Telecommunications Has Made Rapid Strides on Campus

26 MAY '61

Progress has been an important factor in the development of telecommunications at Ohio State.

On Feb. 20, 1956, WOSU-TV signed on the air with its first program. The audience was limited to several hundred homes and there were only two hours of programs in the afternoon and two or three in the evening.

Now, 40,000 homes in Columbus alone are equipped to receive WOSU-TV and the station is on the air every weekday from 8 a.m. to 10:35 p.m.

In addition to television for homes, the campus station has supplied classrooms with television.

16 Telecourses

In 1957, there were several hundred programs for use in classrooms. This year, there are 16 separate telecourses, some carried five days a week, and used by 70,000 students throughout eight counties.

Almost half of the freshmen at Ohio State last year had health education or math via television.

WOSU-TV began its operations in 1955 in a building built for $123,000 (less than the cost of most of the commercial TV spectacles). The equipment was valued at $250,000.

Facilities Worth $500,000

The facilities are now estimated at $500,000, including a mobile unit for remote telecasts, closed circuit equipment and the first kinescope-film and videotape recorders in central Ohio.

National programs on CBS, NBC, and ABC have originated at the University station, including "Briefing Session" and "Face the Nation."

In cooperation with WOSU-AM-FM, it presented the first successful three-channel stereo broadcast in the U.S.

A new development in telecommunications is the flying television station. A converted passenger plane is scheduled to take off from the Purdue University airport near Lafayette, Indiana and will fly at an altitude of 23,000 feet over Montpelier.

It will fly in a three-hour orbit, hovering in a 20-mile diameter.

Two Transmitters

There are two transmitters, frequency and modulation monitors, two tape recorders, a master control console, a videocamera and a double cabinet filled with auxiliary apparatus.

In the tall section, a 75-kilowatt generator delivers the power to beam broadcasts to parts of six states: Indiana, Illinois, Kentucky, Michigan, Wisconsin and Ohio.

Telecasts are simultaneous on UHF channels 72 and 76. Schools and Universities, with special antennas can receive the telecasts.

Tests began with the airborne television on May 8 and selected programs from courses to be offered in the fall began on May 15.

WOSU-TV and WOSU radio have been working closely with the airborne plan since the beginning.

Full-Time Employees

Both WOSU-TV and WOSU radio are staffed by full time employees. The stations do not operate for the training of students, although some students do work part time.

These stations are service organizations with a supplementary function of helping students with their education.

They work in cooperation with the academic part in various departments, such as journalism, speech, business organization, education and photography. Most of the staff at WOSU-TV comes right out of training programs at the University.

PROGRAMS FROM WOSU-TV originate from this building west of Olentangy River. It is heard regularly by 40,000 homes in Columbus.
Move Ahead For WOSU

BY LEON FRIELEN
Lantern Staff Writer 10-1-69

This will be a big year for Ohio State's radio stations WOSU-AM and FM and the University television station WOSU-TV.

By March the radio and television operations, which serve not only the campus community but the entire city and much of the state, will move into the telecommunications wing of the new Center for Tomorrow.

The Center, located on Olentangy River Road north of Lane Avenue, is undergoing finishing touches which will modernize University facilities for electronic communication.

Radio and television will be the chief facilities involved in the telecommunications wing but the telecommunication department includes all means of electro-magnetic communication.

More Studios Made Available

The new wing in the Center will house two studios which will be used by WOSU-TV. The Educational UHF station is now operating with only one studio. With the additional studio WOSU will be able to program on Sundays.

The new facility will have three studios for WOSU radio.

The University's closed-circuit television capacity will be expanded in the Center, and more departments will be able to make use of closed-circuit television in the classroom.

The Center will also house a 500-seat auditorium that has a simultaneous translating system. The United Nations uses similar concept with each seat having an earphone which is connected to a translating booth.

The individual listener will be able to dial the language in which he would like to hear the message. This will enable Ohio State to hold international conferences with no communications problems such as have plagued meetings in the past.

Radio Facilities Crowded

In the case of WOSU radio the move to the Center will increase the efficiencies of the operations but in a smaller space than presently houses the radio operations.

Tom Warnock, program director for WOSU radio, said, "I am anticipating the move, and I think that the new degree of efficiency we will achieve will make up for the crowded conditions we expect to face."

WOSU radio is owned by the state and operated through the administration of Ohio State. The first broadcast was in April of 1922 and the FM operation went on the air in 1950.

WOSU is licensed as standard broadcast station for commercial operation, but limited to non-commercial broadcasting because of University policy. The station is financed as part of the Communications Resource Division by the University Telecommunications Center.

WOSU Has Wide Audience

The programming purpose of WOSU radio is to extend facilities of Ohio State and to bring together the best in educational and cultural programs from all over the world, according to Warnock.

"We really program very little for the student because of the wide area of Ohio and the other states we reach," Warnock added.

WOSU radio is licensed as a daylight station because the AM operation is on the same frequency as a station in Dallas-Ft. Worth, Texas. When the sun goes down, WOSU-AM has to go off the air.

A big change took place last October in WOSU radio when the AM and FM programming were separated. The AM transmissions which operate at 820 kilocycles include educational and public affairs programming. The FM operation on 89.7 megacycles concentrates on classical music and news broadcasts. The change was made possible by a new automatic program system.

The next major step for WOSU radio, beside the move to the Center, will be a new FM transmitter. The old one has been in operation since 1949, according to Warnock, and the new one will enable WOSU-FM to broadcast in stereo.

Transmitter Permits Stereo

Right now all the WOSU studio equipment is capable of transmitting stereo but the transmitter will not allow that kind of a transmission. The new transmitter will also have a greater range.

WOSU radio supplies a schedule of all types of music ranging from chamber music to jazz along with commentary, history and interpretive information. WOSU has a LP record library of over 8,000 and has more than 16,000 78-rpm records.

Production and programming at WOSU-AM and FM are in contact with other educational, legislative, business, religious and cultural agencies. WOSU also makes use of the National Association of Educational Broadcasters (NAEB) tape service which provides informative and educational broadcasts.

News is provided on WOSU throughout the day. There are four 15-minute newscasts as well as numerous five-minute reports. There is a half-hour news report each evening at 5:30 following the "On the Way Home" magazine-type program. Campus news prepared and presented by students in the Broadcast News Department of the School of Journalism is also broadcast daily.

Taxes Support WOSU-TV

The University television station, also a part of the Telecommunications Center, is a state-tax-supported facility. WOSU-TV programs on a three-fold basis, according to Merve Durea, program director. These are educational, cultural and informative type programs.

The majority of the television programs are supplied by the National Educational Television network. These shows range from analyzing life insurance and saving money to lessons on French cooking. The daytime part of the WOSU-TV schedule is geared mainly toward the Columbus Public School System. Lessons in French, art, health or science are seen in the classrooms throughout Columbus schools.

WOSU is one of more than 100 stations along the National Educational Television network.

There are no regular surveys taken, and as a result WOSU really has no idea of the type of audience it attracts, according to Durea. "Once I tried placing pins on a city map according to all the letters or calls we received to establish some type of audience pattern," Durea said. He added that he was unable to notice any definite pattern forming around the city.

This would tend to indicate that the station has an audience of all types and classes of people, he said. There were as many pins in Linden as there were in Upper Arlington or Bexley, according to Durea, which means the audience consists of blue collar workers as well as the white collar professional people.

Campus Coverage Planned

When WOSU-TV moves into the Center, Durea hopes to focus more on the campus community. "We have a small city here and I think in the past we have been neglecting the viewing ideals of the students," Durea said.

Durea said he hopes to broadcast live campus news shows and increase the sports coverage for the viewers. "This campus just runs on football and basketball but there are so many other sports that viewers would be interested in like baseball, hockey and volleyball," Durea said.

Durea also hopes that WOSU will purchase a recorder that will enable the station to monitor programs from other University educational stations.
RADIO ROBOT—Laboratory designed to play taped programs
Aid Allen Hundley adjusts automatically in sequence.
WOSU radio’s automated tape decks. The new equipment is

(Photo by Howard Guenther)
Broadcast Facilities to Grow

By DAVID LORIE
Of The Dispatch Staff

The electronic revolution in news reporting may change the face of the Ohio State University School of Journalism during the next few years.

Now a three-room operation at the journalism school, radio and television broadcasting programs will expand rapidly when Ohio State's journalism building remodeling and expansion is completed late in 1973.

ELECTRONIC journalism today at OSU, however, continues to limp along as a poor cousin to the printed medium.

"With the limited facilities we have now it's extremely difficult to sell broadcast journalism here to prospective students," William E. Hull, OSU's journalism director, admits.

Enrollment figures for the school this fall show 31 juniors, seniors and graduate students as broadcast journalism majors. There are 58 in public relations, 54 in photography and related fields and 124 in newspaper editorial programs.

MOST CENTRAL Ohioans are familiar with WOSU radio and television but are unaware OSU students have little to do with the stations.

Radio students at the journalism school, for example, contribute only six minutes of news a day (two three-minute spots) to WOSU Radio, Richard Hull, OSU telecommunications director, reports.

"My station manager says that the station can use as much material as the kids can produce — I know we can use more than we get," Hull says.

JOURNALISM STUDENTS tape the news broadcasts as part of their school course work.

Television students, however, have no such on-the-job experience at WOSU TV as part of their regular course work, although a half-dozen have been hired individually by the station as researchers and newscasters.

WTVN News Director William Patterson, who enrolled at OSU after earning his undergraduate journalism degree at Ohio University, recalls he was surprised to find WOSU run almost totally by professionals.

"THEY'RE NOT using the facilities to train the kids as they should, and what they (school officials) are doing is not nearly adequate," Patterson believes.

Hull says "space is the immediate obstacle to development of his broadcast programs."

The program now has only a small studio, a news laboratory and a tape processing laboratory in the journalism building at 242 W. 18th Ave.

FUTURE TELEVISION newscasters are now limited to a studio in Derby Hall for their on-camera course work. The closed circuit hookup allows students to see themselves on television but the signal is not transmitted anywhere else on campus.

Hull hopes that once Ohio State's instructional television system is moved from Derby Hall to the new "Center for Tomorrow" on Olentangy River Rd., journalism students will be able to make more use of Derby Hall studios.

"There's no reason why we couldn't start having journalism students producing newscasts during class breaks that could be shown on all campus classroom sets," Hull says.

Once the telecommunication section of the center for tomorrow is in operation, journalism students will have access to its improved facilities in connection with their regular programs, Hull said.

Up until now, he notes, WOSU's cramped and crowded N. Starr Rd. station.

OSU will retain but remodel the first two floors of the present journalism facility and add a third story, two-thirds of which will be devoted to the broadcast programs.

INCLUDED WILL be two large television studios, two smaller radio studios, four interview booths, a master control room, a television newsroom, a film editing and processing laboratory and a radio newsroom and editing laboratory.

Acting as a remote studio for WOSU, the students will provide not only news programs but public affairs specials and documentaries, Hull said.

In addition, students will continue to work on an apprentice basis with local commercial stations.

TOM DORSEY, news director at WBNS-TV, says the demand for well-trained people in broadcasting is growing.

"Things have changed from the old times when a guy who did the news one hour would do a quiz show the next — we're looking for professionally trained specialists for the job," he said.
WOSU merger replaces system with creativity

20 Aug 1973  By Daniel Kleps

The merger of WOSU-Radio and Television administrations into one unit is expected to increase creativity and eliminate inefficiencies inherent in the old system, according to one of the station's new managers.

On July 20, Kent Creswell, former general manager of WOSU-Radio, became general manager of broadcast services for both radio and television.

Merv Durea, general manager of WOSU-TV, became general manager of production services for both media.

With the merger, it will be easier for employees to work on projects in either medium, Creswell said.

Durea will handle the creative side of broadcasting for both radio and television, including ideas and research, while Creswell will handle the actual production and dissemination to both transmitters. This includes studio production, feasibility for actual production and the technical side of broadcasting for the two media.

Before the change, there was friction among employees working in a medium other than their own, Creswell said. Questions were raised as to who was who's superior and who he could order around.

Budget cuts were not said to be the cause of the change, through the center has had money troubles lately. Creswell said the center had "lost" ten people with the cuts.
WOSU receives program funds

By Robert Wilkinson
29 March 1974

WOSU television and radio, operating under a 10 per cent budget cut since July 1, will resume full programming Monday as a result of gifts from the public and an increase in grants from the Corporation for Public Broadcasting (CPB).

WOSU-FM and AM radio, which had separate programming before July 1, had to begin broadcasting the same programs at the same time — simulcasting.

WOSU-TV had to drop weekend programming for the first month following the budget cut, but was able to resume Sunday programming from money received from the Friends of WOSU, a fund-raising organization.

Kent Creswell, general manager for broadcast services of the Telecommunications Center, said one result of last year's budget cut was the loss of ten full-time employees.

Hire help

Creswell said the stations will now promote some of the part-time help to full-time and will hire several more people to work full-time in the music and engineering departments.

The change in the radio station's programming created another financial problem. According to Creswell, CPB offers Community Service Grants "to any public station providing a substantial, distinctive service."

Both stations received grants totaling $23,000. Creswell said one of the stations was in danger of losing its grant because they were simulcasting.

Since separate broadcasting will resume Creswell said the stations will have their grants renewed. The new grant for $26,000 will cover a 14-month period beginning May 1.

Creswell said that the WOSU radio news was not affected by the budget cuts.

The News and Ombudsman Departments received separate funding in a Production Unit Grant from CPB. The grant is for $157,000 with the University providing matching funds.

Grants scarce

Creswell said only four stations in the country receive this grant.

Mary Rousculp, supervisor at the Telecommunications Center, said the music department will resume some of the programming lost as a result of the budget cut.

"We would like to carry more broadcast concerts," said Rousculp. "But since we went stereo in July we would also like to add more stereo recordings to our library."

Creswell said the funds won't only be used to resume full programming, but also to upgrade the programming at WOSU.

WOSU-TV is Channel 34. WOSU-AM broadcasts at 820 KHz and WOSU-FM at 89.7 MHz.
The West Campus skyline will change in late July as workers begin removing the WOSU-TV tower on North Road, but during Autumn quarter two towers will grow where one stood before.

A new tower for WTVN-TV and one for WOSU-FM and the Educational Television (EB) statewide microwave system will occupy the site. "There will be two towers at the site," Burket Farquhar, associate director of Telecommunications Center, said. "The tower (Broadcasting Co., owner of WTVN-TV) tower will be at 600 feet east of the present tower, and the new network microwave tower will be where the present tower is."

We are in the process of constructing a 24-foot microwave interconnection system between all 12 public television stations in Ohio," Dave OEB, said. "It should be completed this fall."

Construction of the $4-million microwave facilities at the network's operations center, 2470 North Star Rd., will begin in late July, he said. The state will pay the installation costs from the general revenue fund over 15 years.

WOSU-FM and OEB will share the new state-owned tower, Farquhar said. WOSU-TV abandoned the 593-foot tower presently on North Star Road last Oct. 1 when it moved its transmitter to a new 1,050-foot tower 10 miles north of Westerville.

In April, the Board of Trustees granted Taft a 15-year lease on 4.728 acres on North Star Road for construction of a new television tower. WTVN-TV presently transmits from Otterbein Road, south of Columbus.

Interference to end

"The main reason for the move is to reduce interference with WOSU-FM in northern Columbus and permit WOSU-FM to increase its power," Edward Kopriver, chief engineer at WTVN-TV, said.

Because WOSU-FM and WTVN-TV's frequencies are so close on the broadcasting spectrum, many radio and television receivers within a three-mile radius of the University's transmitter can't discriminate between the signals, he explained.

Having both stations broadcasting from the same location will stop WOSU-FM from interfering with WTVN-TV's reception in Upper Arlington, Worthington and northern Columbus, he said.

Ohio State has requested the Federal Communications Commission (FCC) approval for increasing WOSU-FM's power from 14,000 to 50,000 watts and changing its transmitter site, Farquhar said. WOSU-FM and WOSU-FM currently share a 300-foot tower on the University Golf Course in Upper Arlington. WOSU-FM's transmitter will remain at the golf course.

Final plans for the WOSU-FM-OEB joint tower still must receive FCC and Federal Aviation Administration (FAA) approval, Farquhar said.

The FAA has approved Taft's plans for a 597.7-foot tower at North Star Road, Kopriver said. But WTVN-TV is still awaiting FCC approval to move its transmitter.

Kopriver estimated WTVN-TV would be operating from its new location within a year. Fornshell and Farquhar said they hope to be operating by December.

WOSU-FM's increased power and antenna height will widen its coverage radius "about 15 miles, from 30 or 35 miles to 50 or 60 miles," Farquhar said.

WTVN-TV's new tower won't change its coverage pattern, Kopriver said. "We are at maximum power for our frequency now," he said. "The new tower is about the same height. Our signal will just move north a little."

OEB needed a new tower at its headquarters in WOSU-
New image desired for WOSU program

By Gary Watkins

Thomas A. Roper, new assistant director for the University's Telecommunications Center, has a goal, "to make the University and the surrounding communities more aware of what OSU can do for them."

Roper replaced Kent Creswell, who resigned Dec. 31, 1975. He said, "WOSU is not just an educational channel. We are definitely a fourth alternative in programming in the Central Ohio area."

Roper, also the general manager of WOSU-TV, WOSU and WOSU-FM, said the station has several advantages over commercial stations. "We don't have to play the ratings game like the commercial stations," Roper said. "We don't have to depend on advertising for our existence."

WOSU is funded primarily by state and federal funds from the Corporation for Public Broadcasting.

In addition to WOSU's responsibility to public schools with educational programming, Roper said WOSU has a commitment to ethnically related programming, jazz and classical music, literature and public health.

Roper said public television has found great success in the black community. He feels this is a result of programming for the people's needs.

Roper, who worked 13 years for WLWC-TV (now WCMH-TV), said he made the switch because, "The monetary aspects aside, it offered an exciting challenge, a chance to put my 20 years of experience to work in a new area."

Roper, 40, is a graduate of Ohio University. He has three children and lives in Columbus.

Roper is a member of the Northern Kiwanis Club, the North Columbus Sports Association. He is director of the Clintonville Boys Association.
WOSU program offers experience

By Pat Kessler

A newly organized volunteer program at WOSU may offer students practical experience in observing how a radio and television station operates.

Scheduled to begin in May, the program gives volunteers the chance to work one half-day a week as general office helpers, tour guides for school children or as part of an in-school program that uses tapes and slides to tell elementary students the WOSU story.

The tour-guide program, which started this month, requires three days of orientation, and availability on Tuesday and Thursday mornings. At present this program is filled, but a new program is slated to begin February.

At least 12 volunteers will be needed for the in-school touring and lecture program. Participants must have transportation and be available during some daytime hours.

Although recruiting for the program has started, Rusty Groselle, volunteer coordinator, said she wants to perfect the tour-guide program before developing the in-school agenda.

Her eventual aim is to have a group of volunteers who conduct daytime and evening tours of the station as well as visit the schools.

Help is also needed for the Dec. 3 fund-raiser and during the week of March 10 through 19 for "Festival '78." Volunteers will take phone calls on camera for these two events.

WOSU presently has only one student volunteer on its staff of 20 regular volunteers, but Groselle hopes to see that figure increase with the new available opportunities.
More students may work at WOSU

By John Bales

Dale Ouzts, director of the Telecommunications Center, said, "I'm sincere in being ready to accept an increased involvement on the part of students, and I suspect that will happen."

Ouzts estimates there are 40 students involved in a variety of positions at WOSU, but said, "We're big enough that we ought to be able to fold in a couple hundred students, it seems to me, without much difficulty."

Ouzts said he sees the main purpose of the center as serving OSU by "providing a variety of educational, informational and cultural programs to the community." Providing experience for students, he said, is "currently an informal purpose, but can become a formal purpose if academic units choose to have it become one."

