



RADIO STATION KSAC  
OFFICE OF EXTENSION RADIO-TV-FILM  
DIVISION OF EXTENSION  
KANSAS STATE UNIVERSITY  
MANHATTAN, KANSAS 66502



THANK YOU FOR THE  
QUALITY AND JOY THAT  
YOUR RADIO STATION  
BRINGS TO OUR FAMILY  
T.B., DODGE CITY, KS.

## **PURPOSE**

"Take the University to the People" is the mandate placed on KSAC as part of the Kansas Cooperative Extension Service. Knowledge and research within the University is channeled to Kansans over KSAC. University information is augmented with state agency reports, coverage of state and national leaders, meetings, and events.

## **COVERAGE**

KSAC is one of the nation's most powerful educational radio stations, as it virtually blankets all of Kansas and reaches into the four surrounding states of Missouri, Nebraska, Oklahoma, and Iowa. Since 1924 KSAC has broadcast educational information on a continuous basis.

## **BROADCAST DAY**

KSAC broadcasts from 12:30 p.m. to 5:30 p.m., Monday through Friday. KSAC shares its 580 kHz frequency with station WIBW-AM, Topeka. Each station is a separate legal entity licensed by the Federal Communications Commission.

KANSAS IS HONORED TO  
HAVE SUCH A FINE GROUP  
OF PEOPLE CONNECTED  
WITH KSAC PROGRAMS.  
E.S., WASHINGTON, KS.

Extension specialists, faculty members, and state agency representatives present practical and current information on KSAC. Interviews and special features with Kansans from all areas of the state are aired weekly. Landon Lectures, convocations, and University conferences bring national and international leaders to the station's microphone.

Each staff member is a professional broadcaster with training and experience in both educational and commercial broadcasting. Through interviews, documentaries and in-depth reports, the staff gathers and interprets information, focusing on the needs and interests of a cross-section of Kansas listeners. The staff also prepares programs for the K-State Radio Network which provides over 20,000 tapes yearly to commercial radio stations across the state.

Each month a program schedule is printed which lists daily programming and information on upcoming special reports and series on KSAC. The guide is free upon request to Station KSAC, Kansas State University, Manhattan, Kansas 66502.

## PARTICIPANTS

## STAFF

## PROGRAM SCHEDULE

EXCELLENT  
PROGRAMMING! YOUR  
"ALL THINGS CONSIDERED"  
IS OUTSTANDING!  
B.K., EMPORIA

## PROGRAMMING

Most programs presented on the station are unique in that they are not available to Kansans except through KSAC. Typical local production designed for special interests includes economic reviews, research reports, agricultural and family living information, public affairs, classical music, environmental analyses, consumer guides, in addition to sports and timely university/state/regional/national in-depth news reports.

Added to its local production, KSAC draws special programs from the scheduled tape service of National Public Radio, the Canadian Broadcasting Corporation, and the British Broadcasting Corporation, as well as other groups, agencies, and associations.

National Public Radio provides KSAC listeners with coverage of national press conferences, Congressional hearings, and documentaries on national issues. "All Things Considered" highlights National Public Radio's programming. This 90-minute program provides a full summary of national and international news each day. It also chronicles the arts, cultural and social trends, and relates them to the news through discussions and documentaries.

KSAC IS THE ONE PLACE  
ON THE DIAL WITH  
REFRESHING, ADULT  
PROGRAMS.  
B.J., TOPEKA, KS.

CORPORATION FOR PUBLIC BROADCASTING. The Public Broadcasting Act of 1967 established CPB, a non-profit corporation to develop non-commercial radio and television. Financed by congressional appropriations and private donations, CPB offers supporting grants to qualifying stations. KSAC is one of 110 stations meeting CPB standards.

NATIONAL PUBLIC RADIO. With the assistance of the Corporation for Public Broadcasting, public radio's first live, national network was established in 1970. NPR manages an interconnection of over a hundred radio stations, and produces "All Things Considered," a 90-minute daily newsmagazine program.

NAEB/NER. One of the driving forces behind public radio has been the National Association of Educational Broadcasters and its radio division, National Educational Radio, member-supported associations.

NATIONAL ASSOCIATION OF BROADCASTERS. NAB is broadcasting's trade organization which provides special services and information for KSAC.

KANSAS ASSOCIATION OF BROADCASTERS. An organization of Kansas radio and television broadcasters, KAB is concerned with the business and quality of broadcasting in Kansas.

## AFFILIATIONS

REALLY ENJOY KSAC  
BECAUSE IT MAKES YOU  
THINK . . . I WISH OLE  
TIME RADIO WAS BACK.  
C.C., KANSAS CITY,  
MISSOURI

## HISTORY

KSAC was a pioneer radio voice in the United States and the first educational broadcasting station in Kansas. As early as 1901, the Kansas State Physics Department was working with radio. At that time most people weren't familiar with the word radio. In 1912, the Physics Department installed a transmitter with 100-watt power and the station was licensed 9YV.

9YV was the first weather broadcasting station of its kind west of the Mississippi. Following World War I, Eric Lyon joined the K-State physics staff. In addition to teaching, his duties included expanding the development of radio. Under Professor Lyon, 9YV was converted to WTC, a 100-watt radio telephone station, from which the first broadcasts of spoken word and music were sent from Kansas State.

During the next few years, interest grew in educational radio, but the cost of full time operation seemed prohibitive. At that time the state's first commercial station went on the air in Milford.

KFKB at Milford was owned and operated by the famous "Doc" Brinkley, and the call letters stood for "Kansas First, Kansas Best." KFKB had sufficient power to cover the nation.

Eric Lyon conceived the idea of using KFKB for college broadcasts by sending programs via long distance telephone to the Milford station. Lyon proposed his idea to two others, Samuel Pickard, Extension Editor, and Louie Williams, Extension Horticulturist.

