

New York Academy of Medicine WNYC Broadcasts



**NEW YORK
PUBLIC RADIO**

ARCHIVES



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

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GENESIS



History of Lectures & Broadcasts

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 Medicine "Lectures to the Laity" 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 routine on the Jack Benny show, etc. A plug that is lighter and naturally milder will be substituted, it was reported.

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

Academy of Medicine Talks to Be Carried by WNYC—Other Items

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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 practitioners and other doctors who are too tied up by their professional work to spare the time to attend medical lectures in person. The eight one-hour lectures will be carried by station WNYC-FM (93.9 megs) at

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 educational 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 gained 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 experiment 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.

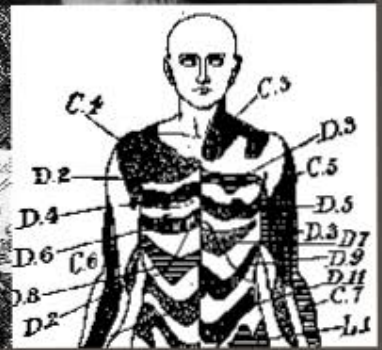
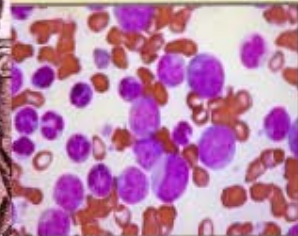
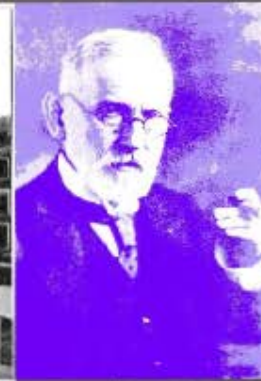
The speaker on the first program was Dr. Richard H. Freyberg, Associate Professor of Clin-

"For Doctors Only" obviously can be a vital factor in enabling the medical profession to disseminate information quickly and effectively. But the program also may carry a by-product which may not have entered the minds of its sponsors 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 profession'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 differences, made the switch to television last night over WOR-TV (7:30 o'clock). Its success in the visual medium seems highly questionable:

Selection Criteria



Cleaning and Reformatting Discs



Transcribing & Cataloging

000 - FIXED LENGTH CONTROL ELEMENTS - SERIES INFORMATION

fixed length control field 140730s1954 nyu nn o n ang d

010 ## - CATALOGING SOURCE

Original cataloging agency WK

Transcribing agency WK

035 ## - SYSTEM CONTROL NUMBER

System control number (OCLC) 0J891690267

099 ## - LOCAL FREE TEXT CALL NUMBER (OCLC)

Classification number Online access only

019 ## - LOCAL HOLDINGS (OCLC)

Holding library WKRM

100 1# - MAIN ENTRY--PERSONAL NAME

Personal name Peck, David W.

245 10 - TITLE STATEMENT

Title Where law and medicine meet

Medium [sound recording] /

Statement of responsibility, etc. David W. Peck.

260 ## - PUBLICATION, DISTRIBUTION, ETC. (IMPRINT)

Place of publication, distribution, etc. New York, NY :

Name of publisher, distributor, etc. WNYC,

Date of publication, distribution, etc. 1954.

490 1# - SERIES STATEMENT

Series statement Lectures to the laity

500 ## - GENERAL NOTE

General note Title from resource provided by the producer (viewed on September 2, 2014)

500 ## - GENERAL NOTE

General note Lecture.

500 ## - GENERAL NOTE

General note Series of lectures produced and held at The New York Academy of Medicine, New York, NY.



Web Production



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https://internal.wnyc.org/admin/cms/article?c=RWAM

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<input type="checkbox"/>	The Philosopher Looks at Science	For Doctors Only - For Doctors Only
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At the Forefront of Death: Cancer in Midcentury

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CREATING SMART ENERGY

FOR A BRIGHTER FUTURE

BINGHAMTON UNIVERSITY STATE UNIVERSITY OF NEW YORK

2:25 PM 1/8/2015

Windows taskbar showing icons for Internet Explorer, Word, Outlook, PowerPoint, and other applications. The system tray shows the time as 2:25 PM on 1/8/2015.

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

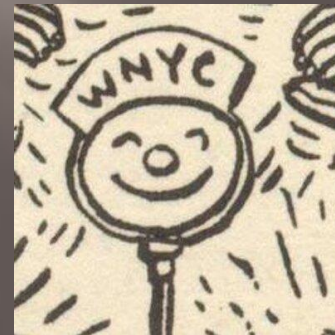


Where to go for the Archive Broadcasts:

- ▣ <http://www.wnyc.org/series/nyam-lectures/>
- ▣ <http://www.nyam.org/library/collections-and-resources/digital/nyam-lectures-broadcast-by.html>



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