

HISTORY OF RADIO STATION WGAR

CLEVELAND, OHIO

1450KHZ, 500 WATTS

1480 KHZ, 500 WATTS/5 KW DA

1220 KHZ, 50 KW DA-1

VOLUME – 1 OF 2

WGAR
VOL. 1

Before the
FEDERAL COMMUNICATIONS COMMISSION

Washington 25, D. C.

In re Applications of)	
G. A. RICHARDS)	
Transferor)	
and)	
HARRY J. KLINGLER, LAWRENCE P.)	
FJSHER AND JOHN A. HANNAH)	
Transferees)	
For consent to the transfer)	
of control of)	
KMPC, THE STATION OF THE STARS,)	Docket No. 9402
INC., Los Angeles, California;)	File No. BTC-756
WJR, THE GOODWILL STATION, INC.,)	Docket No. 9403
Detroit, Michigan;)	File No. BTC-754
WGAR BROADCASTING COMPANY,)	Docket No. 9404
Cleveland, Ohio)	File No. BTC-755
 KMPC, THE STATION OF THE STARS, INC.)	
Los Angeles, California)	
For renewal of license of Radio)	
Station KMPC, Los Angeles,)	Docket No. 9468
California)	File No. BR-18
 WJR, THE GOODWILL STATION, INC.)	
Detroit, Michigan)	
For renewal of license of Radio)	Docket No. 9469
Station WJR, Detroit, Michigan)	File No. BR-331
 WGAR BROADCASTING COMPANY)	
Cleveland, Ohio)	
For renewal of license of Radio)	Docket No. 9405
Station WGAR, Cleveland, Ohio)	File No. BR-283

EXHIBITS OF THE WGAR BROADCASTING COMPANY

VOLUME 1

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HISTORY OF STATION WGAR

The following pages give a brief synopsis of the history of station WGAR, Cleveland's Friendly Station. In the past twenty years it has risen from the lowest powered station in Cleveland with the poorest frequency and the lowest audience to a point where it is now a 50,000 watt CBS affiliated station serving a wide area in northeastern Ohio, western Pennsylvania, and southern Ontario, with the highest metropolitan listener ratings of any Cleveland station.

Station WGAR went on the air for the first time on December 15, 1930, pursuant to a construction permit issued by the Federal Radio Commission on September 26, 1930. WGAR was established by George A. Richards and a group of associates as the first affiliate in Cleveland of the original Blue Network of the National Broadcasting Company. Its operating assignment was 500 watts day and night on 1450 kc. Its transmitter, operated first in a pent house on the roof of Hotel Statler, gave wholly inadequate coverage of the metropolitan area from this location and in early 1931 WGAR undertook to locate a more efficient transmitter site. A new site at 1000 Harvard Avenue was approved by the Commission on May 5, 1931. Following the issuance of a construction permit on May 26, 1931, a transmitter building was constructed, equipment was installed and operations from the Harvard Avenue location in Cuyahoga Heights, Ohio began in late July.

While WGAR'S signal was greatly improved, the station still encountered many listener complaints, and in 1932 it sought a permit to operate with increased power of 1,000 watts during daytime hours. Hearings on this application were held before the Federal Radio Commission in Washington, and the Commission granted the application on December 9, 1932.

In 1938, seeking further improvement of its signal, WGAR applied for 5,000 watts day and 1,000 watts night power and underwent a hearing before an Examiner of the Federal Communications Commission. As a result of this hearing, the station was awarded these increased facilities.

In the first few years of its operation, WGAR was affiliated with a group of metropolitan stations known as the Radio Quality Group, and later with the Mutual Network, in addition to the affiliation with NBC.

In 1936 the station negotiated a contract with the Columbia Broadcasting System and commenced operations as a CBS affiliate on September 30, 1937.

With all of these improvements and advantages, however, it was clear that WGAR's frequency would never provide full coverage of even its home county. FCC Engineering Standards showed that only half of the area of the county received an interference-free signal during night hours. In 1942 a competitive hearing was held on another WGAR application -- this time to change its frequency from 1480 kc (WGAR having changed from 1450 kc to 1480 kc pursuant to NARBA) to 1220 kc, a channel made available in the northeastern part of the United States by NARBA and the Gentlemen's Agreement with Mexico. This frequency might permit the use of 50,000 watts of power. WGAR's application for 50,000 watts on 1220 kc became involved with a later application of Station WADC, Akron, for the same facilities. With action thus delayed, the request then ran into the "freeze" period which the Commission ordered in early 1942 for the duration of the war. WGAR's application was therefore amended to ask for the use of 5 kw day and night on 1220 kc. This and the competing application were the subject of a hearing before the FCC in June of 1942. After extended hearings, the facilities sought were awarded to WGAR on November 3, 1943.

This decision was contested by WADC in the Court of Appeals and the Court upheld the Commission's grant to WGAR.

The station purchased its present transmitter site of 52 acres in Broadview Heights, Ohio, at the corner of Broadview and Akins Roads in 1944 and began operations on 1220 kc on June 4th of that year. Because of wartime limitations on building, the station had to install its transmitter in an existing farm house on the property for the period of the war. But immediately following V-J Day, the station following a request by the Commission, made application to improve its service by filing for 50,000 watts on 1220 kc, specifying that new RCA 50-E equipment would be installed in a new and modern transmitter building, and that a directional antenna system designed for a five tower array would be also erected upon approval by the Commission. Once again Station WADC contested the application and a joint hearing was held in April, 1946. On April 25, 1947, following a series of delays due to international problems involving the channel, the Commission awarded WGAR the 50,000 watt construction permit which it sought. Once again the grant was appealed by WADC before the Court of Appeals. Operation pursuant to the Commission's grant began July 4, 1947 and the grant was later sustained by the Court of Appeals and by a denial of certiorari by the Supreme Court.

