On June 8, 1956, the Utah Educational Television Foundation formally endorsed the University of Utah's offer, and agreed that the Institution's Board of Regents, under the FCC rules, would have the final authority in all matters.²⁶

Television programing in the 60's from USU

Utah got its educational station. Utah State University then began to bustle with activity preparing programs. At the outset, the institution presented two programs a week over KUED, and with the exception of the Extension Services, USU discontinued the preparation of programs for the commercial stations.²⁷

The Extension Services did not make an extensive effort to prepare programs for the new educational television because its signal could not reach the rural audience that needed to be reached with the agricultural programs.

The University's first program offered over KUED was "Man and His World," a general adult educational series on vital issues, featuring the various colleges of the University. Each college produced four programs in succession. The programs were taken to Salt Lake City each week to be presented live over KUED. Many hours of preparation were spent in these productions. Professor Hansen logged the number of hours that he spent a week in preparing "Man and His World":

²⁶Keith M. Engar, "Utah Survey On Educational Television," under the auspices of the Utah Joint Committee on Educational Television, Salt Lake City, Utah, December, 1964.

²⁷Hansen, private interview, December 10, 1968.

Monday	3:00 - 4:30 p.m.	Script meeting with Kelker's group.
	4:45 p.m.	Telephone Consultation with KUED.
Tuesday	9:00 a.m.	Production Committee meeting
	2:00 - 3:00 p.m.	Checking slides and preliminary rehearsal with Kelker's group on Vidicon at Edith Bowen School.
Wednesday	3:30 - 4:30 p.m.	As above with McBride.
	5:15 - 5:45 p.m.	Meeting with Artist.
	1:00 - 2:00 p.m.	Script typing for duplication of Kelker's script.
	2:00 - 3:00 p.m.	Script meeting - Stoddart.
	3:00 - 4:00 p.m.	Preliminary planning with Alvin Bishop on Engineering Series.
Thursday	4:00 - 5:00 p.m.	Finish duplication of Kelker's script, set design, and instruction to KUED, and mailing.
	3:00 - 4:00 p.m.	Final rehearsal Kelker's group.
	4:00 - 5:00 p.m.	Checking slides on TV for Stoddart group.
	5:00 p.m.	Check with Artist.
Friday	2:00 - 3:00 p.m.	Collecting props and personnel.
	3:00 - 5:00 p.m.	Trip to Salt Lake City.
	5:00 - 7:00 p.m.	Set-up and rehearsal at KUED.
	7:00 - 7:30 p.m.	Production.
	7:30 - 11:30 p.m.	Wrap-up, dinner, return to Logan. ²⁸

This pace kept up until the University built their own production facilities in 1961.

The second series of programs that the University presented over the new station was, "Industrial Management," presented by the Management Institute of Utah State University. The programs were under the supervision of Professor C. McBride and were televised live. The 15 minute programs were telecast each Thursday at 7:00 P. M. beginning on February 20, 1958. The course was described as:

²⁸Letter to W. H. Bennett from Burrell Hansen, February 27, 1958, (Radio-Television files, KUED--Utah State).

A series of programs for people in positions of leadership in any capacity--industry, business, education or public life. Series I will deal specifically with the "Supervisor," and applies to people who are handling groups on any level in an organization, from the first line supervisor to the top manager.²⁹

The Extension Services continued to prepare the "USU Spots" and added a half-hour film feature entitled "Town and Country" over the KUTV station during 1959. This film feature had a simple opening and closing slide identifying Utah State University. There were no live performances on "Town and Country." KSL-TV continued carrying the "RFD-5" series. KUTV changed their farm program title to "Science In Agriculture," and in 1964, expanded it to an hour. The first half of the program was a film, and the last half was a video-tape program produced by the Extension Services.

The 1960 schedule of programs from the Extension Services included an agricultural program over KUED. This too was a film feature. The series was billed as: "Yours for Better Living." The series ran from January through March on Thursday evenings at 7:30. In 1962, "Family Fair" featuring Mrs. Ruth Coates of the Salt Lake County Extension Services Office, was presented over the educational channel.

The Extension Services had not worked with Channel 4, KCPX-TV, since the "Farm Frontiers" program ended in 1956. In 1962, Extension provided an occasional USU film or USDA feature to the station for inserting into the daily noon-time farm program. The "Town and Country," program which moved from KUTV to KSL-TV in 1960, was changed from the half-hour format to a daily six-minute program that was presented twice a day. In 1964, when "Science in Agriculture" went to an hour format,

²⁹"Industrial Management," Series Schedule, February 1960, (Radio-Television files, TV programs).

and KSL-TV aired the "Town and Country" program daily, KCPX-TV changed to an hour format on the weekends for "The Weekend Farm Report." The old "Town and Country" program still a half-hour and produced in the USU's studios, was re-titled "This is Extension." This program along with the film were shipped to KCPX-TV, who aired them on Saturday and Sunday mornings; then they sent the programs over to KUTV for airing the following week. The Extension Services had seven television programs on the air each week over the commercial broadcasting stations at the end of 1964. This schedule remained unchanged up to 1968.³⁰

The University was presenting programs over educational and commercial television stations regularly until after Utah State built its own broadcast station.

³⁰ Arthur L. Higbee, Manager, State-Wide Programs, Utah State University Extension Services, private interview, February 5, 1969.

