

30th
Anniversary



American
Information
Radio Network

WIBYS

CANTON, ILLINOIS



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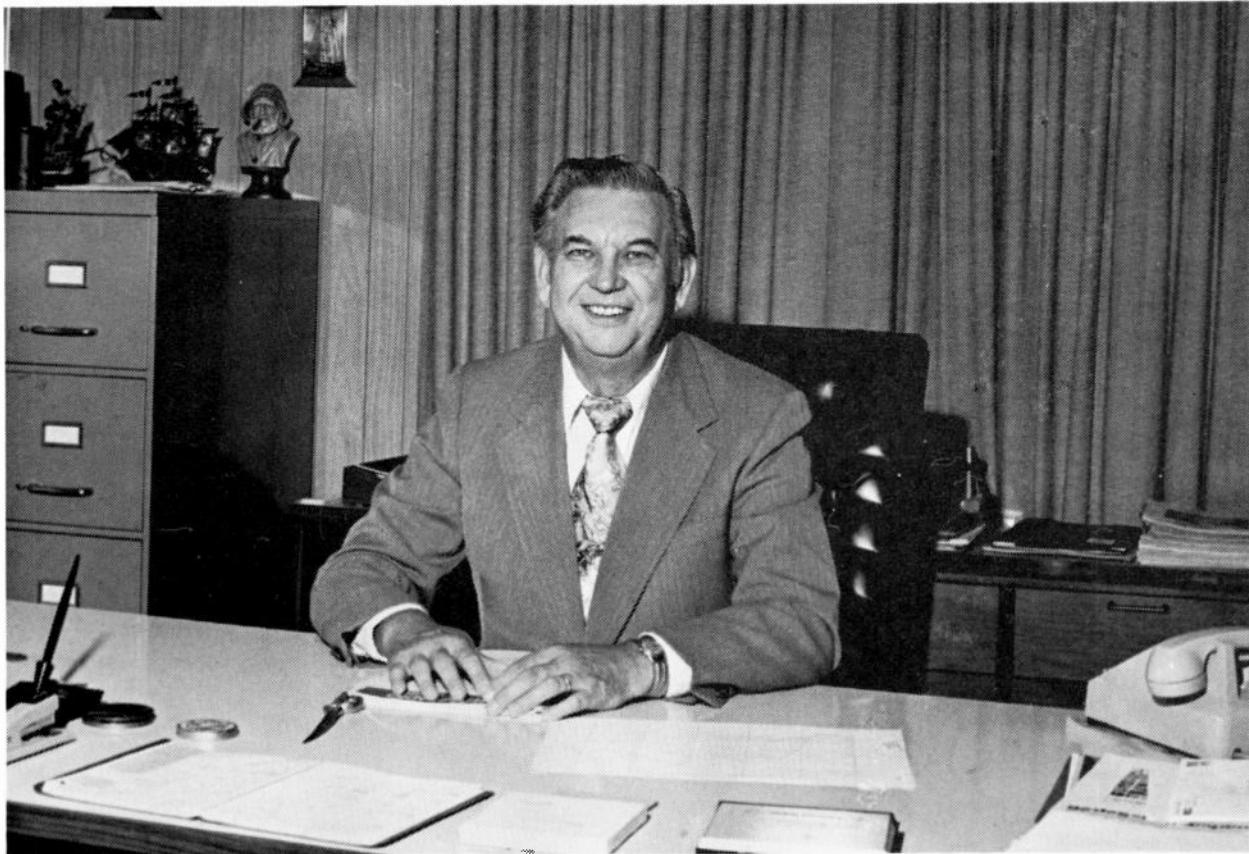
That is Morse Code for "30". Early day telegraphers used that combination of dits and dahs to indicate the end of a transmission. It was common in the 1930s and 40s for newscasters and commentators to use the term "30" to signify the end of a newscast.

In those cases the "30" meant the end but as we celebrate our 30th anniversary "30" signifies a new beginning that is possible because of the foundation that has been laid during the past 30 years.

We look forward to the best that is yet to come.

- 30 -





*Charles E. Wright
President and General Manager*

For 23 of the 30 years WBYS has been in operation, Wright has managed the station and has been active in community and industry affairs. His present activities include the following:

- Immediate past president Canton Area Chamber of Commerce
- Board Member - Fulton County Home Economics Council
- Board Member - Fulton County Community Concert Association
- Board of Commissioners - Canton Park District
- City Planning and Zoning Commission
- Vice President - Radio - Illinois Broadcasters Association
- President Elect - Illinois Associated Press Broadcasters
- District Nine Director (Illinois and Wisconsin) National Association of Broadcasters

Broadcasting Is A Great Adventure

For 30 years WBYS has been involved in this great adventure in the Spoon River Country of West Central Illinois.

We are proud of our facilities and the many services from the suppliers of national prominence.

These things would be nothing without the people who turn transistors, tubes, bricks, mortar and tape into meaningful programming for people.

We gratefully acknowledge those who have worked in the past to make WBYS an important part of living in the Spoon River Country and are doubly proud of those associated today to form a team of people looking for every opportunity to be of service to others.

We welcome you to take a look at our past and more importantly look at us today in words and pictures.



WBYS went on the air in October 1947.

WBYS FM Stereo went on the air in October 1968.

The original building was half the size of the present building.

The 30,000 square feet of floor space is utilized with a modern, efficient design.

The station is located on 11 acres of well-maintained land at 1000 East Linn Street in Canton.

The station has received an award from the Canton Betterment Commission for the manner in which the property is maintained.

Lobby

When one enters the WBYS offices and studios the appearance of professionalism is evident. There are adequate facilities so professional people can do a professional job.

The Home Of WBYS



Our People



Ruth Wright

Ruth Wright is the Secretary-Treasurer of the Fulton County Broadcasting Company. She has done considerable broadcasting on special events during the years.

Her profession is in the medical field. She is a Registered Nurse and Registered Physical Therapist. She received her education at the Kahler School of Nursing and the Mayo School of Physical Medicine in Rochester, Minnesota.

She is the wife of the President and General Manager of WBYS.

She is very active in Community affairs.

*Thelma Barron
Business Office Manager*

Thelma Barron joined the staff in March 1968. She supervises the business office and is responsible for the company insurance and pension program.

Her activities in the community include:

- Lambda Chi Omega Secretary
- First Baptist Church
- Alpha Investment Club - President
- Canton Betterment Commission - Secretary
- Community Concert Assn. Treasurer
- Altruistic Club





*Kathy Groover
Accounting & Traffic*

It's always good to have a good utility person who can work in several areas. Kathy Groover is such a person:

While in high school she began working part time in September 1975. While in school she was a member of the National Honor Society.

Upon graduation she joined the staff full time.

She is a member of the First Baptist Church and a member of the Women's International Bowling Congress.

She bowls on one of three WBYS bowling teams.

Pauline Shuh came to WBYS in May 1974 after 17 years as manager of the Western Union office in Canton. Traffic is her primary responsibility and she is very active in the community.

Her memberships include:

- First Baptist Church
- Chancel Choir
- Sunday School Teacher
- Fulton County Board of American Cancer Society
- Lincoln School PTA
- Blue Bird Leader for two years.