WGAR's offices, studios, and master control room have always been located on the top floor of Hotel Statler. WGAR's premises have been remodeled and redecorated on numerous occasions with major alterations or additions being made in 1934, 1936, 1940 and 1946. The present facilities include a suite of offices for the sales, promotion and publicity department on the 12th floor of the hotel, in addition to the entire top floor which is devoted to the program, production and engineering departments, in addition to the executive office.

The station has recorded many programming and promotional innovations in addition to its growth in technical facilities. In the spring of 1941, WGAR realized the tremendous interest that had been created in the activities of Cleveland boys in training camps throughout the country. By arrangement with military officials, a WGAR crew made weekly broadcasts from thirteen separate army and navy installations. Later in September during the Louisiana maneuvers, a four-man crew went to describe the war games. WGAR was the only individual station in the country to broadcast the activities of the 3rd Army. During the same year, Miss Kay Halle of the WGAR staff, flew on a good will mission for WGAR with a group of other Clevelanders around the capitals of South America, from which points she made recordings which were air expressed for use in Cleveland. During the war, a large number of WGAR's executive personnel served in various military or civilian capacities connected with the war efforts. For two years the station itself undertook to sponsor the Cleveland Orchestra in a series of programs which were carried nationally by the Columbia Broadcasting System and by shortwave to many points overseas. WGAR was the first station in the United States to have its own individual war correspondent when its Program Director served in the European Theater of operations beginning with D-Day, June 6, 1944. Likewise, WGAR was among the first stations to have a correspondent in the Pacific Theater when one of its staff executive went to that theater in March of 1945.

WGAR originated the famous program WINGS OVER JORDAN, which was fed from Cleveland first to the National Broadcasting Company Blue Network, and later to CBS. Outstanding white and negro educators and national leaders spoke from WGAR's studios or from various other points around the country when the program went on tour.

WGAR was among the earliest stations in the country to install its own news service, and its present departments for news, sports, farm and regional activities, special events, women's and children's features, are among the outstanding ones in the industry.

In 1942 WGAR developed a shield. "Radio--in service of home and nation." This was inspired by WGAR's belief in the desirability of a slogan which would typify and inspire the radio industry's unselfish service on both the home and fighting fronts. As a result, several hundred plaques and several thousand pins bearing the likeness of this shield were used by other stations and individual workers in the radio industry.

The station has had a high record of employee relations. No doubt the reason for this is in the record of generosity by the company which for sixteen consecutive years has paid a liberal cash bonus at Christmas time with the amount generally being 10% of the annual salary of each employee. The bonus has amounted to 20%, but in 1946 this was added to the salary at the beginning of the year, and the 10% amount figured on the increased salary after that.

Several years ago the station adopted a Retirement Income Plan for all station employees, based on an insurance pension trust. A total of \$323,601.75 has been set aside irrevocably for this plan, the expense of which has been borne entirely by the company. Other employee benefits include free hospitalization and group life insurance, paid wholly by the company, and at least two staff dinner parties each year.

The station has always observed the code of the National Association of Broadcasters, but in 1944 WGAR felt that it should have a code of standards of its own, which in many instances would be higher than those established for the industry as a whole. A code was adopted in

June of that year which carried out general policies which had been in effect for many years, and committed the station's high standards to print and public circulation. Many listener and industry groups hailed the WGAR code for its forthright and forward-looking position. This code was superceded by a revised code in August of 1948, the revisions being mainly of language. Under the provisions of these standards much advertising has been rejected which other stations and other media have accepted. These two codes have served as guides to WGAR staff members and all others concerned with the preparation and broadcasting of news, educational, and public affairs program for WGAR, and have been unwaveringly maintained to provide listeners and clients alike with the highest possible standards of radio service.

As mentioned earlier, WGAR's technical facilities and premises have been constantly improved with each advancement in the art and technique of broadcasting. Following its first purchased equipment, WGAR has had three new transmitters, all of them of the latest design for the particular transmitter power authorized by the Commission at the time they were installed. Further, studio, control room recording, and amplifier equipment have been continuously modernized, and WGAR has always maintained adequate and flexible pickup and mobile facilities. The mobile stations presently licensed to WGAR are the following:

KA-2775 - 25 watts, RCA CM3C Transmitter, installed in mobile unit and operating on 153.35 mc.

KQA-795 - 100 watts, Collins Transmitter, operating on 1622 kc.

KA-3407 - 25 watts, Composite Transmitter, operating on 1622 kc.

WGAR's original application for shortwave facilities consisted of three applications - 8XIP, 8XIQ and 8XIR - on June 26, 1936. This station has held and operated equipment covered by these and subsequent

licenses ever since. In 1937 WGAR sent one mobile truck with transmitter to Cincinnati to cover the Ohio River flood and provided valuable communication facilities to the Red Cross at that time. In 1943 it provided coverage and acted as an emergency communications center for the Cleveland Police Department at the time of the tragic East Ohio Gas fire. This service to its community won for WGAR a resolution of gratitude from the Cleveland City Council. This was the first mobile unit to be licensed for FM operation in the 152-162 mc. band when it was opened by the FCC.

The facilities formerly provided by this truck are presently being carried on by means of a new mobile unit and new RCA equipment operating under the call letters KA-2775.

WGAR is the only station in Cleveland equipped with its own Diesel power plant, and can operate instantly and indefinitely without commercial power line facilities with 5,000 watts output.

WGAR first became interested in the possibilities of television in 1931 when it was licensed to operate an experimental television station by the Federal Radio Commission. Experimentation was carried on in cooperation with WJR, Detroit, for a period of several years, employing equipment and personnel of both stations. After some years, this experimentation ceased because it was becoming too great a financial burden and the directors of the company felt that the larger manufacturing and network interests of the country were better equipped technically and financially to carry on the burden of continuous experimentation.

During the war when the FCC was giving active consideration to the question of final television allocations, WGAR applied for a television construction permit to be operated on a commercial basis. This application was withdrawn on May 7, 1946 when it appeared to the directors of the

company that the exact final allocations for both black and white and color television were subject to future change, and when the Columbia Broadcasting System with which WGAR is affiliated was strongly urging the adoption by the Commission of commercial standards for color television.