CHAPTER VI

TELEVISION FACILITIES AT UTAH STATE UNIVERSITY

USU establishes a production studio

In 1954, there were 3,920 miles and 320 man-hours spent "hauling" television programs to Salt Lake City. In 1957, 6,696 miles, and 567 man-hours were consumed. When KUED went on the air in 1958, 13,393 miles and 1,162 man-hours had been spent in traveling to the television studios in Salt Lake City. At the end of seven years, 64,184 miles and 5,504 man-hours were used in traveling. If seven cents a mile were spent for each mile, and \$4 for each man-hour, it would total \$26,109 just for traveling to present television programs!¹

. . . All of this required dedication and effort beyond the call-of-duty, for it has required practically a continual caravan of cars and trucks traveling between Logan and Salt Lake City carrying faculty, television staff, laboratory equipment, demonstration materials, kitchen equipment, experimental plants, and animals to Salt Lake City studios for the production of "live" broadcasts. Through all seasons of the year, and over mountain highways subject to all the vagaries of our western weather the miles and hours logged by U.S.U. television is a living testimonial to the conviction that television is a significant medium in making good our motto, "The State Is Our Campus."²

The University decided that it would be to its advantage to construct its own television studio and connect it to KUED by a microwave link.

¹Hansen, Promotional exhibit about the Radio-Television Studios, prepared in 1961, (Radio-Television Center).

²Hansen, news release, September 23, 1960, (Radio-Television files, Press—Educational TV).

This would have eliminated the travel and cost of meals. Later, before the studios were built, a video tape recorder was substituted for the microwave link so that programs could be recorded when it was convenient for the personnel at Utah State. The programs were then mailed to KUED for broadcast.

The 1959 session of the Utah Legislature, one year after KUED went on the air, approved \$110,000 for construction of a television recording studio on the Logan campus.³ The next problem was to find a building on campus for the studios. There were two possibilities on the campus: an old airplane hanger, (now part of the plant maintenance complex) or the campus Quonset church. The Quonset was selected. On June 30, 1960, bids were opened for the television equipment for the installation.⁴ The Quonset building had been purchased originally, for a home for the "Man and His Bread Museum." President Chase felt that the studio was the most important project for the University at the time, so he decided to locate the museum in the old livestock pavilion.⁵

The Quonset building offered space for studios in the chapel-recreation area and a control room on the stage; classrooms were ideal for offices; and the Junior Sunday School was converted into radio studios for the campus FM station. Professor Hansen in conjunction with Mr. Vince Clayton, a consulting engineer, prepared the preliminary space allocation. The sketches were completed in the fall of 1959. In 1960,

³Letter to Reed Bullen, Senator, from Burrell F. Hansen, December 1962, (Radio-Television files, Chairman Radio-TV).

⁴USU press release, (no date), (Radio-Television files, Press--Educational TV).

⁵Hansen, private interview, December 30, 1968.

Boyd Humpherys joined the television staff as chief engineer. He assembled the various parts and began to put the technical part of the studio into shape. The operating date was set for the winter of 1960, but a delay in getting high voltage equipment caused postponement of the opening.

The building contained two radio studios, a large television control room, containing audio and video equipment including a slide-film chain composed of two 16mm movie projectors, and an automatic 35mm slide projector. The studio, measured 45 feet by 60 feet and contained two studio vidicon television cameras, and a custom built Ariel Davis lighting control board. The studio's largest expenditure, \$48,500, was for the RCA video tape recorder.⁶ The first TV program produced and recorded in the new Radio-Television Center was on February 4, 1961.⁷

Production from the Center

The studio was set-up now to record the University and Extension programs. The Institution produced a series of In-School programs for the State Department of Public Instruction. Professor Hansen's series, "Man and His World," was a general education program focusing on the vital issues as seen from University faculty members.⁸

⁶"Expanded USU Radio and TV Facilities," Herald Journal (Logan), October 9, 1960, p. 6.

⁷"A Special Report," script, February 4, 1961, (Radio-Television files, Miscellaneous TV Programs).

⁸"Santa Drops Radio-TV Gift at USU," Salt Lake Tribune, January 9, 1961.

On May 31, Utah State dedicated the Radio-Television Center. The dedicatory program was produced "live" in the center with a studio audience of 30 persons watching as President Chase promised that Utah State University would be operating its own television channel in the near future. There were greetings presented by broadcasting executives, excerpts from "Man and His World," and music performed by the Fine Arts Department. At the conclusion of the program, Professor Hansen said:

"This is educational broadcasting: The challenges, the opportunities, the hopes, the prospects, the beginnings.

We trust you'll be watching in your homes, your schools for the growth, the developments, the future of educational broadcasting . . . to which we dedicate the Utah State University television and radio center."⁹

Another early program that the center produced was "Public Report." The program featured outstanding guests who visited the campus such as: artists, writers, and political figures. The center also produced a series of programs featuring the faculty members of the Fine Arts Department.¹⁰

Staffing the center in its infancy were: Professor Burrell F. Hansen, Chairman of Radio-Television; Rey Barnes, Producer-Director of television and Manager of KUSU-FM; Boyd Humpherys, Chief Engineer; and Arthur Higbee, Extension Radio-Television Specialist.

The first major project that the center undertook was a series of programs on elementary science for the State Department of Public Instruction. The programs were produced by Tom Taylor and directed by Rey Barnes.¹¹

⁹"USU Dedicated New Radio-TV Center," Salt Lake Tribune, June 1, 1961, p. 20.