*Pauline Shuh
Traffic Manager*

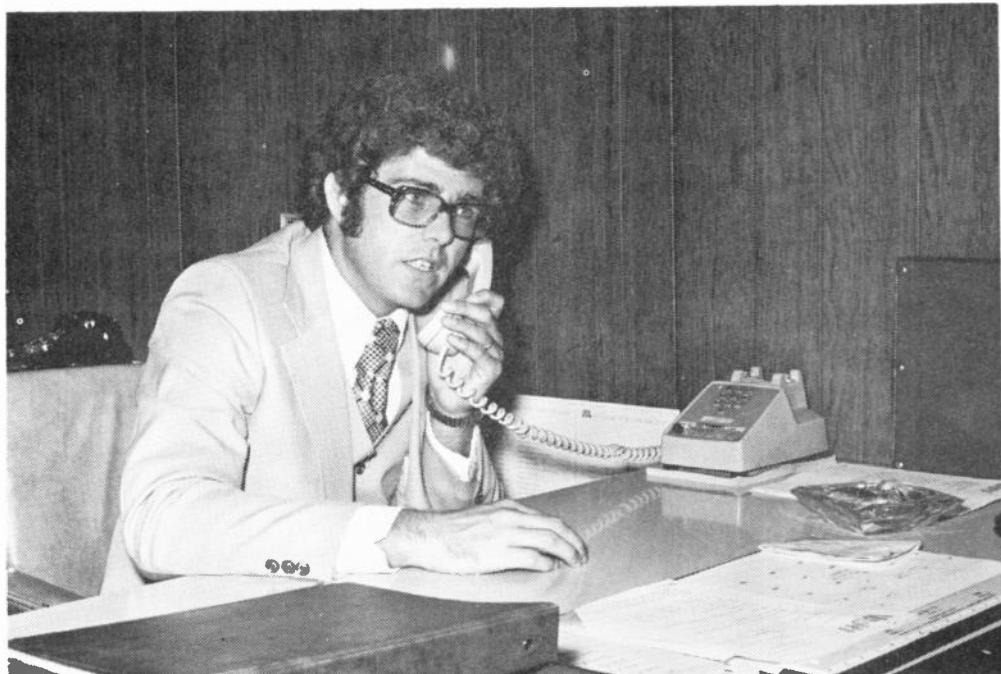


After graduation from high school, Jerry Lee attended Career Academy of Broadcasting in Milwaukee. He entered broadcasting at WILO in Frankfort, Indiana before coming to WBYS. He is in his 10th year and serves in the sales department and as Sports Director.

Jerry appeared in the ABC television show "Almost Anything Goes" when it was filmed in Canton in 1975.

His activities include:

- Canton Booster Club
- American Legion
- Retail Trades Division Canton Area Chamber of Commerce



*Jerry Lee
Sales - Sports Director*



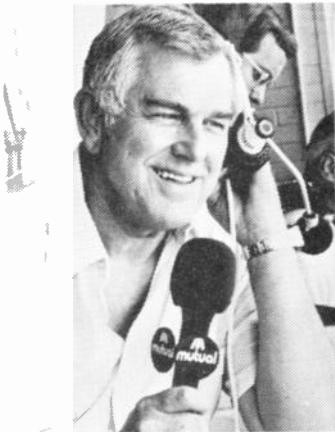
*Lindsey Nelson
NFL Football*



*Pat Sheridan
NFL Football*



*Tony Roberts
Notre Dame Football*



*Al Wester
Notre Dame Football*

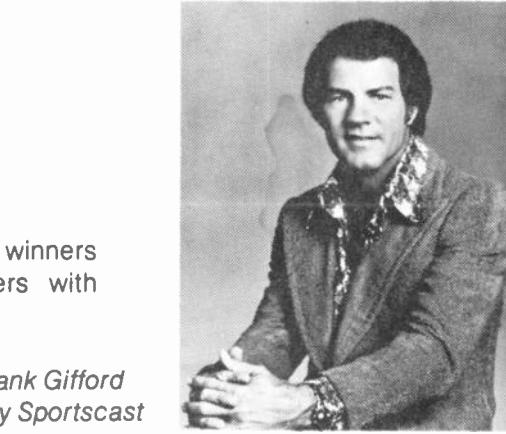
More than 350 sporting events are carried each year on WBYS. Our sports department is headed by Jerry Lee who has a busy schedule covering the local scene. In addition to this full schedule the following are carried:

St. Louis Cardinal Baseball
NFL Sunday Afternoon Football
Notre Dame Football
Monday Night Football
Bradley University Basketball
Indianapolis 500
Hambletonian



A team of sportscasters who are real winners broadcast play-by-play and provide listeners with regular reports daily.

*Howard Cosell
Daily Sportscast*



*Frank Gifford
Daily Sportscast*

James Saul joined the staff this year after his graduation from Southern Illinois University in broadcasting. His emphasis has been in business, advertising and marketing.

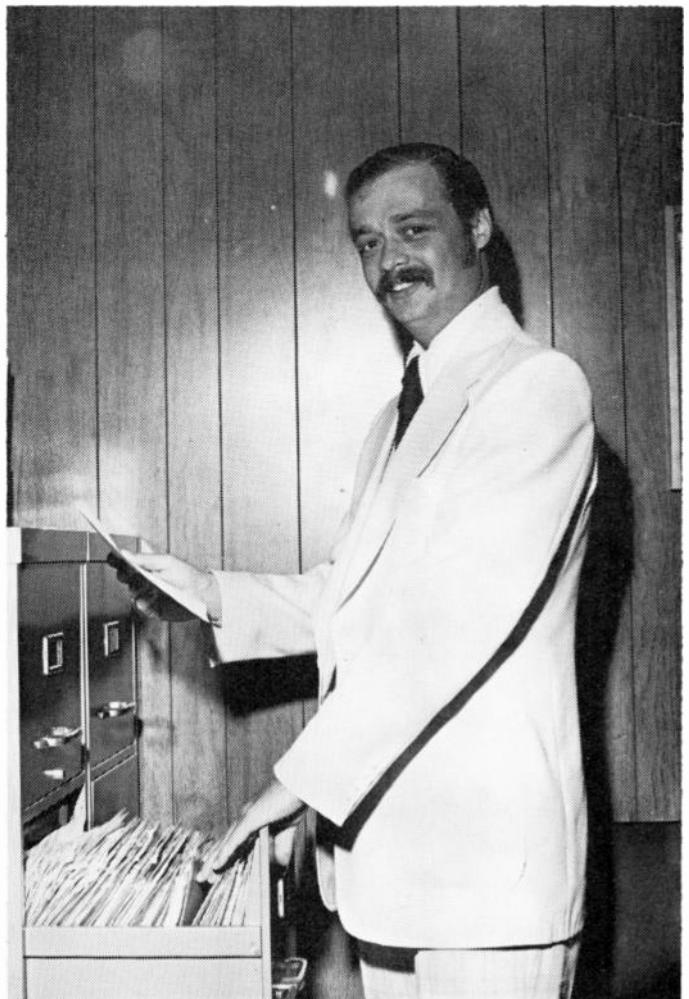
While in university he worked in the news department at WSIU, the university station.

He is a veteran of the U.S. Navy and activities include the following:

- Alpha Epsilon Rho Broadcast Society
- Past President of Southern Illinois Veterans Association.
- Retail Committee Canton Area Chamber of Commerce.
- St. Mary's Catholic Church

NATIONAL SALES REPRESENTATIVE

Walton Broadcasting Sales
New York — Chicago — Detroit
Beverly Hills — San Francisco



*James Saul
Sales*

*John Brydon
Sales Manager*

In his 10th year at WBYS, John Brydon has been in sales work most of his adult life. He holds a B.S. degree from the University of Virginia and has attended post graduate sales and marketing seminars at Ohio State University.