The following year the FCC turned down the Columbia color application and on August 27, 1947 the directors of WGAR authorized the filing of an application for a new television construction permit for a station to be operated on Channel 2. At the same time the directors authorized the appropriation of \$600,000 to cover expected installation costs of TV studios, camera and lighting equipment and transmitter. This application was prepared and filed by the station in early November of 1947. On the basis of figures obtained from operating TV stations, the original appropriation for television has been increased nearly double.

As a result of the rapid growth of interest in Frequency Modulation during the war and immediately following, urged both by the Commission and by manufacturers and engineers as being an improved method of sound broadcasting, WGAR made application in 1945 for an FM broadcasting station. Because there were more original applicants for FM in the Cleveland-Akron area than there were channels, a competitive hearing was held in Cleveland in April, 1946. As a result of the hearing, WGAR received a proposed favorable decision in June of 1947. WGAR, however, requested power and antenna height in excess of that proposed by the Commission and requested oral argument of the Commission for the purpose of presenting its case for the greater coverage which would result. Oral argument was held in October of 1947 in which WGAR requested an area which would be approximately equal to its AM coverage so that FM

listeners in northern Ohio might receive the same programs available to AM listeners. The station has not yet received a decision from the Commission on this 1947 request but has had FM equipment delivered and set in place at its transmitter plant which can be put into operation as soon as some decision is reached by the Commission.

In the twenty years of its operation (1930-1950) WGAR has increased its power 100 times, its personnel five times, its sales 10 times, its hours of operations nearly two times. Its increased coverage and its share of broadcast audience which is now greater than that of any Northern Ohio radio station give some measure of proof of the public service Cleveland's Friendly Station has rendered, and proposes to continue to render in the future.

DESCRIPTION OF WGAR'S FACILITIES

WGAR is licensed to operate on 1220 kilocycles with a power of 50,000 watts employing a directional antenna both day and night. WGAR is the only United States station operating on this channel during nighttime hours. It is also assigned to only one Mexican and two Canadian stations. Operation with 50 kilowatts began on July 4, 1947. A two-year construction program preceded this operation. To reproduce WGAR'S physical facilities at today's prices would involve at least three quarters of a million dollars.

TRANSMITTER LOCATION

The transmitter building, antenna system and associated equipment are constructed on a fifty-two acre tract of land located at the intersection of Broadview and Akins Roads in Broadview Heights Village. The elevation of the property is twelve hundred feet above sea level and six hundred feet above the average elevation of the City of Cleveland. The property is ideally located for AM, FM and Television because of its elevation and because it is approximately halfway between Cleveland and Akron. The entire front of the property is landscaped.

TRANSMITTER BUILDING

The transmitter building is of modern functional design and constructed of painted brick and limestone. Entrance to the building is through a reception room paneled in white-leaded oak. The main operating room is rectangular and is two stores high. It contains three transmitters -- the RCA 50-F main equipment, an RCA 5-D standby transmitter and a new RCA 10 kw FM transmitter. Also at the first floor level is an office for the Engineer in Charge, a lavatory and shower bath, a cleaning closet, a mop sink and a combination kitchenette and bunk room. A work shop containing a work bench, cabinets, a lathe,

drill press and a complete set of tools is located on the first floor. A three-car garage completes the first floor area. On the second floor is a room for laboratory and research purposes. The basement contains the heating and ventilating plant, a 30-kva Diesel generator and air blowers for cooling the 50 kilowatt transmitter.

DIRECTIONAL ANTENNA

The Directional Antenna System consists of five towers, each 200 feet high. Four of the towers form the four corners of a rhomboid. The fifth tower is located at the center of the rhomboid. At the base of each of the four corner towers is a tuning house, 8 by 8 feet, of cement block construction. These houses contain the antenna coupling circuits. At the base of the fifth tower is located a building of like construction 12 by 18 feet. This building contains the phasing and power dividing networks for the directional antenna system and monitoring equipment to maintain its proper adjustment. Under each of the towers is a ground system containing 120 wires, 300 feet long and buried one foot below the surface. These wires are laid in the ground like the spokes of a wheel with the tower forming the center. The entire ground system contains thirty-four miles of copper wire. A transmission line consisting of six wires in the form of an eighteen inch square and supported on creosoted poles ten feet high, distributes the radio frequency power from the 50 kilowatt AM transmitter to the phasing house and in turn from the phasing house to each of the tuning houses. Also supported on the above transmission line poles are the 110-volt power lines for each of the tuning houses, the tower lighting lines and the control circuits connecting each tower to the transmitter building. The total transmission line is over one-half mile in length and contains nearly three tons of copper.

TRANSMITTING EQUIPMENT

Equipment consists of an RCA 50 kw AM Transmitter purchased in 1946, an RCA 5 kw AM Transmitter purchased in 1936, an RCA 10 kw FM Transmitter, a 30-kva Diesel Generator purchased in 1946, a Power Distribution Panel and power transfer equipment purchased in 1947, Amplifiers, Monitoring and Test Equipment and tools purchased in 1947.

The 5 kw AM transmitter is used for emergency purposes in the event of failure of the 50 kw transmitter. The 10 kw FM transmitter has not yet been in use but has been tested and is ready for use, when finally authorized. Frequency and modulation monitoring equipment is complete for both AM and FM. Sufficient line amplifiers are provided to program the AM and FM transmitter separately. Two primary power lines enter the building underground. These power lines traverse separate routes between the generating station and the transmitter building. Automatic change-over is provided in the event one line fails. In the event both lines fail, a 30-kva Diesel Generator has been installed to provide sufficient power to operate the 5 kw auxiliary AM transmitter.

COVERAGE

The design of the Directional Antenna System together with the favorable location and modern broadcasting equipment produces a higher signal strength in the cities of Cleveland, Akron and Canton than any other Cleveland station.

