

1947

1967

20th Anniversary



W B Y S Radio

Good Neighbor To The Spoon River Country

1560 ON YOUR DIAL



CANTON, ILLINOIS

*The Greater Part Of Progress
Is The Desire To Progress*

- Seneca



HALLWAY

Welcome to WBYS. That is the greeting you always receive when you cross our threshold. We give you the same warm welcome to our Twentieth Anniversary Album.

You will find portrayed on these pages a modern broadcasting facility along with the people who have joined together to add meaning to our slogan – GOOD NEIGHBOR TO THE SPOON RIVER COUNTRY.

You will also find interesting things about WBYS – yesterday and today – and a pictorial review of the People, Programs and Progress that have shaped WBYS into an important part of living in this Spoon River Country.

Welcome to WBYS – The latchstring is always out.



CHARLES E. WRIGHT
General Manager

The author, Edgar Lee Masters chronicled the lives of the people in our area in an earlier day with his "Spoon River Anthology". This work was vivid, graphic, informative, entertaining and controversial with some people. It was a respected work.

There's a great similarity in Masters' work and WBYS. Today we chronicle the lives of the people in the same area. We try to be vivid, graphic, informative, and entertaining. In so doing we become controversial at times, but in all cases we seek to be respected.

While we are proud of our excellent facilities, we are more proud of the people associated together for the uncommon purpose of being responsible broadcasters and good citizens of our communities.

The glimpse backward to the past twenty years reveals the foundation on which we can build for an even more exciting future.

* * * * *

Wright has been in broadcasting 26 years and is in his 14th year as manager of WBYS. He is President of the Fulton County Broadcasting Company which owns the station. Graduated from the University of Puget Sound in Tacoma, Washington, he has a vital interest in world and local affairs and broadcasts the stations editorials. He and his wife have one married daughter. His current affiliations in community and industry affairs include the following:

- President of the Fulton County Community Concert Association
- President of the Canton Community College Foundation
- Board of Trustees of the Congregational Church
- Board of Directors of Canton Industries, Inc.
- Territorial Vice President of the American Red Cross for Fulton, Henderson, Mason and Warren Counties
- Board of Commissioners of the Canton Park District
- Chairman Freedom of Information Committee of the Illinois Broadcasters Association

TOM JONES
Operations Manager

Directs Sales and Programming and is host of "Daybreak" from 6:00 to 9:00 AM Monday thru Friday.

Jones is a graduate of Western Illinois University in Macomb, is married and has one daughter. He has ten years experience and has been at WBYS eight years.

His full calendar of civic affairs activities include the following:

Co-President of the 1967 Canton Friendship Festival Association

1st Vice President Fulton County Playhouse

Secretary of the YMCA Board of Directors

Board of Deacons Trinity Lutheran Church

Board of Directors Canton Association of Commerce and Industry.

Board of Directors Salvation Army

Mayor's Citizen's Advisory Council



Sales and programming sometimes tend to be two opposing forces in some radio stations. At WBYS the two areas are blended together in an effort to make the advertising message a program vignette, rather than an intrusion.

The same ingredients that go to make up a professional newscast, documentary, information feature or entertainment program are incorporated into the WBYS commercials.

They are produced to be informative, factual, newsworthy, friendly, honest or entertaining. This concept has contributed to the unprecedented growth in audience and advertising in the past several years.

It takes modern broadcast facilities along with well-educated, experienced broadcasters who are community oriented to perform successfully for the advertiser, the audience and the community. Enthusiasm for service is the common denominator in all of the endeavors at WBYS.



PHIL MILLER
News Director

WBYS NEWS is the supporting structure around which all other programming is built.

Local news of the area is something no other broadcast enterprise provides. Emphasis is placed on local news with more than one hour daily in eight conveniently scheduled newscasts.

Local news is a fulltime job for the News Director and Frances Hoffman who has covered the County Court House in Lewistown for 10 years.

Since the very first day of broadcasting, WBYS has been served by the Associated Press. The teletype in our news room is just moments away from any news event in the world.

Since June 1, 1958, ABC NEWS has been an integral part of our news programming.