Thomas A. McCain, an associate professor of communication who teaches broadcast courses, said he sees "a real commitment on the (Telecommunications Center) director's part" and called it a "shift in atmosphere" from past years.

Six or seven years ago, McCain said, WOSU was totally cut off from academics, but the "change was unbelievable in cooperation with faculty and academics" with Elizabeth Young, Ouzts' predecessor.

"Dale is building on Liz's work to get students involved," he said. Young was supportive, and Ouzts is now actively seeking students, McCain said.

In the past, one of the barriers to students working at WOSU was the staff's concern that students were not dependable, Ouzts said. He suggested a contractual arrangement with students working there would eliminate some of these fears.

Ouzts said he has met with James C. Golden, chairperson of the Department of Communication, and Walter K. Bunge, director of the School of Journalism, at various times since he began at WOSU in September 1979 to discuss increased student involvement at WOSU.

"I began to talk about it very early," he said, "the first times as early as August or September."

Until recently, however, Ouzts said he received little response.

"When I mentioned it, they were in favor of it, but nobody really jumped on it and wanted to pursue it and follow up on it," he said. "There's been no groundswell of interest over there in getting stu-
Board taps student

By Gail Harrison

The WOSU Board of Governors accepted its first student membership last week. The community advisory board of the Friends of WOSU accepted Emily Means, a junior from Upper Arlington, to serve on the board beginning in June.

"We are making an attempt to broaden the representative scope of members," said Charles F. Glander, board president.

The board represents more than 19,000 Columbus-area residents in the Friends of WOSU. The 24-member board serves in an advisory capacity to WOSU. They contribute their views about the station and help to raise funds.

Means, a recent transfer student from Indiana University, was recommended to the board. She is a member of Delta Delta Delta sorority and the Student-Alumni Council.

WOSU budget cuts to require reductions in programs, crew

By Gail Harrison

WOSU Radio and Television has been forced to decrease its staff because of budget restrictions and staff reorganization.

Dale K. Ouzts, OSU Telecommunications Center director, announced this week that some 20 full-time and part-time positions must be eliminated, effective June 30.

Some of these positions were unfilled, but many of the cuts will result in staff lay-offs.

Because WOSU is a public broadcasting entity, it relies on funding from OSU, the Corporation for Public Broadcasting (CPB) and other grant-giving corporations and foundations, and donations from individuals and local businesses. Unlike commercial stations, public broadcasting stations cannot sell advertising for revenue.

Budget restrictions are necessary because the university's allocation to the station for the fiscal year beginning July 1 will be the same as last year's. Because of rising costs, the same allotment will not go as far this year.

Two producer-reporter positions were eliminated because funding for "Ohio Journal," a locally produced program, was discontinued. The Ohio Educational Broadcasting Commission's $80,000 grant for the program was unexpectedly discontinued, says Mike Mottler, WOSU-TV station manager.

CPB's funding in the form of Community Service Grants for radio and TV, was reduced 8 percent for next year, a $77,000 decrease for television.

Mottler says two new development officers to help raise corporate funds will be hired by September. The marketing department will also be reorganized to better use its current staff.

More money will also be used in the acquisition of equipment, administrative staff support, computerization of some of WOSU's activities and installation of a new phone system, Mottler says.

A WOSU-produced program, "Nexus," will be modified next year due to budget restrictions. The debate-style program will now be produced entirely in the studio, eliminating field coverage of the topics.

WOSU will produce less expensive programs than in the past. Proposed programs include "Quest," a series of field spots highlighting aspects about OSU; a timely magazine show, "The Analysts," featuring OSU experts commenting on current issues and four major original documentaries.

By producing "Nexus" and "The Analysts" in WOSU's studios, more time and manpower will be available for remote coverage for other programs, Mottler says.

WOSU will continue to carry OSU football games, but has not received local corporate funding.

The station's coverage of OSU basketball games — if its bid is accepted — will be revenue-raising, and thus unaffected by budget restrictions, Mottler says.

More responsibilities will be placed on current staff in light of the "budget realities," Mottler says.
WOSU layoffs out of the picture, but station must decrease deficit

By Laura Palko
Lantern staff writer 3-1-82

Rumors of layoffs of at least 30 part-time and full-time employees at WOSU by June 30 are false, said Dale K. Ouzts, director of the WOSU radio and television stations.

Ouzts said WOSU is now in the process of alleviating a possible budget deficit between $500,000 and $1.2 million for the fiscal year ending June 30.

“We are still working on income projections for next year,” Ouzts said.

He said layoffs may be a possibility if the station cannot find alternative ways of raising revenue and saving money.

“It may be that people will be laid off,” Ouzts said. “We are in the process of determining that.”

University policy says if anyone is to be laid off it should be done near the end of the fiscal year, Ouzts said.

Any layoffs must first be cleared through the university personnel office, he said. The only way immediate layoffs can be put into effect is under the direction of the administration, Ouzts added.

He said WOSU would inform anyone that is to be laid off as soon as the station knew the layoffs were definite.

One employee of WOSU has received a layoff notice.

Ouzts said the action was unavoidable because the station had no money to keep the person. He said the notice is the only one that is currently in effect.

Ouzts said WOSU is trying to get its budget information together so additional cutback plans can be discussed with OSU President Edward H. Jennings.

“All we know are generalities,” he said. “The president has to tell us if the information we have is correct.”

A meeting of station personnel is scheduled for Wednesday.

Ouzts said the stations will try to get enough budget information together before the airing of an annual television fund-raiser to begin Saturday.

WOSU is planning to air five fund-raising programs this year in contrast to only three held in past years.

Budget reductions are coming from all sides, Ouzts said.

Although OSU provides 25 to 30 percent of WOSU’s annual operating budget of about $4 million, the largest funding decrease is from the federal government, he said.

WOSU money woes topic of meeting

By Jeff Borden
Dispatch TV/Radio Reporter 3-2-82

A news conference scheduled for Wednesday by Dale Ouzts, general manager of the WOSU stations, is expected to spell out in detail the seriousness of the financial woes plaguing the operations.

But Ouzts labeled reports that as many as 30 station employees will be laid off as premature and inaccurate.

“It’s probably inescapable that we’ll have to lay some people off,” Ouzts said Monday. “But nobody can come up with a number. It could be four people or 12 or two. We just don’t know yet.”

A report published Saturday morning quoted sources at the station as saying 30 staffers face possible layoffs.

Asked where the number 30 came from, Ouzts replied, “Damned if I know.”

WOSU-TV (Channel 34) and WOSU radio (890 AM and 89.7 FM) are licensed by the Federal Communications Commission to Ohio State University.

A fourth station, WPBO-TV in Portsmouth, Ohio, is also operated by the university.

THE FOUR stations combined employ 86 full-time and 35 part-time employees, Ouzts said. A large number of the part-time employees are students.

A complex system of funding keeps the stations operating. They receive federal money administered through the Corporation for Public Broadcasting and state funds through OSU as well as donations from corporations, trust funds and individual contributions through the Friends of WOSU.

President Reagan has pushed for severe budget cuts to funding for the arts, much of which has gone to the operation of PBS and NPR. And the State of Ohio, facing huge deficits of its own, is not likely to increase aid to OSU which could be funneled to the stations.

Ironically, public broadcasting is enjoying its widest popular acceptance ever at a time when funds are starting to run out.

Ouzts said about two-thirds of the budget for the stations goes for the salaries and benefits of personnel, but insisted that the stations are not over-stocked with employees.

“We’re probably running at about two-thirds of what we should be (in personnel),” he said. “We’ll probably have to learn to get by with even fewer people.”

Knowledge of the shrinking budgets has affected morale at the stations. And Ouzts said of Saturday’s report, “It’s worse now after that story. People are walking on eggshells trying to say things they’re gonna be laid off.”

The general manager said he spent the weekend assembling facts and figures relating to the hardships at the WOSU stations and hopes the Wednesday press pow-wow will make the situation more understandable.

Ouzts said the only funding avenue for public broadcasting which can expand is from the private sector. He is aware that many people stung by their own hard times are reluctant to pledge money to the operations at WOSU.

Nonetheless, the station is hoping to raise $400,000 in pledges during the Festival Nights fund-raiser which kicks off Saturday and runs through March 21.

The stations have experienced mixed results with fund-raisers in the past several months. The radio stations far exceeded their goal during the last Radio Rally promotion, but the TV station fell short of its goal during the Explore 34 fund-raiser.

Ouzts was asked if the rumors of layoffs and the Wednesday press conference were designed as “publicity stunts” to publicize the Festival Nights fund-raiser.

“That’s bull,” he said.
WOSU looks to community for financial support

By Laura Paiko
Lantern staff writer 3-4-82

WOSU radio and television stations are counting on increased public support to alleviate funding cutbacks from the state and federal governments and from OSU.

Dale K. Ouzts, general manager of the WOSU stations, Wednesday said public contributions "will have to become the main base of support for public broadcasting in central Ohio in the years ahead."

In the past, public support has provided about 21 percent of the total WOSU budget, Ouzts said.

Projections for the next three fiscal years, up to 1985, estimate that support from memberships pledged to the Friends of WOSU and other community gifts will be 51 percent, or double what they are now, he said.

Ouzts said community money previously was used by WOSU to provide extra services such as classical music broadcasts on WOSU-FM, and a weekday all news and information service on WOSU-AM. Television programs also were purchased to supplement the regular Public Broadcasting System (PBS) schedule, he said.

In the future, Ouzts said, "those funds will have to be channeled into operations."

Cuts from several key funding sources are the reason for the changeover, according to Ouzts.

Money from the federal government is expected to drop by $447,735, about 50 percent, he said. This year's grants totaled $868,135.

Although the reduction by OSU still is uncertain, Ouzts estimates a cutback ranging from $100,000 to $250,000 due to the budget difficulties in the state of Ohio.

A 25 percent reduction in state-related funds and about $330,000 to estimate 10 percent general cost inflation were other factors outlined by Ouzts.

"In order to maintain the current level of operations for the WOSU stations, we would need $3,630,000 for fiscal year 1982," Ouzts said.

The amount of the projected reductions, in a "worst case" situation, leaves WOSU with an expected income of $2,502,265, he said.

Ouzts said WOSU is hoping for "some very positive response from the community" in supporting its annual fund-raisers. WOSU will air five fund-raisers this year compared to three held in past years.

"If all else fails, and our income projections fall short, we will have to face the issue of staff layoffs," he said.

Five staff positions that now are vacant will not be filled, he said. "And, in our 'worst case' situation, it appears that somewhere in the neighborhood of 12 more positions would have to be eliminated," he said.

In order to avoid personnel layoffs, WOSU has begun retrenchment measures to lessen the financial pressures on the stations.

WOSU-AM has cut back on local news broadcasts by replacing them with segments from National Public Radio (NPR). The television station now purchases only PBS programs, Ouzts said.

Other measures that probably will be enacted include cutting air time for both the radio and television stations, and reducing additions to the FM classical music library and other syndicated programming such as special operas and concerts, Ouzts said.

<table>
<thead>
<tr>
<th>Year</th>
<th>Community Support</th>
<th>Federal</th>
<th>State</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
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<td>21%</td>
<td>12%</td>
<td>34%</td>
<td>8%</td>
</tr>
<tr>
<td>1983-85</td>
<td>51%</td>
<td>10%</td>
<td>12%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Also, Ouzts said, 50 percent of WOSU's broadcast power will "almost certainly" be cut to save about $33,000 per year. The power cutback should be noticed only by viewers in outlying areas, he said.
Stations suffer cutbacks

By Mark Pappas
Lantern staff writer

Public broadcasting and the WOSU radio and television stations have changed in the past few years. Auctions, call-in pledges and mail-order campaigns have become part of a system intended to have as few breaks in programming as possible.

Since the 1981-82 federal cutbacks in the Public Broadcasting System funding, support from the state and federal government have dropped 15 percent at the WOSU stations.

“We’ve had to come up with some creative ingredients to sustain our operation,” said Ed Clay, assistant director for television programming.

Those creative ingredients include an additional fund raiser in 1982 and a television auction for this spring. The four fund raisers each year plus contributions by the Friends of WOSU, including corporate support, provide an estimated 50 percent of the television station’s budget.

“It’s the realism of the times, and it’s fair to ask the community for its support,” said Larry Thompson, special assistant to the president of OSU.

But how does the community view a school-run station?

“Many people think of the stations as an outside activity, but I don’t think that’s quite accurate,” Thompson said. “I think there’s more of a marriage with the academic environment.”

That marriage should have an even better base this spring when a new journalism school-WOSU-radio news position is filled, said Dale Ouzts, general manager of WOSU stations, whose license is owned by OSU. He said the occupant will teach half of the time in the journalism school and edit copy for the radio station the other half.

The occupant will be one of very few new job holders at the WOSU stations.

“We’ve not been able to replace anyone,” Clay said. “At one time we were operating with seven or eight television producers and now we have three.”

The added responsibility of yet another fund raiser ties down these producers even more. “We try to float the responsibility among the producers,” Clay said.

Despite the hard times, Clay is optimistic. “The funds from the auction should help a lot,” he said. “I’m not sure if it’s a pen light or the sun, but we’re starting to see the light.”
Battelle gift to boost WOSU, engineering

Battelle Memorial Institute has pledged $750,000 to the Ohio State University Campaign to support the WOSU stations and the College of Engineering, and to assist in attracting distinguished new faculty members to the University.

Battelle will give $250,000 to WOSU for general operating support. It will give $50,000 to the College of Engineering to assist in attracting and/or retaining outstanding faculty members in that college.

The remaining $450,000 of the Battelle gift will be used to help bring highly sought-after new faculty to Ohio State or to retain current top faculty who are sought by private industry or other institutions.

"Through its excellent programs, the Ohio State University contributes enormously to the economic and intellectual strength of Columbus and the state of Ohio," said Ronald S. Paul, president of Battelle.

"Battelle itself has benefited greatly through the years from the Ohio State alumni who have joined our ranks. We are very pleased to commit this support to Ohio State. It is our hope and desire that it should continue to grow in quality and reputation in years to come."

Noting that Battelle has supported the University for many years, President Jennings said: "This generous new commitment from one of the nation's leading research institutions is very gratifying. We are delighted that Battelle continues to recognize Ohio State's significant role in Columbus and in Ohio.

"Battelle's support will help us maintain and enhance excellence both in academic endeavors and in service to the community. We look forward to continuing the mutually beneficial relationship between the University and Battelle Memorial Institute."
Tours take
viewers into
WOSU sites

By Greg Brown

One little scratch on a classical mu-
sic album drives most buffs batty.
People who care about the condition
of their records clean them routinely
with a special cloth or brush.

Ever seen a machine do it?

An old record can look like new
after spinning 90 seconds on a special
turntable with an attached vacuum
passing over, digging out the crud.

At WOSU-FM each record gets
this kind of thorough cleaning every
fourth or fifth time it's played. Clarity
of sound is critical to a classical radio
station.

Most people never know what
lengths an announcer undertakes to
make the show sound just right. Typi-
cally, all the audience understands
about the station is where it is on the
radio dial.

Wanna know more about how
WOSU-FM, AM and TV work?

Take a tour.

They're offered at 10 a.m. and 1
p.m. each Wednesday, and other times
by special arrangement. For more than
a decade school kids and senior citi-
zens, among others, have scheduled
tours. Last year 7,000 people visited
the WOSU stations.

"As part of an ongoing effort to bet-
ter acquaint the University community
with the stations, we'd like more fac-
ulty and staff to visit us," says Norma
Harris, business manager and acting
volunteer coordinator at the WOSU
stations.

"Ohio State employees visit us indi-
vidually, but we want them to start
thinking about coming here in groups,
such as a department, class or club." 

The tour begins in the scarlet and
gray-walled conference room. One of
the guides, usually a volunteer, wel-
comes the group and shows an eight-
minute video tape giving background
about the stations. The tape includes a
discussion of how public broadcasting
is funded at WOSU (40 percent
AN AUDIENCE WATCHES AS WOSU-TV34 hosts a seminar of sports broadcasting. They also shared insights into the complex last year on sports broadcasting. The guests, all experienced nature of getting sports events to the airwaves.

announcers and producers, discussed technical and on-air aspects

comes from community donations).

WOSU-AM first broadcast in 1922 with call letters WEAO, standing for willing, energetic, athletic, Ohio.

FM went on the air in 1949.

WOSU-TV began in 1956 in studios on North Star Road. Since 1970, all three have been located in the Fawcett Center for Tomorrow.

It's one of the few broadcast outlets in the country to have three stations in one building. "This makes visiting us a real bonus. Not only do people get a behind-the-scene look at a TV and two radio stations, they also get to see how we work together," says Harris.

After the tape, the tour guide talks about how AM gathers news from its staff reporters and wire services; how music is selected on FM (from 30,000 albums, selections picked two months in advance); and why a TV camera makes a person look 10 pounds heavier (the wide angle lens flattens and broadens images).

Then it's down one and a half flights of stairs to the studios, underground to block out street noise.

The FM studio is small and sandwiched between News 820, the AM station, and a production studio where programs frequently are taped for airing the next day. News 820's format is news and information. Bits of conversation can be heard in the FM studio, but the outside talking never is heard on air.

Down the hall, away from the radio stations' soundproof area, a crew sets up chairs and tables for a seminar on sports broadcasting. The seminar will be held in the same TV studio in which the "In-The-Know" program is taped.

The tour continues past racks of old film footage containers, and into a long, darkened room lit only by a dozen video monitors. This is TV Master Control, the heart of TV34. Some of the monitors are very tiny and built onto panels with keyboards. These are used to edit programs such as the Buckeyes' weekly football preview show. Captions, including information such as a player's name and yards gained, often are typed on the character generator and then superimposed over the picture to help the video tell the story.

After climbing back upstairs the guide takes the group outside to where the satellite dish can be seen. Many of the programs broadcast over WOSU-AM, FM, and TV are "fed" to the stations by a satellite hovering over the earth.

The dish acts much the same as an antenna attached to a radio or TV. It captures signals that are beamed up to the satellite from the public service networks and other programming sources. Programs often are taped and broadcast at later times.

"Public broadcasting is different from commercial TV and radio," says Harris. "We're not trying to make a profit. What we are trying to do is offer the public quality in educational, cultural and informational programs."

For more information about tours, or becoming a guide, call 292-9678.
As the WOSU Stations look toward the 21st century, we also look back at the success of the past decade. Quality programs have continued, financial support from the community has grown, and many of our efforts have received local, regional, and national recognition.

But there are many challenges yet to come. Dramatic changes will occur in the broadcasting industry in the next few years—changes that will require skilled staff and new equipment. Raising the funds for maintenance of what we already have and for expansion is always a challenge. With the continued support of the Friends of WOSU, corporate underwriters, and volunteers, the WOSU Stations will be able to face the years ahead with energy and enthusiasm.

As the public broadcasting services licensed to The Ohio State University, the WOSU Stations include WOSU-AM, WOSU-FM, and WOSU-TV in Columbus; WOSV-FM in Mansfield; and WPBO-TV in Portsmouth. In the following pages are descriptions of the departments and services of the WOSU Stations, an overview of our financial picture, and a brief list of how you can take part in our continued success.

THE WOSU STATIONS

ADMINISTRATION

Overall management responsibility for the WOSU Stations is held by the General Manager, who reports to the Dean of the College of Social and Behavioral Sciences. Day-to-day operations are supervised by three associate directors: the TV Station Manager, the Radio Station Manager, and the Associate Director for Support Services. In-house research and editorial services are also provided by this department.

The 26-member Board of Directors of the Friends of WOSU, an advisory group of central Ohio leaders selected for three-year terms, provides community input and assistance to the Stations.

WOSU-TV34

WPBO-TV42

Originally signing on the air in 1956, WOSU-TV34 now broadcasts programs simultaneously on WPBO-TV42, Portsmouth-Channel 31, Newark-Channel 47, Mansfield, and on various channel assignments on several Ohio cable television systems. The Programming Department acquires programs from a variety of sources, including the Public Broadcasting Service, the Interregional Program Service, the Central Educational Network, and independent program syndicators and producers. Additionally, the department oversees viewer inquiries, program scheduling, on-air program promotion, and audience research analysis.