STUDIOS

Located on the fourteenth floor of Hotel Statler are the offices and studios of WGAR. There are three studios. Studio A, the largest, is 24 by 36 feet. Studio B is 18 by 24 feet. Studio C is 12 by 12 feet. All studios are 12 feet high and are treated with

Johns Manville rock wool blankets with Transite panels. Studios A and B each have separate control booths equipped with RCA Type 76B Consoles.

The Master Control Room contains an RCA custom built control console which provides for the switching of ten incoming programs to six outgoing lines. It is of latest design employing preselection of program material. Eight racks of speech equipment containing pre-amplifiers, program amplifiers, line amplifier and test equipment complete the Master Control Room. Remote speech input equipment consists of 2 RCA Type OP-5; 1 Remler AP3-18; 1 Collins Type 12Z and 3 Collins Type 12Y Amplifiers. Microphone equipment consists of 7 RCA Type 44; 4 RCA Type 77 and 13 RCA Type 88.

Recording facilities consist of 2 RCA Type 73B Professional Recorders and 2 RCA Type 72B Recorders with high fidelity cutters.

In addition to disc recording equipment, modern high quality magnetic tape recorders are also installed. One unit is installed in the Master Control Desk available for recording any air show or line program on a few seconds notice. Installed in the speech equipment racks is a dual magnetic tape recorder and reproducer arranged for connection to any program line. Continuous recording or playback is provided by this equipment.

Two complete portable high quality magnetic tape recorders are available for recording programs away from the studios.

A ten position monitor system is provided in all control rooms and most offices. Ten RCA Type 64 Speakers and Type 82 Amplifiers are used.

Mobile facilities consist of a 25 watt RCA FM Transmitter installed in a Chevrolet Coupe. This equipment operates on 153.35 mc. A 100 watt Collins AM transmitter operating on 1622 kc is used for

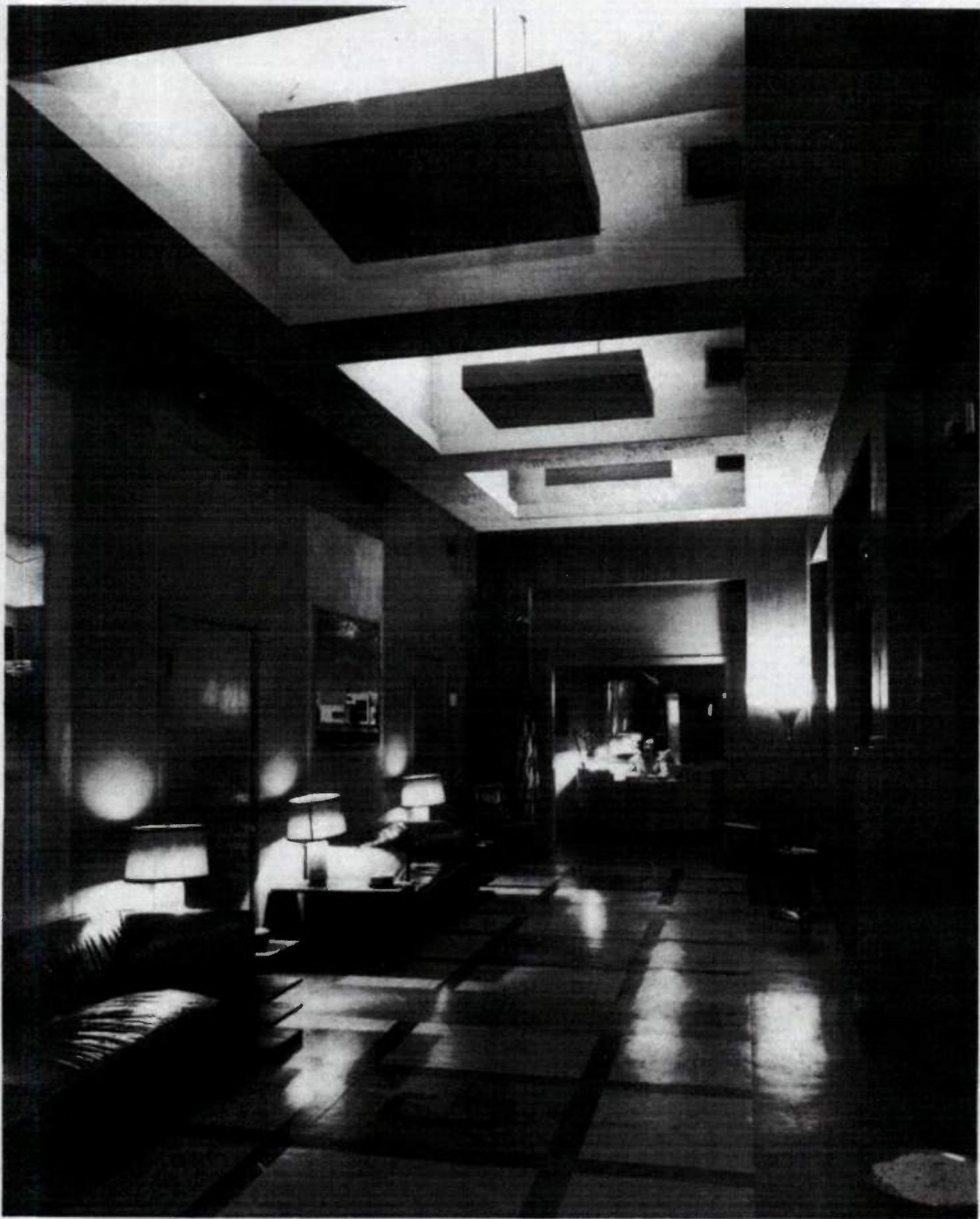
communication with the Mobile Unit. Receivers for the Mobile Unit are installed at the Terminal Tower, Public Square, 600 feet above street level and at Fenn College, 300 feet above street level.

