

# The RCA Heritage Program

## AT ROWAN UNIVERSITY

# 2018

FACTS AT A GLANCE



**RCA**  
“The most trusted name in electronics”

In 2011, The RCA Heritage Program Museum was founded by retired **RCA executive Joseph Pane**.

Today, the museum’s collection includes more than 6,000 pieces of RCA memorabilia housed in Rowan’s Campbell Library.

The collection includes products used in households nationwide and served soldiers on battlefields around the world. From the first televisions to field radios to Nipper listening to his master’s voice, the items—donations all—illustrate

RCA’s contributions to entertainment, culture, family life, the military and space exploration. The museum also pays homage to the corporation that once employed more than 12,000 people and spurred a burgeoning middle class in South Jersey.



### Supporting tomorrow’s innovative leaders

The RCA Heritage Program Scholarship Plan awards scholarships to Rowan students who are native South Jersey residents pursuing Master Degrees in Electrical Engineering or MBAs.

# \$22,500

in scholarships awarded in four years to

**5** engineering students + **3** MBA students

**For more information:**  
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The RCA Heritage Program  
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**Museum hours:**  
Mon., Wed., Fri.  
9:30-11:30 a.m.

# 60

years that RCA was a leader in technological advances

1939



RCA introduces television at the New York World’s Fair and begins mass production in 1946.

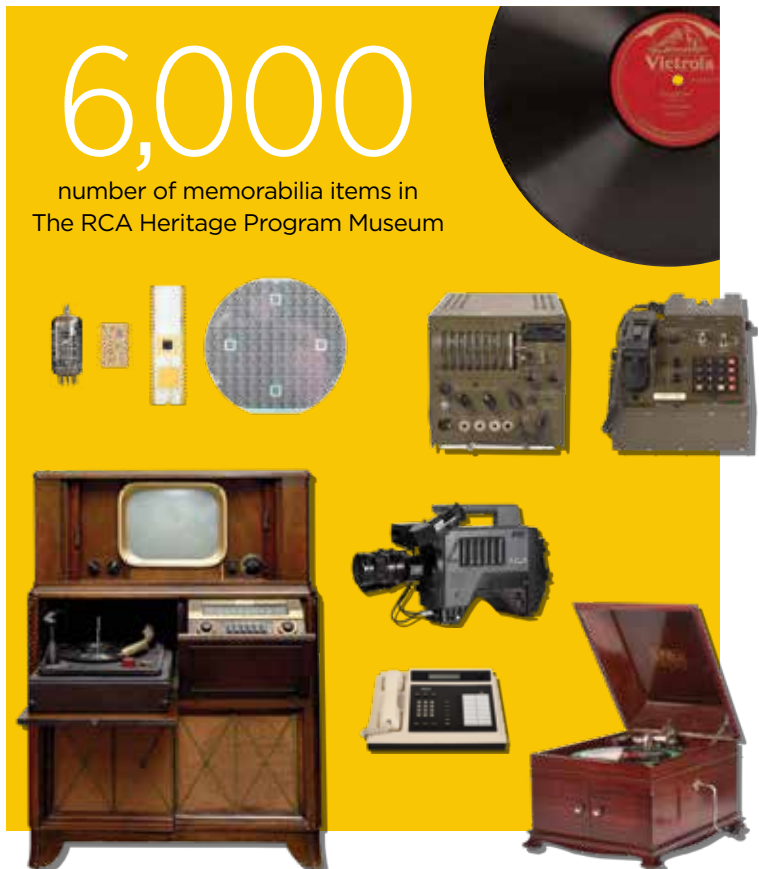
1969

# “One small step for man ...”

RCA develops the voice communication system for the Lunar Module that allowed Armstrong to utter his famous words when he landed on the Moon.

# 6,000

number of memorabilia items in The RCA Heritage Program Museum



# Internships

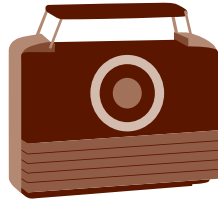
EDUCATING AND INSPIRING THE NEXT GENERATION OF ENGINEERS

## 1 Technology seminars

Students in engineering and communications study RCA's 60 years of technological innovations.

## 2 Restoration of RCA radios of the '30s

Engineering students restore RCA radios from the early '30s using today's technology. Practical, hands-on experience can prove invaluable when students enter their chosen field.



## 3 Abstract summaries

Students from the College of Humanities & Social Sciences—principally history majors—create concise summaries of RCA technology development documents.

Visitors can access the abstracts and original documents on the RCA Information Research Center work station.

## 4 Oral History Project

Students interviewed and videoed 42 retired RCA employees reminiscing about their careers at RCA. These conversations provide a firsthand account of RCA's contribution to South Jersey over six decades, employing over 4,500 engineers and 12,000 staff, and creating a middle class of professionals.



RCA referred to itself as the place where there were...

“... more engineers per square mile than any place in the world.”

## RCA Information Research Center

Anyone can access a wealth of RCA's technical and management documentation developed over six decades.

At a dedicated work station, visitors can browse and search abstracts and original technical documents, as well as search for items in the museum's archives.

# TALE OF A DOG

1901

The Nipper drawing is sold to the president of the Victor Talking Machine Company, in Camden, New Jersey.

Nipper and “His Master’s Voice,” appears on all records produced by the company.



Photo courtesy of William Haas



1915

Nipper image is made into four 15-foot diameter stained glass windows, which are installed on the Nipper Tower overlooking the Victor buildings in Camden.

1929

RCA acquires Victor Talking Machine Company and Nipper becomes the trademark for RCA Victor Records division.



1969

RCA updates its logo and donates original windows from Nipper tower to:



Pennsylvania State University

Widener University

The Camden County Historical Society

The Smithsonian Institution

2013

The Palmer Museum of Art at Penn State donates its window to The RCA Heritage Program at Rowan University.

2016

Inspired by Joe Pane's vision and his commitment to the RCA program, Nicholas Piazzola donates

**\$50,000**

to restore RCA Heritage Program's window, which will be installed in Rowan's Campbell Library atrium.