

Project Report

Medgar Evers College - Community Radio

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## Progress Report

### Medgar Evers College - Community Radio

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## BACKGROUND

### MEDGAR EVERS COLLEGE - COMMUNITY RADIO

#### REACHING OUT TO THE PEOPLE

#### Vibrant and Alive!

"That radio has a great social impact, cannot be denied. With its assistance, a community and a country can achieve greater solidification, more total involvement and improve pro-social behavior. Radio, which is used by millions in homes, automobiles, and in public places, impacts on the entire society."

It was this viewpoint that encouraged the residents of Central Brooklyn to accept radio broadcasting as one of their priorities. And it was this same viewpoint that has prompted Medgar Evers College, of the City University of New York, (which is located in the heart of a Community in which there exists a climate conducive to personal, inter-group conflict and strife) to use radio and, thus, provide an alternative quality community radio programming service.

Medgar Evers College - Community radio broadcasts over WNYE, 91.5 FM on 20,000 watts of effective power as authorized by the Federal Communications Commission. The station is owned and operated by the Board of Education of the City of New York. This is a cooperative effort involving the Community, the College, and WNYE. Medgar Evers College Radio (MECR) therefore, serves as a Community Outreach Program of WNYE at the request of and on the behalf of the Central Brooklyn Community. MECR is complimented by WMEC (1150 AM), the college's carrier-current radio service. Together they form the Medgar Evers Broadcast Network.

Medgar Evers College Radio started broadcasting on April 2, 1979, Mondays through Friday, 4:30 to 9:30 PM. The service is heard by people in the states of New York, New Jersey, Connecticut and parts of Pennsylvania. MECR is a continuation of a radio project that was started by Youth in Action, a program of the dismantled Bedford-Stuyvesant Community Corporation, Brooklyn, New York. Support for this project had come mainly from the Community Development Agency of the City of New York. The Community Development Agency of the City of New York has a number of hours of broadcasting time set aside for its special CDA productions.

The uniqueness of Medgar Evers Radio is that the programming is developed in cooperation with the community. Some of the programs are produced and/or presented by students and professors at the college; Community and government organizations within the city also originate programs. The expertise of the different divisions at Medgar Evers College and the participation by the communications arts and science majors in the division of humanities are a vital part of the project.



One of the major differences between Medgar Evers College Radio and other radio stations, therefore, is that there is one hundred percent community city-wide involvement on all levels.

#### MEDGAR EVERS COLLEGE RADIO CAPACITY

Medgar Evers College has two radio services which have network capability.

The college owns and operated a fully equipped radio facility, Medgar Evers College Radio (MECR). MECR has one studio, one control room, one recording studio, and an office. It has the necessary equipment and expertise to broadcast. It also has remote broadcasting capacity.. It does not, however, have an FCC license to broadcast. Presently, at the request and on behalf of the residents of Central Brooklyn, MECR serves as the community outreach service over WNYE (the Board of Education of the City of New York, the licensee). MECR has limited funds with which it employs full time professional staff to operate its facility. Much of the work, however, is being done by College and Community volunteers.

The College also has a carrier current facility (limited broadcast), the College broadcasts to over 3,000 individuals at the College and to the residents who live near enough to receive the wired signal. WMEC has also exchanged taped programs with other colleges and has, on occasions, prepared programs for broadcast over stations in the New York area. At this time this service is not in operation due to lack of funds. At this time, \$6,500 is needed to make the carrier current operable.

#### Recording

Medgar Evers has the necessary equipment and talent to do studio and outside recordings. It has reel to reel tapes, cassettes, cartridges; it has record and play back capacity.



### Remote Broadcasts

MECR is equipped to do remote broadcasts, <sup>the</sup> The availability of funds, however, limits this service.

### Wire Service

The College had news wire service but could not continue to pay for it. This has, therefore, been discontinued. It is still needed, nonetheless.

### Space

There is adequate studio, office and storage space at the College, presently.