¹⁰"Campus Has TV-Radio Studio," Herald Journal (Logan), April 9, p. 3.

¹¹Letter to Dean John Carlisle, from Burrell Hansen, December 30, 1960, (Radio-Television files, Correspondence 1959-60).

The following year, 1962, the center prepared another In-School science series. This series was produced by A. L. Braswell, Coordinator of Science Education at USU and a former science teacher. Rey Barnes directed the series. A general description of the series indicated that several teachers at the Edith Bowen Laboratory School and others from the University science areas participated in the programs in exploring the wonders and nature of science. The programs covered a variety of areas such as: "A Low Tide Wonderworld," "Bees," "How a Valley is Formed," and others.¹²

In September, the Radio-Television Center issued a report of their progress during 1963. Programs that were produced by the Center then were:

<u>Program Title</u>	<u>Number of Programs</u>	
"This Is Utah"	36	
"Public Report"	12	
"Window To The World"	10	
"Introduction To The Arts"	8	
"Art Of War"	13	
"Recreation: Field & Forest"	13	
"Exploration"	16	
"Modern Agriculture"	12	
"Week-end Farm Report"	52	
"Science In Agriculture"	50	
"Town and Country"	15	13

The Radio-Television Center produced a total of 237 programs during 1963.

Televising college courses

In 1963, the Institution produced its first credit course offered via television. The course, "New Media--Education 163," was presented

¹²"USU--SDPI Elementary Science," (Radio-Television files).

¹³"Radio-Television Report," September 1963, (Radio-Television files, Chairman, Radio-TV, July 1963--June 1965).

through the College of Education with Professors Helmut Hofmann and Terrel Bell.

The course was produced by the instructors in cooperation with the Extension Services Class Division and the Ogden School System. The programs were presented live over the educational television station in Ogden, KOET, Channel 9. Time on the station was purchased at \$25 per air hour. The classes aired winter quarter, January 9 through March 10, Wednesday and Friday evenings at seven o'clock. There were 26 sessions presented; those completing the course receiving three hours of credit from Utah State. Registration had to be accomplished by mail two weeks prior to the first telecast.

Advertising was carried out by the Extension Services through a brochure describing the course, registration procedure, credit information, dates and times. The brochures were sent to school officials and teachers in the Ogden, Weber, Davis, Box Elder, Logan, and Cache County school districts. KOET, and the educational station of the Weber County schools, KWCS, announced the course over their facilities. The instructors in their evaluations expressed the view that publicity should have had even more time devoted to it.

The course presentation used many competent resource people who demonstrated the value of new media in education. The instructors felt that this course was a successful start for instruction via television.¹⁴

They made this recommendation for future television courses:

The amount of time needed to offer a course of this type is very demanding. Six to eight hours of preparation needs

¹⁴"Report on TV-Course Education 163," April 5, 1963, (Radio-Television files).

to go into each telecast. The instructors found this load in addition to the regular teaching assignments to be very heavy. Future T. V. teaching assignments, we believe, should be accompanied by a reduction in regular duties. Also, funds should be provided for clerical and art work which was done by the instructors during this course.¹⁵

Students, who were mostly school teachers, liked the television course--some thought it was televised at too early an hour. The participants indicated in their evaluations of the course, that the instructors held the key to the success of the venture. Mention was made by the students that they did miss the personal contact with the instructors, but they still enjoyed the course via television.¹⁶

This course for credit was presented over KUSU-TV the following year with different instructors. The course was not as successful as its prototype in 1963. This appeared to be mainly due to the limited audience that could receive Channel 12 and the lack of "promotion" given to it.¹⁷

The Radio and Television Center had proven that it was capable of producing television programs for use on the educational station at Salt Lake City and also the commercial stations. It was time that Utah State University provided educational television to the people of Northern Utah.

¹⁵Ibid.

¹⁶Ibid., Evaluation letters from enrolled students.

¹⁷Hansen, private interview, December 30, 1968.

CHAPTER VII

UTAH STATE UNIVERSITY BUILDS A TELEVISION STATION

Looking for an available channel

Even while the Radio-Television Center was in the planning stages, Utah State University was looking into the possibilities of activating a television channel in Logan. There had been an Ultra High Frequency (UHF) channel reserved in Logan for an educational installation. This band of frequencies was not as desirable as were the channels in the VHF band because the commercial television stations in Utah operated within this VHF band, and most of the television sets in the intermountain area could only receive the VHF channels. A VHF channel would offer a larger potential audience. The only VHF channel that had been assigned to Logan had been applied for by the Cache Valley Broadcasting Corporation, owners of KVNU radio in Logan. The FCC issued a Construction Permit on February 26, 1958, for KVNU-TV to erect a television station.¹

Transfer of Channel 12

President Chase, in a conversation with Reed Bullen in 1960, explored the possibilities of KVNU selling its construction permit to the University. After considerable inquiry, the manager of KVNU concluded that programming

¹Application for Channel 12, (Radio-Television files, KVNU files).

a commercial station in Logan would be difficult. It appeared that the area could not financially support a commercial operation.² In another private discussion between President Chase and Reed Bullen, an agreement was reached in which KVNU would voluntarily transfer the assignment of Channel 12 to Utah State for a consideration of \$6,331.64-- the amount of capital spent on engineering and legal fees.³

On September 25, 1960, Utah State University applied to the FCC for the transfer of Channel 12 from Cache Valley Broadcasting Corporation to Utah State University. The application pointed out that Utah State desired to operate the station as an educational facility for educational purposes, and that Cache Valley provided an excellent laboratory for educational television research. The schools of the area had indicated a strong desire to cooperate with the station in order to improve education in the local schools.⁴

Putting KUSU-TV on the air

The Board of Trustees at Utah State University adopted the following resolution on September 16, 1960:

WHEREAS the board of Trustees of Utah State University of Agriculture and Applied Science considers it desirable and appropriate in effectuating the responsibilities assigned to the University as a land-grant institution of the United States, and its further responsibilities specified under the Constitution and laws of Utah, to provide educational opportunities for industrial classes of society, and to carry out educational research and experimentation, and an educational extension service; and WHEREAS the Board believes that tele-

²Ibid.

