New York Academy of Medicine
WNYC Broadcasts

Paul Theerman, Associate Director, Center for the History of Medicine and Public Health, NYAM, and

Andy Lanset, Director of Archives, NYPR
RADIO ROW: ONE THING AND ANOTHER

By SIDNEY LOHMAN

WITH a theme of "Perspectives in Medicine," the
1947-48 series of the New
York Academy of Medi-
cine "Lectures to the Lay" again
will be broadcast by WNYC. The
opening lecture is scheduled for
Thursday, when the speaker will
be Lewis L. Strauss, trustee of the
Institute for Advanced Study at
Princeton and member of the
United States Atomic Energy
Commission. His topic will be "The
Atom in Civil Life."

All the lectures are scheduled to
be heard from 8:30 to 9:30 P.M.

GOOD NEWS: The American
Tobacco Company has given up
that "bulls-eye" commercial rout-
ine on the Jack Benny show, etc.
A plug that is lighter and natu-
urally milder will be substituted,
if we may say so.

COVERAGE: An unusual case
of one program being heard simul-
taneously over five stations in the
same city has come to light. It is
the recorded half-hour known as
"The Concert Stage." On Monday
night the program is originated by
WQXR and, in turn, relayed by
the station's frequency modula-
tion outlets on 96.3 and 45.9 me-
gahertz cycles. At the same time the
program is taken off the air and re-

DOCTORS WILL GET
LECTURES BY RADIO

Academy of Medicine Will
Begin an 8-Week Series of
FM Broadcasts Tomorrow

Post-graduate education in many
fields of medicine will be carried
to doctors by an FM broadcast
series beginning tomorrow night
through cooperation between the
New York Academy of Medicine
and the Municipal Broadcasting
System.

The broadcasts are designed to
carry information on the latest
and best techniques and advances
in medicine to the family practi-
cioners and other doctors who are too
busy to attend medical lectures in person. The eight one-
hour lectures will be carried by
station WNYC-FM (93.9 megahertz)
at 9:30 P.M. over the New York Academy

RADIO AND TV IN REVIEW

New York Academy of Medicine's Series, 'For
Doctors Only,' Presented Over WNYC-FM

By JACK GOULD

An epochal advance in the edu-
cational use of radio was made
last night at 9 o'clock with the
opening of the New York Academy
of Medicine's series, "For Doctors
Only," over the city's frequency
modulation station, WNYC-FM.
Although designed primarily as a
post-graduate refresher course
for physicians in the metropolitan
area, the initial program also held
interest for the layman, who
won an unusual insight into the
medical profession's painstaking
pursuit of progress.

"For Doctors Only" consists of
a series of recordings of lectures
which were delivered last season
at the academy and which are now
being put on the air as an experi-
ment in bringing the most up-to-
date research to the greatest
number of physicians. Judging by last
night's debut of the series, that
objective would seem certain of
achievement.

The speaker on the first pro-
gram was Dr. Richard H. Frey-
berg, Associate Professor of Clin-
ical Medicine at Columbia Uni-
versity, who discussed the use of
penicillin in the treatment of
rheumatic disease, comparing
the hormone penicillin with the
usual antirheumatic drugs. The
results of some of his patients
are described and the advan-
tages of penicillin are pointed
out.

"For Doctors Only" obviously can
be a vital factor in enabling the
medical profession to disseminate
information quickly and effective-
ly. But the program also may
carry a by-product which may not
have entered the minds of its spon-
sors but could be of importance
too.

As Dr. Freyberg went into the
details of his study of the hormone
relationship to rheumatic disease,
the lay listener could not help but
be reminded of the medical profes-
sion's zealous determination to
find new means of aiding health
and relieving suffering. Perhaps
the private physician up to now
has overlooked what could be his
best advertisement: what he does
that never is apparent in his office
or on a house call.

"Let's Arbitrate," the Samuel R.
Zack program on which labor
and management arbitrate their differ-
ences, made the switch to television
last night over WOR-TV (7:30
o'clock). Its success in the visual
medium seems highly questionable:

Cleaning and Reformatting Discs
### Transcribing & Cataloging

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Lessons Learned

- Get your materials selection done early to leave plenty of time for cleaning and digitizing.
- Get your cleaning and digitizing done early to leave plenty of time for transcribing and cataloging.
- Get your transcriptions and cataloging done early to leave plenty of time for web production.
- Do as much as possible in-house.
Have a Listen!

Norbert Wiener
The Father of Cybernetics

Margaret Mead
Cultural Anthropologist
Where to go for the Archive Broadcasts:

- [http://www.wnyc.org/series/nyam-lectures/](http://www.wnyc.org/series/nyam-lectures/)

Sign-up for the NYAM Center for History Twitter feed: @NYAMHistory

Sign-up for the NYPR Archives Twitter feed: @wnycarchives.