

NON-PROFIT
ORGANIZATION
U. S. POSTAGE

PAID

ANN ARBOR, MICH.
PERMIT NO. 144

WUOM

Ann Arbor — 91.7 meg.

*Owned by the people of the state
of Michigan and operated in the
public interest by the Regents of
The University of Michigan. Mem-
ber of the National Association of
Educational Broadcasters, Michi-
gan Association of Broadcasters,
and the Associated Press.*

Monthly program schedule
mailed free upon request.

ten
years
of
educational
broadcasting

WUOM

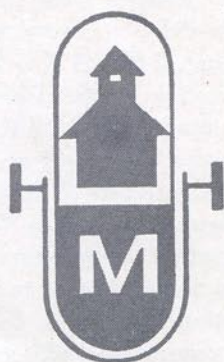
1948-1958

UNIVERSITY OF MICHIGAN

WUOM: PURPOSES AND PROGRAMS

“... educational programs for campus and off-campus listeners, including the public schools; stimuli for a broader knowledge and fuller understanding of the humanities, sciences, and social, economic and civic problems; and entertainment consistent with the policies and practices of an institution of higher learning.”

—Proceedings, The University of Michigan Regents, 1948



Ten years have seen many changes in the physical facilities and broadcast schedule of WUOM, but the purposes outlined by the Regents at the time the station was established have been steadily held in view.

During its first year, WUOM shared studios and a control room in Angell Hall with radio classes; the present studios in the Administration Building were completed and put into use in the summer of 1949. From thirty hours of programs weekly, WUOM has increased its offering to over seventy hours of programs each week. Beginning with

44,000 watts of effective power, WUOM's transmitter at Peach Mountain increased its power in 1955 to 115,000 watts. WUOM's signal, one of the most powerful among the country's FM educational stations, reaches listeners throughout southeastern Michigan, northern Ohio and Indiana, and western Ontario.

Much wider audiences are reached by means of the University's free program services to state commercial stations. An average of 150 programs are taped and distributed to other stations each week for use on a non-commercial, public service basis. Likewise, through its active membership in the National Association of Educational Broadcasters, WUOM is a leading contributor of programs to the NAEB "tape network," which means that University of Michigan programs reach audiences from coast to coast. Add to this the many University programs carried by commercial stations around the nation, by foreign radio networks, and by the Voice of America, and the result is a truly impressive total of program hours carrying the educational offerings of The University of Michigan to world-wide audiences. At a time when, as one educator has written, one of the primary tasks of education is to "educate adults to live in a world which almost literally is not the one they were taught to know," educational radio is an increasingly important tool for teaching.