³Hansen, private interview, December 30, 1968.

⁴FCC Application, "Purpose of KUSU-TV," September 25, 1960, (Radio-Television files, FCC Form for TV).

vision broadcasting facilities under the jurisdiction and control of the University will materially assist the Board in meeting the educational responsibilities of the University;
. . .⁵

The application further stated that the station would broadcast various types of programs in the following percentages: "Entertainment, 13%; Religious, 0%; Agricultural, 4%; Educational, 63%; News, 11%; and Discussion, 9%."⁶ The transfer of the license was approved by the FCC on November 8, 1960.⁷

As the University obtained the approval for construction of the station, they began to look for funds with which to purchase the necessary equipment to transform the still unfinished production studios into a broadcasting station. The Institution made a proposal to the 1961 Utah Legislature for the money. If the request was granted, it was thought that the station could be on the air by October of 1961. The legislature denied the proposal, however.⁸

On January 4, 1961, Utah State petitioned the FCC for a change of call letters of the newly acquired television channel from KVNU-TV to KUSU-TV. At the same time a request was submitted for a call letter change of KSVC to KUSU-FM. Since these call letters had just been released by the Treasury Department,⁹ on the second of February, the

⁵Ibid., Exhibit #1.

⁶Ibid.

⁷Letter to FCC from President Daryl Chase, January 4, 1961, (Radio-Television files, KUSU-TV Application).

⁸"Radio-Television Report," September 1963.

⁹Letter to FCC from President Daryl Chase, January 4, 1961.

Commission informed the University that the call letters had been granted to the TV and FM facilities.¹⁰

The search for funds to add transmission facilities to the production center still was in progress. In 1962, the United States Congress passed Public Law 87-447 (the Educational Television Facilities Act). This law would provide money to the states on a matching basis to construct educational stations. The law did not have an appropriations bill attached to put it into effect at the time it was passed, but Utah State University began to gather information that possibly would be required in an application for the money when it was granted.¹¹

The administration of the University, with the backing of the Board of Trustees, stated this position on the importance of USU having a television station:

. . . Channel 12 is essential in the plans of the institution's educational program. We have, as a result, included, and given a high priority, in our institutional building requests for the coming biennium, and submitted to the Utah State Building Board a request for the total cost of construction of Channel 12. This request received the approval of the Building Board. Should Federal Matching funds become available, that amount needed from the state could consequently be proportionately reduced. The intent and determination of our Administration to pursue the development of Channel 12 to a successful completion should not be misunderstood. It is a part of the developmental plans of this institution.

What is being asked from the Utah Joint Committee on ETV is their approval of this proposal as an application for Federal Matching funds. This, too, should not be misunderstood. The items described in the proposal are all integral aspects of the transmission equipment. None can be deleted without affecting the transmission project. You will observe there are no items called for which represent additional production equipment nor expansion of studio

¹⁰Letter from the FCC to Utah State University, February 2, 1961, (Radio-Television files, KUSU-TV Application).

¹¹"Radio-Television Report," September 1963.

facilities. The proposal specifies the minimum amount needed to put Channel 12 on the air.¹²

Utah State also expressed concern about giving the University of Utah complete control over a proposed system of translators that would place the KUED signal into every county in the state. USU thought that KUSU-TV should have a microwave link to feed the translator system from Utah State University as well.¹³

The engineers, in the meantime, set about inspecting two mountain-top sites as possible locations for the Channel 12 transmitter; one located on Willard Peak, the other on the Wellsville Mountains just above the Dry Lake area. The idea of having a mountain site location was soon dropped, however, because the FCC rules would not permit a remote operation on a VHF television transmitter, and the cost of staffing the mountain top facility was not feasible. Therefore, it was decided that the transmitter and tower should be built beside the campus studios.¹⁴

An important year for Utah State University was 1963. In a special session of the Utah Legislature, \$130,000 was allocated to purchase the required transmission equipment to activate KUSU-TV. The funds were given on May 28, 1963.¹⁵ On May 17, President John F. Kennedy signed the supplemental Appropriations Act providing the funds for the financing of the Educational Facilities Act. The University had already

¹²Letter to Dr. Keith Engar, Director, Utah ETV Survey, from Burrell Hansen, November 15, 1962, (Radio-Television files, Chairman 1962-63).

¹³Letter to Senator Reed Bullen from Burrell F. Hansen, December, 1962, (Radio-Television files, Chairman of Radio-TV).

¹⁴Ibid.

