

WUSC requesting FM frequency

By LAURA L. HENDRIX
Gamecock Staff Writer

A transference of WUSC-FM's broadcasting license to WUSC-AM will be requested by the AM station in order for it to convert to FM.

Ed Turner, manager of the AM station, says he plans to ask the Federal Communications Commission (FCC) to approve a frequency change from 89.9 to 91.9 megahertz and a permit to begin broadcasting on FM if, and when, the changes are approved. Turner plans to change the name on the license the Extension Division of the University of South Carolina to another name which is unknown. The Extension Division holds the license under which WUSC-FM is broadcasting on the frequency of 89.9.

The university's FM station will relinquish its frequency in order for Columbia Bible College to begin operating on the 89.7 frequency. The subsequent activities of the FM station will be done in cooperation with the South Carolina Educational Television Commission's Educational Radio Network.

The relinquishing of the frequency came about through a series of events. ETV, Benedict College and Columbia Bible College all wanted FM frequencies from the FCC. There were three existing frequencies in the Columbia area. USC already had one of these. The FCC said other three institutions could work out among themselves a plan as to who would get the other two frequencies. USC agreed to give up its frequency to Columbia Bible College with the stipulation that USC would be able to assist ETV with programming. This arrangement was agreed to.

Columbia Bible College is in the process of building its station. Until that station is ready, WUSC-FM will continue to broadcast on its frequency. It is not known when the Bible College will be ready for broadcasting.

WUSC-FM may relinquish its frequency before Columbia Bible College is ready for it if ETV wants to incorporate USC programming into its 1000,000-watt station first. This turnover may occur by August, according to Zane Knauss, of USC's public and cultural affairs office.

There has been some question as to whether the plans of the AM station are possible according to Dr. Richard Uray, chairman of the College of Journalism's broadcasting sequence, the procedure for getting a broadcasting license for a particular frequency is, first of all, if that frequency is not allocated for the area by FCC, a request for allocation must be submitted. The three frequencies allocated to the Columbia area are those held by WUSC-FM, Benedict College and ETV. The frequency that WUSC-AM wants, 91.9 is not allocated for this area. Once the frequency may apply to the FCC for a license.

Turner said he was not aware that he may have to ask the FCC to allocate the frequency he wants to this area before he can apply for it. "I don't know about the allocation. I would assume that since my consultant hasn't mentioned this that it's no problem," said Turner.

WUSC-AM hired a consultant from Educational FM Associates in Boston, Mass. to study their situation. Edward F. Perry, the firm's president, is consulting the station, using information gained from FCC computer files, Turner said. The radio station is paying the firm approximately \$1,000 for its services.

One of the problems Turner has come upon is finding a frequency that the station can use. FCC regulations stipulate that within certain geographic distances frequencies must be at a certain number of channels apart. For example, when Columbia Bible College begins broadcasting on 89.7, the frequencies from 89.5 to 89.9 megahertz will

be unavailable for use by anyone within 30 miles of their transmitter.

Another question has arisen as to whether the plans for transferring the Extension Division's license to WUSC-AM are possible. Turner said he plans to do this before WUSC-FM relinquishes its frequency. This way the university would still retain the license but on a different frequency. "I feel this would be easier than applying for another license and would be more economical. If this isn't possible, it will take more time, but I plan to have an FM station," Turner said.

"The Extension Division has already applied for a renewal of its license," Knauss said, "so it will continue to have a license," until it gives its frequency up. He said Turner's plans may be feasible, but Knauss does not know all the situation's legal aspects.

Turner was reluctant to discuss the plans for trying to have the license transferred. "The journalism school will catch on. It's a matter of who gets what. There's jealousy about control of departments here. This is a very political school," he said.

The College of Journalism would try to get permission to get the license if they realized his plans, Turner said. "Everybody has been saying that it will be impossible for me to get an FM frequency," he said.

Turner said the "administration at the journalism school" would want the FM station. "It really wouldn't be competition. How could I compete? The journalism school broadcasts during the day from their remote station (at the Coliseum). They already have a foot in the door," Turner said.

Turner's plans have been approved by USC President Dr. William H. Patterson. "The basic reason the administration has approved of what we've done is that we'll give the journalism school the morning half of our broadcast day, from eight to two or eight to four, depending on our hours," Turner said.

WUSC-AM radio station has been renovating to accommodate an FM station if Turner's application is approved by FCC. "The studio was inadequate for what we're doing now. It's noisy," Turner said. New consoles have been bought, and there is a purchase order in the process for tape decks. Turner said even if they do not get an FM frequency, the equipment will upgrade the broadcasting of the AM station.



ED TURNER

...station manager.

The Gamecock

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News briefs

Education dean is honored

From staff reports and news releases

Dr. Leon M. Lessinger, dean of the USC College of Education, has been named an "outstanding educator of the century" by the American Association of School Administrators. Lessinger, a former associate commissioner of the U.S. Office of Education, will be honored and will present a paper to the group when it meets Feb. 22 in Atlantic City, N.J. Lessinger's paper will be on "Teaching As a Performing Art." Lessinger, along with Dr. Don Gillis, director of the USC Center for Media Arts Studies, have created a new television course for teachers based on looking at a teacher as a performing artist. The association is considered the country's leading and most prestigious organization of school administrators, drawing its membership largely from school superintendents from across the country.

Scholarship winners announced

Recipients of the Edward M. Fersner Scholarships at USC for the 1975-76 school year have been announced. Paul Fersner, Susan Hunter and William Laurence Moore are this year's recipients. The scholarships for Orangeburg County high school graduates have been funded since 1965 through the USC Educational Foundation by Orangeburg businessman Edward M. Fersner, a 1929 graduate of Carolina. The scholarship is awarded on the basis of economic need, character, scholastic achievement, and potential promise of the applicant.



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