

January 26, 1976

To: Mr. Stephen F. Goffreda, Assistant Station Manager & Corresponding Secretary
for the WRSU Radio Council

From: Mr. Michael A. Blishak, News Director

Re: Status of the WRSU-FM News Department

Dear Steve and members of the Council,

Herewith is a detailed report of various aspects of operations within the News Department of WRSU-FM after a period of approximately 10½ months, from March 1975 to February 1976.

Operations & Scheduling:

WRSU's News Department began full semester operations on September 8, 1975 and until September 26, 1975 ran on the following schedule . . .

7AM - 10 Mins.	8AM - 5 Mins.	9AM - 5 Mins.	Noon - 15 Mins.
3PM - 5 Mins.	5PM - 15 Mins.	8PM - 10 Mins.	10:45 - 15 Mins.

As the semester progressed, we had some minor schedule changes and at this point in time, the beginning of the second semester, the scheduled casts are . . .

7AM - 7 Mins.	8AM - 7 Mins.	9AM - 5 Mins.	Noon - 15 Mins.
3PM - 5 Mins.	4PM - 10 Mins.	5PM - 10 Mins.	8PM - 5 Mins.
10:30 - 30 Mins.			

This schedule has proven to be very effective and workable. I am glad to say that due to the size of the news staff this semester, we have been able to add two additional casts, the 3PM newscast which was dropped at the beginning of January 1975 and 4PM which is a major drive time period.

Throughout all of our newscasts we try to base our major emphasis on local University Community News. In other words, how listeners in our broadcasting area will be affected by the news items we cover.

In the morning we present concise, yet detailed, commuter and weather information as well as doing the same in the afternoon drive time slots. And we present reviews (movies, plays, concerts, etc.) two out of the five nights per week.

Staff:

During the Fall Semester of 1975, WRSU's News Department has maintained a staff of approximately 75 people. As we enter the Spring Semester of 1976 we currently have a staff of 85 members. Ten new trainees have been added and seven more have spoken to be about joining the News Department, all of this happening within the first three days of the second semester, not including the number of new members we will receive from the General Orientation on February 4th.

Most of our members come from Rutgers College, Douglass College is second, Livingston third, Cook fourth, and the Graduate School fifth. This enlarged membership has allowed us to have two newspeople in the newsroom throughout the entire day and has enabled us to send the rest of the staff out for location reporting, a very important and essential aspect of radio news journalism.

Our staff to shift ratio is as follows . . .

6AM - 9AM	1 Producer/Editor	1 Staffer
9AM - Noon	1 Producer/Editor	3 Staffers
1PM - 5PM	1 Producer/Editor	3 Staffers
7PM - 11PM	1 Producer 1 Editor	5 Staffers

This year we instituted the position of News Producer, the overall guiding factor in getting the news operation working and on the air. A copy of their responsibilities is enclosed with this report. There are only five Producers for WRSU-FM News: Timothy Korzum, Stuart Naar, Gary Thompson, Mark Silverschotz, and myself.

A few other staff notes . . .

During the Fall Semester of 1975, WRSU News had a total of 40 trainees who showed interest in the department and out of that number, 33 remained and will continue.

In the Fine Arts Department, Patty Garrison was named Assistant Fine Arts Department in place of Brian Weiner.

And, Cheryl Washington, who was named Assistant News Director in March of 1975, had to leave that position due to an internship at WNBC-TV, so to fill the void I appointed Louise Mowder as Assistant News Director.

Other Department positions include:

University News Coordinator	Gary Thompson
Campus News Coordinator	Stuart Naar

New Concepts:

A new revised Comment Book has been in operation within the newsroom. In it all news personnel can keep abreast of major stories or leads, all of this information being written in a spiral bound notebook.

The main section of the book contains the following:

- Daily Telephone Checks
- An Explanation of the Phone System
- Newsroom Procedure
- Instructions for all aspects of News Production
- Instructions for the Weather Station
- A sheet explaining Libel
- Newsroom Operations during the four specific shifts
- Producer and Editor Responsibilities (A copy is enclosed)
- News Department Disciplinary Policy (A copy is enclosed)
- Listings of Radio and Television Stations within the area
- First Aid Instructions

A very big and important, as well as successful, addition to WRSU-FM News are the department's Five Part Series which run daily, Monday thru Friday, during the Late Evening Report at 10:30. They are prepared and researched by WRSU News Department Members and have covered such topics as /..

- The Case of Karen Anne Quinlan
- Melanie Wiloughby and the Student Government Association
- Rusty Mina, Chief Animal Control Officer for the City of New Brunswick
- The Life and Times of Mayor Richard Mulligan
- An Interview with Father Thomas Trapasso, the Quinlan's Spiritual Conselor
- The Criminal Justice System in Middlesex County
- Christmas, Recollections and Perspectives
- An Interview with University President, Doctor Edward Bloustein
- A Look at Rutgers Preparatory School
- An Interview with the Author of "Eleanor & Franklin", Joseph P. Lash

At this point in time we have at least ten series which are ready to run at any time. They are completed and all have a specified air date.