¹⁵Letter to William H. Bennett from Burrell F. Hansen, October 20, 1964, (Radio-Television files, Chairman Radio-TV, July 1963-June 1965).

gathered the required data; it was now just a matter of filling out the requested forms and submitting them for funding.¹⁶

The application for the federal funds pointed out that Cache Valley did not receive a grade "A" signal from any educational television station because of high mountain ranges. KUED provided only a marginal service to the valley, and the Ogden educational stations were not received at all. The request for financing also explained that the University had surveyed, through a Master's thesis, the attitudes of prominent leaders of the Valley and found that 63 percent of them felt that Cache Valley needed a television station; 66 percent indicated that educational television would serve their needs best. The study also showed that there was a strong desire for offerings in the areas of liberal arts, specifically history and the fine arts. Over two-thirds of the respondents said that they would be interested in taking college courses for credit.¹⁷

The secondary and elementary schools of the area also expressed great interest in having an educational station in the area that could program to their needs. The station could also provide vocational training, and academic needs on all levels to the northern Utah area.¹⁸

The Utah Joint Committee on Educational Television approved the request for Federal matching funds on June 14, 1963; and on June 22,

¹⁶"Radio-Television Report," September 1963.

¹⁷HEW, Application, "Exhibit #4, June 24, 1963, (Radio-Television files, HEW--USU).

¹⁸Ibid.

the Board of Trustees of USU signed the application. The request was mailed to the Department of Health, Education, and Welfare on June 24, 1963. The application was given the filing number of nine. This was important since money was to be granted on a "first-come-first-serve" basis. The early filing date provided a better opportunity for receiving the funds. A telephone call from Washington on August 30, brought news that Utah State had been among the first five applicants to be funded under the Educational Facilities Act.¹⁹

The total cost of the project was \$143,907.77. Utah State University's matching share was \$44,064.69, while the grant supplied \$99,843.18. The money purchased the following equipment: one 5 kilowatt television transmitter; a six bay superturnstile antenna; transmission line and accessories; monitoring and test equipment; one, three inch image orthicon field television camera with a zoom lens; and for the acquisition and erection of a 220 foot guyed tower. Utah State had considerable investment in what started out to be just a production television studio. The total investment of the studio and transmitter reached \$333,246.19, which included: \$45,000 in land and building, \$6,331.34 for the transfer of Channel 12 from KVNU-TV, \$11,557.18 in the TV studio and test equipment, \$6,125 for lighting instruments, \$1,358.90 invested for sets and draperies, \$10,166 for radio equipment, and \$8,000 in video tape inventory.²⁰

The transmitter was ordered; but the building contained no space to put it! A request was made to have a transmitting room added onto the back of the studios. The target date for going on the air was set

¹⁹"Radio-Television Report," September 1963.

²⁰Ibid.

for January 1, 1964, 105 days from the date of receiving the grant.²¹ Acceptance of the grant was approved by the Board of Trustees, and the contracts let to RCA for the transmitter and antenna, and to ELSCO of Salt Lake City for the erection of the tower.²²

KUSU-TV goes on the air

On March 16, 1964, KUSU-TV went on the air under a Test Authorization from the FCC. The station received its license to operate on October 9, 1964.²³

Professor Hansen said that the schedule of an educational television station should accomplish several purposes:

1. Extending the range of cultural experience with a view toward developing an appreciation or artistic expression and a refinement of artistic tastes.
2. Adding to the viewer's knowledge, significant information which can be applied for constructive individual and social purpose such as the development of standards, values, discrimination, and judgment.
3. Providing training in and understanding of significant skills.
4. To advance systematic programs of instruction.
5. Stimulate tasteful and worth-while use of leisure time.²⁴

Writing in the local newspaper, Professor Hansen emphasized that the goal of KUSU-TV would be ". . . to move minds rather than tickle fancies. . . . We do not intend to confine ourselves to ideas originated in New York, or entertainment manufactured in Hollywood." He also

²¹Letter to Mr. Dee Broadbent, USU Vice President, from Burrell F. Hansen, September 16, 1963, (Radio-Television files, Chairman Radio-TV July 1963 to June 1964).

²²Letter to William Bennett from Burrell F. Hansen, October 20, 1964, (Ibid.).

²³Ibid.

²⁴Proposals for Programs on Channel 12, (Radio-Television files, TV Policy Committee 63-66).

stated that the station was to be part of the community, that the community had something to say to itself, and Channel 12 was there to help them say it.²⁵ "We are a part of the community and the schools of this area, and we want the community to be part of us--in participation and utilization of our programing." The opening theme for KUSU-TV was "Bringing the World to Your Home."²⁶

KUSU-TV dedicatory program

KUSU-TV held its Open House on May 15, 1964, at 7 p.m. The event featured a live program with Professor Hansen hosting the festivities. In the program were film and video tape inserts. The dedication program began by showing Mr. Reed Bullen turning on the transmitter as the station began its testing on March 16. Mr. Bullen had been one of the pioneers in broadcasting in Utah, and the original holder of Channel 12. The next segment of the program presented a pre-recorded greeting from Utah State University President, Daryl Chase.

The program continued by showing some of the educational programs that were to be presented over the station such as: "Brookfield Zoo," an example of children's programing; and for the adult, an excerpt of the College of Education's television course for credit, "New Media-- Education 163."

Examples were also presented on the dedicatory program of public affairs programs. There were excerpts from "Public Report" and "Window

²⁵"Goals of Educational Television Are Reviewed," Herald Journal (Logan), March 6, 1964, p. 3.

²⁶"Utah State University to Broadcast on Channel 12," Herald Journal (Logan), February 2, 1964, p. 10.

