

DULUTH--The "voice of the UMD campus", KUMD-FM, reached another milestone this week although the ultimate operation envisioned back in 1959 still remains years away.

Program director Mike Dickey, engineer Dave Gustafson and station adviser Dr. Robert Pierce collectively announced KUMD's return to the air Monday with the completion of new broadcasting facilities in the Education building.

Duluth's only FM station has been silent since the end of spring quarter last year. Its return signaled a new look not only in quarters but in control console equipment and a tape recording unit.

"We've realized about a quarter of what we hope to be our true function," said Dr. Pierce, head of the UMD speech department. "Eventually we would like to step up our live programming and include music as well as lectures."

The station's studios consist of a control booth, a radio announcing booth, a waiting room and a wide studio corridor with plenty of wall space for shelves to accommodate a growing record file.

"These pleasant surroundings are amiable to future expansion once other needs are satisfied," added Pierce. This adjacent area would become available, Pierce indicated, when future building plans are carried out.

KUMD at 250 watts broadcasts on 89.1 megacycles for six hours, seven days a week. A noon to 6 p.m. Sunday segment was added this winter. Otherwise, the Monday through Friday air time is 4-10 p.m. just as last year.

Gustafson has been associated with KUMD since his under-class days in 1959. He helped erect the FM-22 tower atop Kirby Student Center, pushed the project to boost the station's 10-watt capacity to 250-watts and, although he graduated last June, remained to help move the studios from Washburn Hall on the old campus to the Education building.

"The facilities have improved greatly since I've been associated with KUMD," said Gustafson. "Of course, we would still like to expand our coverage area and I envision the day when we'll be as powerful as the Brule(Wisconsin) station WHSA."

Gustafson talked about the role KUMD plays and also foresaw the time when the UMD station would be linked in some manner with the Minneapolis campus for mutual exchange.

"I think KUMD serves several purposes," continued Gustafson. "It's an arm of UMD reaching out into the community, disseminating information about UMD and its programs. It's a teaching and training unit for students interested in radio careers and it's an entertainment source for those interested in quality music and programming."

Now, as in the early years KUMD's strong suit is music which has improved in quality year by year. Each weekday and Saturday broadcast begins with music on Panorama and ends with the Jazz Era.

The Sunday programming will deal basically with symphonic selections. Later, Dr. Pierce hopes special features embracing plays and operas can be broadcast.

Carol Anderson of Duluth, one of 16 announcers on the KUMD staff, signed the station back on the air Monday at 4 p.m. Her broadcasting stint, like the others, lasts three hours. Other announcers:

Chuck Lundeen, Carole Bertram, Donna Matson, Diane Skomars, Tony Pate, Bob Manfred, Diane Francisco, George Osborn, Mary Jansen, Phil Abalan, Uldis Adamsons, Dennis Ebner and Mary Kay Winness, all of Duluth; Tom Kovarik, Sturgeon Lake; and LeRoy Hendrickson, Virginia.

KUMD's 10-watt operation began in 1957. It was forced off the air in January of 1959 due to a signal receptor increase, but later Federal Communications Commission approval of a 10-watt FM license made possible a full broadcast schedule. The 250-watt transmitter was installed in 1961 and the first program log was printed and distributed for the convenience of listeners in the spring of 1962.

Through the years several present-day Twin Ports radio personalities gained experience with KUMD. They include Chuck O'Day and Ralph Doty of WIGL, Dick Gottschald and Lauren Sandquist of WEBC, John Lokke of WDSM and John Grinden of WQMN.