The essentials of WBYS News in Full Dimension consists of the following:

1. Accuracy
2. Speed
3. Voices of Newsmakers
4. Background and Analysis

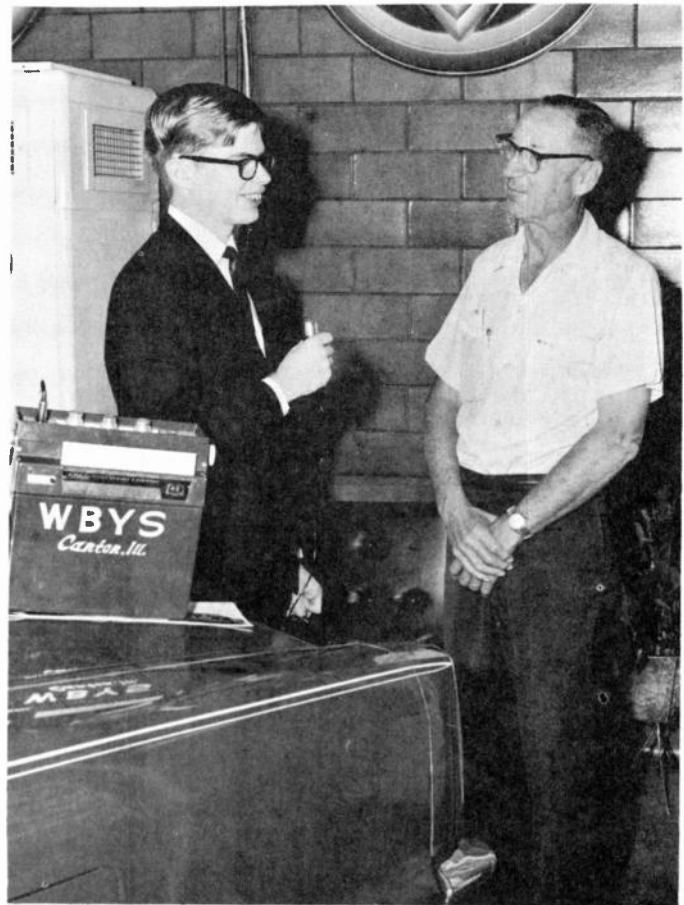
Regularly scheduled locally produced specialized news broadcasts are included on the WBYS program schedule. These include "School Beat", "Medical News" and "Religion in the News" as well as other fields of interest.

* * * * *

Phil Miller is a native of Fulton County. He attended Canton Community College and Hope College in Holland, Michigan. He worked on the Hope College radio station WTAS two years and is in his third year at WBYS. He's on a first name basis with City Officials, School Board members and just about everyone in a capacity for making the news. He is married and has one child.

Each year the Associated Press makes annual awards to stations for various types of news broadcasts. Judging is done alternately by the journalism faculties at the University of Illinois and Northwestern University. WBYS is proud to have received the following awards.

1959	Special Events	Merit
	Editorials	Merit
1960	Editorials	Recognition
1961	Editorials	First
	Farm Shows	First
	Special Events	Merit
1962	Editorials	First
	Farm Shows	Merit
1963	Editorials	First
	Farm Shows	Merit
	Sports	Merit
1964	Sports	First
	Farm	Merit
	Editorials	First
1965	Editorials	Merit
1966	Editorials	Merit
1967	Special Events	Recognition



*Pat Lopeman interviewing Jack Mills
about the 1968 Ramblers.*

WBYS NEWS captures the sounds and the voices that make the news. With a transistorized portable tape recorder, Pat Lopeman interviews Jack Mills, one of the owners of Clyde Mills Sales and Service. Mr. Mills is Treasurer of the Canton New Car Dealers Association, a year round advertiser with WBYS. His own firm has been in business for 55 years and he is well equipped to talk about cars new and old.

Pat Lopeman is one of the younger members of the WBYS staff but his interest in news goes back several years. While a sophomore in high school he was reporter for his FFA chapter and also for his section which comprised four counties. He was selected as one of the top three reporters out of the 440 chapters in Illinois. He is currently attending Canton Community College.



Another faithful member of the WBYS news team is Mrs. Derwood Shiplett who conducted a program on the station in the early 50s for the Home Bureau. She has been a correspondent in the Cuba area for 10 years.



Frances Hoffman has covered the Court House beat in Lewistown for more than 10 years. She knows the ins and outs of court procedures, the workings of law enforcement agencies and is on top of the news events before they occur. She also covers other news in that area of the county



A new approach to religious broadcasting is found with "Religion In The News" conducted by the Reverend Walter E. Bucher, Pastor of the Church of the Brethren. This is a religious newscast with real substance and gets to the heart of religious news.