These three men were responsible, more than any others, for finally securing a statewide radio voice for K-State. Convinced that radio would be a great educational medium, they chipped in 50 dollars each to make up the deposit necessary to guarantee the first telephone tolls from the college to Milford which put K-State on the air.



AT 87 YEARS, MOTHER  
WAS STILL LEARNING  
FROM YOUR STATION . . .  
L.K., ABILENE, KS.

KFKB proved so successful an experiment that Kansas State College secured its own broadcast station. December 1, 1924, KSAC went on the air with 500 watts power at 880 kilocycles. KSAC was heard coast to coast on that first broadcast because there were very few radio stations and little interference.

In 1928, KSAC received permission from the Federal Radio Commission to change from 880 kilocycles to 580 kilocycles. Also that year an agreement was reached with Iowa University to share the 580 k.c. frequency with its station WSUI. That arrangement continued until 1929 when Capper Publications asked to have a part of the frequency for their commercial station, WIBW-AM, an arrangement that remains in effect today. On January 31, 1947, KSAC increased its power to 5000 watts.

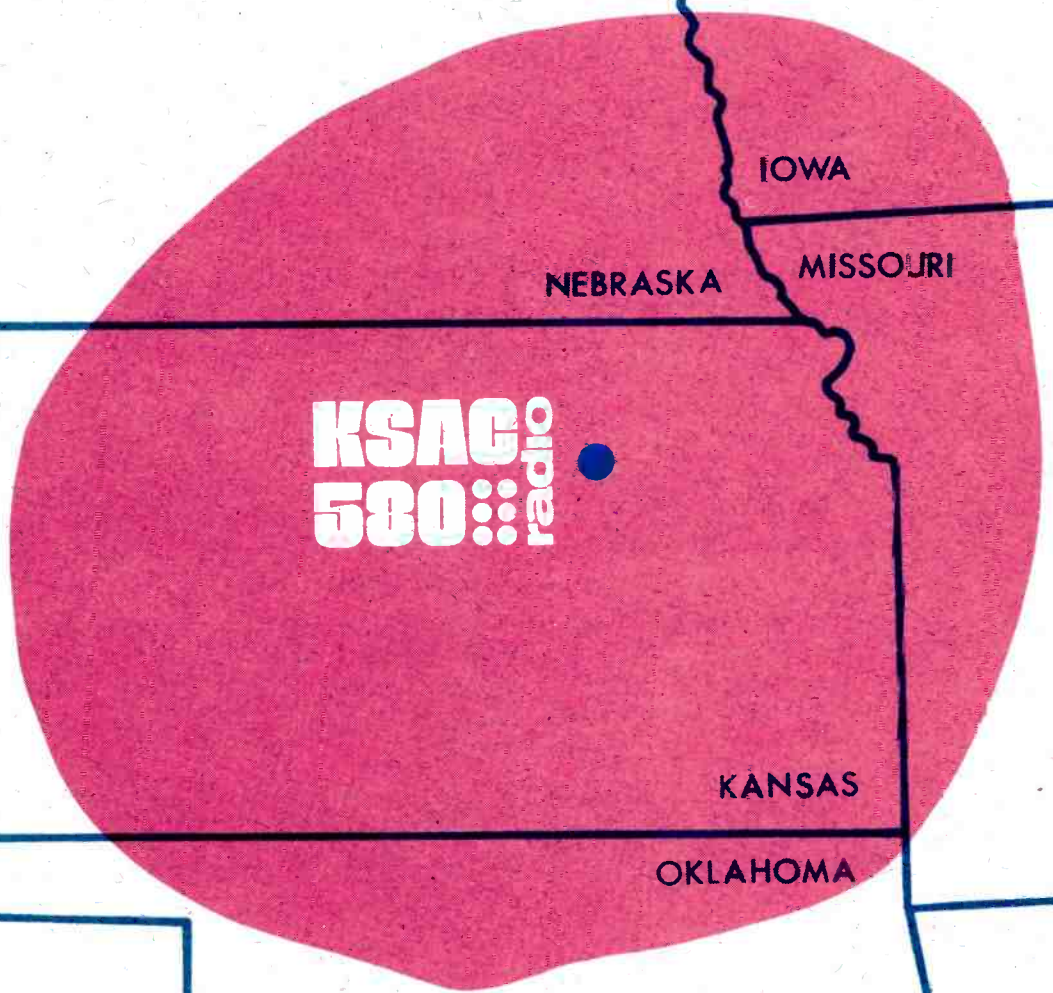
Calamities from wind and fire have wreaked havoc on KSAC in recent years. A tornado demolished KSAC's tower in 1966. Fire swept through Nichols Gymnasium where KSAC's studios were housed on Friday the 13th, 1968. The staff built complete studios over the weekend without loss of air time.

A memorial is being erected by the Kansas Association of Broadcasters to commemorate KSAC's and Kansas State University's contributions to early-day radio. The memorial, functional in design, is to be built alongside KSAC's original transmitter towers near Calvin Hall. The old towers are thought to be the last of their kind in the country.

Although the sophistication of broadcast techniques and production has leaped forward in recent years, the basic premise of "Take the University to the People" remains the purpose of today's broadcasting at KSAC.

YOUR STATION OFFERED  
THE BEST PROGRAMMING  
FROM DALLAS TO DENVER!  
GRATEFUL TRAVELER,  
DALLAS, TEX.

COVERAGE MAP



**KSAC**  
**580** radio

IOWA

NEBRASKA

MISSOURI

KANSAS

OKLAHOMA

PRINTED THROUGH A GRANT FROM THE CORPORATION FOR PUBLIC BROADCASTING

KSAC RADIO