- Past president and board member Canton Rotary
- Past board member Canton Area Chamber of Commerce
- Retail Trades Committee
- Spoon River College Citizen's Committee - Past Chairman
- President Canton Duplicate Bridge Club
- Cuba Business Association
- Treasurer - St. Peter's Episcopal Church





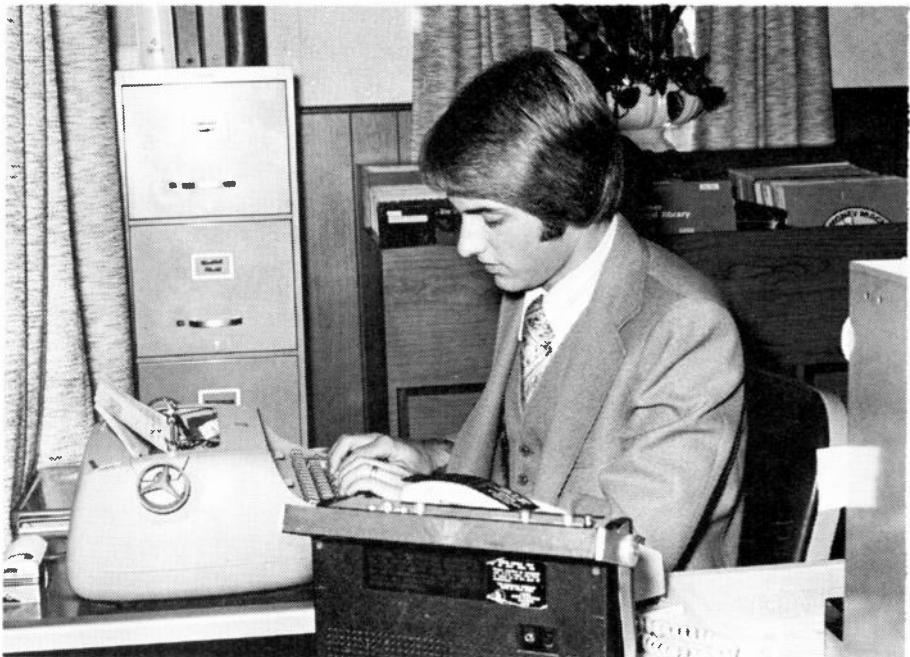
*Pat Taylor
Sales Secretary*

Neal Dionne started in radio at age 14 doing radio shows in high school in hometown of Jacksonville, Illinois. Worked at WILC, the Illinois College's station there and attended for two years Columbia School of Broadcasting in St. Louis. Upon graduation went to WDUK-FM in Havana, Illinois and after two years there came to WBYS.

He's in his third year here.

Activities

- Fulton County Health Department Hotline Counselor
- St. Mary's Catholic Church
- Appaloosa Horse Club
- Reading, music and softball



*Neal A. Dionne
Continuity Director*

Sales and Copy Department

The success of any radio station is determined by programming that reaches a responsive audience and advertising that is effective for sponsors.

To assist in the development of effective advertising, WBYS subscribes to the Radio Advertising Bureau, an industry supported service. This provides the latest research, advertising techniques and other information helpful to the sales and copy departments of a station.

WBYS owns two commercial production libraries and subscribes to two others that are updated monthly.

These production aids keep locally produced advertising lively, interesting and fresh.

Pat Taylor has been with WBYS for eight years. She attended Rochester State Junior College in Rochester, Minnesota and received an Associate of Arts Degree.

She is very active in the community with these activities:

- Leader of the Bluebird Group of Campfire Girls since 1975.
- Camp Fire Board of Directors Secretary.
- Campfire Leaders Association
- Skirt and Shirt Square Dance Club - Instructor Spoon River College.
- McCall School PTA
- Wesley United Methodist Church

NEWS



Phil Miller
News Director

Phil Miller is a native of this area which gives him an excellent background for being News Director. He attended Spoon River College in Canton and Hope College in Holland, Michigan where he worked on the college radio station.

He has been at WBYS 13 years and knows the news sources throughout the county. He has developed a reputation for responsible, straight-forward news reporting.

His activities have included:

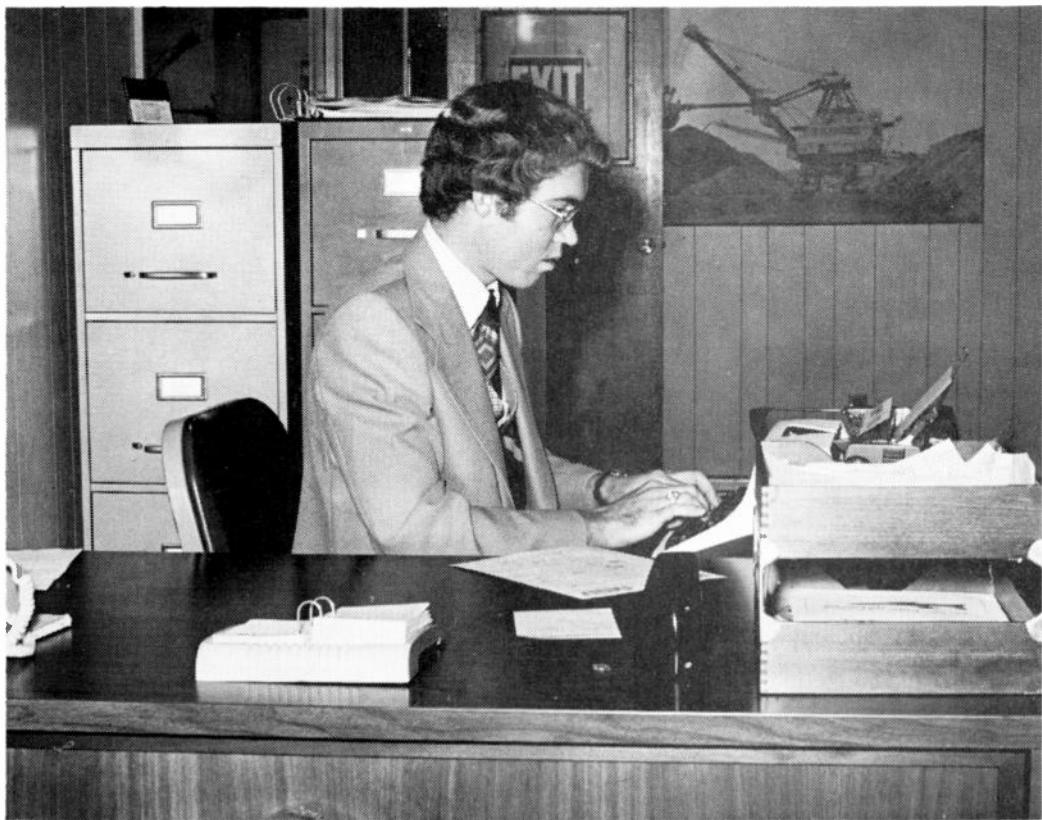
- Board of Directors YMCA
- Deacon Presbyterian Church
- Fulton County Safety Council
- Voters Service Committee YWCA
- Illinois News Broadcasters Association

The Spoon River Scenic Drive Associates presented him last year their "Big Wheel" award.

There is a total commitment to News at WBYS. There are three fulltime reporters in the news department who cover the important events in the area and report them on the air. Other staff members contribute to the daily report. WBYS News is a highly respected source of news in West Central Illinois.