To The World." These programs have featured such national figures as Justice William O. Douglas, Frank Baxter, Edward Teller, and Linus Pauling. It was explained to the viewers that this series of programs won a Certificate of Merit from the Utah Bar Association in the spring of 1963, for a series of telecasts on law and the administration of justice.

Examples as to how the station was to serve the community by drawing on the talents and activities that the area offered, were video taped sections featuring the Ellis Elementary School in a play designed to promote better understanding among people who came to live in Logan from foreign countries. Another pre-recorded segment presented students from the Wellsville Jr. High School in a tumbling exhibition. The Logan High School Marching group, "The Hi-Los," via film, presented their marching routine. A non-school organization, the Northern Wasatch Youth Symphony, also presented a selection on the dedicatory program.

The Utah State University String Quartet concluded the ceremonies following greetings from the USU Board of Trustees given by Trustee Norman Salisbury. Congratulations from NAEB President, William Harley; President of the Columbia Broadcasting System, Frank Stanton; and A. Ray Olpin, President of the University of Utah, were given.²⁷

Viewers complain about Channel 12

When the station first went on the air, viewers from the Logan area called in to protest that they could not receive the Wellsville translator stations because of interference from Channel 12. The translators were broadcasting the signals of the three Salt Lake commercial stations

²⁷"Dedicatory Program," script, May 15, 1964, KUSU-TV, (Radio-Television files, Miscellaneous TV Programs).

into the Wellsville area on Channels 10, 11, and 13. Many hours were spent on the telephone explaining to citizens that KUSU-TV was operating under the authorization of the FCC, and that Channel 12 was assigned to the Logan area and had priority. The translator systems, it was explained, were allowed to operate as long as they did not interfere with the signal of Channel 12. The KUSU-TV signal, however, did not interrupt reception of the translator channels in the south end of the Valley--the area primarily served by the translators.

The engineers of KUSU-TV explained to the viewers how they might have sets modified to avoid Channel 12's interference with their reception of other channels.

Programing over Channel 12

KUSU-TV joined the National Educational Television (N.E.T.) network on December 10, 1963.²⁸ N.E.T. was to "provide outstanding cultural and informational ETV programs to affiliated noncommercial television stations." According to information distributed by N.E.T., the nature of their programs ". . . is solely to afford the viewer exciting intellectual and cultural experiences not otherwise available. A prime objective is to provide depth and perspective in public affairs programing." The programs from this network were divided into two general divisions: public affairs and cultural affairs. These two areas included programs from almost every area of human endeavor such as: humanities, fine arts, science, public affairs, social science, and children's programs.²⁹

²⁸Hansen, interview, March 24, 1969.

²⁹"Affiliation with National Educational Television," a fact sheet, November 1963, (Radio-Television file, N.E.T.).

The programs were shipped to KUSU-TV from another station. KUSU-TV then broadcast the programs within a specified time period, then mailed them on to the next station. This "bicycle" arrangement ended when Channel 12 obtained a live interconnection with N.E.T. on January 10, 1969.

Besides the programs that KUSU-TV received from being affiliated with N.E.T., it produced several of its own programs. The KUSU-TV productions included: "Hunter Safety," a series of programs produced in cooperation with the Division of Utah Fish and Game to help young people certify for a hunting license; "Sports Close-Up," a weekly program featuring local sports; "This Is Extension"; "Town and Country"; "News This Week In Cache Valley"; "World and the West," a series of weekly interview programs with prominent figures in the state, nation, and the world; "Panorama of the Arts," a series of programs featuring the talents of musical groups, artists, actors and others who were involved with the fine arts of the University and community.

Channel 12 launched a new era in television in January 1969, when it became a live interconnected station of the National Educational Television network through an off-the-air pick-up of KUED in Salt Lake City. In February of 1969, KUSU-TV was given authorization to telecast in color. The station, however, had not the equipment required to produce color programs in its studios. The programs that KUSU-TV presented in color either came from the live pick-up of the network or from programs produced in color on color video tapes. The station had begun a new chapter with the advent of these two events, the conversion of the transmitter to color and the off-air interconnection with the National Educational Television Network.

SUMMARY

Broadcasting from Utah State University began with a series of programs over the intermountain area's largest radio station, KSL, in Salt Lake City, Utah, in 1931. From that time on, the Institution has been continuously presenting radio programs. The presentation of television programs began on a regular basis in the spring of 1953, and since that time the University has been presenting television programs over at least one television station a week. Utah State became involved in broadcasting for three major reasons: (1) public relations, (2) to provide information to the public, and (3) for recruitment.

It has been suggested in this thesis that there were three divisions of the University engaged in major broadcasting efforts, operating somewhat independently of each other. The Extension Service was presenting programs related to agriculture and family living, the Athletic Department controlled the broadcasting of sporting events, and the University's Information Services presenting broadcasts representative of the colleges of the campus. In 1958, all broadcasting of the University was to be presented through the new Coordinator and Chairman of Radio and Television. This coordination was not completely successful in bringing the Extension Services and Athletic Department under the new Radio-Television Department's jurisdiction.

The development of broadcast training was slow to expand after it was introduced in 1935. The curriculum emphasized radio during the

1930's and 40's, and early 50's. A slow change, but a sure one, was made during the latter part of the 50's toward television. By 1960, the curriculum was giving emphasis to television. The growth of the curriculum paralleled the growth of Utah State University's activities in broadcasting and also the growth of the broadcasting media in Utah.

