



State University of New York
State University Plaza
Albany, New York 12246

Office of the Vice Chancellor for
University Affairs and Development

April 20, 1982

MEMORANDUM

TO: Chief Advancement/Public Relations Officers

FROM: Robert Perrin *Bob Perrin*

SUBJ: Proposed Radio Program

Some time ago, I wrote to each campus requesting your advice on the feasibility of inaugurating a regular radio program featuring people and events at SUNY campuses. The response to my inquiry was almost totally positive. There were, of course, some reservations expressed about the ability to provide material on a consistent basis, the lack of professional expertise and equipment on some campuses, the time involved, and the like. However, almost everyone thought we should move ahead.

We understand and share the concerns that you indicated, but the positive response suggests that it would be worthwhile to proceed, at least on a pilot basis to see whether such a program could be sustained. Therefore, beginning some time late next fall, we hope to launch a 15-minute weekly program (as yet unnamed) over a 13-week period, offering it to both National Public Radio and commercial radio stations in New York State.

This means that, starting immediately, we should begin receiving tape from the campuses. We recognize that we are running into summer; however, we hope you will find sufficient material to help us build our program stock.

As mentioned in my earlier memo, we expect to model the program on the successful "All Things Considered" program carried daily on most NPR stations. This format -- presenting fairly short features bridged by music and lead-in narration -- seems most suitable to the kind of material we would be seeking from the SUNY campuses. Campuses will be asked to identify such features, record them and send the tapes to us for decisions

on usability and appropriate editing. We also might suggest ideas to a specific campus if we are trying to develop a particular theme. Each segment recorded should be no more than 10 minutes in length to permit editing to a shorter time-frame.

There are at least three elements that are crucial to the success of this venture:

1. The willingness of campus public relations or other assigned personnel to keep program needs in mind and to submit material on a fairly consistent basis. Simply sending a tape or two and then forgetting about it will mean an end to the program in short order.
2. The imagination and thought that go into the selection of feature topics to record. Unless the material is interesting, we will rapidly lose our audience and our stations.
3. The production quality. This may be one of the most difficult challenges for many campuses, since it is imperative that the recording be done as close to professional standards as is possible. This will mean good equipment and also strict attention to the organization and presentation of the material.

I realize that some campuses are better prepared than others to meet these criteria, especially those with Educational Communications Centers, radio stations or other electronic media facilities. However, with a modest investment in a high-quality cassette recorder and some imagination, anyone can participate and, I think, find it an interesting and exciting project.

Attached are some guidelines that you may find helpful. Maria Rita A. Rudden, on the UAD staff, will be coordinating the project. Call her or me if you have questions.

Attachment



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GUIDELINES FOR SUNY RADIO PROGRAM

1. Length

- Each segment should be a self-contained feature. We suggest 5 to 10 minutes worth of tape so that there will be adequate material to edit to the length to be used, probably 2-3 minutes.
- More than one feature can be included on a single tape, but leave some space between each one and be sure to tell us how many are on the cassette.

2. Content

- Lead off each tape with a brief introduction of what is to follow.
- Look for sprightly interviews or discussions with individuals -- faculty, visiting lecturers or experts, students -- on topics that have more than just local interest.
- Research projects, human interest, unusual students -- every campus must have many good stories to tell.
- Before starting to record, work out with the subject what it is you plan to talk about, thus avoiding too much rambling on tape.
- Don't get too parochial, e.g., interviews with the president on how great the campus is. The campus name should come up naturally and not be forced. In any event, the bridge narration will provide the name.
- Timelessness of the features is important, since the air date may be weeks away. Therefore, no "yesterday" or "next month" references. Subjects that are too topical can be a problem, also. For example, a discussion of the Falkland Islands might be timely now, but long out of date when the program is aired.

3. Recording

- If possible, do your recording in a soundproof studio using professional equipment and personnel.
- In the field, use a good quality, brand name cassette recorder. Use a separate microphone attached with a jack, rather than the built-in mike that many recorders have.
- Use 30-minute or shorter tape cassettes, not the 120-minute tape, which is too thin. (We'll return cassettes after use.) Make sure your cassettes are labelled with school name and date.
- Watch out for ambient noise that may affect the recording. However, some sound effects can be helpful if they relate to the subject matter or add atmosphere.

4. Frequency

- Send tapes as often as you can. However, at the minimum, one good tape a month would provide us with ample material.

5. Accompanying Materials

- Name the campus contact, in case we have questions.
- Provide a brief written summary of the recording.
- Provide spelling of proper names and (if necessary) a guide to proper pronunciation.
- For your protection, obtain a signed release (see attached sample). Releases are not necessary from a public figure appearing at a public event.

Send all materials to: Maria Rita A. Rudden
Office of University Affairs
and Development
State University Plaza
Albany, New York 12246

For information and questions, call 518/473-1825.

STATE UNIVERSITY OF NEW YORK (SUNY)
CONSENT TO USE OF NAME AND VOICE ON RADIO

DATE _____

In consideration for being allowed to participate in the SUNY radio program, I, the undersigned, _____, being over the age of eighteen years (or if under eighteen years, the participant's parent or guardian) do hereby fully and freely consent to the use by SUNY of the participant's name, voice, comments, etc., on any sound track, recording, or other mechanical means of recording sound and do consent to the use and re-use thereof by broadcast or rebroadcast on any radio station at such time or times as the management of said radio station desires to use the same, and do hereby release and hold harmless, SUNY and the radio station from any liability resulting from said participation of the program. The participant further agrees to comply with all the rules and regulations of SUNY, and grants to SUNY the right to use and license others to use the participant's name and/or voice to advertise and publicize said programs and/or series of programs but not, however, as an endorsement thereof.

(PARTICIPANT)

WITNESS:

The undersigned parent or guardian does join in the above consent.

(PARENT OR GUARDIAN)

WITNESS:

Consent of parent or guardian is required if the person whose voice is to be used is a minor.