A regular feature on Saturday mornings during the school year is "School Beat", conducted this year by Patty Bell, a senior at Canton Senior High School. In 1966, the program won First Place in Illinois for school interest programs. The award was presented by the American Legion Auxilliary.



Burta Owings and Janet Little with coverage map

Success in advertising is a matter of teamwork between the advertiser and the medium. Janet Little of the Sales - Service Department discusses advertising plans with Burta Owings, Manager of Scripps, the largest department store in Fulton County.

Janet Little attended Mac Murray College in Jacksonville, Illinois and is in her third year at WBYS. Her study of interior decorating gives her a flair for the handling of accounts dealing with homes and fashions. She has a daily broadcast and is heard on commercials for many accounts. Her husband is a teacher and coach and they have one son.

After an advertiser has been sold — the story must be told and below is Jim Hogan who heads the copy department. Along with ideas he has the full resources of the RCA Thesaurus and Pepper Sound Studios commercial libraries. Hogan is in his second year at WBYS, having worked a year at the Armed Forces Radio at Thule, Greenland. In his spare time, he takes courses at Canton Community College and is very active in the Canton Jaycees.

JIM HOGAN



Programs, spots, rates, tape numbers, years, months, days, hours, minutes, seconds, changes, accounts receivable, bank deposits, writing checks, bank balances, telephone calls and interruptions make up the day in the life of a person in the traffic and bookkeeping department.

Programs and spots vary in length from a few seconds to over three hours with sporting events. Advertising schedules begin and end. There are local programs, remote programs and network programs. All of these separate productions must be converted into a schedule in advance of broadcast time so the announcer on duty knows exactly what is to be broadcast each second of the day.

With WBYS being a subscriber to the Code of Good Practices of the National Association of Broadcasters, it remains the responsibility of the Traffic Department to make sure the scheduling of advertising conforms to the requirements of the Code.

In addition, this department handles the billing of advertisers, payment of bills and the usual record bookkeeping common to all businesses.



MARJORIE HANSEN
Traffic and Accounting

Prior to joining the staff of WBYS this year, Marjorie Hansen was employed by WOI AM-FM-TV in Ames, Iowa.

She is married and her husband is employed in management training at the Canton Works of International Harvester. One son occupies her free hours.

Showmanship occupies an important place at WBYS. Included in our showmanship is the appearance of our physical plant. This is handled by Larry Nebergall who is in his fourth year and is attending Canton Community College. His artistic interests lend themselves handily to this effort.





Rich Sterling in the Master Control Room

The center of operations for everything that is broadcast goes through Master Control. From this point all originations from Studios A and B, the News Room, remotes, the ABC Radio Network and the control room itself, are monitored.

The latest solid state audio equipment is utilized including the new Gates Dualux II console; four Cartritape II units for cartridges; two Magnecord 1021 reel-to-reel tapes; two Magnecord PT6 reel-to-reel tapes; and three new portable tape recorders and all new remote control facilities.

From the Master Control Room WBYS music shows are originated drawing from a library of more than 50,000 selections representing music of every type and taste.

Good technical facilities are a must in providing high fidelity sound to a sound-conscious audience.

* * * * *

At the control board above is Rich Sterling with seven years experience in radio. He is in his fourth year at WBYS and handles the farm broadcasts as well as news and music shows. He is a graduate in Radio-TV from Southern Illinois University at Carbondale.

WBYS-abc

SERVES FULTON COUNTY



The newsmakers appear in person on WBYS. Newsman Glenn Pyle interviews Ken Etcheson, Administrator of Canton's Graham Hospital. In the past decade, capital improvements to the hospital have totaled nearly \$4,000,000.00. These funds for the most part were provided by local citizens and firms. Communications with the community was essential and WBYS was one of the tools used.

When there's a ribbon cutting ceremony opening a new store, the WBYS microphone is always there. Former Mayor Lee Cook cuts the ribbon of the new Tempo Store as store and company officials join with community leaders in the happy occasion.



A highlight in the area in 1963 was the appearance of Paul Harvey, popular ABC commentator who spoke at the Lincoln Day Banquet sponsored by the Fulton County Republican Central Committee. Mr. Harvey made many friends while in Canton and his three daily broadcasts continue to be some of the most popular programs on WBYS.