### Expanded Broadcast Capacity

The combination of WMEC and MECR gives the College <sup>and</sup> ~~and~~ the community greater communication capacity by providing:

1. improved communication
2. back up studios for broadcasting (in the event that one breaks down temporarily);
3. one recording studio and one broadcast studio (to be used at different times of the day);
4. one studio to be used as a training facility while professional work is being done in the other;
5. additional modules and parts may be added to expand and update existing system.

### MEDGAR EVERS COLLEGE RADIO PARTICIPANTS AND BENEFICIARIES

The continuation, improvement and expansion of the WNYE-Youth in Action Satellite Radio Program by Medgar Evers College benefits many. The utilization of broadcast time enables the College to reach and, therefore, to <sup>be</sup> of greater service to the people of New York City, specifically, and to serve other people in parts of the tri-state area (New York State, Connecticut) and Pennsylvania, generally.

### Faculty Expertise

The expertise of the College faculty is used in the productions. This enables the listeners to be exposed to a wide range of carefully researched experiences that <sup>are</sup> presented in an innovative and enjoyable manner.

### Community Talent

The listeners are exposed to the knowledge and experiences of many individuals from ... throughout the city, government and industry. This has included those living and working in the community with whom the target audience can indentify.

As funds have allowed, community talent has been employed to work in all areas at MECR.

### Training Students

Students at Medgar Evers College and from other colleges have interned at MECR. They have worked under supervision of experienced professional workers and have had hands<sup>s</sup> on experiences at the broadcast facility.

Performing talent has been encouraged and developed.

### Advisory Board

A MECR Community College Advisory Board, composed of representation lives from the target population, MECR professional staff and students are involved in an advisory capacity. More than 51% are community residents. Each division of the College has representation.

The City-wide Advisory Board meets once a month. At the beginning of the new project, the Board met more frequently in order to be fully involved in the determination of needs and program priorities in the College and the Community.

The Board is encouraged to listen to the presentations of programs and comment on their effectiveness. It carries out and encourages activities designed to sustain, improve and expand the project. The Central Brooklyn Coordinating Council and many other community organizations were instrumental in identifying the broadcast needs.

#### Other Supporters

Although the radio broadcast facility at Medgar Evers College was built through volunteer student, staff and community efforts, it is extremely difficult to operate a public radio program, without support (financial and/or in-kind services) from Volunteers, Friends, Underwriters, Grantors, the Home Institution, Enterprises and an Community Advisory Board. ( Receipt of funds for public radio broadcasting is permitted under the Federal Communications Act of 1934.) However, the name of Underwriters may and must be disclosed in credits at the beginning and/or after the program. (2x within an hour). The services of some of these has been initiated; that of the others is awaiting clarification in the policy of the Home Institution.

The following ways of soliciting tax exempt funds for MEQR, however, have been explored:

1. A special MEQR fund at the Research Foundation
2. A Community Outreach Fund at the Board of Education.

Medgar Evers College Community Radio project is a cooperative effort designed to provide a city-wide alternative, innovative community radio programming service designed to meet specific educational, informational and entertainment needs of the poor, the culturally diverse ethnic minorities and the underservice in New York City, particularly, and in the tri-state area (New York State, New Jersey, Connecticut) and parts of Pennsylvania, generally. Financial support for this is needed. No Public Radio facility in the USA is able to operate without planned fund



raising activities.

NEED FOR MEDGAR EVERS COLLEGE COMMUNITY BROADCAST SERVICE

The Federal Communications Commission licenses broadcasters to operate in the "public interest, convenience and necessity." The Commission stresses the need for diverse and antagonistic sources of information. The Commission has stated that, "as new interest groups and hitherto silent minorities emerge in our society, they should be given the same stake in the chance to broadcast on our radio and television frequencies. The Commission also holds that ethnic minority involvement "is likely to increase diversity in content, especially on opinion and viewpoint..." With regards to minority participation, the Commission has further stated that greater minority involvement is "in the public interest because it would inevitably increase the diversity of program content."