Since 1959 WBYS News has received 34 Illinois Associated Press Awards and in 1974 a Certificate of Excellence was received from the AP for membership co-operation. In 1975 a national award was received from the AP for contributions to the national wire.

News facilities include the ABC Information Radio Network, the Associated Press, Capitol Information Bureau in Springfield, Congressional Quarterly and Editorial Research Reports.



Kevin Stephenson

Kevin Stephenson is the newest member of our news staff coming to WBYS this year following his graduation from Western Illinois University. He received his degree in Communications Arts and Sciences and his minor was Agriculture Science.

While in university he worked at WRAM in Monmouth, WIUM-FM the university station and UNICOM-TV, a program service to a CATV system.

Honors and Activities

- Phi Kappa Phi Honor Society
- Society for Collegiate Journalists
- Dean's List (WIU)
- Canton Little Giant Booster Club

Kevin grew up on a farm and his university study qualifies him for reporting farm news of interest to area farmers.

Gordon James joined WBYS in 1968 while attending Spoon River College in Canton. Left to attend Southern Illinois University receiving his degree in Radio and Television in 1973. While at SIU he worked for WSIU-FM and WSIU-TV. Returned to WBYS in 1973 as a reporter.

He helped re-organize the Hotline program of the Fulton County Health Department for counseling and developed that agency's Synergy program. He is on the Advisory Board of the Synergy/ Hotline program.

He is a member of the Cuba United Methodist Church and enjoys photography and backpacking.

He does an outstanding job of feature reporting combining clear, concise writing with audio from his subjects.

Gordon James





Ben Kinningham

WBYS news reports on the State Capitol originate where the news is happening. Ben Kinningham heads the Capitol Information Reports that are broadcast daily on WBYS.

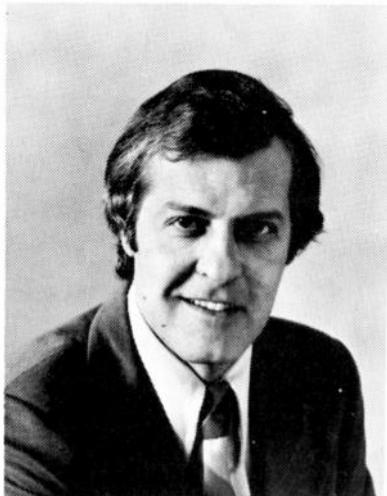
The law-makers who are from our area are on the air frequently explaining their votes to our listeners.

From where it happens you hear it happen on WBYS.



Charlie Wright

Don Fisher



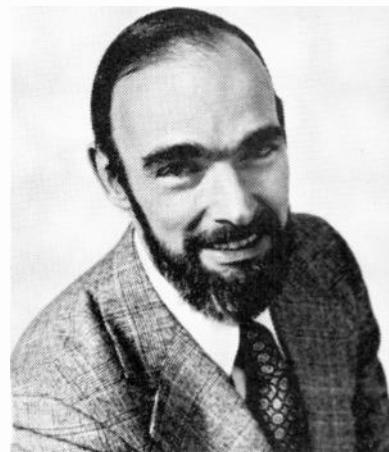
ABC News Correspondent Don Fisher was a student at Franklin and Marshall College in Lancaster, Pa., when WTPA-TV opened in his native Harrisburg, Pa. Fisher says he just went up and knocked on the door; it opened and his broadcasting career began. Fisher has covered everything from riots and floods to elections and President Nixon.

He came to ABC News in May 1974 and is heard regularly on WBYS.

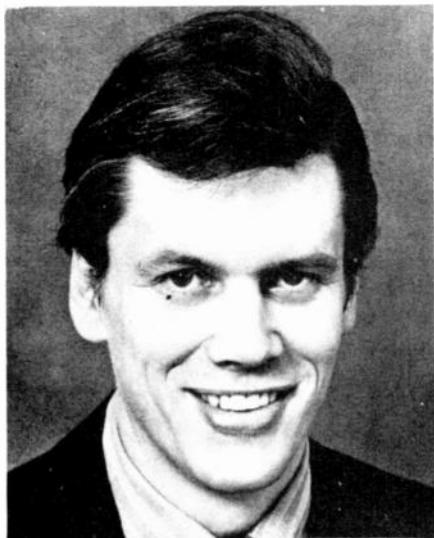


Bob Walker

Bob Walker, correspondent for ABC is heard each morning at 7:00 A.M. on the News Around the World. He began his professional career while still in high school where, at the age of 15, he was already broadcasting sports events for WJPF in his native Herrin, Illinois. Like many of the WBYS staffers, he attended Southern Illinois University. He was at WFAA-TV in Dallas, Texas when President John F. Kennedy was assassinated. He anchored the TV coverage of that tragedy for ABC. In 1972 he won the Overseas Press Club Award for the best radio documentary on foreign affairs.



John Grimes



George Caldwell

A radio newsman from the age of 15, veteran George Caldwell brings considerable credentials as an investigative reporter to ABC listeners. While a reporter for WSM Radio-TV, Nashville, in his native Tennessee, Caldwell almost single-handedly brought a halt to punitive whipping in the state prison system, when his series of radio exposes brought the practice to statewide attention. Caldwell joined ABC in 1973. He holds a B.S. from Northwestern University.

Dan Streeter



Dan Streeter started in radio at WAMW in his native Washington, Indiana. He attended Purdue University and Indiana University. Before joining ABC he worked as anchorman for WCAU in Philadelphia. He has covered some of the most significant stories of the times. Dan Streeter is a winner of a National Award from Sigma Delta Chi.



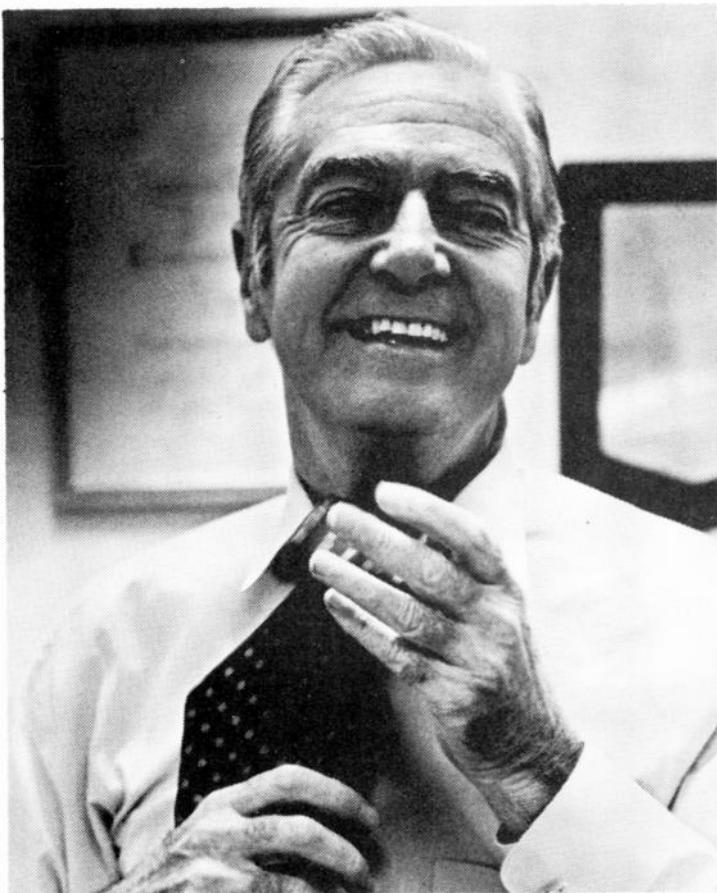
Paul Harvey

Paul Harvey has said he was "raised in radio newsrooms," and he has indeed built a very busy professional life around his daily broadcasts of the news to millions of listeners.