OFFICES

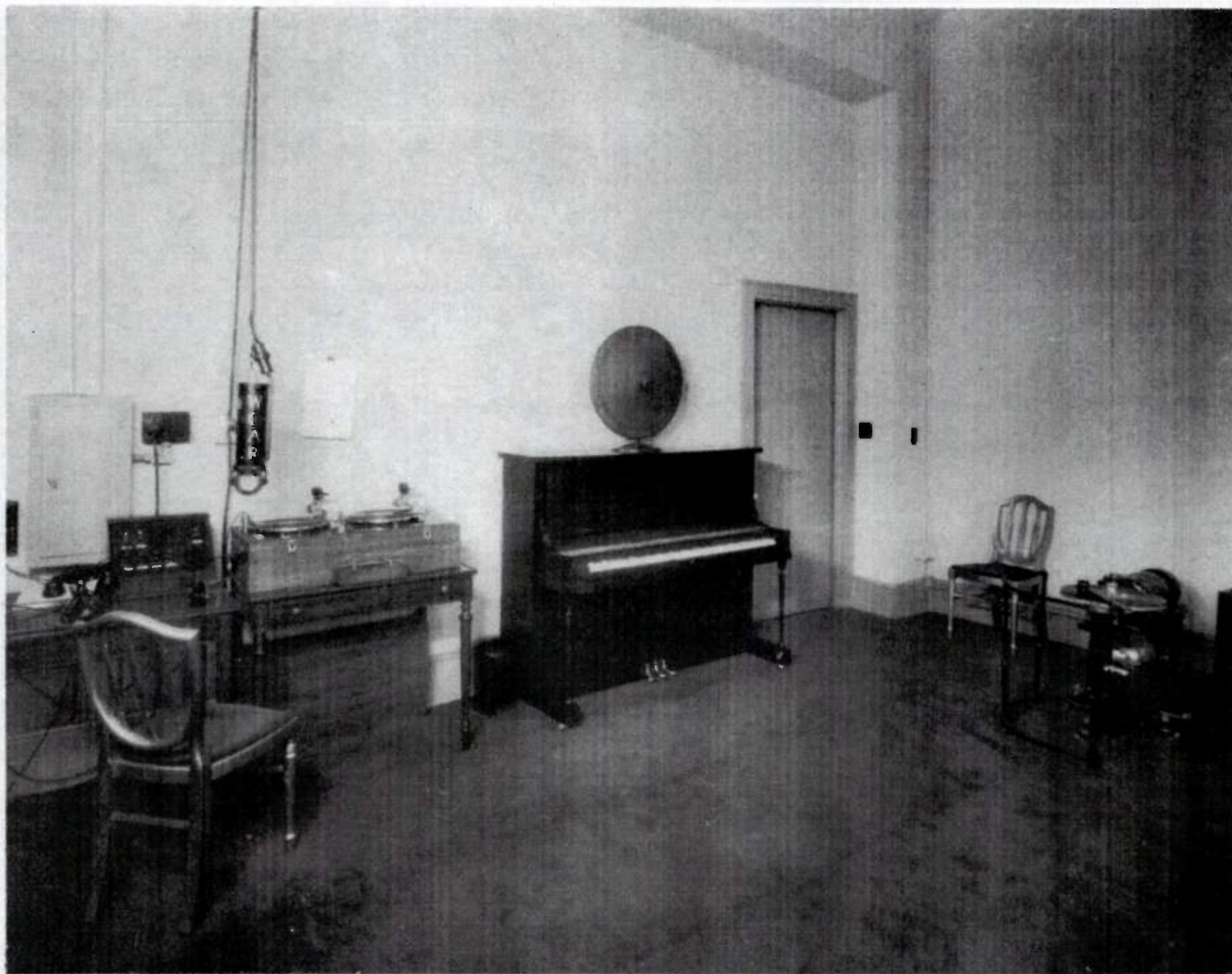
Executive and program offices occupy the opposite wing to the studio section. Twenty offices are conveniently arranged for flow of traffic and continuity of business.

The office and studio layout on the 14th floor of Hotel Statler have been redesigned and rebuilt several times.

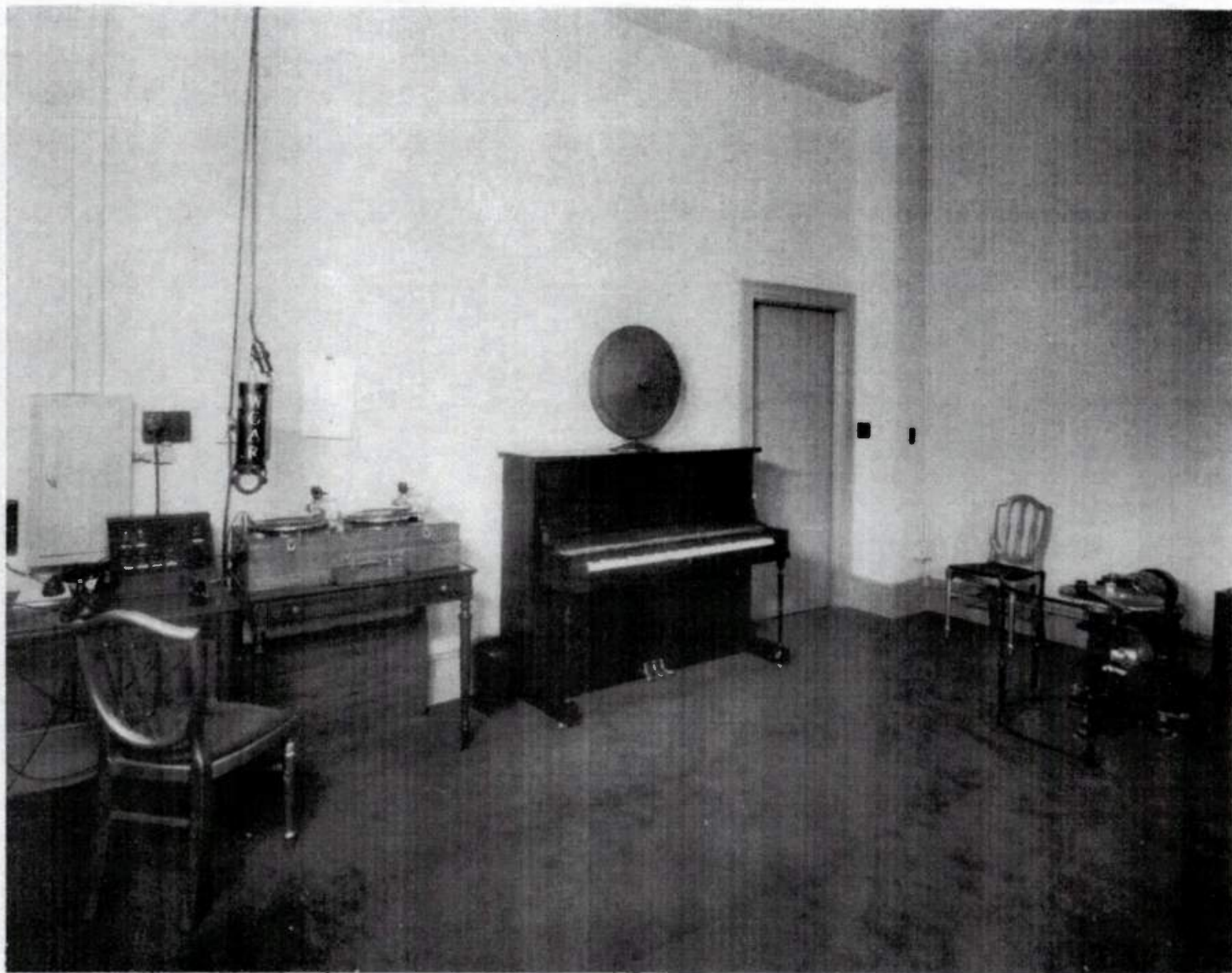
The Sales and Promotion Departments are in a suite of rooms on the 12th floor of Hotel Statler which provides ten offices for Sales Manager, Salesmen, Publicity, Promotion and Secretarial service.