Despite the laws and despite FCC rulings, there is a continuation of extreme disparity between the representation of minorities in our population and in the broadcast industry.

The Federal Communication Commission itself has made the following remarks concerning the lack of adequate minority involvement in broadcasting:

"This situation is detrimental not only to the minority audience but to all of the viewing and listening public. Adequate representation of minority and interests of the minority community but also enriches and educates the minority audience. It enhances the diversified programming which is the key objective not only of the Communications Act of 1934 but also of the First Amendment."

NECR Viewpoint

Medgar Evers College, the City University of New York, like the FCC, is "compelled to observe that the views of racial and cultural minorities continue to be inadequately represented in the broadcast media." It, therefore, carries out a broadcast project at the request and on the

behalf of the residents of Central Brooklyn in such a way as to assist the FCC in the implementation of its goals concerning minority involvement in broadcasting, and at the same time meet the special broadcast programming needs of the people in New York City, particularly, and in the tri-state area (New York State, New Jersey, Connecticut) and parts of Pennsylvania, generally, which are not being met by any existing broadcast service in the target area.

#### MECR NEEDS

In addition, the following are among the Medgar Evers College needs which may be met through the use of radio:

1. to announce the college's presence in the community to those who are not familiar with it.
2. to project the college's image: " A Chance to Give Yourself a Change."
3. to promote the college's academic program in the area.
4. to anchor or sink the college's roots in the community
5. to provide an outlet for essential information
6. to provide educational, instructional and tutorial services to students and to the community.
7. to provide an experimental vehicle through which talented staff and students may explore and exhibit their knowledge and talent.
8. to provide a means for instant college community interaction and feedback to program offerings.
9. to serve as dynamic force for social and cultural change by offering quality programs relevant to issues and needs faced by the community.
10. to facilitate or accelerate an ongoing process of communication essential to the institution's survival.

#### College and Community Needs

Feedback from the listeners indicates that since the projects inception (April 1979) some of the needs are being met:

1. Telephone calls from teachers requesting program information for their classes in early grades=02

2. Letters and telephone calls from community activist and expressing interest in programming content;  
 Letters = 157+  
 Phone calls = 5,600+  
 Example - Public Participation programs:
- |   |        |
|---|--------|
| Big Apple Reporting - Feb. - June (info)  | 1,201+ |
| Music Express                             | 1,456  |
| Lifeline X-offenders (NAACP) April - June | 350+   |
| Starways (weekly)                         | 400+   |
| Others                                    |        |
3. Letters and telephone calls from individuals and community groups expressing interest in participation in programs; 367+
4. Aspiring groups (musicians, poets, etc.) wanting to appear on the show; 290+
5. Children phoning in to the station wanting to know more about specific programs; 1,200+
6. Letters, and other support statements from individuals, agencies, requests for service and other.- Calls are received before, during and after the public-participation programs are aired; calls are also received regarding non call-in programs.

According to the New York Telephone Co., there have been hours when the MEQR programming has caused the telephone circuits in the area to be tied up.



## GOALS AND OBJECTIVES

1. The following are among the goals and objectives of this city-wide alternative community quality radio programming service designed to meet specific educational, information and entertainment needs of the poor, culturally diverse-ethnic minorities, and the under service in New York specifically, the tri-state area (New York State, New Jersey, Connecticut) and Pennsylvania, generally:

1. For College the project seeks to achieve the following goals and objectives:
  - a. Enhance the image of college through quality programs.
  - b. Introduce college to a broad segment of the Central Brooklyn Community and to neighboring communities.
  - c. Inform residents of resources of college including;
    1. quality faculty
    2. academic programs
    3. cultural activities
    4. adult and continuing education
    5. other activities of the college
  - d. Provide instructional and tutorial information
  - e. Inform and attract potential students.

2. Broader goals and objectives include the following for the College and the Community:

### HEALTH

The provision of information on wellness and health maintenance.