The Paul Harvey career is a legend and he makes up a one man news network comprised of 100 TV stations, 300 newspapers and 641 radio stations plus an additional 400 stations of the American Forces Radio around the world.

Paul Harvey News is heard twice daily and his "Rest of the Story" is heard once each day.

Area people remember Paul Harvey as being one of the community's most distinguished speakers in recent times.



Howard K. Smith

Howard K. Smith is one of the most articulate and incisive commentators in broadcasting. His comments are provocative and stimulating. The world has been his beat and he has covered it well. He's the only working newsman to win the Paul White Memorial Award. He has received an "Emmy" award and is a two-time winner of the DuPont Award.

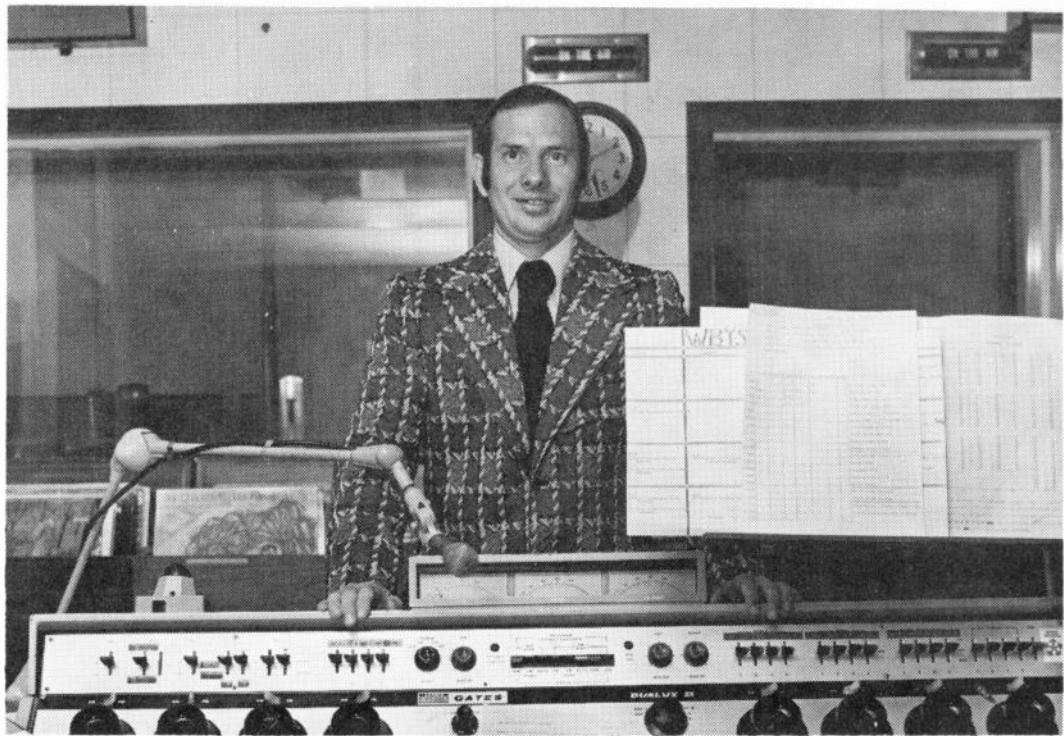
In 1970 he was presented the Carr Van Anda Award for enduring contributions to journalism.

Harry Reasoner

Harry Reasoner is widely known for his ability to translate complicated, sometimes confusing events into meaningful, understandable and often humorous language.

Reasoner has been the recipient of many awards including the Honor Medal of the University of Missouri School of Journalism, a George Foster Peabody Award for "outstanding contributions to television news during 1966" and many others.





Dean Cramer

In addition to being Program Director, Dean is the host of Daybreak from 6:00 to 9:00 A.M. daily. He began work for his hometown radio station WINI in Murphysboro, Illinois in 1957 and worked on several Southern Illinois stations before serving with the U.S. Army in Vietnam.

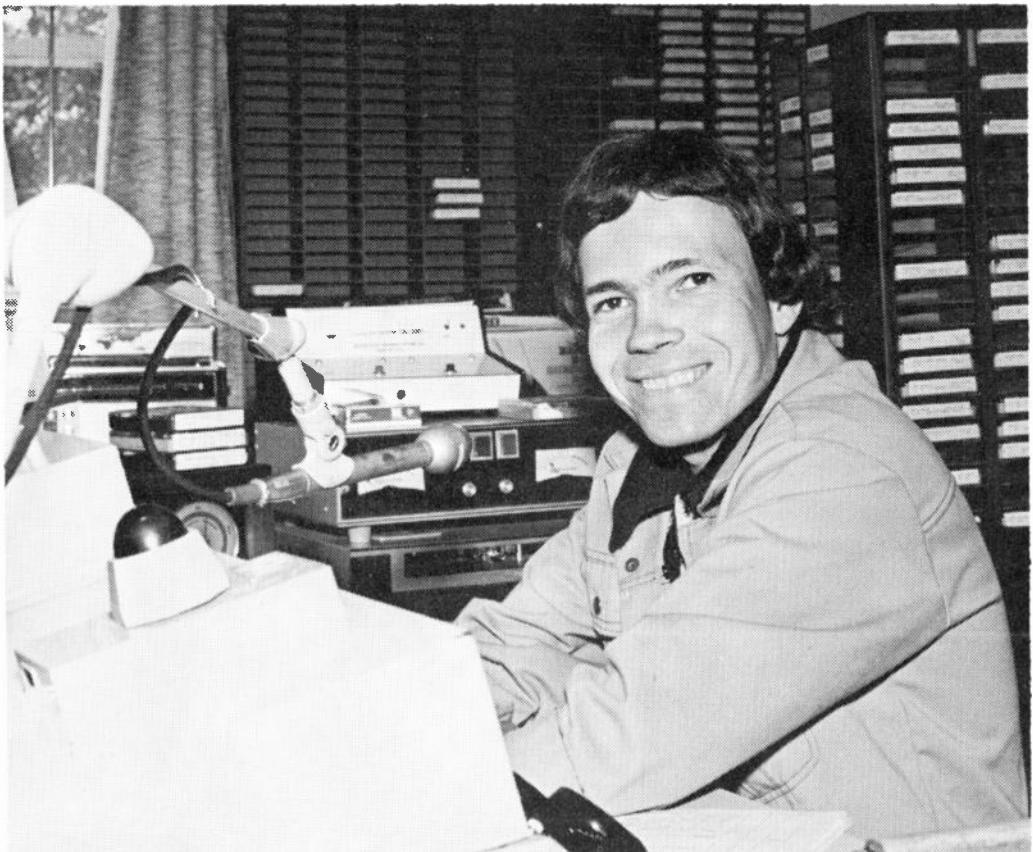
Dean joined the staff of WBYS in 1972. In addition to being a member of the American Legion his interests include music of all kinds, boating, movies, collecting old radio shows and science fiction. He collects posters for old movies.