A staff of producers is responsible for both special and on-going studio and field productions, including in The Know, Viewpoint, Ohio State Focus, at 9:30AM and numerous productions for outside clients. Produced in the station’s studios or through its remote production van, TV34’s productions have included several public affairs and cultural arts specials. A number of TV34’s locally produced programs have been distributed statewide, nationally, and internationally.

RADIO

Beginning with the first broadcasting experiments on the Ohio State campus in 1910, the WOSU radio stations have a long record of service to Ohio residents, while gaining a national reputation as pioneers in the presentation of international and cultural programming.

WOSU-AM, News 820

One of the first educational stations in the nation, WOSU-AM, News 820, began regularly scheduled broadcasts in 1922, and now presents news and information programming heard across Ohio. Featuring the largest radio news team in central Ohio, News 820 provides in-depth coverage of state and local issues and events, as well as comprehensive reviews of national and international news. Programming highlights include consumer and issue-oriented call-in programs, live coverage of Ohio State Women’s Basketball games, and interviews with experts and spokespersons on a variety of informative topics. News 820 offers news and general interest programs from National Public Radio, and stories and features from Ohio Public Radio, the Associated Press, and independent producers.

WOSU-FM, Classical 89.7

WOSV-FM, Classical 91.7

Broadcasting since 1949, WOSU-FM, Classical 89.7, is one of only a few non-commercial classical music stations in the country. Sister station WOSV-FM, Classical 91.7, which rebroadcasts the WOSU-FM signal, signed on in June 1989 in Mansfield. In addition, to national and international concert, recital, and opera presentations, the majority of the stations’ broadcast schedule consists of locally produced programming, drawing on an extensive library of more than 37,500 LPs and CDs. The stations’ also in the award-winning Music in Mid-Ohio series, featuring performances by the ProMusica Chamber Orchestra, Cantari Singers, Opera/Columbus, the Mansfield Symphony, and other outstanding individuals and ensembles in the area. Last year, a new series debuted, featuring a season of WOSU recordings of the Columbus Symphony Orchestra. Some 90 hours of programming for blind and physically handicapped persons each week by the Central Ohio Radio Reading Service on a sub-channel of WOSU-FM.
SUPPORT SERVICES

Development

The Development Department coordinates the multi-faceted fundraising activities that help financially support the WOSU Stations. Using a variety of means—the most visible being radio and television on-air fundraisers, Auction 34, and corporate underwriting—the Stations receive funding from individuals, corporations, and foundations. The Development staff plans and implements direct mail, telemarketing, and planned giving programs, seeks grants from private and corporate foundations, and organizes special fundraising events. In an effort to supplement existing funding programs, the department constantly looks for alternative ways to raise money that will contribute to the continued financial growth of the Stations.

Marketing

Advertising, promotion, press relations, community events, and magazine publishing are the responsibilities of the Marketing Department. Advertising of the Stations’ programs and services is planned, created, and placed by the Marketing Department promotions staff. On-going press relations and special events help maintain the Stations’ community visibility in the central and southern Ohio coverage areas. Each month, the department publishes the WOSU Stations members’ magazine, Air-Rare, which features program listings for all of the WOSU Stations as well as articles and columns that encompass a variety of topics, including entertainment, leisure pursuits, travel, and the arts.

Computer Center

The Computer Center oversees the information management of nearly 29,000 active and 28,000 lapsed membership records, Auction 34 donors’ and buyers’ records, the WOSU-FM record and CD library and play list, the WOSU-TV videolibrary, the Stations’ volunteer records, and the Business Office files, as well as the maintenance of all of the Stations’ computer equipment. Through telecommunications the Stations’ computers are linked with the computer operations at The Ohio State University, Public Broadcasting Service, National Public Radio, and the Marketing Department’s telemarketing service, allowing direct communication with local and national organizations that provide programming information and other services.

Business Office

The Business Office is responsible for accounting, purchasing, personnel, and volunteer activities. The accounting staff oversees budgeting, day-to-day financial transactions, and the preparation of financial reports for state and national funding sources, the Friends of WOSU Board of Directors, and station management. The Personnel Department is responsible for employee recruitment, record-keeping, and payroll. The volunteer coordinator administers the WOSU tour program and schedules nearly 2,000 volunteers who work in WOSU offices and during on-air fundraisers.

Special Projects

This department oversees the Ohio State Awards, serves as administrative liaison for the Board of Directors and Friends of WOSU, and handles inventory and sales of items in the WOSU Merchandise Exchange. Established in 1956, the Ohio State Awards, the oldest awards program of its kind in broadcasting, is a prestigious, international competition recognizing television and radio programs in the English language that achieve excellence in educational, informational, and public affairs broadcasting. The 1991 awards competition drew 682 entries from numerous TV and radio stations as well as broadcast and cable networks. The Friends Board provides community involvement and support of the Stations’ activities, its members serve on advisory committees for each of the Stations’ administrative departments. The WOSU Merchandise Exchange is a profit-making subsidiary of the WOSU Stations that sells specialty items such as pens, caps, and T-shirts, each carrying the Stations’ logos.

ENGINEERING/OPERATIONS

The Engineering and Operations staffs are responsible for providing technical expertise to operate and maintain all television and radio equipment at the WOSU Stations. The Engineering staff handles technical support for radio and television master control rooms and contract teleconferences, and oversees equipment acquisitions and installations. The Operations staff provides a variety of recording, scheduling, and support services to the radio and television stations and the general public.

INSTRUCTIONAL SERVICES

WOSU’s Instructional Services Department coordinates the use of the Stations’ resources for formal education in central Ohio schools of all levels ranging from kindergarten to university. For example, Instructional Services helps faculty members acquire and, if necessary, produce their own radio and television programs or non-broadcast productions for classroom use or field instruction. The department also supervises WOSU’s revenue-producing video teleconferencing service.

In addition, Instructional Services serves as the Stations’ liaison with Instructional Technology Services, which selects and acquires daytime in-school instructional programs that are broadcast by WOSU-TV to more than 400,000 central and southern Ohio pupils in kindergarten through high school. WOSU’s Instructional Services Department acts as The Ohio State University’s representative in programming decisions made for the Columbus area educational cable channel.
PROGRAMS AND FUNDING

When most people think of the WOSU Stations, they think of us as Public Broadcasting Service (PBS) or National Public Radio (NPR) stations. While that's certainly true, PBS and NPR are just two of many resources from which the Stations purchase programs. Nevertheless, PBS and NPR programs are often the most visible and quite often the most expensive. Plain and simple, programs cost money. Each one that you see and hear on the WOSU Stations was purchased separately or through dues paid to national program distributors. Even those programs that are completely underwritten and offered to stations "free" have satellite transmission and local operating costs attached. Local underwriters help pay part of these costs. That's one of the reasons why programming and funding are so closely linked. To continue bringing you high-quality programs—and more of them—WOSU must continue to be aggressive in its fundraising efforts.

The Stations' budget has grown at a modest rate during the past 10 years, despite program acquisition costs that have tripled and, in some cases, quadrupled. Dramatically higher costs for equipment repair and replacement and increased utility costs have further strained the budget. Local funding continues to provide the margin of difference between keeping up and cutting back for the WOSU Stations. State funding has fallen from 44% of the budget in 1981 to 30% last year. Federal government funding has dropped from 23% to 21% over the same period. With both state and federal budgets tight, government funding for future years remains uncertain.

As a result, WOSU continues to seek alternative means of fundraising beyond the familiar on-air pledge drives. Funding projects such as Auction, 34, AirFair advertising sales, teleconference services, and a comprehensive telemarketing program are ways WOSU is helping to offset government funding declines and ensure financial stability. Growth is projected in each of these areas as well as program underwriting. Private income dollars have increased from 32% of the Stations’ budget in 1981 to 44% last year.

Total Cash Budget of the WOSU Stations 1981–90

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<tr>
<th>Year</th>
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<tbody>
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<td>$3,903,418</td>
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<table>
<thead>
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<th>Year</th>
<th>Total</th>
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Leading Private Income Sources 1981–1990

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<tr>
<th>Membership</th>
<th>Miscellaneous</th>
<th>Underwriting</th>
<th>Auction</th>
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<td>$743,000</td>
<td>$293,000</td>
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<td>$1,313,000</td>
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Membership includes individual and corporate memberships. Miscellaneous income includes television sales, tape dubbing and duplication services, teleconference services, AirFair advertising sales, Ohio State Awards, etc.


<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
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<tbody>
<tr>
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<td>1989</td>
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<tr>
<td>1990</td>
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</tbody>
</table>

Private income sources include membership, miscellaneous private income, underwriting, Auction, 34, special events and investments, Jim Hartz, memberships, teleconference services, etc.
WHAT YOU CAN DO

Based on the information in this report, you can see that current and future financing for the WOSU Stations presents a continuing challenge. Because government funding is always fluid, the WOSU Stations must preserve the private income sources that we now have and constantly seek new ones in order to maintain a healthy financial picture. Since membership is the largest single source of income for the Stations, on-air fundraisers will continue because they are the most productive way to raise money, especially from new members.

We sincerely thank those of you who have called and written, expressing your support for the Stations and asking if there is anything more you can do for us. For the benefit of other Friends and those of you who are avid viewers and listeners but not members, we offer the following ideas:

• Join the Friends of WOSU if you are not already a member.
• Keep your membership current by renewing it when requested.
• Strongly encourage others to become Friends, especially people who you know enjoy WOSU programs.
• Give gift memberships in the Friends of WOSU to family members and friends.
• Encourage your employer to begin a company matching gift program for employees who contribute to the Stations, and spread the word to co-workers.
• Call the Development Office and ask about our planned giving and endowment programs.
• If you own or manage a central Ohio business, consider underwriting a WOSU program, advertising in AirFare, and/or donating merchandise or services to Auction 34. All three offer valuable community exposure.
• Become a volunteer. Many of WOSU’s volunteer jobs can be done at home or in your neighborhood and after business hours.
• Write to us. Some of our best ideas and greatest encouragement have come from you.

To join the Friends of WOSU, increase your pledge, or enter a gift membership, send a note or check to:
Friends of WOSU
P.O. Box 935
Columbus, OH 43271-0935

To begin a matching gift program or for information about planned giving, the endowment fund, or program underwriting, contact the Development Department. For information about AirFare advertising, contact the Marketing Department. To make a donation to Auction 34, call the Auction Office. All WOSU offices can be reached at the number below.
The WOSU Stations
2400 Olentangy River Road
Columbus, OH 43210-1027
(614) 292-9678
On the air with WOSU

Should students make up the majority of employees at a college broadcasting station?
A controversy has existed over the past few years on whether the WOSU radio and television stations should allow more student involvement.

Dale Ouzts, general manager of WOSU, said a lot of people feel there should be more student involvement at the stations because they are owned by the university.

Ouzts said WOSU is responsible for almost 80 percent of its funding, 21 percent of the funding coming from Ohio State. He said that because so much of their funding is from community support, the public has high expectations and look upon the stations as a professional business.

"For this reason alone, we can't allow WOSU to become a student organization," Ouzts said.

However, Ouzts said, they have never discouraged student involvement. Although WOSU accepts up to 24 student interns a year - six per quarter - Ouzts said, usually only one or two show up every quarter.

"We often seem to get criticized for not having enough students," he said, "but when they don't show up, that's not WOSU's fault."

WOSU-AM, -FM, and -TV are public broadcasting services licensed to Ohio State. WOSU-AM 820 is a news and information station that carries extensive coverage of local and national news as well as featuring an "Open Line" call-in program.

HOWARD ORNSTEIN, news director for the AM and FM stations, said WOSU is a professional news department and in relation to the students that are involved, WOSU tries to work the students toward professional standards.

"We try to give the students the best setting experience possible. Students do need to get the basic philosophy and ethics in the classroom, but we allow hands-on experience which gives them a good idea as to what to expect when trying to get a job," Ornstein said.

The actual student involvement at WOSU consists of several students doing internships and work study, with several working as regular paid employees, said Ornstein.

In addition, Ornstein said, they also have three graduate assistantships and several undergraduate positions in which students are responsible for reporting and putting together the morning news.

Ornstein said it would be very difficult to operate WOSU without the student involvement.

Dave Anderson, production assistant for the "Nine O'clock Hour," a WOSU-AM radio magazine, said serving as a production assistant provides great hands-on experience.

"The Nine O'clock Hour" features discussions about anything from health, to computers, to financial advice.

Don Davis, general manager for radio at WOSU, said he feels they have a substantial amount of student involvement. However, he thinks that more students should take advantage of the available internships.

Davis said the students that are currently involved at WOSU are from diversified fields including music, theater, communications, journalism and more.

THE WOSU-TV STATION currently hosts a club called "Metrobeat" for OSU students interested in producing TV programs.

"Metrobeat" is part of a class taught by Conrad Smith, an assistant professor of journalism. Smith said his main interest is giving students the chance to excel in the business.

"Metrobeat" is aired three times a week and can be seen on the cable channel 21.

Ron Toy, a senior majoring in broadcast journalism and the producer and director of "Metrobeat," said the program is equivalent to working on the Lantern.

Toy said the students who are involved in "Metrobeat" report and gather their own news for the show.

Toy gives a lot of credit to WOSU for allowing them to use their facilities. He said a great advantage of setting up "Metrobeat" at WOSU is that they have the benefit of using a teleprompter, which allow students to maintain good eye contact with the camera.

"Metrobeat" has been a great outlet for Toy to use his
directing and producing skills, but he feels the actual 
broadcasting facilities at Ohio State are lacking.

Toy said when working with "Metrobeat" at WOSU, the 
facilities are great and the setting is professional. 
However, he wishes they could become more involved. "I 
understand that WOSU is responsible for a lot of its own 
funding and relies heavily on public contributions, but I 
think there is room for more in-depth student involve-
ment."

He said there are a lot of students who have 
exceptional abilities in reporting, producing and writing, 
and doesn't see why there can't be more students to 
serve as production assistants and reporters at WOSU.

Toy said the School of Journalism is in desperate need 
of a TV lab. He said he and other students realize that 
a TV lab costs a great deal of money, but not having 
one is hurting the reputation of the school.

BECAUSE THE SCHOOL of Journalism doesn't have 
good facilities for TV, he said, many students who are 
now beginning to come into the program are changing 
their minds and are going into either print journalism or 
broadcasting.

For the students who are now involved in "Metrobeat," 
Toy said, it would have been great to have had some 
iece of a production class at Ohio State. Toy said if 
there was a production class it would not only improve 
their skills for Metrobeat but allow students to learn 
more techniques and other important aspects of producing 
and directing.

Toy said Ohio University has excellent facilities for 
radio and TV, however its only drawback is that it is not 
located in a metropolitan area.

Ann Whyte, Ohio University Telecommunications Center 
News director, said Ohio University currently has their 
own AM and FM radio stations and TV station, WOUB. 
She said about 12 counties have access to the FM 
channel and by fall, they are expecting to have two more 
FM radio stations.
Practicing Thursday for the WOSU news show "Metrobeat" are, from left to right, Kevin Tigrett, a senior from Columbus; Kristen Flora, a senior from Columbus; Elizabeth Moran, a senior from Upper Arlington; and Dorothy McCallum, a senior from Canton. "Metrobeat" can be seen on ACTV Channel 21.
Kevin Tigrett, left, and Kristen Fiora, right, both seniors from Columbus majoring in broadcast journalism, watch the monitor closely as they prepare to rehearse their lines as part of an exercise for their television production class. The class is held in the WOSU studios at the Fawcett Center for Tomorrow on Olentangy River Road.
At Ohio State, students in the broadcast lab put out a five-minute newscast every hour from 9 a.m. to 4 p.m.
It is up to WOSR, a student club located in the Drake Union, to get the news out, said Mike Marcotte, journalism school radio lab instructor and anchorman in the mornings for WOSR.
Marcotte said this broadcast can only be picked up by a few dorms on campus. "Because WOSR lacks professional facilities, it only serves our purposes minimally," Marcotte said.
He said if WOSR cannot improve itself, other alternatives will have to be looked upon. "WOSU looks like a good logical choice, but we have to understand them too, they're professionals and don't want to be confused with a student organization," Marcotte said.
Pam Prosser, a broadcast journalism major who has been serving an internship with the WOSU radio station this quarter, said more students should take advantage of the available internships at WOSU.

As an intern, Prosser said she is mainly required to come up with story ideas and report.
When Prosser first went to WOSU as an intern, she said, she was amazed by the facilities and professionalism and felt that students should take the opportunity to see how the programs operate and actually get a chance to work the controls.
Prosser said WOSU is a professional station, but thinks that there should be more of an opportunity for students that are involved to get a chance to do more things.
Prosser also said she can understand WOSU not wanting to become a student organization, but does not think that it is any intention of any student to want to take over.
"If I had to graduate without the experience I've gained through this internship I wouldn't be nearly as much prepared as I need to be. WOSU has been helpful," Prosser said.
Dave Anderson, a doctoral candidate in theater from Columbia, Mo., edits "The Nine O'clock Hour," a WOSU-AM radio news program. The program deals with health topics and financial advice among other things and is recorded at the WOSU studio.
WOSU management fails to communicate, staff says in report

By David Jones
Dispatch Radio-TV Critic

An internal Ohio State University report on the WOSU radio and TV stations quotes staff members as saying morale at the stations is low and that management is unresponsive and lacking in leadership.

The "Program Review on the WOSU Stations," about 250 pages long and 7 months in the making, is nearly finished, said Firman "Bo" Brown, chairman of the OSU theater department. Brown is chairman of a nine-member committee appointed to examine the program review policy.

MAJOR SECTIONS of the report are based on questionnaires and responses from lower- and mid-level staff members at the stations.

One former committee member, Michael Marcotte, said the report is critical of upper management, including Ed Clay, Channel 34 station manager; Don Davis, station manager of WOSU-AM and FM; and Dale Outza, general manager of the WOSU stations.

Marcotte was a broadcast producer for the WOSU television and radio stations until late last month. He was also an instructor in the OSU Journalism School's radio lab. He is now news director at KPLU-FM, a public radio station in Tacoma, Wash. He left the committee when he changed jobs.

Marcotte said one group of lower-ranked staff members "basically just blasted station management."

Marcotte said many TV staff members complained that management too often "squelched" their ideas for programs; that productions for academic departments often are given precedence over prospective Channel 34 shows; and that they think the station is "skipping along, not really pioneering anything."

CLAY SAID the television station must balance its time and budget between service to the community and responsibility to the university.

"If we can help out a university department and we have the resources, that's something that aids the university in total."

Channel 34 producer/director Richard Roberts said that although it "hasn't all been peaches and cream," he has "really been surprised at the amount of freedom I have been given in constructing Ohio Outdoors, which is entering its second season."

Marcotte said many radio and TV staff members also spoke of low morale and a "management by memo" atmosphere in which "management fails to congratulate, but is quick to criticize and many decisions are made against advice of the staff."

"There was a general feeling the station is doing just well enough," he said. "So they're frustrated."

"A lot of it came down to just communication between management and staff."

Davis, who is a member of the review committee, declined comment.

Outza, who said he met with the committee for "3 or 4 hours" in April, said he has "an open-door policy. There's never been a time when I wasn't willing to talk to any staffer."

THE REPORT is to be submitted to four executives this month, including Outza; Myles Brand, OSU provost; and Larry R. Thompson, special assistant to OSU President Edward H. Jennings.

After a lengthy "external review" in which opinions on station operations are gathered from outside the university, a final report is scheduled to be drafted in February and a public statement issued.
WOSU report awaited

By LISA BUCHANAN
Lantern staff writer

Conflict between staff members and management continues to plague the WOSU radio and television stations; much of it still stems from a self-study report conducted this summer.

In the report, WOSU radio and television stations' staff members blasted management for its lack of commitment, said a former member of a committee created to examine the validity of the staff's grievances.

