



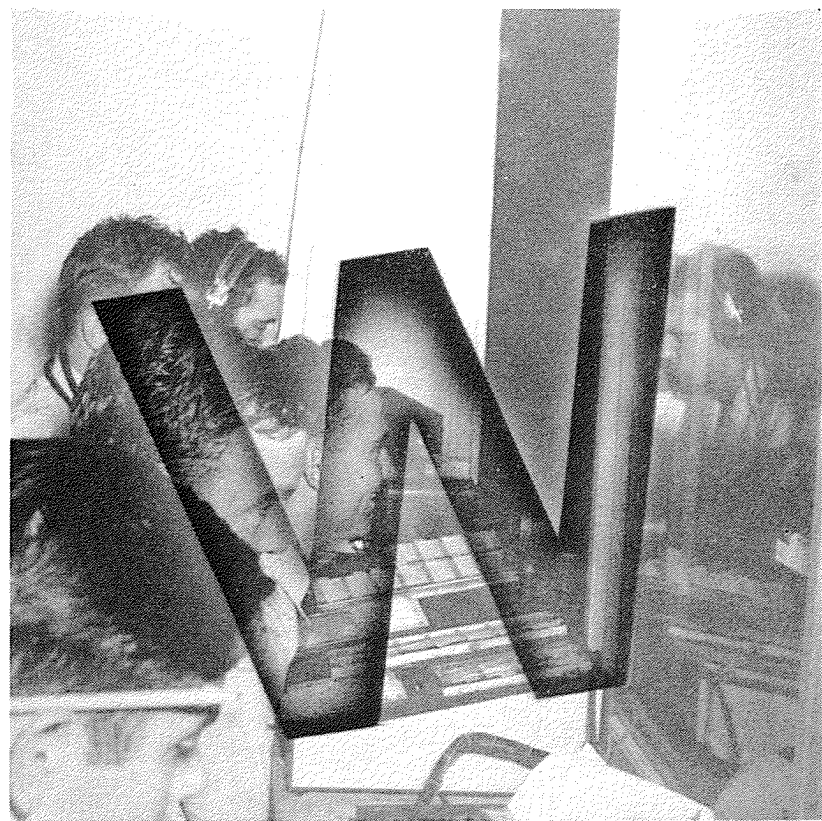
ALAN BEAUMONT, Station Manager

KWGS, TU's newest, biggest, and busiest student activity came to the campus this year. "The Voice of the University of Tulsa," broadcasting seven days a week, went on the air on May 6, 1947. It has been on continuously ever since.

KWGS, or the idea for it, was born during the war years when Professor Ben Henneke decided TU needed a radio voice. Frequency Modulation was chosen for the venture because of its static-free and high fidelity transmission.

With the barest possible minimum full-time staff to keep KWGS on the air, the station affords unequalled opportunity for radio students to learn by doing.

Seniors carry the load on the station staff. During the past year Larry Robertson served ably as student station manager, Bill Hyden as Production Director, J. Reid Rummage as Sound Director, Ralph Conner as Chief Announcer, Bob Murphy as Sports Director, Pat Carroll as Women's Director, Hal Smock as News Editor, and Marianne Miller as Music Librarian.