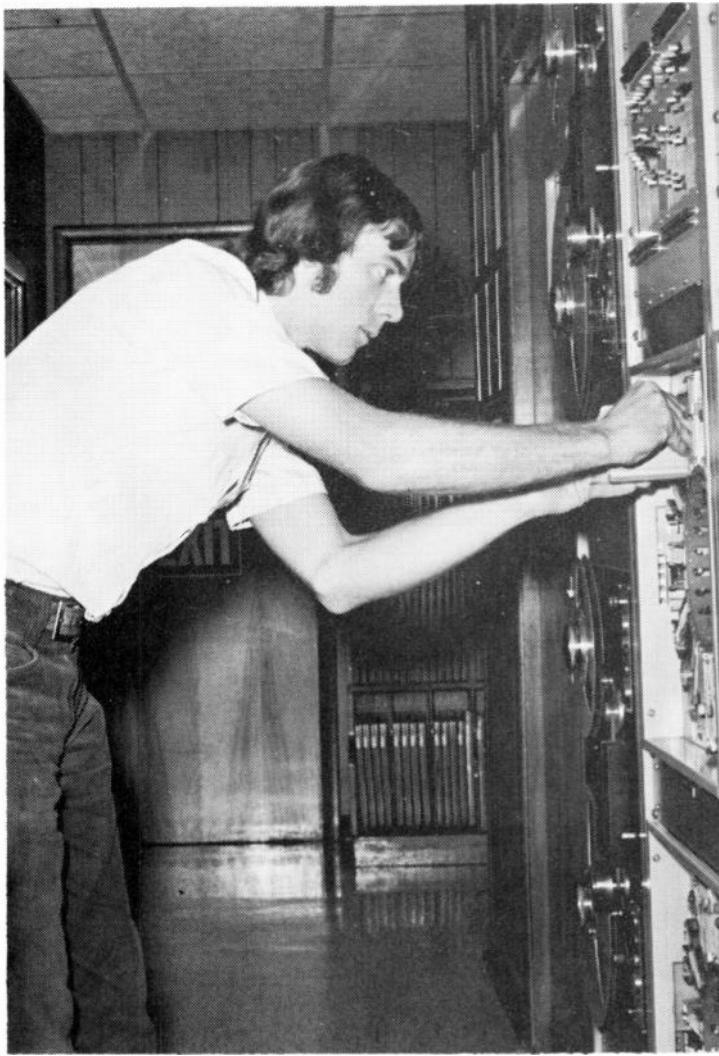
Leon Groover is a lifetime resident of Canton. While a student of Canton High School he became interested in broadcasting and joined the Explorer Post in broadcasting sponsored by WBYS. He majored in broadcasting at Lake Land Junior College in Mattoon, Illinois where he received his degree.

He has an active interest in sports dating back to high school where for six years he was manager of the high school basketball teams and for nine years he has been an umpire in the Canton Park District.

He is a nighttime host on WBYS featuring contemporary adult music and information.

Leon Groover





Dave Carlson

A regular part-time staffer is Dave Carlson who works weekends.

He is shown here with the automation system that was installed in 1968.

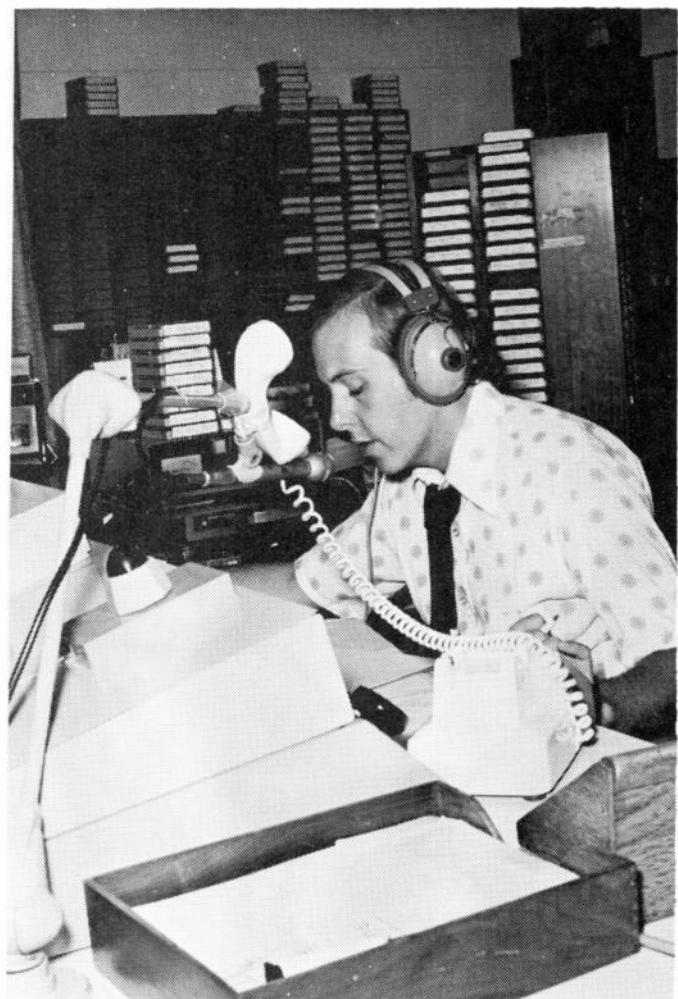
With this system WBYS broadcasts top personality music shows which are the highest rated in the country.

Dave is a graduate of Western Illinois University and received his degree in Mass Communications.

When he is not working at WBYS he's spending most of his time as a Media Specialist at Spoon River College in Canton.

His hobbies include camping and photography.

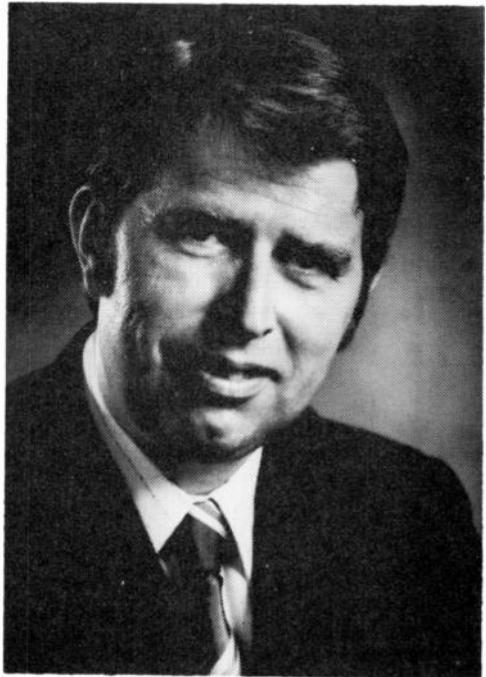
*Gordon James
Open Line*



The telephone lines are opened every day at 1:05 P.M. for a 25-minute broadcast of Open Line. Listeners call in to talk with a guest on the program. One day a week is reserved for an open discussion on any subject the listener wishes to talk about.

Some guests are in other cities and states so WBYS listeners have access to national authorities on subjects of interest to them.