According to WOSU's annual report, 70 out of 120 employees have quit the station in the past year.

MichaelMarcotte, formerly a broadcast producer at the stations and a member of the Program Review Committee, said although the report remains confidential, the public needs to hear about the problems going on within the WOSU stations.

Marcotte has since left the stations and is now producing a news program in Tacoma, Wash.

Staff members felt ignored and frustrated with the upper management at the stations, Marcotte said of the self-study report.

One staff member who still works at the stations and wished to remain anonymous said, "People are being driven out because of a total lack of cooperation with the management — it's a ridiculous way to run a radio station. It's a terrible place to work."

The staff member said a policy memo from the general manager of the stations, Dale Ouzts, demonstrates a lack of knowledge about station management.

The memo said, "All staff members who wish to listen to the radio or watch television at work are expected to tune in only (underlined) to WOSU-AM-FM-TV."

The staff member said such a request is ridiculous for any newsroom to follow, because reporters must know what is going on at other stations to keep up with fast-breaking news.

Ouzts said he didn't have anything to say about a report he hasn't seen. However, he said he doesn't believe staff members have a real problem with management.

"If someone did have a problem, I'm disappointed they didn't come to me first," he said.

Ouzts also said he, as well as other committee members, are upset with Marcotte for giving details of the report while it is still confidential.

Firmans Brown, chairman of the nine-member committee, said the report will be out in about five months. Until that time, he had no comments about the confidential report.
Funding changes applauded

Dale K. Ouzts, general manager of the WOSU stations, applauded proposed changes in the way federal money would be distributed to public television stations.

If approved later this summer by the House of Representatives, the changes approved by a Senate committee on Tuesday, will mean local stations such as WOSU have greater control over federal money earmarked for public television programming. The Corporation for Public Broadcasting, which opposed the changes, will have less.

"We don't feel they (CPB) are any smarter than we are," said Ouzts. "They have no constituency."

Sen. Daniel Inouye, D-Hawaii, proposed the changes in an amendment to a bill authorizing funding to the CPB. Inouye was concerned that the CPB's programming decisions were too political, since its board members are presidential appointees.

Ouzts said National Public Radio adopted similar changes in its funding structure two years ago. Local stations are sophisticated enough to decide which programs deserve funding, he said.

"But the changes won't mean fewer on-air fund-raisers at WOSU, he added. "None of this is new money. It just changes the decisions about how the money is allocated."

The changes will face a tough battle in the House later this summer, Ouzts predicted. "I think it'll be close."

— Julia Keller
The new WOSU: Broadcasting for dollars

WOSU, with dwindling funding from the university and reduced federal support, must raise more money. The stations thus enter the ratings game — and begin to tinker with their formats.

By Jon Christensen

Want to hear weather and traffic updates on your way to and from work, interspersed with synthesized "New Age" music and popularized arrangements of classical compositions? And when you're home, do you want to see situation comedies that you missed the first time around on network TV? Listen to country music? To big bands? And have it all punctuated by commercial announcements?

If so, you can get all the above on WOSU—AM, FM and TV—noncommercial, "high-brow," public broadcasting in Columbus, the stations that are supposed to bring us superior programming. What's happening nationwide, to one degree or another, as public stations attempt to raise ever-increasing amounts of money by direct appeal, is that cracks are developing in their façades of noncommercialism and high-class broadcasting.

It's a process that has raised the hackles of the traditional audiences, who are wondering what happened to the public in "public TV"; of commercial broadcasters who contend that a
program such as "Flash Gordon" is irrelevant to WOSU; of public broadcasting employees who say they're now playing their ratings, and of media critics who call WOSU-TV the "repeater station." But we seem to be stuck with it, at least for the foreseeable future, and things may get worse before they get better.

The villain is lack of money. In the case of the WOSU stations, cutbacks are due not only to the reduction in federal funds that has affected virtually every public station in the country, but also to steadily diminishing support from Ohio State University, which is the licensee and owner of the stations.

To make up for the shortfall in money, both the public networks and their member stations have had to raise money. They do it two ways: by soliciting corporate underwriting (meaning sponsorship) of particular programs and by holding those seemingly interminable fund-raisers to shake down the audience for contributions. According to WOSU-TV station manager Ed Clay, the fund-raisers never will be eliminated entirely, no matter how faithfully current "members" of the stations' fund-raising arm, Friends of WOSU, send in their renewals in attempts to gain "pledge-free" days. "Pledge-free days don't allow you to expand your membership base," says Clay, who explains that on-the-air fund-raisers, while they may antagonize regular viewers and members, are the only vehicle the stations have for attracting new members. He says that 60 to 70 percent of the callers during fund-raisers haven't contributed before.

The two methods—solicitation of corporate underwriting and holding fund-raisers—have one element in common. They both are thought to depend on large audiences for financial success.

Thus, the people who must raise the money increasingly find themselves in the ratings games, trying to appeal to wider and wider audiences, the same as the commercial broadcasters they once demided. Like many others, the WOSU stations now subscribe to the Arbitron rating service and commission additional in-depth measures of their audiences. The stations not only want to know how many, but also what kinds of people are watching. They study the demographics of their audiences with the intensity of ad agency time buyers.

For instance, WOSU stations general manager Dale Ouutz explains that the current popularization of the music played on WOSU-FM originated in his observations that the average age of the station's audience was, according to the ratings services, increasing over time. As Ouutz and others in similar positions elsewhere in the nation saw it, not enough younger listeners were tuning in. "Our audience's average age, like the age of most classical stations' audiences, was increasing," says Ouutz. "Our average age at the time we decided to make changes was 58."

So the decision was made to "lighten up" the musical fare, particularly during morning and afternoon "drive times," a term borrowed from commercial radio. The lightening-up recipe involves a dose of New Age and Mantovani-type strings—"a hook for people who are younger," says Ouutz. It is music clearly calculated not to tax the listener.

WOSU-FM program director Mary Hoffman says there's no effort to discourage the programming of vocal, chamber and baroque music. But to a longtime listener, it seems there's less of it on the air than formerly, even counting the unrelenting repetition of such warhorses as the famous duet from Bizet's Pearl Fishers and all or part of Vivaldi's Four Seasons. And, in fact, a 1986 NPR task force on audience building, whose recommendations were discussed at the NPR Music Personnel Conference that year in New Orleans, did recommend delaying Metropolitan Opera broadcasts. The purpose was to "minimize" what it saw in certain measures of audiences as a loss whenever vocal music in general and opera in particular was being aired.

Similarly, and closer to home, during WOSU fund-raisers, the program being broadcast at the time a pledge is made always is noted by the pledge-taker. That way programmers can assign a dollar-producing value to each program, creating the obvious temptation to program for dollars.

"Accessibility" is the buzzword tossed around by every WOSU staffer interviewed. According to one, it means "music that isn't as intellectual and therefore is easier to listen to," especially for people who aren't devoted to classical music. Whether friend or foe to the new approach, the staffers insist it does not mean there's a Top 40 type of programming in which the warhorses are rotated into the lineup on a regular and frequent basis. But some admit that more of the familiar pieces are being played anyway. This could be accidental, due in part to the elimination of the non-repeat playlists that used to be maintained in order to avoid too much repetition. Now it's not unusual to hear the Four Seasons six or seven times in just one week on WOSU-FM. It also could be quite deliberate. Among the prescriptions tossed out at audience-building seminars held for classical radio broadcasters was the advice that attracting new listeners means making them feel familiar with the music, which in turn means very frequent repetition.
In addition to New Age (musical Pavilium in the view of many WOSU-FM staffers), how else is "accessibility" being put into effect? The least controversial way is to banish to the scheduling ghetto "modern music"—classical music written in this century by composers who don't seek an immediate audience and who feel free to use atonality, dissonance and other techniques. That means airing it during very-late-night or weekend off-hours. Since the average classical music listener never liked the modern stuff anyway, the complaints are few.

Another, more controversial way is to play as many classical pieces as possible in arrangements their composers never dreamed of—synthesizers, massed mandolins, kazoo, steel bands. Playing instrumental arrangements of opera highlights, for example, is one way to avoid vocal music and still have the hits tunes. Actually, the skittishness regarding vocal music has resulted in opera other than live Met broadcasts, paid for by Texaco, being relegated by WOSU-FM to Sunday night, probably the graveyard of radio.

Still another technique is to find some bridge, or excuse, for playing a piece of popular music. For instance, jazz pianist John Lewis has recorded jazzy versions of J.S. Bach pieces. Play one of those, and you can follow with a piece of pure John Lewis and not bother your sought-after younger listeners with that Bach baggage. The bridge is Bach-to-Jewish-to-pop.

One of the more far-reaching instruments of accessibility is the hiring of announcers with commercial radio disc jockey backgrounds. The best known locally is Boyce Lancaster, who commands WOSU-FM's morning drive time. Lancaster says his musical philosophy is "to make the music more accessible, more mainstream rather than far left or far right." That means ease up on playing Stravinsky and Varese and emphasize the basic repertoire composers with an added dash of light classics—Johann Strauss Jr., Offenbach, von Suppe, Rossini—"whose music isn't as intellectual and therefore is easier to listen to."

Lancaster believes very much in bridging. He can see going from the "Break of Dawn" episode in Grieg's Peer Gynt suite to a popularized arrangement of the episode, and from there to Flatt and Scruggs doing "Early Morning." Or starting with an excerpt from Prokofiev's Lieutenant Kije suite, and then playing the par of Sting's "Russians" that borrows from the Prokofiev.

Lancaster says he spent seven and a half years in commercial radio and got his break at WOSU-FM because the station wanted "more pizzazz" in the morning drive-time. That time slot on WOSU, when he found it, was "just music, rip 'n read news and occasional arts announcements." He says he's added actualities—newsmaker voices—to the news, traffic reports and ticket giveaways, where the third, fifth or whatever caller gets two tickets to a concert or other local event. In the future, he'd like to do remote broadcasts from local businesses, just like commercial deejays.

He also has attended seminars on programming nonclassical music on classical stations. The stations, he says, are notably leery of upsetting regular classical listeners. Each week, Lancaster and program director Hoffman review what worked and what didn't work the previous week.

For her part, Hoffman says, "The thing that bothers listeners the most is the use of nonclassical music," which, she says, still is in the experimental stage.

Hoffman says the changes are working as far as numbers are concerned, with 20,000 new FM listeners in less than two years, giving the FM station the largest audience in its 39-year history. She says this makes WOSU-FM fourth nationally among public stations in its market size. Most of the others are not all-classical and use audience builders such as "Prairie Home Companion," which WOSU-FM does not. But she also admits that the listeners brought to the station by New Age and other audience-building nostrums aren't contributing funds. She says that will take time.

The lightening up on TV has been going on longer and is more obvious. Station manager Clay freely admits to studying Channel 34's ratings thoroughly and applying what he terms a "psychographic" marketing strategy. It goes beyond the usual demographic breakdowns by age, sex, etc., and identifies such things as leisure-time activities, penchants for certain kinds of programs and so forth. For example, says Clay, if certain types of viewers like news, Clay will try to identify other programs on the Channel 34 lineup that would appeal to those viewers, perhaps group some of them together, and market the collection of programs through appropriate plugs on the WOSU stations and even by paid advertising.

"We're doing more print advertising than we did in the past," says Clay.

There is no agreement on where public TV should be headed, even among the people who work for it. PBS public affairs producer Bill Moyers has looked at the trends in public broadcasting and commented that there's too much attention paid to ratings. He has complained that "the measure of the mind is not the people meter." Channel 34 alumnus Raymond Ho, now president of Maryland Public Broadcasting, has been quoted as saying that there's no difference between commercial and public television—there are only good programs and bad programs.

Clay, who is Ho's successor, insists that Channel 34 doesn't "play the numbers" to the point of letting the ratings results drive the station. "Believe in our product and want to get word out to more people," he says.

Clay complains that "The biggest downfall of public broadcasting is the lack of funds to market and promote." He wants to expand his station's audience, but not at the expense of its programming posture.

In addition to marketing and promoting, Clay says he tries to do most of his "recruiting" of new viewers on
Saturday mornings. That's when he lines up the old TV shows. Clay claims that weekly house-holds watching the station now number 300,000, a figure he says compares well with WENN-TV's 700,000. A review of Arbitron and Nielsen ratings books for one of this year's ratings "sweeps" fails to confirm, or for that matter, squarely contradict Clay since total viewership for the week—which Clay uses—isn't tabulated. For instance, the week-long total number of households watching prime time TV, according to Nielsen, was 11,000 for WOSU, compared to 108,000 for WENN, 124,000 for WCMM and 140,000 for WSYX. In numerous time slots, WOSU's ratings were lower than those of certain out-of-town stations available only on cable. The Arbitron results were similar.

Clay admits that he used to think popularizing programs was the key to bigger audiences, but says he now believes that people in public broadcasting "have to be committed to an ideal. I don't see how that can be 'Laverne and Shirley,'" he adds. "It must be an ideal like MacNeil-Lehrer, or opera; you have to have something that people can believe in, that can improve their lives."

Commercial broadcasters in Columbus don't agree that WOSU has been restrained in its search for audience. They see Channel 34, like other public TV stations, moving onto their turf, and they don't like it one bit. "They're outbidding us for reruns," complains one local commercial broadcaster, who feels that this kind of competition is a waste of scarce public TV dollars: "They're competing with commercial stations and wasting money because they're not doing it very well," he says. "Perry Mason money should be spent on students," he adds, noting that unlike other university stations, WOSU does not train broadcast majors.

Commercial broadcasters aren't upset only with the competition for commercial programming. They also dislike the idea of WOSU—a nonprofit, putatively noncommercial operation—selling advertising space in its monthly program bulletin AirFare. They object to marathon auctions where they see businesses that might otherwise advertise on commercial TV donate items and get free air time with spokesmen unrestrainedly plugging the product in the guise of helping the fund-raising effort. And then there's the issue of the increasing commercialism of station announcements on behalf of the underwriters.

In recent years, standards for the length and content of those announcements have become more flexible. But Dale Outzs insists that the WOSU stations have not eased local standards as much as many of their counterparts. "We're one of the wimpiest stations in the country," he says, noting, however, that his stations have no control over the spots on national feeds. Sure enough, the national announcements on behalf of John Nuveen and Company are, for example—"It's not what you earn, it's what you keep"—on one of WOSU-FM's current broadcasts leave no doubt as to that broker's lines of businesses. Outzs believes that some of this has gotten out of hand. He filed a formal objection to Digital Equipment Corporation's underwriting spot on the "Nightly Business Report," the video portion of which showed customers buying DEC equipment at their local computer store, and, he says, "The spot was modified."

Outzs also says that while public stations now legally can sell bona fide "hard" commercials to not-for-profit organizations, such as hospitals, he has refused to do so. He reasons that a commercial is a commercial, regardless of the chartered purpose or tax status of its sponsor. "If we're going to run commercials, we'll open a commercial station," he says.

So where is all this talk of markets, ratings, drive time, demographics, psychographics, accessibility and, on the bottom line, fund raising, leading the WOSU stations? Charles Glander, a Columbus lawyer with the Bricker & Ecker firm, was at one time president of Friends of WOSU, the fund-raising arm of the stations. As a member of public broadcasting's audience, Glander has reservations about playing the ratings and dislikes the popularization that's creeping into WOSU-FM. He says he stopped listening to Boyce Lancaster's morning show, and thinks ticket giveaways are out of control.

But there are no villains in Glander's scenario. He says there just isn't enough money for the WOSU stations, the biggest shortfall is the support from Ohio State University. Glander says he believes that at some point Ohio State, which currently provides about 20 percent of the stations' budgets, down from 100 percent in 1973, must decide if it wishes to remain as the licensee and owner, or if it is going to turn the stations into community-owned stations.

According to Outzs, the OSU support has stopped its downhill slide in the past couple of years and currently is stable. OSU, however, has ordered a program review—an assessment similar to that made of academic departments from time to time—that is looking at the issue of the stations' mission and whether it is being fulfilled by current practices.

Larry Thompson, a special assistant to OSU's president with administrative oversight of the WOSU stations, says that the program review has completed its initial phase—internal review by an OSU committee of faculty and staff—and is in the second phase—external review of the WOSU operations by persons with communications backgrounds.

Thompson declined to reveal any findings to date, but did say that OSU's financial support of the stations is on the review's agenda. Asked about the possibility of OSU's abandoning the stations' license, he said it's one of the options, but he doesn't expect it to happen. "It would not be in the best interests of the stations, the university or the community" for OSU to divest itself of the stations, he says.

It is Glander's observation that the stations' mission must be to educate and entertain in ways that aren't available commercially because they're commercially impossible. By definition, he continues, that means it cannot be a self-sustaining operation and must receive some kind of outside assistance. If the stations are forced to raise a high percentage of their budgets from the audience, the audience base must be made too broad to support the noncommercial mission of the stations. This Catch-22 tension between fund raising and programming, says Glander, leads to warmed-over commercial broadcasting. "Jackie Gleason reruns change the viewership and the nature of the mission," he says.

While many would like to blame Outzs for the stations' trend, Glander won't. He says Outzs was forced on the road to popularization and basically has had no financial alternative.

Glander also is a member of the board of Opus/Columbus, which has been on a campaign to broaden its audience base. But it's doing it by converting more people to opera through
The internal review of WOSU:
What the draft says, where it rests

A nine-member internal evaluation committee headed by OSU theatre department chairman Firman Brown began studying the WOSU stations in January, 1987. The panel, including journalism and communications faculty as well as WOSU staff members, agreed to keep its deliberations confidential, according to one source, in return for the university’s pledge to make the review report available to employees of WOSU after it was submitted to the university administration.

By late July, 1988—more than 18 months after the review began—the report of either the internal review or an external examination by broadcast experts outside the university had been released to the WOSU staff. The situation had persons close to the review process howling. “We’ve got a cover-up on our hands,” said one.

Columbus Monthly inspected early drafts of the internal review report, which contain numerous critical comments regarding OSU’s “shockingly poor telecommunications stance.” Perhaps the most serious charge concerns what appears to be blatant commercial sponsorship of several programs potentially produced by WOSU TV, but in reality produced, edited and presented by commercial entities.

“Pork Profits,” a series of six programs to help hog farmers, was represented as “produced in cooperation with the OSU Cooperative Extension Service,” but was in fact contracted for with the Ohio Pork Producers Association, according to the report.

“Health Matters,” a 22-program series represented in ads in TV Guide and AirFare magazine as a WOSU production, was actually prepared by a production company hired by Mount Carmel Hospital, the report says. The company controlled program content, and the series exclusively featured interviews with the Mount Carmel medical staff.

The draft report also cites programs produced as a result of payments by the Ohio Department of Development and the Ohio Society of Certified Public Accountants.

“Funding for each of these programs,” the report says, “is in violation of PBS guidelines for underwriting, which state that money for programs may not be accepted from parties with a direct interest in their content. PBS stations may not sell or appear to sell air time to outside organizations.”

Accompanying the report are 64 pages of rebuffals from Don Davis, WOSU Radio program director, who was a member of the committee. Sources at the stations
accuse Davis of consulting with Dale Ouzts, general manager, and Ed Clay, TV program director, in the preparation of the rebuttal, thus breaching the confidentiality agreement. Davis admits that he did talk to both men. He says he took “a reporter’s approach” to the evaluation by seeking out people who might have useful information. “I went to Ed Clay and Dale and others with information about the WCSU stations,” he says. “My reporting may have troubled and confused some people. That’s their problem.”

Concerning the apparent “sponsorship” of programs, Davis’s rebuttal said the station chose to follow Federal Communications Commission rules, not those of the Public Broadcasting System. “This opens up a real can of worms,” Davis wrote. “Before the lid is all the way off, let me say that the WOSU stations, as they must, follow FCC rules for underwriting. PBS guidelines are advisory, not law. The FCC does not forbid financial support for a program from a company that has an interest in the content.”