WGAR LOBBY



WGAR MAIN STUDIO - 1930



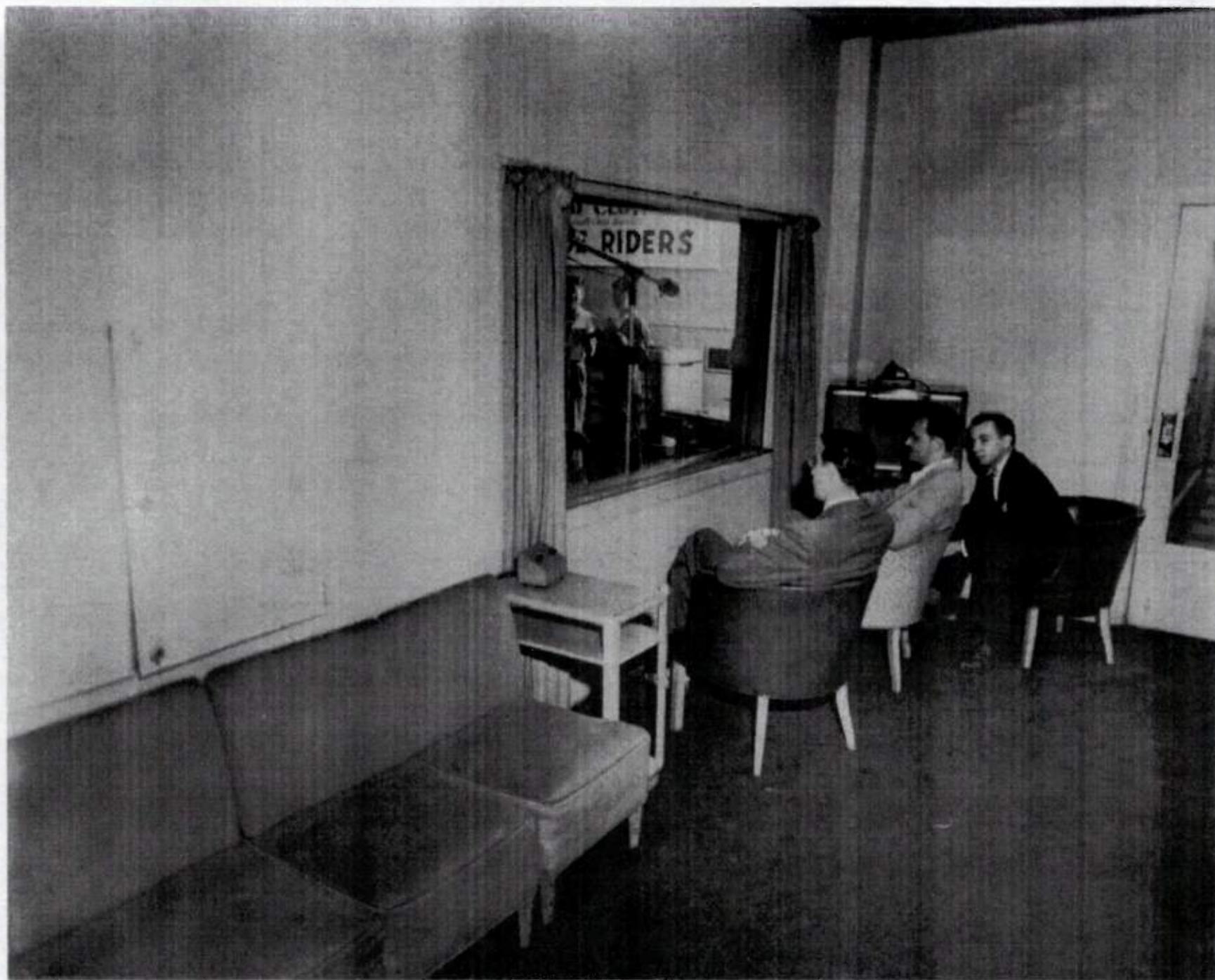
WGAR MAIN STUDIO - 1930



FAIRYTALE THEATRE REHEARSAL IN MAIN STUDIO

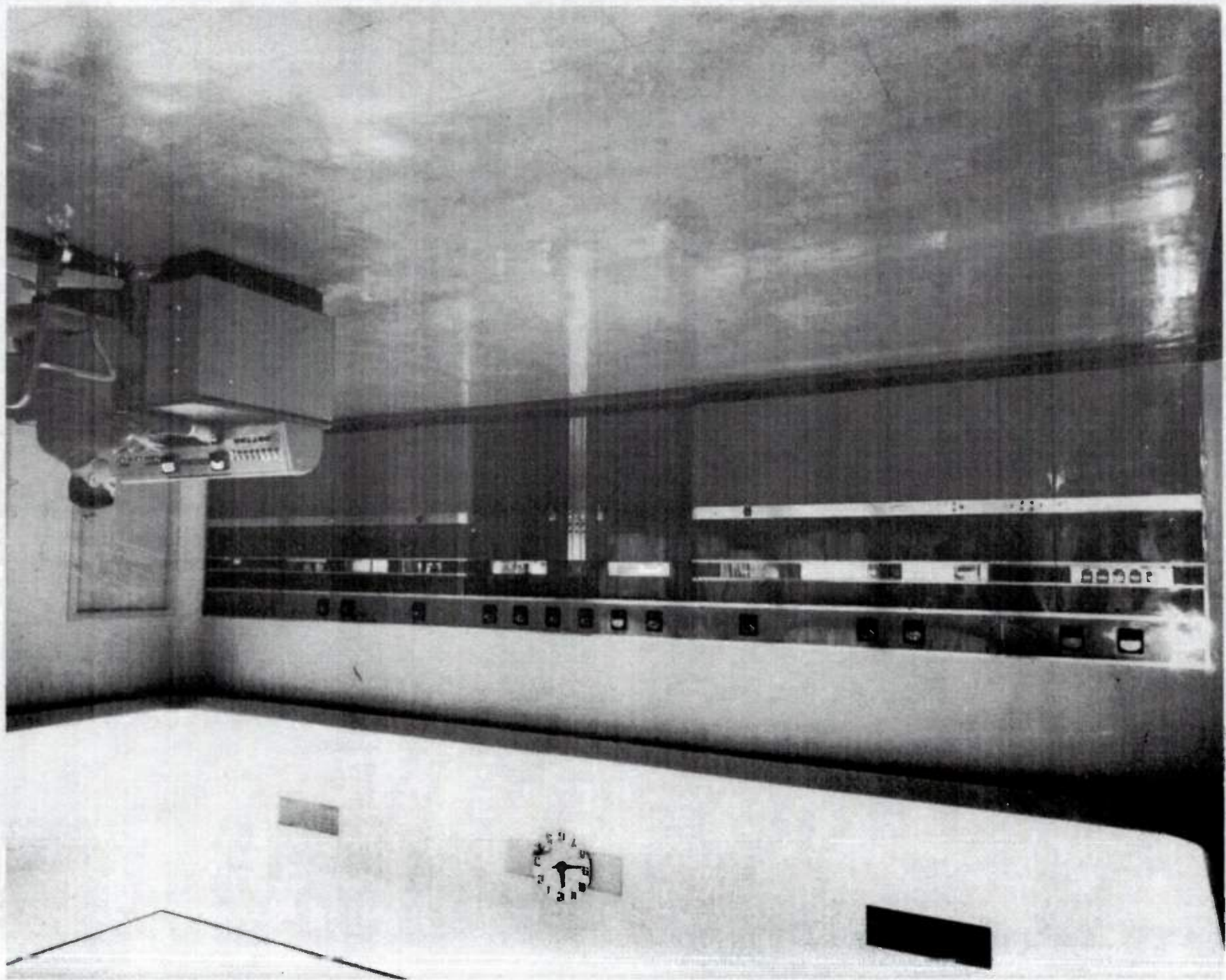


