



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

Office of the Vice Chancellor for
University Affairs and Development

August 5, 1983

MEMORANDUM

TO: James B. Black
FROM: Rudy Johnson *RJ*
SUBJECT: SUNY-wide Radio Program

You may have been wondering what has been happening with the proposed radio program and the tapes you sent. Well, we found them quite good and plan to incorporate a number of them into our programming, which we expect to inaugurate by mid October. I am writing to let you in on a general memo I am circulating to bring everyone up to date. Since we already have in hand usable material from you, please disregard my request for a tape in the following note. But here's the general plan:

Early last year, yours was one of the encouraging responses to Bob Perrin's memo seeking campus participation in our efforts to establish a SUNY-wide radio program of vignettes about the various campus activities.

Well, the project has proven to be considerably more difficult to launch than we had expected. But we remain convinced that such a program will yield rich benefits for all of SUNY, and we are continuing the project, which is scheduled to air in mid-October.

As previously planned, we still intend to produce a program modeled after National Public Radio's "All Things Considered." We plan to start small, with only one 15-minute program per month, employing outside professional production assistance. If all goes reasonably well, maybe we will be able to expand to twice a month, and later, once a week. In the meantime, we hope to build up our program stock.

That's where we need your help.

If you could produce a single tape, it would go a long way toward getting us started? This would be a finished broadcast-ready piece--that is, ready to be used without (or with very little) editing.

Disregard?

I should hope that your production of only the one tape in the span of three months would not be too time-consuming nor too taxing on your facilities. It should be possible to get technical help at either the Educational Communication Center, campus radio station, or the National Public Radio affiliate in your area. In fact, we expect to air the program over NPR affiliate stations, expanding to commercial stations as progress warrants.

Please produce your story under five minutes in length, three or four minutes per item on average. You can follow the attached set of guidelines.

Actually, I would appreciate a call--(518) 473-1825--at your earliest convenience to discuss the project and work things out so as to minimize the complications.

Thanks immensely for your enthusiasm and cooperation.

Attachment

cc: R. Perrin