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### The Voice of Lindenwood [KCLC]

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# The Voice of Lindenwood



*A scene in the studios of KCLC. In the control room is Gretchen Schnurr, at left, and Jane Allen. At the microphone are Jean and Joan Buckner, who are twins.*

**Lindenwood College**

**St. Charles, Mo.**

## Lindenwood Moves Forward in Radio Education

**K**CLC — the Voice of Lindenwood — now speaks with authority, not only on the campus but also in commercial radio stations. The professional training it provides is recognized, and its graduates are finding places in the radio field. Lindenwood was one of the pioneers in the Middle West, particularly among colleges for women, in preparing students for careers in radio. In maintaining its leadership, the college is now making plans to include in its courses instruction in the techniques of television.

The initial step in the expanded curriculum will be the production of television "shorts" on 15 millimeter film. This step will require a minimum outlay for equipment, but it will make possible a study of the problems of lighting, continuity, acting and production which are inherent in television. The instruction to be offered will be included in the radio courses now offered under the direction of Miss Martha May Boyer, head of the Radio Department. They include courses in radio writing, announcing, production, programming, management and music in addition to the beginning course in the elements of radio, designed as an orientation course for those who wish to know more about radio as a social force as well as for students who plan to continue their study in radio.

Class room instruction is supplemented by practical experience on Station KCLC, which maintains regular daily broadcasting schedules during the college year. Senior students also receive experience under commercial station operating conditions through a system of apprenticeships in radio stations in the St. Louis area.

Station KCLC, a carrier current station, went on the air in October, 1948. In setting out the policy

which should govern the station, two considerations were stressed in the first report made to the college administration. They were: "Such a station would provide students in radio courses with practical and varied experience in broadcasting," and "A campus station would provide the student with an opportunity to develop qualities of leadership and responsibility."

## Graduates in Professional Radio Work

Since the radio program was expanded to include KCLC, eight Seniors who have been members of the station staff, or who have completed the course in radio management, have been graduated. They majored in such diverse subjects as speech, history, sociology, English and music. Of the eight, four are now engaged in professional radio work. Since the purpose of a liberal arts college is not primarily to give specialized training for careers, it is apparent that the Radio Department has "provided practical and varied experience in broadcasting." Of the four graduates who are now employed in commercial radio stations, one is handling station publicity, one is writing news continuity, one women's programming and one is a music librarian.

Miss Lorraine Peck is employed in the Publicity and Public Relations Department of Station KWK in St. Louis. She has used her staff experience on KCLC, and her work at the college in Journalism, as her entre into radio. Mrs. Patricia Blades has her own 45-minute daily women's program on Station WLAC in Nashville, Tenn. She got her chance in radio through her skill in radio speech. Miss Ruth Ann Ball is the Record Librarian at Station KXLW

in Clayton, Mo., and has recently completed cataloguing the station's large library of recordings. Miss Sally Joy, who was station manager of KCLC last year, is now writing two newscasts a day for Station WILL at the University of Illinois, in Urbana. In her task of editing and writing the news she uses her background in history and government as well as her radio and journalism training at Lindenwood.

In addition to these graduates, several other former students are now holding radio positions. Miss Marian Rattner, a student at Lindenwood in 1948-50, is now employed by the National Broadcasting Company in Chicago and has recently been assigned to the newly organized department of television sales. In a recent letter to the college she wrote that she is really in "on the ground floor" in television. Her opportunity was the result of the beginning courses in radio she had at Lindenwood, plus the confidence she gained from the campus station experience.

Mrs. Malcom Nygren, who attended Lindenwood in 1945-47, is a member of the staff of Station WSRK in Shelbyville, Ind., where she has 11 shows a week. In a letter to the college she wrote: "I could never do it, if it hadn't been for my experience at Lindenwood in the 'L. C. Theater of the Air'." Miss Barbara Hencke, who also attended Lindenwood in 1945-47, is a member of the staff of Station KGHI in Little Rock, Ark. Her duties include continuity writing, programming and public relations. Miss Hencke also participated in the "L. C. Theater of the Air" while at Lindenwood.

In the last two years the technical facilities of the Radio Department and KCLC have been steadily improved and expanded. The recent replacement of the tone arms on the playback tables has made it possible to produce shows of recorded music with complete fidelity. The cutting equipment is superior to that used by many commercial stations.



## Public Relations



*At this desk in Station KWK, Miss Lorraine Peck plans public relations programs.*

## Apprenticeships at St. Louis Radio Stations

Lindenwood's apprenticeship plan was inaugurated in the spring of 1949. Four members of the KCLC staff received two weeks of training that semester, three in the studios of Station KMOX in St. Louis, and one at Station KFUO, also in St. Louis. At the completion of the first apprenticeships, one of the officials wrote to Miss Boyer as follows: "Having had considerable contact with these students during their training period, I believe they will make a real contribution to the business world of radio if they follow their plans. They certainly reflect great credit upon you, your college, and the training they have received there."

The system of apprentice trainings is being expanded this year to include other stations in the area. A successful start was made in setting up apprenticeships in the neighborhood of the student's home community during the Christmas holidays when Miss Marilee Darnall, a Senior, received her apprentice training at Station WMAY in Springfield, Ill.

Lindenwood has been fortunate in enjoying close cooperation with all the commercial stations in the St. Louis area. The facilities of these stations have been made available for special broadcasts, officials of the stations have generously given advice on radio problems and have frequently visited the campus station. Their counsel is now being utilized in setting up the projected courses in television.

The inauguration of television work, however, does not mean that AM radio is declining in influence or popularity. The number of new AM stations now being licensed refutes such an implication. It merely means that the college recognizes that television is here, and that in line with the progressive policy of the college administration, provision must be made to meet the new demand.

## **Radio Clinic for Campus Stations**

Other activities of the Radio Department deserve notice. Lindenwood for several years sponsored an annual college radio conference, attended by students from many schools in the Middle West as well as by professionals from commercial stations in the area. Last fall, the first radio clinic for campus stations ever held in the Middle West was held on the campus with Station KCLC as host. Sponsored by Region Seven of the Intercollegiate Broadcasting System, of which KCLC is a member, the clinic was attended by representatives of campus stations in seven states.

Lindenwood also continues one of its early radio activities, the "L. C. Theater of the Air," which presents a special story program for children every other Saturday morning over Station KFUE in St. Louis. This program is written and produced by Lindenwood students under Miss Boyer's direction. Lindenwood also has an active chapter of Alpha Epsilon Rho, professional radio fraternity. The chapter numbers among its members many officials and members of the staffs of St. Louis radio stations.

## **Demand for Radio Personnel**

Since radio is peculiarly a medium in which time is a basic dimension, this summary of the work of the Radio Department is not complete without a look at the events outside the college—and their probable effect on the Radio Department. Recent events all point toward a marked upward demand for radio personnel. Television alone requires seven or eight times as many persons as AM radio. War industries and the armed services will draw heavily upon manpower for an indefinite period. This means there will be an increasing demand—and opportunity—for women in radio.

Colleges engaged in the education of young women must accept this as a challenge, an opportunity and an obligation. In the years ahead radio will be called upon to inform, to indoctrinate and to build morale. It is unthinkable that Lindenwood, with its long history of service and its awareness of its responsibilities and opportunities, will fail to do its share in preparing young women for radio.



## News Editor



*Miss Sally Joy, newscaster and writer for Station WILL, reading the news ticker for her daily broadcasts.*