RECOMMENDATIONS OF THE SUBCOMMITTEE ON
ELECTRONIC COMMUNICATIONS MEDIA
TO THE TRUSTEES

June 3, 1976

1. The Trustees of the University have undertaken to make WXPN-FM a model university radio station. The Subcommitteee on Electronic Communications Media is charged with oversight of all forms of electronic communication, including the operations of WXPN and campus television. Professor Robert L. Shayon serves as faculty advisor to the Subcommittee. The University takes action regarding WXPN through the President and the administration.

2. The Trustees affirm two guiding principles that should be followed by the administration in actions taken to develop WXPN into a model University radio station. First, the overriding duty of any licensee authorized to broadcast over a public communications channel is to serve the people living within the area reached by the radio station's signal. A broadcast license is a public trust, and the audiences to be served are the principal beneficiaries. Second, the programs that are produced and broadcast must reflect the University setting of the radio station. This requires excellence, not exclusively in the sense of public radio, but excellence in the particular focus of University radio broadcasting. The challenge is to draw upon the rich and exciting intellectual and human resources of the University of Pennsylvania to serve the audiences of WXPN-FM. The Board for Policy and Standards "was in full agreement that WXPN-FM should serve a variety of publics, should strive for excellence, should draw on University resources, should enlarge its news and public affairs programming, and should reflect the character and role of an urban University in the community of its license."

3. Upon the advice of the Trustees; the President has placed overall administrative responsibility for operation of WXPN with the Vice Provost for Undergraduate Studies and University Life. The Vice Provost, a key member of the staffs of the President and Provost, with a broad mission that spans the University, has the capability to identify and to engage the human and other resources that will make possible the achievement of a University radio station of the first order.
4. The Board for Policy and Standards, and other sources of counsel, have recommended that the Vice Provost for Undergraduate Studies and University Life be assisted by a board of faculty members, students, media professionals, and community leaders. The Trustees approve the creation by the Vice Provost of a body so composed, to assist her in whatever manner she finds most feasible, to carry out the responsibilities the President has assigned to her.

5. The Vice Provost for Undergraduate Studies and University Life, acting pursuant to the Trustees' prior recommendations, has appointed a professional manager to operate WYPM. The Trustees, cognizant of the necessity for a clear line of authority for operation of a licensed radio station, recognize that the professional manager must have authority commensurate with his responsibility. Subject of course to the President and the Vice Provost, the professional manager is the administrator in charge of WYPM.

6. The Board for Policy and Standards has called specific attention to the need to be confident that the University's radio operations are well staffed for technical functions. The recommendation to hire a technical director is referred to the Vice Provost and the professional manager for appropriate action.

7. The Board for Policy and Standards recommends that vigorous efforts be made to develop contributions to the capital and operating needs of electronic communications media on campus. The Development Office should investigate ways and means to provide the University with adequate electronic communication systems (including closed-circuit television systems as well as radio communications).