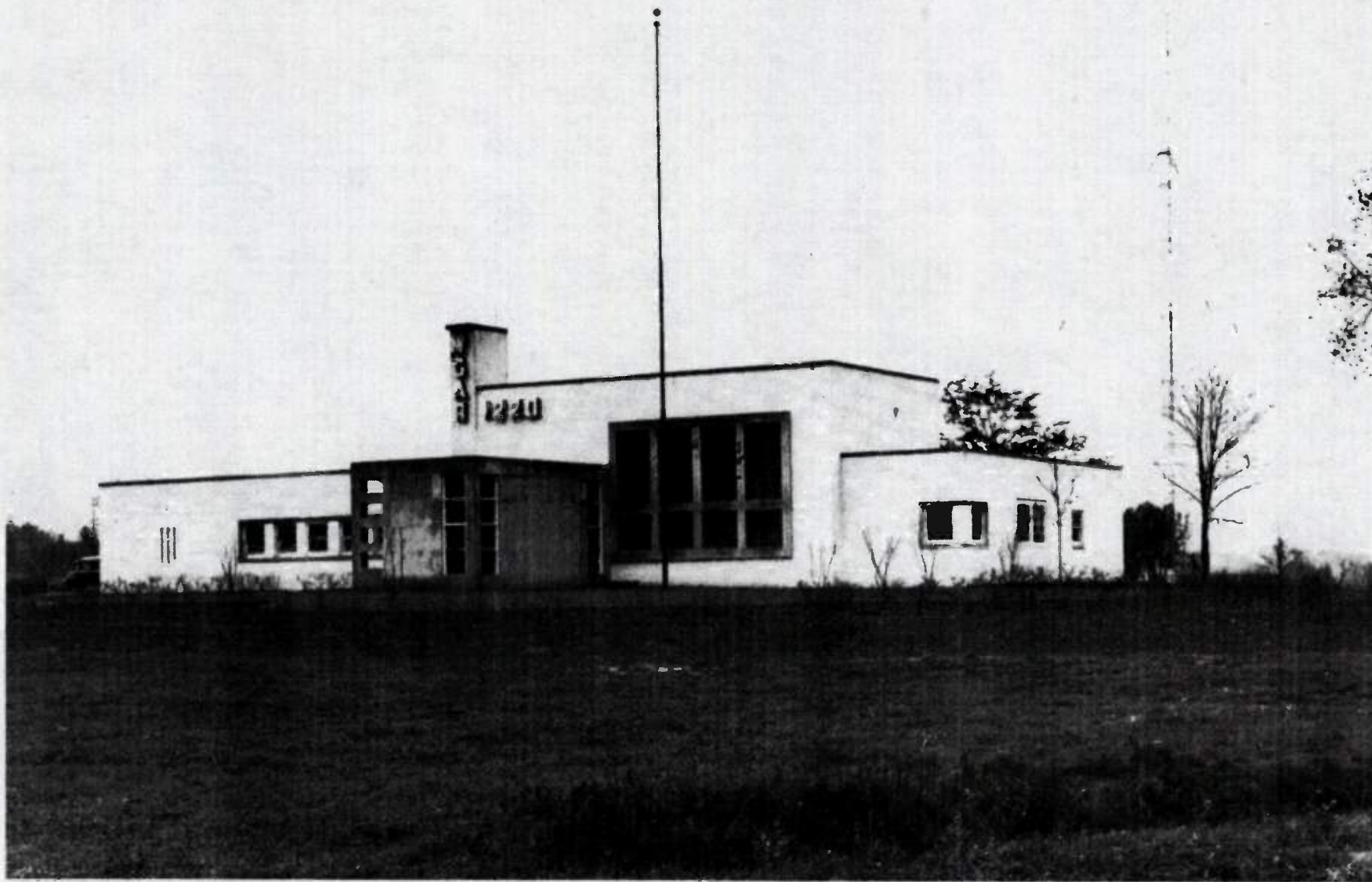
WGAR STUDIO B - 1950



OBSERVATION ROOM FOR VISITORS

WGAR 50,000 WATT RCA TRANSMITTER, INSTALLED 1947