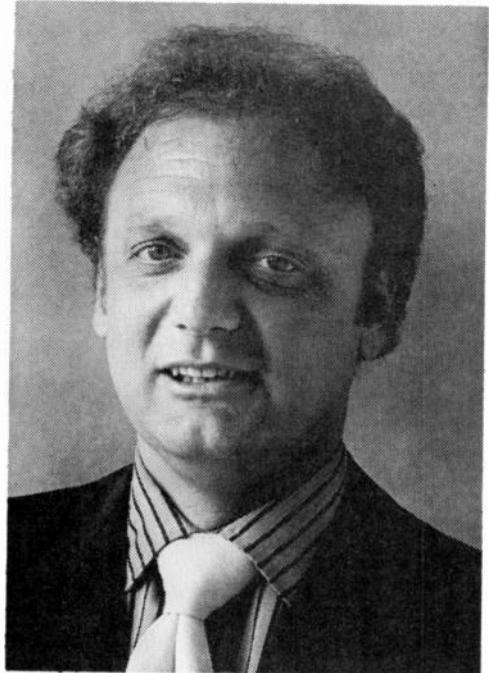
The hosts on the program include members of the WBYS News Department.



Jim French

JIM FRENCH SHOW

Jim French's day on WBYS begins at 9:05 each morning and his Contemporary Middle-of-the-Road music captivates the audience day after day. Jim's home base is KVI in Seattle, Washington where his show consistently rates in the top brackets. He's a real veteran in broadcasting and has taught broadcast performance at the University of Washington.



Lee Smith

LEE SMITH SHOW

"Versatility" and "professionalism" are terms which describe Lee Smith. He has a dynamic, upbeat style that causes afternoon audiences to stay with WBYS week in and week out. The Lee Smith Show rates at the top in some of the most competitive markets in the country.



Del King

DEL KING SHOW

From 10:00 to Midnight Del King holds forth with just the right music for day's end. It's a bright, easy listening show that is put together with a masterful touch. He's a personality who relates to the audience. People like him!

Chuck Cecil



"SWINGIN' YEARS" WITH CHUCK CECIL

There's no one who has a more intimate knowledge of the music and music makers of the big band era, than Chuck Cecil. He presides over the bandstand Saturday and Sunday nights in the company of such bands as Benny Goodman, Glenn Miller, Harry James, Artie Shaw, Tommy and Jimmie Dorsey and all the rest.

"ANYBODY HOME"

This program is break for everyone. There's nothing like it in all radio. It features Captain Stubby and Charles Homer Bill. These two country boys turn on their rural friends and city slickers, too.

The two have been entertaining millions for years going back to the old National Barn Dance days. When Captain Stubby and Charles Homer Bill come on the air - folks stop what they're doing and listen.



Special Features



Kate Carper

SCHOOL BEAT

For the past 18 years WBYS has carried School Beat which is hosted by a student from Canton High School.

The program has won the award of the Outstanding Educational Program on the air in Illinois from the Parent-Teachers Association.

Hostess on the program is Kate Carper, a senior. Kate is a very authoritative broadcaster and active in the school.

She was treasurer of the Fellowship of Christian Athletes last year; is treasurer of the National Honor Society; Vice-President of her Church Youth Group; is a member of the band and has been on the track team four years.

Karen Roth



FOR HOME AND FAMILY

Twice each week Karen Roth talks to WBYS listeners about a wide range of subjects For Home and Family. Karen is very involved with people all over Fulton County.

She is the Fulton County Extension Advisor - Home Economics.

She brings listeners up to date on those things that have meaning.

"OUR CHANGING WORLD"

He's a modern day philosopher with something interesting to say about topics of interest to everyone. He brings the most profound thoughts of all time into focus for use every day.

He appeals to the masses and gets an important point across on his daily broadcasts.

Earl Nightingale is the most listened to philosopher-commentator in the country today.

He gets listeners off to a good start every morning on WBYS.



Earl Nightingale

Robin Morrow



CHRISTMAS FANTASY

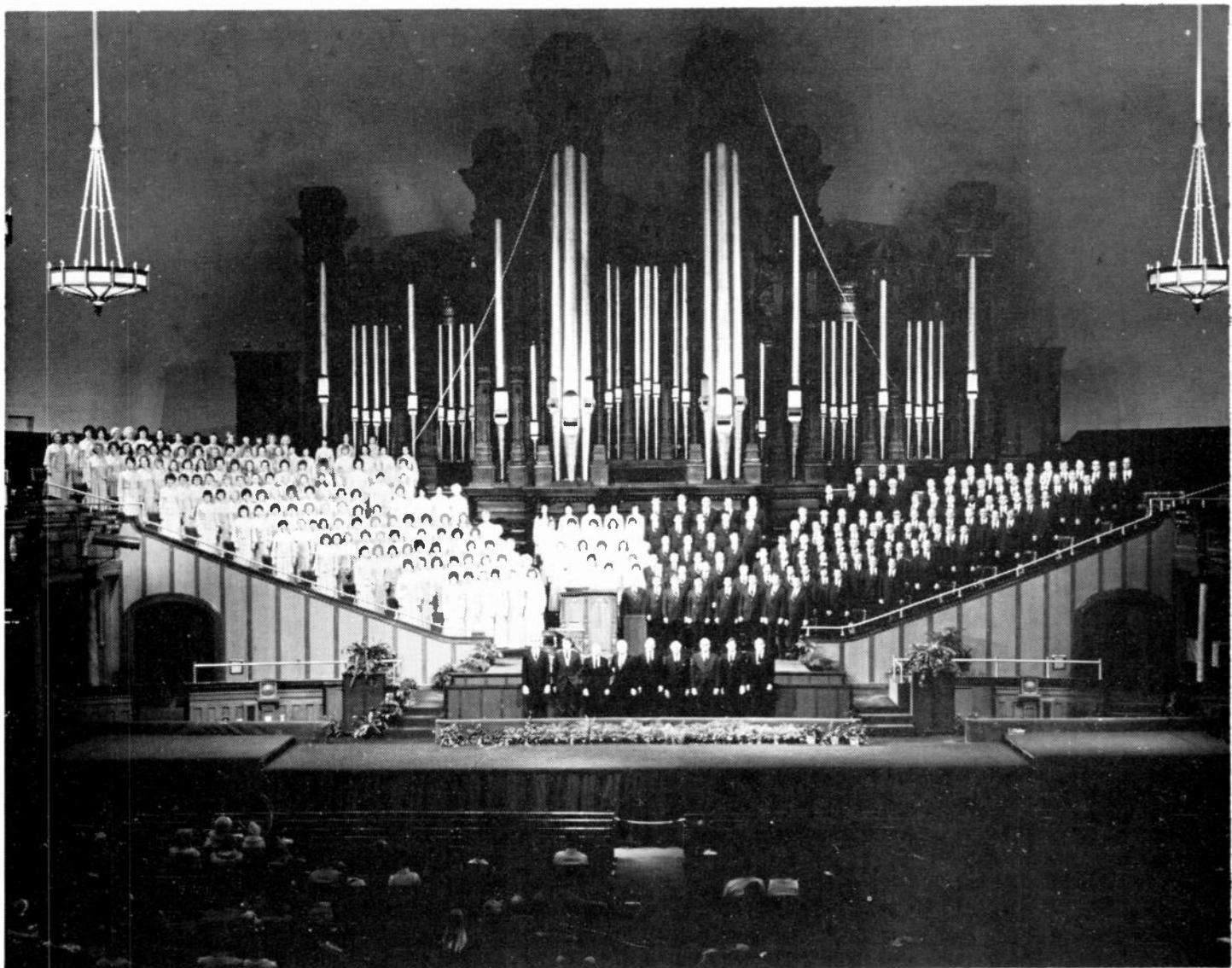
The outstanding program each Christmas season on WBYS is Christmas Fantasy with Robin Morrow.