The Utah State Radio Guild, as this thesis has pointed out, played a major role in generating student involvement in the University's radio programs. The Guild not only prepared radio programs for the University, but was instrumental in getting the campus' first radio station. The station provided a place for the Institution to produce its programs, as well as a place for students to develop their broadcasting skills and to test new programming ideas.

The construction of the campus television studio came about as a way to save the time and expense of sending faculty members to Salt Lake City two and three times a week to present television programs over the commercial and educational channels. The studio provided an additional laboratory for students to train in. Later the studios added a television transmitter so that the University could provide an educational service to the students, public schools, and the citizens of Northern Utah.

From the beginning of a broadcasting staff of one, the University now employs twelve professional persons to prepare and present its broadcasting programs. The staff in 1969 was composed of: Dr. Burrell F. Hansen, Director of Radio and Television and the Broadcasting Curriculum; Professor Gerald L. Allen, Manager of KUSU-FM-TV; Professor Arthur L. Higbee, Manager of State-Wide programs; James Kay Randall, Producer-Director; Ted Christensen, Coordinator of Closed-Circuit Television; Norman C. McPhee, Program Director of KUSU-TV; Robert Donigan, Coordinator

for Instructional Television; L. Jay Smith, Graphic Artist; Boyd Humpherys, Chief Engineer; Aaron Farr, engineer; Merrill Bennion, engineer; and Rickey Hughes, engineer.

The writer suggests that the following areas would be worthy of further investigation: an evaluation of broadcasting from Utah State University, the role of committees and advisory groups for the control of broadcasting on the campus, and finally, the development of broadcasting in the Extension Services of the University. It is further suggested that as the Institution expands in these media, that sufficient records be kept to document the changes so that those following will be able to chronicle the developments.

The broadcast media has served Utah State University for 38 years by providing experiences for students and faculty members. It has enabled the citizens of Utah to learn what the institution has to offer its students. It has been used to pass on to the people of Utah the fruits of research that the University is continuously carrying on in order to make Utah and the world a better place to live.

APPENDIXES

Appendix A

Constitution of the Utah State Radio Guild

PREAMBLE

We, a group of students of the Utah State Agricultural College do hereby form an organization for the purpose of promoting student interest in radio broadcasting, to increase their knowledge in this field, and to provide the opportunity for development of their talents and abilities, and to provide services to the college and its student organizations in publicizing the institution and its activities through the medium of radio, do hereby adopt this constitution for the Utah State Radio Guild.

ARTICLE I

This organization shall be known as the Utah State Radio Guild.

ARTICLE II

Eligibility for membership in this organization shall be based on the following:

1. Registration at the Utah State Agricultural College.
2. Demonstrated interest in radio broadcasting in at least one of its various fields; acting, announcing, engineering, management, music, production, programing, sound effects or writing.
3. Maintenance of a grade point average of 2. ("C")

ARTICLE III

The Officers of this organization shall be as follows:

SECTION 1: GENERAL MANAGER.

The Chief executive of this organization shall be known as the General Manager, who shall be elected for the term of one quarter. His duties shall be: to preside over all meetings and to approve collection and dispersal of all organizational funds. He shall be the presiding official over the executive council. He shall not be eligible for re-election in the succeeding quarter.

SECTION 2: ASSISTANT MANAGER.

The Assistant Manager shall be elected for a term of one quarter and shall become the General Manager in the succeeding quarter. His duties shall be: to assist the General Manager, to preside over meetings in the absence of the General Manager, and to act as "Program Director" of the organization. He shall assume all special responsibilities assigned him by the General Manager.

SECTION 3: SECRETARY.

The Secretary shall be elected for a term of one quarter. It shall be the duty of the Secretary to handle all official correspondence of the organization. It shall also be the duty of the Secretary to prepare all program copy needed to carry on the activities of this organization, and also to keep minutes for all meetings.

SECTION 4: CHIEF ENGINEER

The Chief Engineer shall be elected for a term of one quarter and must be trained in the use and maintenance of radio equipment. It shall be his responsibility to supervise the construction and maintenance of all equipment.

SECTION 5: LIBRARIAN.

The Librarian shall be elected for a term of one year. It shall be the duty of the Librarian to catalogue and file all records, scripts, and station logs.

SECTION 6: BUSINESS MANAGER.

The Business Manager shall be elected for a term of one year. It shall be his duty to make contacts for prospective business and to handle funds.

SECTION 7: ELECTIONS.

Elections of officers shall be held during the next to the last regular meeting in the quarter preceeding that in which the officers shall serve. Officers for fall quarter shall be elected during the spring quarter. A candidate shall be declared elected to the office upon receiving a simple majority vote of a quorum. Nominations shall be made from the floor at the regular meeting preceeding the election meeting. Election shall be made by secret, written ballot. The executive council shall serve as election committee. Installation of officers shall be the last order of business for each quarter.

ARTICLE IV

EXECUTIVE COUNCIL:

The Executive Council shall consist of the faculty adviser and the following officers: General Manager, Assistant Manager, Secretary, Business Manager, Chief Engineer, and Librarian. Members of the Executive Council shall serve for a term of their respective offices and shall be convened at the order of the General Manager or the faculty adviser. It shall be their duty to propose matters of policy. They shall have the following special powers: [Missing from Original]

ARTICLE V

MEETINGS:

The regular meetings shall be held each Thursday at 4:00 p.m. Special meetings may be called by the General Manager or Faculty Adviser.