II. HOUSING - The provision of information on securing, maintaining building and improving housing.

III. COMMUNITY ORGANIZATION - The provision of information by and about community organizations, individual and group volunteers at work in community development.

IV. SPECIAL INTERESTS - The provision of education information on the concerns of special groups.

V. CRIME PREVENTION - The provision of information regarding crime prevention.

VI. ENERGY CONSERVATION - The provision of information regarding energy and energy conservation.

VII. SENIOR CITIZENS - The provision of information for, by and about senior citizens and an outlet for their talents.

VIII. FAMILY LIFE/PARENTING - The improvement of the quality of family life.

IX. CHILDREN'S PROGRAMS - The provision of information stimulation that will improve the quality of personal awareness, involvement and growth.

X. SELF & CROSS-CULTURAL UNDERSTANDING - The improvement of self and cross cultural understanding.

XI. SAFETY - The provision of information to individuals groups and business regarding safety.

XII. CONSUMERISM The provision of vital consumer information.

XIII. NEIGHBORHOOD MAINTENANCE, TENANT EDUCATION. The provision of encouragement for and information regarding home and neighbor - maintenance and enhancement.

XIV. YOUTH - The stimulation of educational and career goal, pro-social behavior, creativity and worthy use of leisure and the stimulation of youth achievement.

XV. SELF -IMAGE 0 The provision of material that assists in the improvement of self-image, self esteem and assertiveness.

XVI. CITIZENS EDUCATION - The provision of information and stimulation that will improve the quality of civic awareness, involvement and

and growth.

XVII. EDUCATION - The improvement of the awareness of the quality of education and its delivery, and the awareness of educational opportunity, innovations, and alternatives

XVIII. ECONOMIC DEVELOPMENT - The provision of information to encourage economic growth.

XIX. TRAINING AND EMPLOYMENT - The provision of information about training and employment opportunities, options and alternatives.

XX. NEWS AND SPECIAL EVENTS - Th provision of current information that impacts on lives of the target population.

XXI. RECREATION/CULTURE - The provision of information regarding recretional and cultural action.

XXII. INSTRUCTIONAL PROGRAMS/RADIO TUTOR - The provision of information on advancement of general knowledge and the development of basic skills.

XXIII. PUBLIC SERVICE ANNOUNCEMENTS - The provision of an arena for the audience to announce its services or information to the public on topics of interests. The improvement of delivery and utilization of social services.

XXV. LEGAL - The provision of legal information.

XXVI. Entertainment /Relaxation. The provision of quality entertainment programs to further general knowledge.

Every effort is made to produce these programs in a manner that will be easily understood and appreciated by members of the target audience and others who stand to gain from the elements of newness included in the programs.



REVIEW OF PROJECT TO DATE

January '79 - June '80

Medgar Evers College Radio started as the continuation, expansion and re-organization of the WNYE/Youth in Action Satellite Radio Station.

The research Foundation of the City of New York serves as grantee. The project is designed to provide a city-wide alternative quality community radio programming service designed to meet specific educational information and entertainment need of the poor, culturally diverse ethnic minorities, and the underserved in New York and in the tri-state area (New York State, New Jersey, Connecticut and Pennsylvania), generally.

Progress to date (January, 1979 - June, 1980) includes the following:

PROGRAM PRODUCTION

- (1) Production of Program in English, French and Spanish;
- (2) Production and/or Presentation of 8,200 Public Service Announcements Spots  
30 sec; 60 sec; 4 min;
- (3) Production of 2,089 radio programs - 25 min; 55 min;
- (4) Production of Programs by and for diverse cultural groups in the signal area.

TRAINING AND PARTICIPATION

	Production	Administration	Technical	Announcer Presenta- tion	Guest Talent
Other College Students	7	3	4	2	154
Community Residents	61	1	19	36	1327
MEC Academic Staff	49	10	0	18	225
MECR Staff	14	6	4	12	15
MEC Students	45	39	37	46	354

### Project Promotion Activities

Project Promotion has included: letters, flyers, phone calls, meetings, luncheons, and parties, involving individuals, schools, churches, government agencies and community organizations.