The legends and lore of the observance of Christmas and the music that enhances the celebration are woven into a tapestry of majestic delight.

This Peabody Award winner brings listeners back year after year.

Christmas Fantasy and Robin Morrow are institutions on WBYS.

RELIGION



MUSIC AND THE SPOKEN WORD

It all began July 15, 1929! A great 375-voice choir began broadcasting coast-to-coast from the Mormon Tabernacle in Salt Lake City. Millions have heard this traditional Sunday morning broadcast of the choir backed up with 10,000 pipes from the mammoth organ.

The Spoken Word is an inspirational moment of meditation blended with the music from Temple Square, and presented by J. Spencer Kinard.

The music and the words and the people who make up this historic broadcast inspire and challenge our listeners every Sunday morning.





Religious thoughts for the world today are masterfully woven with sacred music of all idioms by Rev. Phillip L. Hedcock, Pastor of the United Methodist Church of Cuba, Illinois.

This presentation attracts the ardent church-goer as well as the infrequent church visitor.

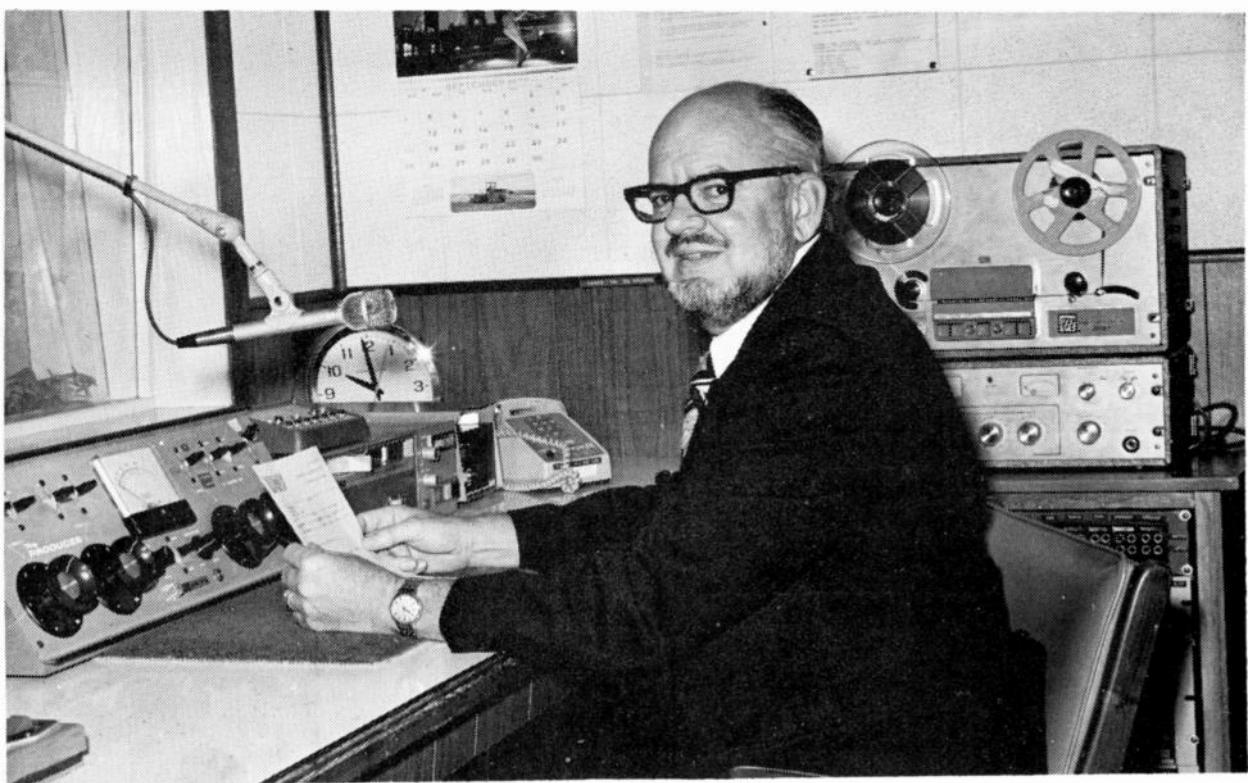
It's a religious broadcast that reaches the people.

Rev. Phillip L. Hedcock

Another religious feature is "Revivaltime" sponsored by the Assembly of God Church of Canton. This program features evangelist C. M. Ward and has been on WBYS for nearly a quarter century.

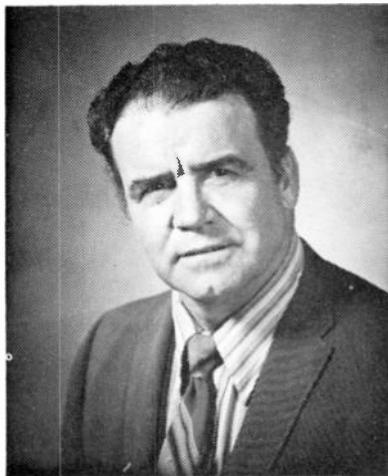
RELIGION IN THE NEWS

Rev. Darrell Harrison, Pastor of the First Christian Church of Canton presents "Religion in the News" every Sunday morning. This five minute religious newscast covers the world of religion in succinct form. It has been on the air for more than 15 years. It keeps listeners tuned in on what's happening in religion in all denominations.



Rev. Darrell Harrison

• AGRICULTURE



Dick Herm

Farming is big business in West Central Illinois and the line-up of farm programming on WBYS is second to none.

Kicking off the day is Art Secrest at 5:30 every morning with a half hour of information vital to farming success. This program originates in the Illinois Farm Bureau's studios in Bloomington.

Market reports from the Peoria Union Stock Yards are broadcast three times daily. The voice known to more farmers than any other in Central Illinois is that of Dick Herm. Dick's unique style and information and his frequent appearances at fairs, auctions and pancake suppers makes him a well-known broadcaster. He knows our listeners on a first-name basis.

Leland Glazebrook is the voice of Illinois agriculture. He is a member of the National Association of Farm Broadcasters, the National Agri-Marketing Association, Illinois Farm Bureau, Future Farmers of America Alumni Association and this year the National Soybean Association presented him their Communications Award.

As the voice of agriculture on his Corn-Soybean Network, he interviews the successful farmers and the authorities on agriculture.

His broadcasts are presented with as much interest for city folks as for farmers. His closing thought each day sums up his philosophy - "If you eat - you're involved in agriculture."



Kevin Stephenson

Kevin Stephenson, WBYS Farm Reporter goes outside the station to get viewpoints on today's farming opportunities and problems.

His background in farming makes it possible for him to discuss with farmers the subjects that have real meaning for them.

Leo Sharp



For more than a quarter century, WBYS listeners have tuned in to hear Leo Sharp. He's a tireless public servant and knows probably more farmers in Fulton County than anyone else.

His broadcasts are timely, authoritative and sincere. When he's not broadcasting he's busy as the Fulton County Extension Advisor for Agriculture.

Total Radio

- Total News
- Total Sports
- Total Information
- Total Farm
- Total Entertainment
- Total Community Service



CONSULTANTS

LEGAL

Claudon, Lloyd and Barnhart Ltd.
Canton, Illinois

PROGRAMMING

Broadcast Programming International
Bellingham, Washington

FCC ATTORNEYS
Putbrese and Kennedy
McLean, Virginia

ACCOUNTING AND FINANCE
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