ARTICLE VI

AMENDMENTS:

This Constitution shall be revised one year from date of adoption. Amendments to this Constitution shall be adopted upon a two-thirds vote of the total enrollment.

BY LAWS

SECTION 1. ELECTION AND ADMITTING MEMBERS.

Candidates for membership shall be nominated from the floor and shall be accepted upon a majority vote of a quorum. Members shall lose their membership by two-thirds vote of a quorum if they commit the following acts:

1. Failure to cooperate in the advancement of interests, spirit, and projects of the organization.
2. Failure to maintain a grade point average of 1.
3. Having three unexcused absences, excused absences being given to the General Manager or Faculty Adviser.

Any member who is being considered for expelling shall be notified in writing that his case will be discussed to enable him to be present and present his defense.

SECTION 2. DUES.

The amount shall be \$1 per person per quarter. Dues are payable at the first meeting of each quarter. A member shall be allowed to let his dues lapse until the fourth meeting; if at this time they are not paid, he is liable to suspension, and if suspended, he can regain his membership only upon payment of his dues.

SECTION 3. AUTHORITY.

The Parliamentary authority for this organization shall be Robert's "Rules of Order."

SECTION 4. AMENDMENTS.

Amendments to the by laws shall be adopted upon a majority vote of a quorum.

AMENDMENTS

AMENDMENT 1:

An amendment was passed on November 11, 1948, to Article III, Section 7 that the use of the secret ballot in elections be abandoned.

AMENDMENT 2:

An amendment was passed on November 11, 1948, to the section on By Laws, Section 4 on amendments that any amendments to the constitution be presented in writing and read before the Guild for discussion. They will then be voted on at the next succeeding meeting and must be passed by two-thirds of a quorum.

AMENDMENT 3:

Amending Article III, Section 6, the duty of the publicity was added to the duties of the Business Manager.

AMENDMENT 4: SHOP COMMITTEES.

There shall be two workshop committees. One of these is to be in charge of reading and selecting scripts for the Radio Guild. In the Instance of selecting scripts by Guild members it will be necessary to have a conference with the writer in order to cut or edit the script. The committee will serve for a term of one quarter. The second committee will be the Production Committee. Its duties shall be to assign productions for each week a total of 10 to be given each quarter. They shall assign the producer for each production, one week in advance. It shall be this committee's duty to pass on all productions before their presentation.

AMENDMENT 5: POINT SYSTEM.

There shall be a committee appointed by the General Manager each quarter whose duty it shall be to delegate activity points to the members to determine their inactive or active status.

Written October 29, 1948

Appendix B

Programs Presented From KVSC Over KVNU During 1958

MONDAY	PACIFIC PORTRAITS	NAEB 30 min.
	Dramatic; role of certain individuals in the settlement, development and cultural programs of area of the South Pacific and West Pacific.	
	OVER THE BACK FENCE	NAEB 15 min.
	News analysis; weekly review of Canadian Press and its views on national and international affairs.	
	FRENCH NEWS REVIEW	NAEB 15 min.
	News analysis; weekly reports on current French Press interpretations of their positions.	
TUESDAY	UTAH STATE ON THE AIR	USU 30 min.
	Student talent and news.	
	ADVENTURES IN PROGRESS	NAEB 15 min.
	Documentary; actual stories of specific international action in various fields and geographical locations by the United Nations.	
	YOU'RE THE JURY	NAEB 15 min.
	Drama-panel; each program presents controversial traffic situations in dramatic form and challenges the listener to determine the driver at fault. Each program emphasizes a single safe-driving technique.	
WEDNESDAY	UTAH STATE REVIEW	USU 15 min.
	Reviews and previews of campus activities.	
	STRETCHING YOUR FAMILY INCOME	NAEB 15 min.
	Interview; discussions on how to make the family dollar go as far as possible.	
	COMPOSER IN THE WORLD TODAY	NAEB 30 min.
	Lecture-music; interpretation of how the composer sees the contemporary world and himself.	
THURSDAY	UTAH STATE ON THE AIR	USU 30 min.
	Same as above.	
	TENDER TWIGS	NAEB 30 min.
	Interview; discussions of today's problems in mental health, crime, juvenile delinquency, human social growth, etc.	
FRIDAY	USU FORUM	USU 60 min.
	Re-broadcast of a campus lecture given during the week.	

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VITA

James Kay Randall

Candidate for the Degree of

Master of Science

Thesis: A Historical Study of Educational Broadcasting and Broadcast Training at Utah State University

Major Field: Speech

Biographical Information:

Personal Data: Born at Centerville, Utah, March 8, 1942, son of Alfred Kay and Louise Argyle Randall; married Susan Smith; four children--Kristine, Jimmy, Darin, and Michael.

Education: Attended elementary school in Centerville, Utah, Jr. High school in Bountiful, Utah, and graduated from Logan High School in 1960; received a Bachelor of Science degree from Utah State University in Speech with emphasis on Radio and Television in 1964; began graduate work at Utah State University in 1965; completed requirements for the Master of Science Degree in Radio-Television in 1969.

Professional Experience: 1968 to present, Producer-Director of Radio and Television, Utah State University Extension Services, and Radio-Television Center; 1966-68, Radio-Television Specialist, Utah State University Extension Services; 1965-66, assistant program director, KUSU-TV; 1964-65, announcer KRXK Radio; 1962-64, announcer KVNU Radio.