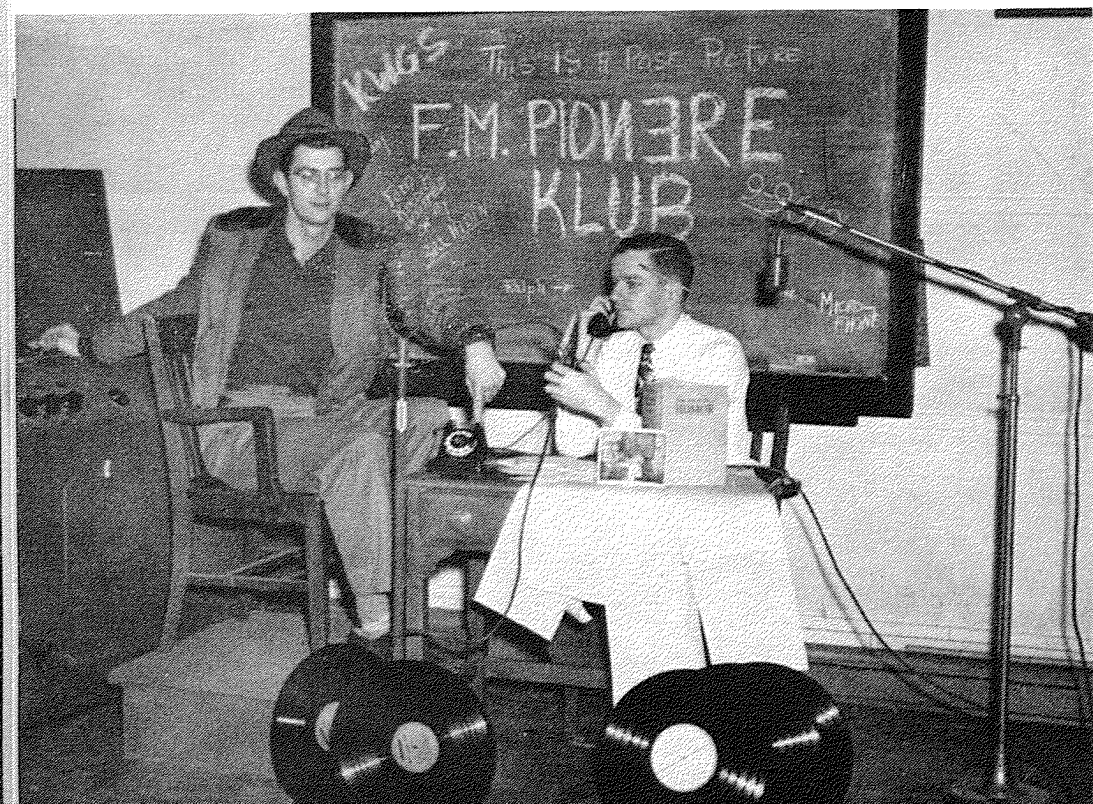
Alan Beaumont, formerly with WHA and WIBA in Madison, Wisconsin, headed the full-time and student staff as Program Director, with Annetta Hough, formerly of KMBC, Kansas City, as Music Director. Only other full-time employee for KWGS is Jean Beaumont, handling the station's secretarial duties and creating scripts for the "Children's Hour."

September ushered in a new KWGS program schedule, bringing listeners a wide variety of new and different programs. Several rapidly became favorites; including "Music of the Masters," written by Nancy Kerr. "The Children's Hour," "Sports Calendar," and the "Pioneer Club," a light hearted music-and-chatter program inviting listeners to request their favorite tunes and register as full-fledged FM listeners.