WRSU-FM News has also presented a monthly news special. A fifty-five minute investigate report into different news worthy events. In October, we presented a Bicentennial Special on New Jersey with Dean Richard McCormick. In November, we presented a special on the Case of Karen Anne Quinlan, part of which was aired on the Mutual Radio Network Show, "Composite" and is currently in the negotiating stages with the Pacifica Educational Network. In December, Christmas: Recollections and Perspectives was presented and in January, we presented "1975: An Ov rview".

Scheduled for February, An Investigative Look at Senate Bill #1.

WRSU-FM News has also had other "live" specials such as the broadcast of a speech by Angela Davis, Rutgers University Graduation Ceremonies, Election Night Coverage of

local and state elections, the City Of Lights Ceremonies, and New Year's Eve Coverage from Times Square.

We've also had live reports on the newslines within our scheduled casts, for instance, a live report from Morristown during the Quinlan Court Case, and more recently a live phone report from Iowa during the political caucuses.

WRSU-FM News has also begun to go out on location. Our reporters are attending meetings, press conferences and other news events on the road. Some of these reports have concerned President Ford's visit to Newark, Ali's arrival in Trenton to support the cause of Rubin "Hurricane" Carter, the visit of Walter Cronkite, William Simon, Geraldo Rivera and other noted personalities at Rutgers, the Livingston uprising in May of 1975 and more recently, Ralph Dungan's visit to Rutgers University.

We also have frequent reports from Al Mattis (our Mid-West Correspondent), who feeds us features from the Tulsa area, and also from Bob Koska in Coralville, Iowa.

Other Accomplishments:

WRSU-FM News has set up two individual college radio news networks. First, we have a New Jersey college radio network in cooperation with Seton Hall University, Montclair, Glassboro, and Trenton State Colleges. What this entails is an exchange of feeds between the stations involved. If an item of interest comes up around that station's area, our reporters simply place a call to that station and get an audio feed and visa-versa.

This network has been in very simple and experimental operation for the past two months but will take full effect on or around February 15th, soon after the News Directors of the five stations involved iron out all the problems and set guidelines for full time use.

The other network is the 1976 Bicentennial College Radio Network which involved a college radio station in each State of the Union. Two feeds will be sent, one in late February and the other in late June, to WRSU-FM, the originating and flagship station. We will then process the feeds into a one-hour special for March and a two hour special for July 4th, basically, the specials will deal with the events and celebrations that each state has offered to celebrate the Bicentennial year. Once the show is complete, it will be dubbed and sent to each participating station, at their own expense and then aired as a network show across America.

Details are still being finalized and when they are a report will be sent out from this office. A list of the participating stations is enclosed.

Also, once the Bicentennial Special is complete, major stations across the network will remain on that network for Election Primary Coverage, ie. Florida, California, New Hampshire, Ohio, etc. so that WRSU-FM can have complete coverage of this year's Presidential Election.

Plans are also set for WRSU-FM's Convention and Election Coverage. There are four alternatives and a report will soon be forthcoming from this office regarding -

the specifics and details of each of those alternatives for the most concise, yet comprehensible coverage we can offer.

SUMMARY:

Overall, WRSU-FM News has profited from some of the new concepts that have come into use. We have become a viable, as well as reliable, news source to many within the Rutgers University Community. Influential Administrators and student leaders have begun to listen and the on-the-spot location reporting, along with the Mini-College Radio Network has given us a more diversified and complete sound.

When I came into this office I had hoped for the institution of some new ideas, such as the College Radio Network, the location reporting, the Special of the Month, the Five Part Series, the live news feeds and the addition of a few more newscasts. I have seen all of these ideas implemented, all keeping their head above water and running smoothly. WRSU-FM News has continued to keep it's main objective of presenting concise, accurate and comprehensible news and information of the University Community.

In the near future, I hope to continue to see the News Department continue in the same upward direction; involving, training and developing trainees without our news gathering operation.

The morale is high within the department, they've seen where we've been and where we've progressed, and I hope to keep it that way. The Department has been researching and gathering news in a responsible fashion and that tide is still on the upswing, as people working here realize our power and respect our serious obligation to the public.

Basically, I'm proud of the department and the people within it. In my opinion, the department has maintained a professional level of broadcasting quality.

I'm proud to be a part of the department and honored to be it's director.

Respectfully submitted,

Michael Alan Blishak
News Director

CC: Eric Strassler, Radio Council Chairperson
Mitchell Hymowitz, Station Manager of WRSU-FM
Roger Cohen, Faculty Advisor