

UNIVERSITY NEWS SERVICES

A Talking Paper about Broadcast Media Services

HERE AT STONY BROOK

University News Services has been doing a weekly radio program, "SUNY Side Up," which will be continued by Barbara Gore Suter on WUSB each Wednesday at 6 p.m. We want to remain in radio broadcasting and WUSB has agreed to allot us a half-hour, probably on Monday or Thursday at 6p.m. beginning with the Fall semester. We will call the program "Here at Stony Brook."

In thinking about "Here at Stony Brook," we have decided that its format will be more varied than the "SUNY Side Up." "Here at Stony Brook" will have three basic segments each week:

- An interview (or discussion or even a debate) on a topical subject.
- A feature, which might take the form of an interview, but with an emphasis on visual material.
- A "calendar"; that is, a segment in which some coming campus activity(ies) can be previewed. This also might from time to time include an on-camera interview; almost certainly should include some visuals; e.g., posters.

We are wondering if a way might not be found to record "Here at Stony Brook" on both audio and video tape at the same time. The on-air people, obviously, would need to be careful, avoiding such lines as "as you can see on your screen," but this seems like an easily overcome potential problem. As we envision it, the recording would be done as if the show were live; that is, once the taping began, the production would proceed for 30 minutes without halt. Al Oickle has been doing his "SUNY Side Up" radio broadcasting this way for a year now. He reports that a non-stop production can be accomplished without much additional planning and information sharing among production participants.

As we ponder this idea, we wonder if the University's facilities can be used to prepare the tapes, if the cost can be kept within a modest budget and, putting the horse before the cart, if the television media will agree to run a 30-minute tape every week.

We need to...

- talk with Lew Lusardi about
 - o scheduling (can ECC set aside a couple hours weekly?)
 - o funding (what is the rock-bottom minimum cost?)
 - o student help (can qualified students make copies, assist in production, do marketing?) Note: we have hired two qualified students, John Vernile and Steve Cohn, for marketing and production.
- present a proposal to Jim Black by May 27.