In the eyes of at least some committee members, the stations’ defense that “no laws were broken” is a hard-boiled response that says anything not forbidden by law is acceptable, and rejects any ethical standards beyond those forced upon the station by law. According to the report, WOSU evidently feels free to pass off a privately sponsored program as its own. In the eyes of critics, WOSU-TV is, in effect, selling not only its air time but its editorial independence as well. The committee included in its draft report a recommendation that WOSU-TV “adhere to the PBS guidelines and broadcast journalism’s ethical standards.”

The report also criticized WOSU-TV’s dearth of locally originated programming. The committee said what little programming is produced by WOSU-TV “is largely generated, sponsored and sometimes produced by special-interest groups or dictated by the university.”

The report cites management’s complaint that lack of money prohibits producing much public affairs programming, but also cites reports that “Community issues are deliberately avoided not out of lethargy, but because of fear.”

The report mentions a WOSU-TV documentary about how Ohio’s judges are chosen. Without informing the producer, the report says, Ouzts and Clay “removed the WOSU-TV credit from the documentary and one could claim ‘buried’ it by scheduling it at noon on Sunday in the middle of the Labor Day weekend.” The report says Ouzts, when asked why he had done this, explained that footage of Ohio’s chief justice commenting on the issue was “too controversial.” A former staffer told the committee that “the managers discourage production of investigative stories out of fear of repercussions from the audience.”

The report repeatedly criticizes station management for neglecting Ohio State University as an obvious source of interesting, high-quality programming. It says the rest of the university believes WOSU stations are unresponsive to academic departments’ needs and ideas. Some have been forced to establish their own production facilities “because they had a mission to accomplish and WOSU wasn’t going to cooperate,” according to the draft report. Others “turn to Channels 6 and 10 when they need to use broadcast facilities,” because those stations “are cooperative and helpful” and charge modest fees.

Programs produced by OSU’s Cooperative Extension Service have been sent to Maryland Public Broadcast for national distribution, the report says, and then, on occasion, reimported by WOSU-TV. “Why is WOSU receiving Ohio State-generated programs from Maryland?” the report asks. “There is a belief that WOSU stations would charge a fortune to air the program. Ohio Educational Broadcasting Network uplinks it free, and ironically, WOSU-TV [obtains] it from the broker.”

The report says the WOSU stations’ problems stem in part from inadequate and unreliable money sources, including the university. “Sound programming reflecting the highest qualities of Ohio State University and its ... stations cannot be achieved upon a shaky financial structure which never knows how the next day will be.”

The report recommends a new relationship between the stations and the university, better funding from the university and, most immediately, new leadership. “The station management must be improved,” it states. “Stronger leadership is needed. ... He/She must create the atmosphere and working conditions under which great programming can be done, then fire up the staff to do it... [T]his leadership has been lacking at WOSU, especially at the level of the general manager and the television station manager.” Translation: Ouzts and Clay must go.

According to the OSU provost’s office, the final stage of the review process is for the university and WOSU’s principals to draft an agreement outlining what the stations will do in response to the internal and external reports. There’s been no indication when that agreement might be completed or when, if ever, the final reports will be released.
Reports critical of WOSU practices

From staff and wire reports

CLEVELAND - OSU officials have tried to conceal two reports highly critical of the management and operation of Columbus public television and radio stations owned by Ohio State University, The Cleveland Plain Dealer said Sunday.

The Plain Dealer said employees of WOSU-AM, WOSU-FM and WOSU-TV have yet to see the studies, but the university has released at least one of them to the public.

In addition, the newspaper said station employees will not be allowed to have copies of the critical reports and must agree not to tell anyone outside the station what the reports say.

WOSU staff members will be allowed to read the documents in WOSU offices beginning Monday, said former Sullins chairman of the internal review committee.

"It's kind of scary when you think about it," said one employee of the publicly financed television station.

When Columbus Monthly magazine ran a story about one of the reports in its September issue, WOSU dropped its advertising account almost immediately.

John Milliken, the magazine's advertising manager, said the station's marketing director "specifically told me ... it was because of the articles." Larry Thompson, special assistant to OSU President Edward H. Jennings and OSU's general counsel, declined a Plain Dealer request for access to the studies saying they were "internal working documents."

But the newspaper said it had obtained copies of both reports, which indicated that much of the blame for OSU's "shockingly poor telecommunications stance" was due to the university's top administrators, including Jennings and Thompson.

Although the reports mention aspirations to excellence, the administration of the university does not seem to have a clear idea of why the institution is in the broadcasting business and what would constitute excellence for WOSU, said one report.

"This may be one of the most serious problems this committee found during its visit."

One report said the TV station, in violation of Public Broadcasting System guidelines for underwriting and journalistic ethics, has aired television shows written, produced and paid for by the subjects of the shows as its own work.

In one case, WOSU-TV guaranteed the Ohio Department of Development that, in exchange for $30,000, it would air two shows promoting the development department's activities, the report said. In another case, it ran a series on hog farming that had been produced and paid for by the pork industry, it said.

OSU officials said "evidence of calls for change" from OSU's president, "troubled by a number of instances of apparent editorial independence and attempts to control or influence the editorial integrity of the station."

One report said: "WOSU-TV presented a number of programs that, according to the station..."

See WOSU, page 2
WOSU officials denounce critical reports

By Melissa Allison
Lakewood staff writer

OSU officials Monday made public two reports critical of the university-owned public radio and television stations.

This action came one day after The (Cleveland) Plain Dealer reported university officials were attempting to keep secret the content of both reports.

The reports, which were part of a program review process, questioned the editorial integrity of WOSU-TV and criticized WOSU for uncompetitive salaries, poor equipment, and insufficient local TV programming.

Columbus Monthly ran a story about one of the reports in its September issue. WOSU almost immediately ceased advertising in that publication as a result, said John Milliken, the magazine's advertising manager.

"The marketing director told me to cancel the advertising because of the article in this month's issue," Milliken said.

Until Monday, only WOSU employees were going to be allowed to read the reports, but now that the reports have been given to the press, each employee will probably get a copy, said Sue Davidson, WOSU marketing director.

As far as I know, employees were not going to be made to sign a pledge (to keep contents of the report secret, as reported by The Plain Dealer)," said Larry Thompson, special assistant to President Jennings.

Ann Bartagomoli, program review administrator for the university, said employees rarely get copies of program reviews because the cost of the copies would be too expensive.

The program review, which began Feb. 25, 1987, at WOSU, will end with a "plan of action," which is a public statement outlining what steps will be taken as a result of the review, Bartagomoli said.

Every part of any program review is considered confidential, except the "plan of action," which should be finished by WOSU by the end of the current, third quarter, in December, she said.

Bartagomoli said while program reviews can be completed in four quarters, that is not usually true for non-instructional programs like WOSU.

The first report, which was written by an internal review committee of university employees in the College of Social and Behavioral Sciences and WOSU, was completed Sept. 24, 1987.

The report criticized program employees for working long hours without compensation and for neglecting the needs of students, faculty, and the university.

The second report, by an external panel, was conducted by four people outside the university who are familiar with public broadcasting.

This report, which was completed in May 1988, said calls from President Jennings' office have influenced programming at WOSU.

Thompson admitted influencing the production of several programs by suggesting WOSU air them. These programs were the Schooler-Resse Lecture Series and the National Academic Championships, he said.

The president's office also suggested a time for airing the Woody Hayes Memorial and made some suggestion that the broadcast of football games continue, Thompson said.

He said the president's office never asked that a program not be aired and did not intend for the programs suggested to be aired in place of other programs.

The internal committee's report says the broadcast of football games "tie up the small production staff for four months each fall, keeping it from working on other projects.

"The president runs the institution," Ousts said. "I'll disagree with him, but if he doesn't change his mind, I should take the orders or work somewhere else.

"The internal committee's report says," Compared to the six other stations studied, WOSU-TV produces little issue-oriented programming, and none of it regularly, on the issues generated in the central Ohio area community.

This report cited an incident in 1985 when "a station manager told the producer and the Kiplinger professor that he did not want to get cut ahead of his audience and break a story such as that (acid rain), but preferred to have the Kiplinger producer do a documentary on the school.

Ousts disagreed. "We had had four programs on acid rain in about a three month period," he said.

"I've been covering controversial stories - for example, acid rain, wife abuse and pit bulls - and there was never an attempt to restrain my activities," Minhas said. "In fact, there was a lot of encouragement."
Clarification

In Tuesday's Lantern, Sarah Minhas, a former Kiplinger Fellow, was not identified as a WOSU-AM radio employee. Minhas' comments were meant to reflect on WOSU-AM, not WOSU TV.
Jennings denies WOSU cover-up

By Julia Keller and Tim Doulin
Dispatch Staff Reporters

Ohio State University President Edward H. Jennings denied any attempt to keep secret two reports assessing WOSU, the university-owned television and radio stations.

"When we complete the review process, that's when we release everything," Jennings said yesterday, in response to an article in Sunday's Cleveland Plain Dealer accusing the university of covering up reports critical of WOSU.

The reports would have been released publicly at the end of the year, said Malcolm Baroway, executive director of university communications. On Monday, the university released both reports: one by university personnel, the other by independent broadcast consultants.

THE REPORTS will be the basis for a five-year plan for the WOSU stations, Baroway said.

The Plain Dealer article charged the university with trying "to conceal two reports highly critical of the management and operation" of the stations. WOSU employees who saw the reports, the story continued, were forced to sign a secrecy pledge and ushered into a private room to view them.

In an interview with The Dispatch, Baroway countered that the reports are part of a routine administrative review. They are kept in one room, he said, because their bulk (one is 125 pages, the other 23 pages) prevented the university from making a large number of copies.

Baroway said, "It's not secret. It's a report for which confidentiality is asked."

DALE OUZTS, general manager of the WOSU stations, said, "The review process is routine. We don't object to it. But it's not a process that should be fought on the front pages of newspapers."

"You take things out of context and you can make lots of out of them. But they don't really hold much water."

The Plain Dealer claimed some people are critical of Jennings for interfering in programming decisions at the university-owned stations.

Jennings said that WOSU reports to the president's office, just as do all other units within the university. He was involved in programming decisions in three recent instances, Jennings recalled: in his advocacy of taped replays of OSU football games, airing the Woody Hayes memorial service and airing a local lecture series.

"BY AND LARGE," Jennings said, "I don't have a lot to do with what goes on in the station."

"It's important to recognize the review begins internally. We've been doing program reviews for the last 10 years on every academic department. Two years ago we began reviews on non-academic units starting with the athletic department. Student services is under review, as is WOSU."

"The reviews have a lot of opinion in them, and that is fine. That's what we're looking for, so that we can take the information and make the improvements that need to be made."
Unreleased WOSU review subjected to controversy

By Michelle Ohl
Lantern staff writer

Still unclear in the controversy surrounding the WOSU public radio and television stations is whether critical reviews of the stations last May should have been made public.

Howard Gauthier, associate provost of the Academic Affairs Administration said the reviews of WOSU done by an internal committee, completed Sept. 25, 1987, and an external committee, completed in May 1988 were intended only to be used as a form of assessment for WOSU to correct its problems and were not meant to be released to the public.

Only a plan of action, resulting from the reviews, was to be released, he said.

"There was no effort made to keep these reviews from the WOSU staff, however it was not available to the public because it was not finished," he said.

Gauthier said these documents were available to employees of WOSU and he was not aware of any secrecy pledge.

The stations have come under fire because the reviews question the quality and ethics of the network as well as why these unfavorable studies were not made public.

The (Cleveland) Plain Dealer said in an article Sunday that the university was requiring employees of WOSU to sign a "secrecy pledge before they're allowed to enter a special room where the studies (reviews) are kept."

Members of the internal committee who were contacted said they were unable to comment on the WOSU affair and directed questions to University Communications, the public relations office for the university.

Malcolm S. Baroway, executive director of communications, became involved with the issue following the publication of the WOSU story in the Plain Dealer.

Baroway said this review process is not unusual at Ohio State: "The process of a review which began in the academic area began about 10 years ago. Every five years, there is an academic review of the department and that review process starts with an internal analysis by qualified members within the institution and then there is a outside (external) review done by peers outside of the institution."

Baroway said a review of WOSU was requested by President Edward H. Jennings.
OSU TV, radio stations ripped in reports

By GARY WEBB
PD BUREAU

COLUMBUS — Officials at Ohio State University are trying to keep secret two reports highly critical of the management and operation of Columbus’ public television and radio stations, which are owned by OSU.

The secrecy surrounding the reports, one of which is more than a year old, has reached almost comic proportions: Employees of WOSU-AM, WOSU-FM and WOSU-TV, who have yet to see the studies, will be required to sign a secrecy pledge before they’re allowed to enter the special room where the studies are kept, will not be allowed to have copies and must agree not to tell anyone outside the station what the reports say.

“It’s kind of scary when you think about it,” said one employee of the publicly financed television station.

When Columbus Monthly magazine ran a story about one of the reports in its September issue, WOSU dropped its advertising account almost immediately.

John Milliken, the magazine’s advertising manager, said the station’s marketing director “specifically told me . . . it was because of the article.”

Larry Thompson, special assistant to OSU President Edward Jennings and OSU’s general counsel, declined a Plain Dealer request for access to the studies, saying they were “internal working documents.”

The PD, however, obtained copies of both reports and the findings may explain OSU’s squeamishness about making the reports public: Much of the blame for OSU’s “shockingly poor telecommunications stance” is laid in the laps of OSU’s top administrators, including Jennings and his assistant, Thompson.

“Although there are vague mentions of aspirations to excellence, the administration of the University does not seem to have a clear idea of why the institution is in the broadcasting business and what would constitute excellence for WOSU,” said one report, done by a panel of public broadcasting experts from across the country. “This may be one of the most serious problems this committee found during its visit.”

But both review teams found many other problems:

- The TV station, in violation of Public Broadcasting System guidelines for underwriting and journalistic ethics, has aired television shows written, produced and paid for by the subjects of the shows as its own work. In one case, WOSU-TV guaranteed the Ohio Department of Development that, in exchange for $30,000, it would air two shows promoting the development department’s activities. In another case, it ran a series on hog farming that had been produced and paid for by the pork industry.
- OSU reviewers found “evidence of calls from the (OSU) president’s office to directly influence programming” and the outside experts said they were “troubled by a number of instances of apparent editorial interference and attempts to control or influence the editorial integrity of the station.”
- One report said: “WOSU-TV presented a number of programs that, according to the station manager and outside sources, were ordered by persons in the university administration.” Those included the Woody Hayes memorial service and rebroadcasts of OSU football games, which the report complained “tie up the small production staff for four months each fall, keeping it from working on other projects.”
- The TV and radio stations avoid airing controversial programming and discourage investigative reporting because of fears of angering the community. “Professional broadcast journalists who have dealt with station officials in trying to present issue-oriented documentaries on the station have reported continual attempts to discourage reporting of controversial issues in these TV documentaries,” one of the reports said. The other report said the station appeared to develop “programming which will not offend potential funders.”

A draft copy of one of the reports stated: “Two former employees of the news staff complained that the general manager and the station manager interfered with news program content when complaints were received from government officials and business executives concerning controversial issue-oriented programs.” That sentence was dropped from the final report after station managers complained it was “false and . . . harmful to our personal and professional reputations.”

- Station management has a cozy relationship with the board of The Friends of WOSU Inc., a private group of local business leaders that raises millions of dollars in operating funds for the radio and TV stations and is allowed considerable influence in programming decisions.

One report faults OSU for turning oversight of the stations over to an outside fund-raising group, instead of having OSU trustees monitor the...
stations. While noting that the relationship with the Friends group has been "highly positive" for the TV station, one report said, "The public appearance of external program control by an external funding source is problematic."

The stations are badly managed with a "mysterious" chain of command to OSU, staff morale is poor, salaries are too low, working conditions are awful, radio and television equipment is largely old and deteriorating, and top OSU administrators have been unresponsive to the needs of the stations. Staff members complained of "management by crisis," "deliberate attempts to mislead subordinates," and "whistleblowers" for self-protection. One report cited a "paralysis and paranoia which extends to even the lowest levels of the WOSU organization."

The report by the OSU-based committee recounts an interview the committee members had with President Jennings about a 1985 study of the stations -- a study that has been ignored by the university. "President Jennings, when questioned about the failure to respond to that report, other than saying there would be no "clean" of telecommunications, had no other comments about it. The Committee is shocked by this inaction. Telecommunications at OSU has simply not been addressed in a satisfactory, overall way. OSU is missing the boat in telecommunications."

WOSU General Manager Dale K. Ouzts, the target of most of the criticism, declined Friday to discuss the reports or respond to their findings. Ouzts, who has run both the radio and TV stations since 1979, said he was "not allowed to talk about the reviews since they were supposed to be "confidential documents. I like to follow the rules."

He confirmed that WOSU did not renew its advertising contract with Columbus Monthly because of the article on the stations. "We did not want to be advertising in a publication which has so little regard for facts," said Ouzts. Asked what was inaccurate about the story, Ouzts said, "You don't have the space."

Firman (Bo) Brown, chairman of the OSU Theater Department and head of one of the review committees, also declined to discuss his group's report and said he was "horified" that The PD had obtained a copy.

"I'm just sick about this. Whoever gave you that report should be fired from the university," Brown said. "That report was for internal purposes only. I really believe that you don't review yourself in public."

But committee member Michael V. Marcotte, a former WOSU producer and OSU faculty member who is now with a public television station in Washington State, said the review was never intended to be kept secret.

"This was never supposed to be just for the internal use of OSU," Marcotte said. "It was supposed to be for the community. The one thing we heard over and over from the staff members we interviewed was that they didn't want this thing to be another whitewash."

Marcotte, who left OSU shortly after the report was completed in August 87, said it was "frustrating" to learn the report still was being kept under wraps by the university.

One committee member said Brown favored releasing the report to the station staff immediately and considered resigning from OSU when he was overruled by the OSU provost's office, reportedly because of the bad publicity the university was then getting over the firing of football coach Earle Bruce.

Brown declined comment, saying his conversations with the provost's office were confidential, as were the reports.

He said it made "no difference" to him that the subject of the reports was Central Ohio's only public radio and television stations.

WOSU-TV is one of the nation's six biggest university-owned public television stations and it is the 20th largest public TV station in the country with a viewership in Central and Southern Ohio of 315,000 households. There are about 310 PBS stations across the United States.

The AM radio station, which began in 1924 and was the first radio station in Columbus, features mostly news and public affairs programming and has a weekly audience of about 55,000 listeners. The FM station, which went on the air in 1949 and now broadcasts all classical music, has a week listening audience of 77,300, according to recent surveys.

The stations have 94 employees and a combined annual budget of $52 million, making them some of the richest university-owned public broadcasting outlets in the country. OSU provides a little more than $1 million of that funding each year. The rest comes from the Friends of WOSU Inc., the federal Corp. for Public Broadcasting, the Ohio Educational Broadcasting Network and the Central Ohio Educational Television Foundation.

The reports obtained by The PD were prepared as part of the university's policy to review all academic and non-academic programs. OSU official Thompson said. One report, known as the "external review," was completed in May and was written by four public broadcasting professionals from other states.
The committee report said “each of these programs is in violation of PBS guidelines for underwriting. which state that money for programs may not be accepted from parties with a direct interest in their content” and said that the programs “violated the PBS Code of Journalistic Ethics as well, in that outside funding sources were permitted to influence the content of the programs.”

The outside experts also had “serious concerns about the adequacy of the protection of WOSU’s editorial integrity” and said OSU must assure that “decisions are not inappropriately influenced by institutional administrators who may wish to have certain programs broadcast and others not broadcast. or who may wish to order scheduling changes in the interest of meeting personal or institutional needs. There is some evidence that WOSU needs additional protection in this regard.”

The experts also said. “For purely legal reasons that are tied to philosophical tenets of public trusteeship of broadcast licenses. WOSU management and the University itself must assure that the integrity of the decision-making process is insulated from the direct control of ANY source of external funding.”