JIM WEEDER
*Secretary of Organization
 Fulton County Farm Bureau*



ANN BRYDON,
Executive Director YWCA



MAYOR W. PAUL WOODS,
City of Canton



RUTH MOORMAN,
*Fulton County Extension
 Adviser, Home Economics*



CHUCK HINES,
Youth Director YMCA



BLANCHE BAXTER,
*Fulton County Assistant
 Extension Adviser, Home
 Economics*



LEO SHARPE,
*Fulton County Extension
 Adviser, Agriculture*



LOUISE BERRY,
Y-Teen Director YWCA



STAN KLYBER,
*Executive Director Canton
 Association of Commerce
 & Industry*

PAT HOUSTON, *Fulton County Assistant Extension Adviser, Agriculture,*
 also appears on WBYS regularly.



MIKE CHIANAKAS

The production studio at WBYS gets as much of a workout in community affairs as it does for producing commercials. Local community leaders make regular appearances each week to tell about their respective fields of endeavor. Frequently, what they say makes the news. Concise, meaningful interviews are made for news and public affairs broadcasting.

Above in the production studio is Mike Chianakas, Executive Director of the Canton YMCA. Others on these pages appear weekly on WBYS. The appearance of these community leaders adds substance to the WBYS program schedule that is available through no other source.

Looking Backward

Here's a glimpse in word and picture of some of the WBYS employees who contributed in the making of today's WBYS.

Jack McCarthy, now a newsman at the Storer Broadcasting Company's WJBK-TV in Detroit. Began at WBYS in 1954 while a student at Lewistown Community High School.



Bill Wortman was our first fulltime news director in the early 50s. He is now with the Latin American Mission's broadcasting service in San Jose, Costa Rica.

Tony Schrage was a popular personality on WBYS in the late 50s. and is now a top personality as Tony Trent at WCVS in Springfield, Illinois.



Bruce Bagg was Program Director and morning personality in the late 50s and is now featured on WTAX in Springfield, Illinois.

Some other staff members and what they're doing now

IN NEWS: Bill Houlihan - WEEK, Peoria. John Bendick - WVAM, Altoona, Pa. Jack Margraves - WCIA, Champaign. Jerry Bidle - WMBD, Peoria. Rick Smith - WSOY, Decatur. Nick Alexander and Dale Coleman - WICS, Springfield. Don Hopper - Peoria Journal Star, and Jack Storer - WTTF, Tiffin, Ohio.

IN ENGINEERING: Howard Elliot - WQAD, Moline. Jean Marconnet - WEEQ, La Salle, Wayne Miller FFA, Indianapolis. and Larry Caldwell - Elmac, Chicago.

IN MANAGEMENT: Joe Vonesh - WLPO, La Salle. Clovis Sadler - WKAY, Glassgow, Kentucky. John Hallstrom - WIZZ, Streator. Vernon Kuehn - WBRI, Indianapolis.

On June 1, 1958 WBYS became affiliated with the ABC Radio Network which inaugurated a new era for the station. The network programs added a new dimension in service and entertainment and this affiliation has been helpful in providing a full range radio service.

A news broadcaster since 1937, Don Gardiner is a favorite with the WBYS audience. He has been anchorman on ABC Radio's extensive political convention coverage, news specials and was the first reporter to broadcast nationally the shocking and tragic news of President Kennedy's assassination.



Is there a greater name in sports broadcasting than Tom Harmon? He's heard regularly on WBYS and when he speaks sports fans listen..



One of the brightest names in broadcast news is Peter Jennings. He knows well the people and the lands he reports on because he has been there.



Other news personalities on ABC include Alex Dreier, Murphy Martin, Ted Koppel, Paul Harvey, Bob Considine, Don Allen, Frank Reynolds, Art Van Horn, Keith McBee, Mort Crim and others.

The All American sports broadcast team in addition to Tom Harmon includes Bill Flemming, Chris Schenkel, Jim McKay and Howard Cosell.

A Look To The Future

The past is but a prelude to the future. In looking at our past we can see the strength that has been formed with people working together. As we appraise ourselves on this 20th anniversary, we seek to keep abreast of the times with a constant evaluation of what the audience wants and needs. In so doing, we can best serve.

One way we hope to add to our broadcast services will be the addition of WBYS-FM. Our application for permission to construct an FM station is now before the Federal Communications Commission. When this is granted, we will begin completion of this important adjunct.

When it is granted and the station is put on the air, it will operate on 98.3 megacycles with a power of 3000 watts.

It is our belief that success is a journey and not a destination. We therefore pledge our continuing efforts so we may always earn the commendation of being successful broadcasters.