Among the community organizations throughout the City of New York that utilize MECR are:

Community Development Agency of the City of New York  
Central Brooklyn Coordination Council  
Job Tap Centers  
Health Systems Agency, City of N.Y.  
NAACP

York College  
Concord Baptist Church  
The Community College of Staten Island  
N.Y. City Police Department  
Kings County Hospital Center

All of the Divisions at Medgar Evers College have either produced or presented programs over the facility. Many have already submitted program proposals for the next program period.

Public Service Announcements have been sent from the Federal, State and City governments. These have originated from many parts of the country and have been aired over MECR.

Other types of assessment have included the review of weekly and monthly staff reports, public service announcements, the Medgar Evers College Radio Continuity Log, and brief interviews with staff members of the station, the College and the community. These sources of information indicate a strong thrust toward reaching a broad listening community. From all indications, the voices of MECR/WNYE are finding its way in the homes, cars, and across the states of New York, New Jersey, Connecticut and Pennsylvania. Steps, however, should be taken to obtain a closer and quantifiable measure of our listening audience. The necessary funds must be provided for this activity.

BUDGET and INCOME

Medgar Evers College Community Radio

Budget Period	Source of Funding	Amount Received	Projected/Anti- cipated Income
1979 - 1980 (Jan - Dec)	Community Development Agency - City of N.Y.	\$100,000.00	
	GIFTS & GRANTS/FRIENDS	5,982.03	
1, '79 - 6, '80	Central Brooklyn Committee for Community Broadcasting (Medgar Evers College Radio Acct - Business Office, Gifts and Grants)-Bills paid by check - Gifts & Grants		
	Friends - Petty Cash (Office)	\$125.00	
	Friends (Bal. Jan. Salaries total \$2,823 paid additional from gifts and grants)		
	UNDERWRITING		
	Women's Auxilliary Kings County Hospital Center (Bus. Office Gifts and Grants)	\$1,000.00	
	Fred Richmond Foundation Friends (MEC Graduation Exercise '80)	300.00	
	(Bus. Office, Gifts and Grants paid with MEC exchange check)	200.00	
	In-Kind Promotion/Enterprise MEC T-shirts (Office)	To be Determined	
		332 (pd May Tel. bill-Cash)	
1980 -1981	CDA	40,000 (Jan-June)	72,000
	FRIENDS (Memberships)	Total 147M929.03	20,000
	Brooklyn Committee for Community Broadcasting		15,000
	UNDERWRITING		
	Individual		5,500
	Over the air Appeals		50,000
Home Institution (MEC)		65,000	



Corporations		\$100,000
Community Organizations		100,000
Volunteers		In-kind
Women's Auxillary KCHC		4,500
Grants	Total	<u>646,000</u>

CONCLUSION

The continuation and expansion of Medgar Evers College Radio (Satellite Radio Program), as a community outreach program of WNYE Board of Education of the City of New York), will be of great benefit to the community (tri-state area). The continued development and broadcasting of alternative programs by Medgar Evers College will be of great benefit to this target audience that has special and unique needs. Funds are needed to support and to further develop this projects.

In all of its efforts to meet the needs of a special audience, the Medgar Evers College Community radio service subscribes to the guidelines of the National Association of Educational Broadcasters as well as those of the Radio Code of the National Association of Broadcasters.