But according to the head of the Friends of WOSU Inc., the biggest single outside funding source the stations have. that kind of influence is not only acceptable. but expected.

The report said Friends President Ken Keller told the committee that “those who pay the piper should call the tune.” Keller said part of the deal was that if the Friends raised money. “Friends Board is permitted to review and recommend program selections (and) changes from program schedules once published must be cleared with appropriate Friends Board officers.”

Keller told the committee that “programming choice should be related to dollars contributed to the total budget.” He said the Friends Board “was very satisfied with the station management and the programs it presented, because it was very responsive to Friends wishes. He suggested this should not be changed to increase production of public affairs programs since these, he said, do not attract audience contributions.” Keller told the committee that programs which “get the largest audiences are those that should be presented.”

That close relationship with the Friends, according to one internal review committee member, has resulted in “mostly upper-middle-class cultural programming.” The internal report quoted a minority television producer as saying that “the black community and other low-income groups in Columbus are largely ignored by the WOSU stations, particularly the television station.”

Ann T. Bertagnolli, program review administrator for the OSU provost’s office, said the reports were currently being reviewed to come up with a “plan of action” to correct the problems. That would be a public record once the plan was agreed on, she said, which she hoped would be by the end of the autumn quarter in December.

Bertagnolli said the university had no plans to release the actual review reports to anyone outside the station and said it never considered allowing the community at large to see the reports.

The “internal review” report was written by a team that consisted of WOSU station personnel, journalism and broadcasting professors and other professors from communications-related fields. That report was completed in August 1987.

Both reports lauded station management for its success in fund-raising, but the internal review complained that it seemed most of the station’s efforts were dedicated solely to raising money.

“Their is a seemingly inordinate amount of staff time that has to be allocated to fund-raising,” the report said. One member of the internal review committee suggested that the constant pursuit of cash at the stations had blinded the station managers to journalistic ethics.

“They have sold air time,” said the committee member, who works at OSU and therefore requested anonymity. “It’s like if The Plain Dealer allowed an advertiser to write a front-page story. And the thing that I’m really incensed about is that the university seems to have no concern whatsoever. They either don’t take the meaning or they don’t care.”

The report of the internal committee cited four examples of what it termed conflicts of interest:

■ “Pork Profits,” a series of six programs about hog farming that the TV station claimed was “produced in cooperation with the OSU Cooperative Extension Service.” In reality, it was entirely funded and produced by the Ohio Pork Producers Association and the extension service had nothing to do with the series.

■ “Health Matters,” a 22-part program on health affairs that was produced and paid for by Mount Carmel Hospital. The hospital was given total control over the content of the show and selected the doctors and specialists to be interviewed. Not surprisingly, the only guests on the shows were Mount Carmel Hospital personnel. WOSU-TV agreed not to “edit or otherwise alter the program.” records show.

■ “The Innovators” and “Yankee Ingenuity: Ohio Style,” which the station claimed were done with program grants, were actually contracted and paid for by the Ohio Department of Development to promote its activities. In the contract, WOSU promised to air the shows. sight unseen.

■ “Tax Facts” and “Personal Financial Planner,” which featured interviews with CPAs, was paid for by the Society of Certified Accountants.
WOSU breaks own code in production of shows

Conflict of interest evident, report says

By Melissa Allison
Latern staff writer

WOSU, the university-owned public radio and television station, violated Public Broadcasting Service guidelines, according to an internal review report.

While WOSU does not follow PBS guidelines for local programs, evidence in the report suggests the station did break its own codes of ethics.

The internal review report of WOSU was completed Sept. 24, 1987, by a committee of nine employees from WOSU and the College of Social and Behavioral Sciences.

In the report, the director of the OSU Cooperative Extension Service is quoted as saying that “Pork Profits,” a series about hog farmers, was produced under a contract with the Ohio Pork Producers Association.

The station reported, however, that the show was produced in cooperation with the extension service, according to the committee. But according to the report, the director told the committee that the extension service had nothing to do with the program and that the show had been contracted for directly with OSU-TV by the pork producers.

“HEALTH MATTERS,” a series paid for by Mount Carmel Health, used Mount Carmel employees as guests and was also produced by Mount Carmel, the report said.

Six programs, aired locally by WOSU, were in violation of Public Broadcasting Service guidelines, the report said.

“Some members of the committee find that each of these programs is in violation of PBS Guidelines for underwriting, which state that money for programs may not be accepted from parties with a direct interest in their content,” it said.

“There is nothing wrong with the pork people sponsoring a series on pork as long as they are not influencing the content of the program,” said Bob Melisso, executive producer of WCMH-TV news, Channel 4 in Columbus.

Commercial television stations like WCMH sell air time in the form of commercials, but that does not give the advertisers the right to tell the station what it should program, he said.

SIMILARLY, PUBLIC broadcasting stations, such as WOSU, receive money for programs from underwriters, like Mount Carmel Health, but that does not mean Mount Carmel Health has the right to influence the content of the programs, Melisso said.

If an underwriter influences a program content, it is a conflict of interest, but if the underwriter contributes money for the program and does not influence programming, there is only the appearance of a conflict of interest, he said.

“The reason public television is held under such close public scrutiny is that they are also financed by tax dollars,” Melisso said.

PBS guidelines are the Public Broadcasting Service’s interpretation of the Federal Communications Commission’s laws governing all stations, said Cathy Lykes, assistant director of program business affairs for PBS.

“The guidelines are our interpretation of what constitutes non-commercial methods,” Lykes said.

ONLY PROGRAMS submitted to PBS for national airing are subject to those guidelines, said Steve Bass, director of national corporate support for PBS.

“We condemn the stations that follow these guidelines locally, but they are not accountable to us,” he said.

Lykes said PBS guidelines are generally stricter than those at the local level.

Dale Ouzts, director and general manager of WOSU, said PBS guidelines do not apply to WOSU.

“PBS has no guidelines for local programming,” Ouzts said. “We cannot follow a PBS guideline that does not exist.”

HOWEVER, THE report said the programs violated the PBS code of journalistic ethics by allowing the parties who contributed money for the programs to influence program content.

“Some members of the committee feel that some public affairs programs presented as the station’s own represent conflict of interest,” the report said, referring to the six programs.

Ouzts said WOSU stations follow the codes of ethics of the Society of Professional Journalists and the Radio-Television News Directors Association.

Conflicts of interest and the appearance of conflicts of interest are denounced by both codes of ethics.

“Gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers,” states the code of ethics of the Society of Professional Journalists.

THE RADIO-TELEVISION code of ethics says “(Members) will decline gifts or favors which would influence or appear to influence their judgments.”
WOSU chief defends cruise

From staff and wire reports

Dale K. Ouzts, manager of the WOSU stations, yesterday denied any wrongdoing in accepting a free ocean cruise last year.

"Even now, looking back on it, it was absolutely normal, regular and appropriate," said Ouzts.

An article in Sunday's Cleveland Plain Dealer implied that Ouzts, his wife and Mary Hoffman, news director of WOSU-FM, came close to breaking state law when they led a tour of Columbus residents on a cruise to China, Korea and Japan. Public employees are forbidden to use their positions to obtain gifts.

Ouzts, who has taught in China, said he was chosen to lead the cruise because of his knowledge of the region. He said officials of The Ohio State University, which oversees the stations, were fully aware of his actions.

"I'm still at a loss to figure out exactly what was done wrong," Ouzts said. Many organizations affiliated with the university have sponsored WOSU cruises for the past six years, he said.

The cruise was promoted as a fund-raiser for the station, with $200 from each cruise package designated as a donation to the stations. Two cruise packages were donated by the travel agency for WOSU's fund-raising auction.

The cruise packages given to Ouzts, his wife and Hoffman are worth a total of $11,000 to $15,000. The cruise line sold $125,000 worth of cruise tickets through the WOSU promotion. Ouzts said he paid his wife's expenses.
WOSU manager took free cruise, newspaper says

By Michele Ohl
Lantern staff writer

WOSU General Manager Dale Ouzts, his wife and WOSU-FM program director Mary Hoffman received a free cruise from a Columbus travel agency in exchange for free promotional advertising by WOSU, according to The (Cleveland) Plain Dealer.

The article said Ouzts and his wife were sent on an all-expense paid cruise to China, Korea and Japan by the People's Travel Service Inc., which had a station promotional contract signed by Ouzts.

Federal Communications Commission regulations prohibit public broadcast stations from broadcasting paid advertising.

Sue Davidson, marketing director for WOSU, said the advertising for the travel agency was a four-page color brochure supplied by People's Travel for Royal Cruise Lines that was included in WOSU's travel magazine AIR.

See WOSU, page 2

FARE.

Davidson said the stations received $4,500 from the cruise line from the sale of 44 package trips to members of Friends of WOSU. The station also received $7,250 from auctioning off two other cruise packages donated by the cruise line for the station's annual membership drive. She said $200 from each ticket went to the stations. Total contributions to WOSU were $12,500.

Davidson said this cruise provided an opportunity for the Friends of WOSU to get together in a relaxed comfortable atmosphere and at the same time help to raise money for WOSU.

Davidson said Ouzts and his wife were asked to host the cruise because they had visited China before and were familiar with Eastern culture. According to Associated Press reports the cruise packages given to Ouzts, his wife and Hoffman were worth a total of $11,000 to $15,000.

The cruise line said more than $125,000 worth of cruise tickets through WOSU and received thousands of dollars worth of free advertising from the WOSU stations, the AP reported.

"The AP also reported that the expenses the station incurred promoting the cruise and sending Ouzts and his wife on it were unavailable, although Davidson said she believed the station paid additional travel expenses for Ouzts and perhaps his wife. Ouzts said he paid all of his through his expenses, but he confirmed that WOSU picked up some of his expenses because the travel agency asked him and his wife to host the trip thinking that having the couple host it "would sell more cruises."

"Most of the people who went were couples," Ouzts said. He also said the travel agency paid some of Hoffman's expenses.

Ouzts said the promotion contract, which included provisions for a free trip, was approved by Larry Thompson, special assistant to President Jennings.

Thompson said the practice of giving free trips to people who conduct fund-raisers is not uncommon. Often travel agencies will give free trips to fund-raising personnel so they may travel with the donors and make sure the donors are satisfied.
OSU chief's aide ordered station to air Hayes service

By GARY WEBB
PD BUREAU

COLUMBUS — Dale K. Ouzts, the manager of Columbus' public television and radio stations, said an assistant to Ohio State University President Edward Jennings threatened to fire him last year if the public TV station didn't broadcast the memorial service for former OSU football coach Woody Hayes.

"I was told I wouldn't be here if I didn't," Ouzts said in an interview Friday. "I had two kids in college. What was I supposed to do?"

Ouzts said he had a "long and robust" conversation with Jennings' assistant, Larry Thompson, over airing the Hayes service because he didn't feel it was proper fare for a public TV station.

"I kept thinking, 'Isn't this the same guy the university fired for striking an opposing player?,'" Ouzts said. He said Thompson insisted he and Jennings felt WOSU needed to "pay particular attention to the interests of the greater community in this massive PR figure who was being buried. I think everyone now realizes that the way the matter was handled was a mistake, but at the time, I don't think they thought there was anything wrong with it."

The Plain Dealer reported last week that two teams that reviewed the operations of OSU's public television and radio stations complained that top OSU officials had meddled in the programming content of the TV station and that the station needed to be protected from such outside interference. The university holds the licenses for the stations.

While Ouzts disagreed with several other findings of the review committees, which he said were filled with inaccurate opinions, he said the reports were correct in stating that OSU officials had applied pressure on him to get programming changes.

Thompson said Ouzts' version of the events "was close" and he confirmed ordering Ouzts to broadcast the Woody Hayes memorial. He said WOSU-TV was planning to broadcast the services at 11:30 p.m. or midnight, following a station fund-raiser.

"I told him that the president's staff, the president and I felt it would be inappropriate to have the fund-raiser around the memorial service," Thompson said. "I didn't want anyone to get the impression that the service had anything to do with the fund-raiser."

He said he ordered Ouzts to cancel the fund-raiser and move up the broadcast of the memorial service to earlier in the evening.

During the interview, Ouzts also complained that Jennings' office was forcing the station to broadcast tape-delays of OSU football games even though it was a massive money drain on the struggling station.

"It probably costs us $250,000 a year to do those 11 games," Ouzts said. "Last year, we had no income from football. We ate the whole pill."

The combined budget of the TV station and the AM and FM radio stations is just over $8 million a year.

Ouzts said the station has been unable to find sponsors or underwriters for the football games since public broadcasting rules prohibit commercial advertisements.

Thompson confirmed that Ouzts has complained to him and Jennings that the football games were a strain on the station's budget. He said the public TV station has been doing the delayed broadcasts for 16 or 18 years and said they were popular with the community.

He said the university was looking at ways to relieve some of the burden on the station, which he said is caused in part by the university's athletic department and communications department refusing to pay their share of the broadcasts.
WOSU officials got free trips in cruise promotion

By GARY WEBB
PD BUREAU

COLUMBUS — Officials with Ohio State University's public radio and television stations have received tens of thousands of dollars worth of free ocean cruises through fund-raising promotions that have been of questionable value to the stations.

Last year, for example, WOSU station manager Dale K. Oufts and his wife, Kathy, were sent on an all-expense-paid cruise to China, Korea and Japan by a Columbus travel agency that had a promotional contract with the stations—a contract Oufts signed. The travel agency also paid $2,700 toward a cruise package for one of the radio station's program directors, records show.

A glossy, full-color promotional brochure WOSU sent to 30,000 of its donors described the 18-day excursion as "the cruise event you've been waiting for" and boasted of the ship's "European master chefs" who prepare "a variety of superb cuisine" while the gyroscopically stabilized ocean liner glides across the blue Oriental waters. Ports of call included Shanghai, Hong Kong, Pusan, Korea and Nagasaki, Japan, with three nights in Peking.

But while the cruise was heavily promoted as a fund-raiser to benefit Central Ohio's only public broadcasting outlets—with $200 from every cruise package sold going as a donation to the stations—the chief benefit appears to have been to the station officials who got to "experience the wonders of the Orient" and to the Royal Cruise Line.

The cruise packages given to Oufts, his wife, and WOSU-FM program director Mary Hoffman are worth a total of $11,000 to $15,000. The cruise line sold more than $125,000 worth of cruise tickets through WOSU and received thousands of dollars worth of free advertising from the WOSU stations.

The stations, meanwhile, got a $4,800 "contribution" from the cruise line, for which the 24 cruise-goers received $200 per person tax write-offs, and an additional $7,250 from auctioning off two other cruise packages donated by the cruise line for their station's annual membership drive.

The expenses the station incurred promoting the cruise and sending Oufts and his wife on it were unavailable, though WOSU marketing director Sue Davidson said she believed the station paid additional travel expenses for Oufts and perhaps his wife.

Oufts said he paid all of his wife's expenses but confirmed WOSU had picked up some travel expenses for him and Hoffman.

Oufts said he and his wife were asked by the travel agency to host the trip because the agency thought having a couple host it "would sell more cruises. Most of the people who went were couples."

But Oufts and WOSU-FM program director Hoffman, who has been on most of the cruises WOSU has sponsored, were listed in the station's promotional brochures as the hosts of the cruise. Oufts' wife is not an employee of the stations and the only mention the brochures make of her involvement is in tiny print next to a picture of her smiling husband.

"Dale and his wife Kathy will continue their pursuit of understanding the enchanting Orient on this cruise," the brochure said.

Moriene Sanford, the Columbus travel agent who arranged the cruise for WOSU, had a different recollection of how the Ouftses came to host the Golden Odyssey's voyage to the Orient.

"Dale had never been on any of these cruises before and he said that since he'd been to China, he felt he should be the one to escort the group with his wife," Sanford said.

Larry Thompson, special assistant to OSU President Edward Jennings and legal counsel to OSU, said he approved the idea of Oufts taking his wife along and said Oufts sought his permission before doing so.

"I thought it was permissible. They (the cruise line) were giving a cabin to Dale so it wasn't costing anything extra for his wife to go," Thompson said.

As manager of the university-owned stations, Oufts is a public employee, Thompson said. State law prohibits public employees from using their official positions "to secure anything of value" for themselves that they would not ordinarily get in the performance of their official duties.

Oufts said the official duties that required him to go on the cruise were "being the head of WOSU and having had the expertise in China."

According to the cruise line's promotional brochure: "As part of the Ohio State University's cultural exchange with the Beijing Broadcasting Institute in China, Dale has traveled to China twice and will be sharing his insights from his experiences with WOSU cruise passengers."

The free sea cruises haven't just been limited to WOSU station bosses. In 1985, two free cruises to Mexico, the Panama Canal, Colombia, Jamaica and Florida were given to William (Zigg) Coyle and his wife, records show. At the time, Coyle, owner of several music stores in Columbus, was on the board of the Friends of WOSU Inc., a private fund-raising group, and was himself a major donor to the stations.

The Coylees went along as hosts of the cruise, billed as the "Big Band Cruise," a gesture worth $6,000 to $20,000. The promotion raised only $4,328 for the public broadcasting stations, WOSU records show.

Davidson said the station had done only one cost-benefit analysis of the cruise promotions since they began in 1984, and those records showed that promotion cost the struggling stations more than it raised.

According to documents provided by WOSU, the 1986 Scandinavian cruise promotion brought in a $6,800 "contribution" from the cruise line and $9,500 from a donated cruise that was auctioned off.

But to get that money, it cost the stations $20,941 for such things as providing 71 free 30-second ads on the FM radio station, numerous television spots for the cruise, additional air fare for the auction winners, staff salaries and full-page ads in the station magazine.

Travel agent Sanford, who began arranging the cruises for WOSU in 1984, said Oufts complained to her during the negotiations for last year's China cruise that "the station wasn't getting enough out of these things."

During the negotiations, records show, the cruise line initially offered to pay most of the cost of Oufts' wife's cruise, which the cruise line described in a letter Sanford wrote to WOSU as a "favor" from the cruise line, but one that created "an additional expense for (WOSU) that is difficult to explain."

In the end, the station gave FM...
program director Hoffman the partially paid cruise, with WOSU picking up the difference, and Ouzts' wife was given a fully paid cruise.

Sanford said it was routine for cruise lines to throw in free trips in an effort to entice groups to sell cruise packages.

"It's the carrot they hold out. Everyone wants a free cruise," she said.

Diane Moore, vice president of passenger operations for the San Francisco-based Royal Cruise Lines, agreed.

"It just happened to be a way to get their (WOSU's) business. We're very creative in the way we get business for the ships," Moore said.

Davidson said the station was no longer getting free cruises for station personnel since the OSU Alumni Association was now co-sponsoring the promotions. She said the cruise line now handling the arrangements would simply donate one cruise for the annual fund-raising auction.

Davidson said the station decided last year that cruise promotions were taking up too much of station personnel's time and were not producing enough revenue to warrant it.

Ouzts confirmed that.

"We probably averaged $10,000 to $12,000 per cruise and when you take all the promotional efforts and the staff time involved in putting it together and then going on the cruise as hosts, suddenly you've got a pretty sizable investment," Ouzts said.
Update: WOSU’s review process marches on

For almost two years, the WOSU stations have been the subject of an evaluation divided into two stages: an internal review by a committee drawn from WOSU and elsewhere at Ohio State University (see "The new WOSU Broadcasting for dollars"—September), followed by an external review by a committee of three public broadcasters and a professor of communications from the University of Utah.

Neither of the reports have been made public officially, and won’t be, according to Howard Gauthier, associate provost of the university, until a plan of action is devised in response to the issues raised. But each had been leaked to Columbus Monthly and the Cleveland Plain Dealer.

Subsequently, the university announced that reports would be provided to any news media that requested them.

The internal review was critical of the management of WOSU stations overall, and of certain practices of the television outlet. Now the subsequent external review, too, contains criticism, sometimes scathing criticism, of the WOSU operations.