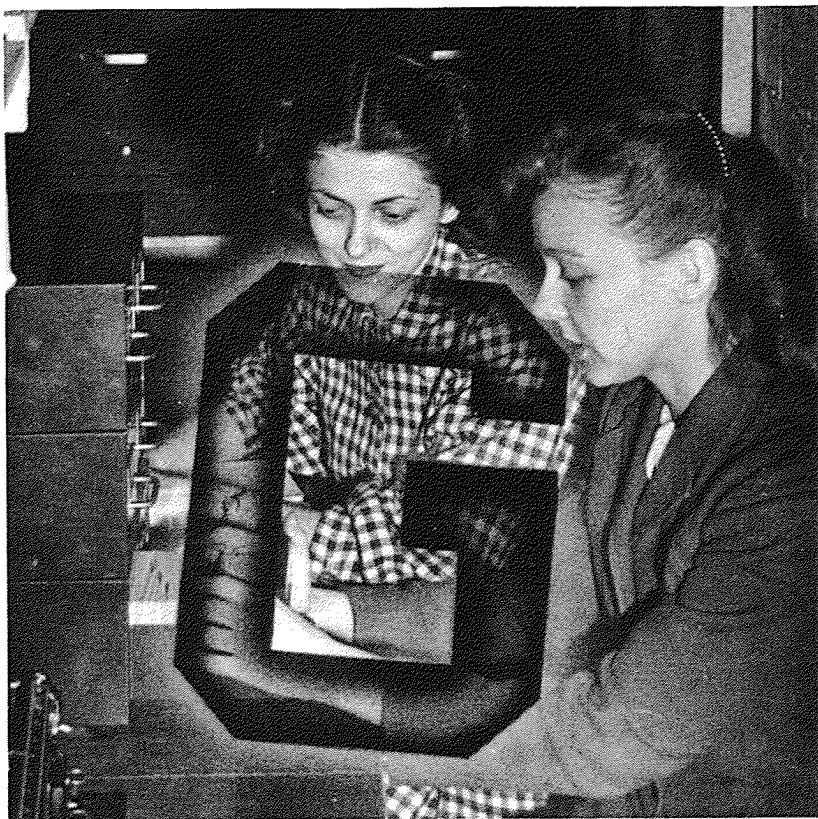
On October 19, notables of the radio and business world gathered to formally dedicate KWGS, and set it on the following course: "KWGS is dedicated to broadcasting in the Public Interest. With this in mind, the station has two objectives. The first is to provide the finest programs possible for the listener.

The second is to train, through classes and actual broadcasting, as many excellent artists as possible in all branches of radio."

The dedicatory address was made by Mr. Paul A. Walker, then Vice-Chairman of the Federal Communications Commission, radio's governing body. Mr. Walker said, "KWGS . . . the first educational FM station to go on the air in the Sooner state . . . takes



ON THE AIR



its place in one of the outstanding universities of the nation, located on a campus widely known for its beauty. The establishment of this station is the beginning of another proud chapter in the dramatic and colorful history of this institution."

Classroom courses by radio for full university credit were offered the second semester to the KWGS listening audience. This revolutionary development opened the university's doors to a vast audience unable to attend classes day by day on the campus for one reason or another. Listeners could choose to register and take Music Appreciation, Hebrew History, Survey of American Literature, and Principles of Sociology, through "The Radio University of Tulsa."

The broadcast courses were taught by three of the school's most competent professors, Dr. Beaumont Bruestle, Professor R. Grady Snuggs, and Dr. Marion Waggoner.

The naturally proud boast that KWGS is the university's newest, biggest and busiest student activity is not without sound basis. Campus-wide auditions for actors, writers and announcers attracted nearly 200 radio minded students, from whom 90 regular performers were chosen. In addition, students and faculty members participating in forums, concerts, interviews, and dramas boosted the total well over 150.

The program schedule alone, not considering the



numerous rehearsals which consume endless hours, is convincing. The station filled the FM airwaves 63 hours a week, every day of the year.

Next year, fast-expanding KWGS plans even more broadcast activities. Remote facilities will be enlarged to handle Hurricane football and basketball games plus many as yet unscheduled special events.

No one would say the new "Voice of the University of Tulsa" had passed its first year without growing pains. But up to the end of the year the station had maintained an unbroken schedule of operations, had instituted many new types of programs, won a generous share of the Tulsa area listening audience, and firmly implanted itself as one of the bigger steps forward made by T.U.

ANNOUNCERS

Larry Robertson
Bob Murphy
Hal Smock
J. Rummage
George Arnold
Bruce Washburn
David Crouch
Bill Minshall
Roy Small
Lyn Gunderson
Jerry Bowman

Bob Cardin
Dick John
Pat Welch
John McGivern
John Whitney
Bill Hyden
Ralph Conner
Pat Carroll
Donald Norton
Bill Lambert
Bob Clardy

Louis Lundquist
Dundee Ross
Pat DeBruce
Pat Sutter
Bill Cardin
Harold Heslep
Jack Newman
Bill Fillingham
Bill Albertson
Bob Wells