" We Believe

That Radio Broadcasting in the United States of America is a living symbol of democracy; as significant and necessary instrument of maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That is our obligation to serve the people in such a manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

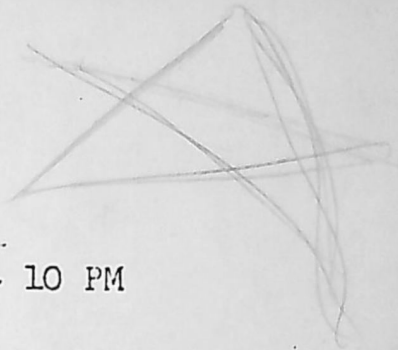
That we should make full and ingenious use of man's store of knowledge, talents, and his skills and exercise critical and discerning judgement and all broadcasting operations to the end that we may, intelligently and sympathetically:

Observe the proprieties and customs of society;  
Respect the rights and sensitivities of all people;  
Honor the sanctity of marriage and the home;  
Protect and uphold the dignity and brother hood of all mankind;....."

BUDGET

A

Medgar Evers College Radio  
 October 1980 - September 1981 4:30 - 10 PM



Project Director 60% release time	14,624	
Senior Engineer	14,800	
Traffic & Continuity Director	12,500	
Office Manager/Secretary - typist	12,500	<i>Coord. Off. + studio</i>
Fringe 27% x 14,624	3,948	
20% x 39,800	7,240	
2 Engineers @ 86.16 for 157 days	27,054	<i>WNYE pt./timers</i>
" Maintenance Engineers @ \$72/day for 16 days	2,304	<i>WNYE " "</i>
Announcer/Presenters \$5/hr for 1240 hrs	6,200	<i>bi-ling.</i>
Recording Engineer \$5/hr x 5 days x 157 days	3,925	
Telephone	6,000	
Postage	1,200	
Reproduction	1,200	
Tapes & Carts	2,000	
Office Supplies	1,500	
Spare parts & Repair	2,000	
GRAND TOTAL	<u>119,715</u>	
Funds Anticipated for CDA	72,000	
Balance Needed to meet budget requirements	<u>47,715</u>	



BUDGET  
C

Medgar Evers College Radio  
October 1980 - September 1981 4:30 PM - 1 AM Monday - Friday  
9am - 1am - SAT-SUN

Project Director 60% release time	14,624
4 Transmitter Engineers @ 14,500	58,000
Senior Studio Engineer	14,800
Steno-Typist/Office Manager	12,500
Traffic & Continuity Director	12,500
Fringe 27% x 14,624	3,948
20% x 97,800	19,560
Custodian \$150/wk x 39 wks	5,850
Announcer/Presenters/Researchers/Producer 1240hrs @ \$5/hr	6,200
2 Engineers for 5hrs @ \$14.36 x 39	5,600
Telephone	5,400
TOTAL	158,982
Funds available from CDA	72,000
Balalce needed to mee budget requirement	86,982

qualify  
for nat'l  
funding  
thru Bd. of Ed.  
we'll receive  
benefit

BUDGET D

Medgar Evers College Radio

October 1980 - September 1981 Mon.-Fri. 4:30 - 1AM, Sat. & Sun 9 - 1

Project Director 60% Release Time	14,624
Systems Engineer	16,500
4 Transmitter Engineers @ \$14,500	58,000
Senior Studio Engineer	14,800
Steno-Typist/Office Manager	14,600
Traffic & Continuity Director	12,500
2 Bi-lingual Producers @ \$12,500	25,000
1 Recording Technician	12,000
Fringe 27% x 14,624	3,948
20% x 153,400	30,680
2 Engineers (Summer Replacement Transmitter) \$385/wk x 4 wks)	3,080
2 Custodians (Sp./Fl/Win.) \$150/wk x 44 wks	6,600
Announcer/Presenters/Researchers/Producers \$5/hr x 1240 hours	6,200
News Wire Service	3,600
Local Community News Service	3,000
2 Engineers for 5hr @ \$14.36 x 52 wk	7,467
Local Travel	600
Conference	2,500
Reproduction	9,500
Tapes & Carts	5,000
Office Supplies	2,000
Spare Parts & Repair	3,500
Auxillary Audio Console	415
Tuner AM/FM	65
Auxillary Equipment	5,000
2 Typewriters	1,000
Telephone	7,200
Postage	2,400
TOTAL OPERATIONAL COSTS	<u>271,779</u>