Both reports were shown to WOSU staff members with the admonition that they not discuss anything they read in the reports.

The writers of the external review report show an obvious affection for fellow public broadcasters. But that did not stop them from taking sharp notice of a lack of a sense of mission, from management all the way through the staff. It is manifest in "low morale, malaise, languor, lack of fire in the belly," non-meeting performance, and a low level of achievement (particularly in television). This is not a team which has won national recognition as one of the best in public broadcasting."

The external review committee lays much of the blame at the feet of the university administration, for not understanding the mission of public broadcasting, for editorial interference from the president’s office and for understaffing. The criticism applies primarily to the television station.

"There seems to be no recognition on the part of the university of what the pursuit of excellence in public broadcasting requires—no indication, for example, of tolerance for controversial programming, no mandate to take risks and compete vigorously in the marketplace."

The report says that the lack of financial commitment has forced the station to rely too heavily on community contributions, leading to too great an effort to maximize viewership. Thus, programs that offend potential funders are avoided. The report continued, and local production is restricted to programs that require little money or effort. The work of the fund-raising support group, the Friends of WOSU Inc., has been vital to the survival of the station, the report says, but "The appearance of external control by an external funding source is problematic."

At the same time, the report says there is evidence of calls from president Edward Jennings’s office "to directly influence programming," and it blames some of the station’s willingness to acquiesce to the lack of clear lines of authority from the university board of trustees, which is the official licensee, to the station. There also are "mixed signals" to WOSU managers, the report asserts. On the one hand the stations are told to turn to the public for financial support because the university is withdrawing its funds; on the other it is told, "We are your parents and your licensee, even if we don’t want to support you."

In sum, the outside reviewers say the result of unclear governance and lack of long-range planning has been "paralysis and paranoia which extends even to the lowest levels of the WOSU organization."

The most serious criticisms of the internal reviewers concern the ethics of allowing sponsor-produced television programs to be passed off as the station’s own, and of other abdications of editorial independence. This censoring was echoed in the external report. Noting that successful broadcasting depends on editorial independence, the committee says it is "troubled by the number of instances of attempts to control or influence the editorial integrity of the stations."

The report does not draw conclusions about specific instances cited in the internal review, but concludes, "We have serious concerns about the adequacy of the protection of WOSU’s editorial integrity."

It recommends a restructuring of the relationship between WOSU and funding sources that will "insure that the integrity of the decision-making process is insulated from the direct control of any source of external funding or programming."

—Jan Christensen
COLUMBUS -- In accordance with recommendations from recent review committees, a change in the reporting structure of the WOSU radio and television stations will be presented to the Ohio State University Board of Trustees for approval at its Feb. 3 meeting.

President Edward H. Jennings will recommend that WOSU stations director Dale Outz report to Joan Huber, dean of the College of Social and Behavioral Sciences. Previously, Outz had reported to Larry Thompson, a special assistant to Jennings.

"The reassignment will bring WOSU into the normal academic governance system in the same manner as other university units," Jennings said.

"I believe this arrangement is in the best interest of WOSU stations. WOSU's location within the College of Social and Behavioral Sciences will bring under one academic area many of the important communications programs at the university."

The operations of the WOSU stations recently were reviewed by two committees -- one composed of Ohio State faculty and staff members and one composed of public broadcasting experts from outside the university. The reviews are part of the ongoing Ohio State program review process to periodically evaluate academic and nonacademic departments.
Among the concerns raised by the program review committees were that the WOSU stations were poorly integrated into campus life and that the staff felt a lack of acceptance by the academic community. The reviewers called for a new management structure that would produce a clear statement of the stations' mission and policies.

Ouzts noted that the move will facilitate coordination of WOSU activities with the School of Journalism and the Department of Communication, both of which are part of the College of Social and Behavioral Sciences.

"We hope this new structure will help meet some of the concerns that were expressed in the recent program review regarding the administrative relationship of WOSU stations to the university," he said.

Huber said she expects the new relationship will be beneficial. "In the long run, it should help alleviate many of the concerns raised by the review committees and increase the participation of the WOSU staff in the academic life of the university," she said, adding that it is too early to be specific about plans for the stations.

"Obviously, there will be some kind of advisory committee with appropriate representatives from various units across the university. Until we get that committee together and hear what the members have to say, I can't say what plans will be developed."

The WOSU stations include news-oriented WOSU-AM, classical music WOSU-FM and two television stations affiliated with the Public Broadcasting Service -- WOSU-TV, channel 34 in Columbus, and WPBO-TV, channel 42 in Portsmouth.

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Contact: Joan Huber, (614) 292-8448.

(RG 37)
President recommends that WOSU report to dean

By Ruth Gerstner

Reflecting recommendations from recent review committees, a change in the reporting structure of the WOSU radio and television stations will be presented to the University Board of Trustees for approval at its Feb. 3 meeting.

President Jennings will recommend that WOSU stations director Dale Ouzts report to Joan Huber, dean of the College of Social and Behavioral Sciences. Previously Ouzts had reported to Larry Thompson, a special assistant to Jennings. Thompson has left his post at the University.

"The reassignment will bring WOSU into the normal academic governance system in the same manner as other University units," Jennings says.

"I believe this arrangement is in the best interest of WOSU stations. Their location within the College of Social and Behavioral Sciences will bring under one academic area many of the important communications programs at the University."

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Dear Friends:

As the Spring Quarter at Ohio State moves toward summer, many faculty and students start thinking vacation. At the WOSU Stations, we're approaching one of our busiest seasons—we're thinking Auction 34!

Our sixth annual auction airs on WOSU-TV April 27–30 and May 4–7, 6 p.m. to midnight on weekdays and 2 p.m. to midnight on weekends. I hope you'll tune in and that you'll be the successful bidder on some great bargains.

It wouldn't be possible to present Auction 34 without the help of hundreds of volunteers and thousands of donations. Some of our good friends from the University are participating as on-air auctioneers—our thanks to Dr. Joy Reilly from the Department of Theatre, Clinical Professors Dr. H. Joel Gorinsky and Dr. Victor Vermeulen, Dave Stanton from Communication Services, Marajean Marvin from the School of Music, and Ohio State Football Coach John Cooper.

Our thanks also go to Basketball Coach Gary Williams for donating an autographed basketball, the College of the Arts for opera and music tickets, the Department of Theatre for an opening night subscription, the Department of Photo and Cinema for videotapes featuring Woody Hayes, the School of Music for tapes and records, and Emergency Medical Service and Fire Prevention for fire extinguishers.

Auction 34 is one of the major fundraisers that help to provide programming excellence on the WOSU Stations. We were pleased to learn recently that WOSU-TV34 will receive two OEBIE awards (presented by the Ohio Educational Broadcasting Network Commission) for THE FRONT PORCH PRESIDENT (top program in the Community Service/Informational category and Program of the Year). The program, which features President Warren G. Harding, was produced by Professor Rob Rupp of Ohio State's Mansfield campus and Richard Roberts of our staff. Ed Clay, Station Manager of WOSU-TV, was executive producer for the broadcast project.

Although programming is our most visible product, many of our most important activities take place behind the scenes. Ed Clay was recently invited to participate in the African American Film Festival coordinated by the Association of Black Graduate Students. A program produced by Ed (BOLEY, OKLAHOMA: ALIVE AND WELL) when he was with the Nebraska Educational Television Network was one of 19 programs selected nationally by the Ohio State Photo and Cinema Department to depict the history of black America from 1918 to the present. The film festival was held April 26 at Denney Hall.
No matter how excellent the programs we produce or purchase are, it would all be for naught if we didn't have the means to deliver them to our audiences. Our listeners and viewers are seldom aware of those efforts—except when something goes wrong. This has been the case on the Ohio State Mansfield campus, where we received permission from the Federal Communications Commission to construct an FM station (WOSV-FM) that would initially carry the signal of WOSU-FM (Classical 89.7) to residents in the Mansfield area. Later, local concerts and cultural events could be added to the schedule. We had hoped to be on the air by spring but because of numerous unforeseen problems, delays have been inevitable. We have had many requests to provide this broadcast service, and as soon as it is possible for us to be on the air, we will be!

For WOSU-AM and WOSU-FM, one of our most important behind-the-scenes activities is taking place right now. On behalf of the University, our licensee, we're preparing our license renewal applications for filing with the Federal Communications Commission by June 1. You may have already heard our pre-filing announcements that aired on April 1 and April 16, and which will be repeated on May 1 and May 16. These announcements invite the public to inspect our applications once they are filed and to file any comments with the FCC regarding our performance over the past seven years. Once the applications have been filed, we will begin airing post-filing announcements (on the first and fifteenth of June, July, and August).

Two of our major accomplishments since our last renewal have been the expansion of hours on both stations—WOSU-FM now presents classical music 24 hours a day, and WOSU-AM airs news and information programming 18 hours a day. We're pleased to provide this additional service to our audiences—if you're not a regular listener, I hope you'll tune in.

We'll be back in the fall with another update on activities at the WOSU Stations. We hope you all have a pleasant summer!

Sincerely,

Dale K. Ouzts
General Manager
The Human Race, which helps to raise money for more than 80 non-profit organizations, including WOSU-AM-FM-TV and OSU University Hospitals, is more than just a fundraiser for participants Chris Clarkson and Heidi Redd.

Clarkson, 25, a Columbus speed-walker, has won gold medals in the 100 and 400-meter walk at the Ohio Special Olympics for four years. He will represent Ohio and On My Own Inc. at the international Special Olympics.

"In all my four years I've been in Special Olympics, I've always believed in being ahead," Clarkson said. Clarkson, who had 48 sponsors, walked in The Human Race to benefit On My Own, Inc., in which he is an active member. The agency helps mildly disabled persons develop independent living skills.

"Chris is a normal young man with autism," said Deborah Kozon, a psychologist and co-director of On My Own, Inc.

Kozon said people with autism usually have very specific areas of interest and tend to learn and memorize large amounts of information. This often means these people are highly functional and are beyond the programs that most disability services offer, she said.

An estimated 2,000 people participated in The Human Race, which began and ended at Central High School with the 10K and 3.5K courses running through downtown and German Village.

Nonprofit agencies recruit walkers to raise money with 25 percent of the funds supporting the event's sponsor, CALLVAC Services, and the agencies receiving the remaining funds.

Heidi Redd, of Millersport, walked to benefit AIDS Service Connection (ASC) in memory of her brother Kurt Waggoner, who died from AIDS on Memorial Day.

Reed and nine siblings participated in the race last year while attending a family reunion and raised over $600 for ASC. The family was unable to reunite this year, but all walked in their respective hometowns and are sending their contributions to the Columbus organization.

"I only wish Kurt could be here to see all of this," Redd said.

Lisa White and canine companion Jimenez stop to see "Gloombusters" Billy and Izzy at the Human Race on Sunday.
Whither goes WOSU?

Imagine that you and a good friend jointly own a couple of radio stations and a TV station. Then imagine that you put up more than half the money and equipment to run the stations, while your friend gives less than 20 percent — with the rest from government sources.

Imagine further that your friend uses his initials for the station call letters; the station license lists him as owner; the general manager of the station reports to him; and, at the end of each broadcasting day, the TV station runs a spot featuring your friend, his family, his home and his accomplishments.

What do you get?

You get to watch the TV station, listen to the radio stations, sit on an advisory panel and maybe drink coffee from a mug bearing the station logo.

That’s if “you” are the public and your “friend” is Ohio State University, owner of the WOSU stations — at 880 AM, 89.7 FM and Channel 34.

During a time of tighter budgets and changing priorities, public broadcasting stations nationwide are asking viewers and listeners for more and more money, while income from other sources — such as the government and universities — is drying up.

In Columbus, the scenario has prompted speculation about whether the time has come for Ohio State to restructure, or even sever, its ties to the WOSU stations and allow them to become community-owned.

Light-up maps in station’s lobby show coverage areas.
During the past fiscal year, private donations from 66 percent of the WOSU station's listeners, compared with 19 percent from OSU. OSU also provided WOSU with free office and studio space.

Unlike commercially owned stations, public stations are nonprofit entities that exist for the benefit of viewers and listeners. They have evolved from basic educational services, such as foreign-language classes, to today's national network of radio and TV stations. To support this expanded role without advertising, many stations have resorted to soliciting community donations via fund-raising drives, auctions, and similar campaigns.

In some places, though, public stations are owned by the community instead of an educational institution. In such cases, a board representing the public has authority over the station's general manager, who makes the daily operating decisions.

One station that found it could no longer afford to stay on the air was Seattle's KCTS-TV, which became community-owned in 1987 after 53 years of ownership by the University of Washington.

Barnie Clark, general manager of KCTS, said the station had reached a breaking point in the early '80s. It was housed in overcrowded, obsolete facilities on campus; university money had dropped to less than 1 percent of the station's budget; and public support had climbed to more than 50 percent.

In his case, it became clear that the university's contributions to the station probably wouldn't increase. Clark began gently pushing for community ownership. He had found that the station's association with the university had impeded fund raising. "That was a major concern," he said.

In addition, the university was concerned that the station's donation requests discouraged the public from contributing. The public, meanwhile, assumed that the university provided the station with ample money.

"We didn't want to embarrass the university by pointing out how little they actually spent on the operation," Clark said.

In 1982, the station began raising money for a new broadcast headquarters at the Seattle Center, an office complex. Four years later, the station moved in.

KCTS and the Seattle Rotary teamed on a major fund-raising campaign. By 1987, the community was providing about two-thirds of the station's revenues — a figure that remains constant today. The rest comes from government sources.

The percentage of viewers who become donors has risen, too. "We have been up to 15 percent of viewers as donors," Clark said.

"Naturally, as the audience expands, that percentage drops down," the low point at KCTS has been about 15 percent.

The move to community ownership, Clark said, has served the station well. Two other stations — one in Vermont, one in Denver — converted to community ownership about the same time KCTS did, Clark said. Both stations, he said, are doing extremely well.

While fewer than a dozen radio and TV stations nationwide have switched to community ownership, "I think it's inevitable in most major markets for this to happen," Clark said.

Tighter budgets force the move, he said, especially in big markets. In midsize markets, it may be a different situation. It really depends on the resources, population, and corporate base available.

In Columbus, community ownership of the WOSU stations has been discussed, but OSU officials have firmly opposed such a move.

elimination of WOSU.

But Malcolm Barrow, executive director of university communications, said OSU is not considering any change in its relationship with WOSU. "This is not anything I've even heard discussed," he said. "The university very much appreciates the value of the identification of Ohio State with the stations. The university is very much aware that WOSU represents the university well throughout the state."

Talk of moving to a form of community ownership or partnership took place recently among the board of directors of the 20-year-old Friends of WOSU.

Michael A. Mess, former board president, was one of several board members who resigned in March after it became clear that the board was to become more of a fund-raising panel than a policy-making group.

"I think some on the board have pitched a university-community partnership," said Mess, who, among others, has failed to get on about the stations' future.

"I think someday there will have to be a community-university-policy board," Mess said. "But that's going to have to come from university leadership and community leadership. It wasn't worth making the Friends board part of the effort to change that. The board is a creature of the stations and is meant to act in the stations' best interest."

The Friends of WOSU and another WOSU fund-raising panel are being combined to avoid a duplication of efforts.

The new panel will "redirect its efforts to internal capital fund raising and some operating fund raising," said Harry D. Pott, vice president of the Friends board. "Some board members are not accustomed to that and resigned."

Mess, who acknowledged having little fund-raising talent, emphasized, "If you're going to have the responsibility for raising funds, then I think you should have the authority to decide where it goes."

But, he conceded, "It's not a simple problem."

One major reason that OSU's involvement with the station has been questioned recently and may be strenuously questioned in the future is that the university claims ownership, the stations don't always benefit financially from the relationship.

In Columbus, only about 6 percent of WOSU viewers and listeners donate money. At other public stations nationwide, donations typically reach 10 percent.

OSU's managers contend that their lower contribution rates are partly a result of an expanding audience. New listeners and viewers don't immediately pick up their checkbooks, they say, so the percentages stay low.

Marketing studies, however, show that many people don't give to public stations because they think they don't need to.

"People have figured that for the last 20 years the university has taken care of us, so why should they?" Onta said.

"Public recognition helps and 'university' recognition hurts the chances of getting support from a listener," researcher David Giovannini said in a national report prepared by Audience Research Analysis in Silver Spring, Md.

"A listener's unwillingness to support a public...station is rooted in the idea that the university supports the stations," Giovannini said. "The station's association with the university is not the key."

Such thinking not only affects the public's willingness to contribute but also triggers other problems.

Federal contributions to public stations, for example, are based on community support. Consequently, fewer public donations translate into less government support.

"There are thousands on campus that survive on sources of income other than the university," said Harway, citing the athletics department and the Arthur J. James Cancer Hospital.

"Our motto: No one (at the university) wants to let it get away."

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**The Columbus Dispatch**

**Sunday**

**MAY 16, 1993**

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Since 1922, WOSU's been pushed to become a different kind of public station

By Tim Feran
Dispatch Radio Critic

Ohio State University's involvement in broadcasting dates from the earliest days of radio and television programming in the United States.

Like many public stations with long histories, the WOSU stations — 880 AM and 89.7 FM on radio and Channel 94 on television — have changed through the decades.

WOSU-AM was one of the first radio stations in the United States, going on the air in 1922. The first broadcast featured the national baseball scores, news of a local fire and recorded music.

In the early days, though, the university was the focus. The station's first duties were to air twice-daily market and weather reports and university news. Lectures by professors were routinely broadcast.

WOSU-TV put on a German show in 1958.

Dispatch file photo

Audience changes
In 1932, the Ohio School of the Air was established, reaching 200,000 students at its peak. In 1934, the Radio Junior College was founded to reach students unable to live on the OSU campus.

Since 1987, however, the focus has been on the existing, committed audience. That year President Lyndon B. Johnson signed the Public Broadcasting Act, calling for "a strong and active nationwide alternative to commercial broadcasting." His action opened the gates to a far different kind of public station.

Today, WOSU-WTM has the largest radio news team in Central Ohio. Programming includes consumer and home-oriented call-in programs, live coverage of OSU women's basketball games and interviews with experts on a variety of topics. Many of the experts on call-in shows are from the OSU faculty.

WOSU-FM began broadcasting in 1961, initially duplicating the AM station's programming. By the early 1980s, WOSU-FM was airing 92 percent of its programming each week and 33 hours of educational and instructional programming. WOSU-FM completely eliminated its simulcasting in 1980 and began programming classical music exclusively. Today it is Central Ohio's only all-classical station.

WOSU-TV began broadcasting in 1956 with a five-hour day, featuring a speech by OSU's vice president of external relations for the OSU Symphonic Choir and a documentary about the university.

The construction of the TV station's first studios was financed entirely with private donations. In 1937, WOSU-FM was awarded a grant to experiment with televised junior instruction for elementary, secondary and college students. In 1961, the station was airing mostly instructional series during the day and programs from the National Educational Television and Radio Center in New York at night.

The Public Broadcasting Act of 1967, however, pushed the station toward today's diverse schedule — from The Steve Allen Show to Mister Rogers' Neighborhood. Full-scale police during the Nixon administration led the friends of WOSU, founded in 1973, to seek additional donations.

WOSU-FM and WOSU-TV, then, are owned and operated by the citizens of Central Ohio.

In 1989, WOSU-FM was featured in a statewide campaign to increase public radio listening.

The WOSU-FM radio team hit the road for a farm broadcast in 1944.

The WOSU-FM radio team hit the road for a farm broadcast in 1944.
BENEFIT

Garden party to aid WOSU

WOSU will host an English garden party June 12 at the Christ Church Anglican, 43 W. 4th Ave.

Tours of the church's English gardens will be conducted from 2 to 3:30 p.m. and 4 to 5:30 p.m. Featured will be a photographic display of gardens and flowers, and an herb display by members of the Kingswood and Columbus herb societies.

Tickets cost $15; the event benefits the WOSU stations. For more information, call the Development Office of WOSU at 292-9678.
University should hand over WOSU to community

A year ago, Ohio State University President Gordon Gee decried repeated cuts in state funding for higher education.

"Some private institutions receive more public support than I do," he complained. "If we continue to lose support, we become a private institution, in effect."

When Gee made the statement, the state provided slightly less than 25 percent of OSU's budget.

So how must the folks at the university's WOSU broadcasting outlets feel?

Last year, the university provided only 18 percent — or about $1.1 million — of the public stations' $6.2 million budget.

OSU will further reduce its contribution to the three public stations — WOSU-AM, WOSU-FM and Channel 34 — by $120,000 in the current year and by $380,000 during the next five years.

WOSU has been scrambling for several years to cope with budget cuts by the university:

- It trimmed staff in 1991 and '92; the staff is about 25 percent smaller now than in the '80s.
- It has long delayed addressing crucial concerns such as aging equipment, inadequate space for operations and staff salaries below industry standards. Its annual report for the past seven years have repeatedly returned to those needs — and repeatedly stated, "The severity of these problems . . . is expected to worsen."
- It discontinued the annual Ohio State Awards, broadcasting's oldest program competition, after presenting them in May.
- The TV station announced a few weeks ago that it would stage a June fund-raising drive for the first time, pre-empting The MacNeil-Lehrer NewsHour for a week.

The future isn't looking bright at WOSU, which failed to meet its fund-raising goals during on-air drives in December 1993 and March '94. It is $216,000 short of what it needs to operate the three stations.

The pre-emption and June fund-raiser are wake-up calls to the community, especially to those who think that license owner Ohio State provides the bulk of WOSU's budget.

The perception — or, rather, misperception — is not unique to Columbus.

WOSU officials have long been aware of national marketing studies showing that many people don't contribute to university-affiliated public stations because they think the stations already have enough money.

"Public broadcasting stations — like WOSU — that are licensed to a university," General Manager Dale K. Ouita recently wrote, "suffer from a perception that 'the university will take care of you.'"

To paraphrase Gee: If WOSU continues to lose support from the university, it becomes a private institution, in effect.

Maybe it's time, then, that Ohio State considered turning over ownership to the community.

The change has been made elsewhere.

In Seattle, KCTS-TV became community-owned in 1987 after 33 years of ownership by the University of Washington. Like WOSU, KCTS was housed in overcrowded, obsolete facilities, its university funding was dwindling, and its association with the university was impeding fund raising.

Over a five-year span, the station started a major fund-raising campaign, built a new headquarters and cut its ties with the university.

The move to community ownership, KCTS officials say, has served the station well.

Ohio State University is no doubt loath to consider the idea.

WOSU's promotional value alone is about $2 million, according to a study supported by a Corporation for Public Broadcasting grant.

If the university's budget is so tight, however, that it can't handle the responsibility of running a radio-television operation, it should bail out in an orderly manner.

Otherwise, WOSU will continue to deteriorate — and lose its value to everyone.
$25 million campaign to ease WOSU woes

By Rob Gibson
Lantern Staff Writer

A $25 million fund-raising campaign, with hopes to raise at least $10 million by the year 2000, was recently launched by WOSU to combat government budget cuts and other necessary increases in spending.

"This is WOSU's most ambitious fund-raising campaign in its 73-year history," said Robert A. Oakley, campaign chairman.

The ultimate goal of the campaign is to raise $25 million for the endowment fund, said Oakley, who also is executive vice president and chief financial officer of the Nationwide Insurance Enterprise Foundation.

The endowment campaign has been in the planning stages for two years and is necessary because of recent budget cuts, said WOSU General Manager Dale K. Oultz.

"In this fiscal year alone, WOSU will sustain about $150,000 in combined cuts from Ohio State and the federal government," Oultz said. "On top of that, mandated increases in operations and programming will create a shortfall of $200,000 in our budget."

WOSU already has gifts totaling $500,000 toward the fund, including a pledge of $250,000 from Stephen A. Rish, president of the Nationwide Insurance Foundation.

"We think that it is important to keep public broadcasting viable," Rish said. "Giving this gift to WOSU shows our commitment to the stations."

Don Scott, director of marketing for WOSU, said the station is excited about the gift.

"We are hopeful that the Nationwide Insurance gift will lead to other major corporate contributors to the fund," Scott said.

Other major commitments to the fund include, $250,000 from the George Foundation, $35,000 from the WOSU Board of Friends, $10,000 from the Harold F. Zieg Trust, and $5,000 from the Harry C. Moores Foundation.

The WOSU Board of Friends Endowment Committee identified five initiatives of WOSU service to the community that will benefit from the endowment fund. The "Next Generation Initiatives" include: arts and culture, news and public affairs, media technology, education and lifelong learning, and program development.

Scott said that an Endowment Commission will be established to decide how the endowment will be distributed. The board will include the president and treasurer of the WOSU Board of Friends, the General Manager of WOSU Stations, two at large members from current individual contributors, and two at large members from the corporate friends community.
WOSU fears elimination of support from gov't

By Kathryn Szynal
Lantern staff writer

With the elimination of federal funds for public broadcasting looming in the background, WOSU stations are preparing for the worst-case scenario.

Some members of Congress have threatened to end financial support for public broadcasting to help balance the federal budget.

The WOSU stations currently consist of three Columbus radio stations and one television station. WOSU also operates a radio and television station in Portsmouth and a radio station in Mansfield.

"Prior to 1973, Ohio State provided 100 percent of the money to run WOSU programming," said WOSU Station Manager Dale K. Ouzts.

"Since 1990, there have been five consecutive budget cuts and the projections for the next five years show cuts of $95,000 each year," he said.

In the last 10 years, full-time staff has been reduced by one-fourth, Ouzts said, and those remaining employees are underpaid according to the market.

AirFare, the WOSU monthly magazine and program guide, has decreased in size from 60 to 28 pages.

Some things, like the Ohio State Awards, have been totally eliminated, Ouzts said.

The Ohio State Awards were the oldest awards in broadcasting.

These prestigious awards were established in 1936 by Dr. Keith Tyler, an OSU professor who made many contributions to radio.


"We could not find a corporate sponsor," Ouzts said. It was nice for the station but better for OSU since all the credit went to the university.

"It no longer exists," he said.

With higher operating costs and repeated budget cuts, it has been an ongoing challenge to maintain quality programming.

There is increased dependency on private, corporate and underwriting support, Ouzts said.

The Friends of WOSU is a volunteer organization established in 1973 to assist the WOSU stations.

"Although our major goal is fund raising, we represent WOSU in the community," said Judy Ross, president of the WOSU Board of Friends.

"We are the ears of the station," she said.

This non-profit group also serves as an advisor to station management and the university.
WineFest ’96 to aid WOSU Stations

WOSU will present musical entertainment at WineFest ’96 — an annual presentation of award-winning Ohio wines. Events will take place 5-10 p.m. March 22 and 1-10 p.m. March 23 at the River Club Restaurant, 679 W. Long St. Proceeds will benefit WOSU Stations.

Chefs from some of Columbus’ most prominent restaurants will conduct demonstrations, and there will be mini-seminars about aspects of wine.

Admission of $30 includes wine, the events, a commemorative glass, music and hors d’oeuvres. For tickets or information, call 688-3777.
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Thanking our major donors and friends

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The attached article came from this AIRFARE issue for February, 2008, Vol. 29, No. 2.

WOSU Public Media
wosu.org
February 2008

The Sandy & Andy Ross mediaLab
WOSU@cosi™

LEARNING ABOUT MEDIA LITERACY

Inside this Issue:
Ross Gift Makes New mediaLab Possible

WOSU's Election
2008 Coverage
In an era so correctly referred to as the “digital age,” we constantly see new media genres and forms. These different print and non-print messages construct the views of reality from the producer's perspective. Rarely do we have the time to explore the purpose behind the images and sounds we see. Without the correct knowledge of how to approach these messages, we can get swept up in the waves of the media's complex language.

Media literacy is aimed at introducing and informing people on how to access, analyze, evaluate, and communicate information within the media. The importance put on educating students and adults on media literacy is in response to the continuous development of technology. This education allows teachers and professionals to become more successful in their jobs by obtaining knowledge of different mediums relevant for today's society.

Between WOSU's educational resources and background and ITSCO's knowledge of technology and new media, the collaboration is a natural fit. To get up-to-date with the new technology, ITSCO works with schools on an individual basis to instruct teachers on the new media. To help schools that do not have the funding for these services, the Ross mediaLab provides a venue and courses that allow schools to send individuals to come for training at WOSU@COSI.

"With more and more media at our fingertips, it's especially critical that we develop a new set of critical thinking skills as we create and consume media," said Tom Rieland, General Manager of WOSU Public Media. "The Ross gift will allow hundreds of students, teachers, and others in Columbus to become content producers, while developing media literacy."

The Ross mediaLab offers courses on how to access and integrate different types of technology into the classroom. Through the exploration of how to use PowerPoint XP and Microsoft Excel, to implementing a variety of technology in a digital format for daily lessons, the Ross mediaLab provides an assortment of classes to help teachers make learning more interesting. The most popular class uses the iPod as an educational tool and introduces how to utilize podcasting to help students learn.

COSI provides the WOSU@COSI Ross mediaLab with a motivating and inspiring atmosphere.
Gift Creates the Sandy and Andy Ross mediaLab at WOSU@COSI

Sandy and Andy Ross love the arts, support life-long education, and think the best way to teach both adults and children is to assure that they have fun while they are learning. In a recent visit to WOSU@COSI, they met with mediaLab instructors who described workshops for teachers and gave them some hands-on learning experience. Sandy and Andy Ross were smiling from ear-to-ear as they got some tips on finding Ohio landmarks via Google Earth.

They also visited with Heather Cachat, a fourth-grade teacher from Southwestern City Schools, who had just recorded a video and produced a DVD that will help her class learn how shapes—in this case, circles—are applied to objects in the real world. Windmills, soccer balls, and snowflakes filled the screen with images that were both practical and artistic. It was an opportunity to see how one fourth-grade class will benefit from the time their teacher spent in the mediaLab.

Sandy Ross says that their support of the mediaLab grew naturally from her years in the classroom. “I know teachers can use technology as an important teaching tool,” Both Andy and Sandy believe the mediaLab will enable teachers and students to better use technology effectively to support learning. “The teachers who come to the mediaLab will gain skills they otherwise wouldn’t have, and they will be much more creative and engaging in the classroom once they have learned to use these new tools.”

The generous gift of Sandy and Andy Ross for the mediaLab at WOSU@COSI helps to bring a new critical learning tool to teachers and students in Central Ohio. The mediaLab will also be used to teach general courses in new media to anyone interested in learning to develop a podcast or create stories with digital media.

About the Author:
Nicole Bennett joined the WOSU Marketing/Communications staff as a student intern in January. She is currently a senior strategic communication major with minors in both business and professional writing at The Ohio State University.

For more information about the courses visit the Workshops page under Professional Development at www.itsco.org or contact Lynaya Elliott at lynaya@itsco.org.

It is equipped with a dozen Macintosh computers, the latest in digital media software, and a Smart Board. WOSU Public Media has partnered with Instructional Technology Services of Central Ohio (ITSCO) to manage the lab.
Learning about New Technology

Ross mediaLab offers workshops to the public

The end results remain the same, but the tools to get there are different.

Treasure hunts are now geocaching. GPS is the new 'map.' Music is still music, but where it used to come in vinyl and on CDs, it now comes as MP3s. Scissors and glue still work for scrapbooking, but digital photography and editing programs allow users more options to create digital scrapbooks.

The best reasons to use new technologies: they allow users more control and more ways to use and share media. What’s difficult is that they are still relatively new, and may seem intimidating to the uninitiated.

While growing up in a world of advanced technology is helping to make children of each generation more technologically efficient, many adults find these new developments to be a brand new concept. In order to encourage increased technological knowledge of both children and adults, WOSU Public Media is now offering a variety of classes at the Ross mediaLab to help the Columbus community expand its knowledge of new media. Some exciting new classes being offered at the mediaLab include use of a GPS device in the new treasure hunt craze geocaching, digital scrapbooking, and podcasts with iTunes and iPods.

Classes are for parents and their children (9-18 years old) who are interested in learning about content technology in a fun and safe environment, and are taught by Instructional Technology Services of Central Ohio (ITSCO), the leading technology trainer and resource for teachers throughout central Ohio. Classes take place from 10am to 12:30pm at WOSU@COSI (333 West Broad Street in Columbus).

In November of 2007, WOSU Public Media partnered with Instructional Technology Services of Central Ohio (ITSCO) to open the Andy and Sandy Ross mediaLab at WOSU@COSI. This lab was originally available to administrators and Ohio K-12 teachers for professional development, to assist them in becoming more familiar with different types of new media. The Ross mediaLab courses were designed to familiarize users about new technology in order for them to become more effective at their jobs, as well as to teach their students about technology and the media.

People rarely question the media they are constantly exposed to and are unaware of the effects it has on
them. It is important for individuals of all ages to have the ability to critically assess media in all forms including television, movies, video games, iPods, blogs, cell phones, web sites, and more.

Technology plays a huge role in our society. iPods, GPS devices, and cell phones that play movies—these new media developments are taking over and replacing other more familiar forms of media. Now, more than ever, people need to understand this new technology and all it has to offer.

"WOSU has created a wonderful opportunity to bring technology to individuals and families in an approachable and fun environment," said Andy Palermo, Executive Director of IT2COO.

The mediaLab has been a great success, and WOSU Public Media builds on that success by offering courses to the Columbus community.

Founders of the mediaLab, Andy and Sandy Ross, look forward to seeing the effect this change has on the community. "Opening the mediaLab to the public gives people who otherwise might not have access to such a facility a chance to learn," Andy Ross said. "We are optimistic that this will benefit the participants as well as the community."

To register for any of the available classes, call the WOSU Public Media business office at (614) 688-3777. Seating is limited so families can get the most of their experience together. Registration fees are the same for both parent/child and adult classes. Admission to WOSU@COSI is free but there is a small parking fee. For more information or to register online visit www.wosu.org/medialab.

By Rebecca DePalma, WOSU intern and Scott Gowans, WOSU Web Manager

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**Classes offered at the Ross mediaLab include:**

**iPods and Podcasting**
July 5, 2008 for parents and children
July 19, 2008 for adults
Registration fee of $210
This class will help participants learn to search for and subscribe to great podcasts from the overwhelming amount available.
Participants are given a 4GB nano iPod to keep!

**Geocaching: A Lifelong Adventure**
June 7, 2008 for parents and children
Registration fee of $185
This class will teach participants what geocaching is and how it can become a lifelong activity, how to use a GPS receiver, find hidden geocaches, and receive additional sources. Participants are given a GPS device to keep!

**Digital Scrapbooking**
May 3, 2008 for parents and children
May 24, 2008 for adults
June 21, 2008 for children
Registration fee of $60 per registrant or $145 with software purchase
This class will introduce participants to digital scrapbooking using Photoshop Elements (PSE). Skills covered include navigating the PSE work area, inserting and manipulating images, and photo restoration.
PSE software is included for participants to keep!
Kiplinger Program of Public Affairs Journalism joins University Communications

Program finds a new home at WOSU

After launching the first social media fellowship program for journalists in the nation this year, the Kiplinger Program of Public Affairs Journalism has also moved to a new campus home.

The long-standing university program, which allows mid-career journalists to learn the new skills and approaches they need in a digital age, is now based in University Communications and will be located at WOSU.

“We’ve had a strong partnership with University Communications over the years, and are excited about the program’s new direction and home,” said Kiplinger Director Debra Jasper. “We have so much in common with WOSU, and share its strong commitment to journalism and innovative approaches.”

The move comes as the Kiplinger Program completes its shift from a six-month academic fellowship program to a shorter-term executive leadership program that helps journalists learn new digital skills and tools. Jasper said the 2011 fellowship class, for example, learned how to leverage Facebook, tweet strategically, better understand search engine optimization, and take advantage of emerging news models.

The shift to the new format attracted a world-class field of journalists this spring, from top newsrooms such as CNN, Washington Post, Kyiv Post, 60 Minutes, NPR, Frontline, El Tiempo, Chicago Tribune, Los Angeles Times, and USA Today.

The three-month fellowship brings journalists to campus for seven intensive days of digital media sessions, and then provides coaching, webinars and other training to reporters once they return to their newsrooms. Fellows can also nominate an editor to attend a shorter-version of the fellowship.
"The Kiplinger Program is one of the most advanced digital media programs for journalists in the country," Tom Katzenmeyer, senior vice president of University Communications said. "We’re thrilled to be collaborating closely with them, and of course WOSU’s journalism focus makes it an ideal place for the program to be housed." Katzenmeyer also noted that University Communications had worked closely with the program on two previous national conferences for journalists—one on alternative energy and another on climate change.

Knight Kiplinger, trustee of the Kiplinger Foundation and editor in chief of The Kiplinger Letter and Kiplinger's Personal Finance magazine, said the deep demand for the Kiplinger Program's new offerings show that the program's move toward shorter-term fellowships was the right one. Nearly 600 journalists from 56 countries applied to take part in the 2011 class. "Newsrooms today are making a rapid transition to social media reporting and journalists need to get up speed quickly," he said. "The Kiplinger Program helps them stay relevant in a digital age."

The new approaches are very much in line with the program's rich history of journalism innovation. The Kiplinger Program was created on Ohio State's campus in 1973 by Austin Kiplinger in honor of his father, W.M. Kiplinger, one of the university's first journalism graduates in 1912.

W.M. pioneered a new kind of journalism when he became publisher of The Kiplinger Letter and later Kiplinger's Personal Finance. He has been described by his son as "a dedicated journalist, a muckraker and an inspiration to young journalists... a very original thinker."
WOSU Public Media's mission is to enrich lives through programming and community services that educate, inform, entertain, and inspire.

wosu.org

WOSU is a licensee of The Ohio State University, serving 31

WOSU Public Media is a non-profit, community supported, noncommercial multimedia organization serving Columbus and central Ohio.
Radio
89.7 NPR News is the only 24-hour FM NPR news station in central Ohio delivering national and local news and talk programming including All Sides with Ann Fisher, Morning Edition, All Things Considered and Fresh Air.
Classical 101 at 101.1 FM is the sole source for classical music radio in central Ohio and is heard on four other regional FM stations. Locally hosted throughout the day, Classical 101 features local concerts and the daily national program, Performance Today.

Television
Viewers of WOSU TV appreciate exceptional arts and public affairs programming with local productions like Columbus on the Record, In the Know and the landmark Columbus Neighborhoods documentary series. Twelve hours of educational PBS KIDS® shows are seen daily, along with PBS favorites like NOVA, FRONTLINE, and Downton Abbey.
Two additional digital channels include: WOSU Ohio showcasing arts and public affairs programming from across the state including live legislative coverage from the Statehouse, and WOSU Plus with local, national and lifestyle shows.

Web
wosu.org extends WOSU Public Media's broadcast features with the latest news, programming guides, community outreach information, live audio streaming of both radio stations, and exclusive blogs and show pages.

WOSU Public Media is driven by core goals and priorities to serve our community:

A Healthy Democracy Requires Informed Citizens
We bring depth and context to the news of our world through NPR, PBS, local news and talk programming, and regional public discourse – from open forums and panels to the only 24-hour public radio news station in central Ohio – 89.7 NPR News.

Lifelong Learning is Vital for All
We serve our region’s lifelong learning needs with educational and informative programs and online resources designed for everyone from preschoolers to older adults with projects ranging from Ready To Learn® to Next Avenue.

Arts & Culture Inspire All
A thriving arts and cultural scene is what makes a great city. WOSU Public Media is growing the audience for, and the appreciation of, the arts by providing unique experiences like live concerts, profiles of local artists, all-day classical music on Classical 101, and the interstitial series ArtZone, combined with national arts programming from PBS.

Support WOSU Public Media today. It’s easy to give. Just go to wosu.org or return this envelope.