WCAR TRANSMITTER BUILDING ON 52 ACRE SITE IN BROADVIEW HEIGHTS, OHIO

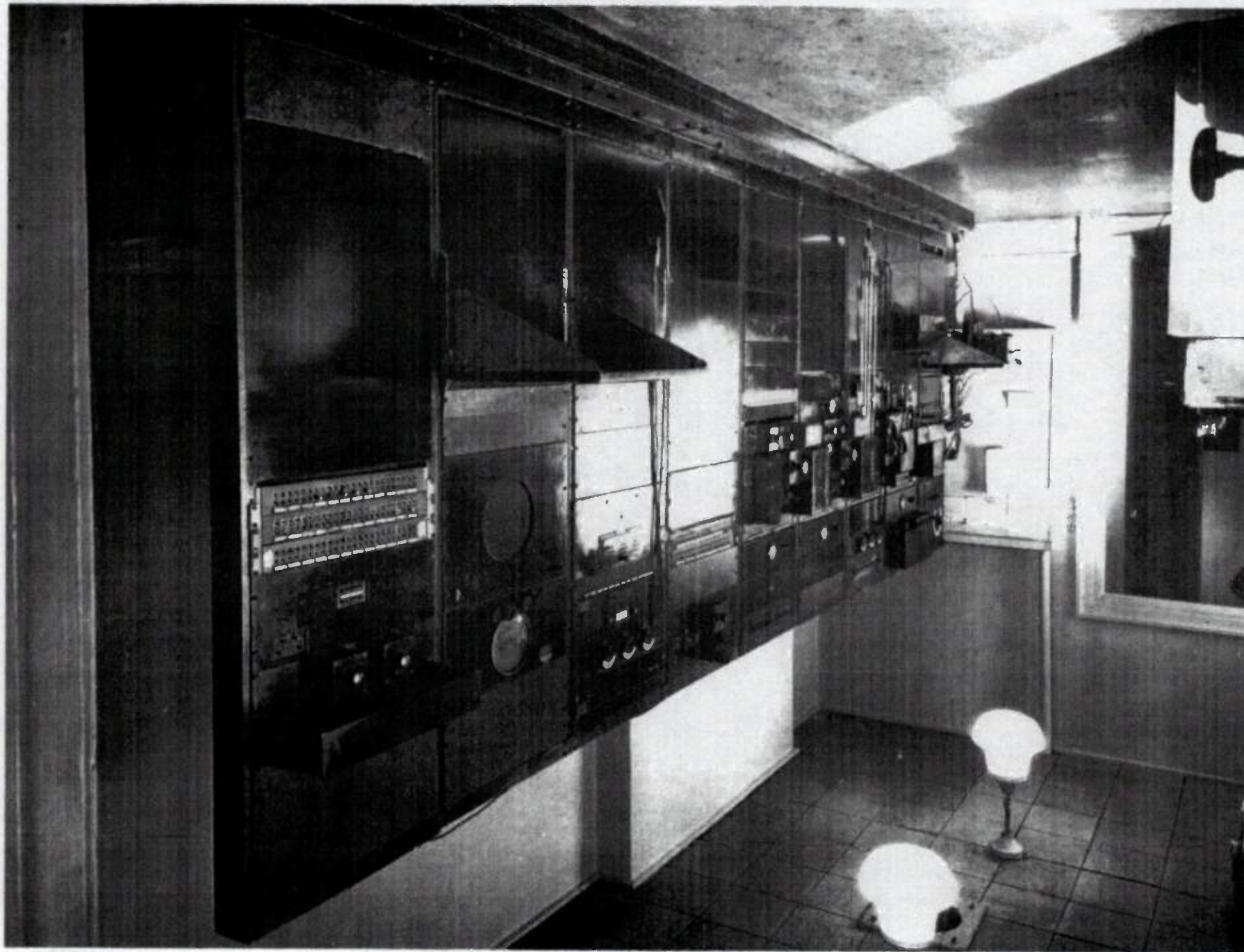


WGAR MASTER CONTROL - 1950



WGAR RECORDING ROOM WITH MODERN RCA EQUIPMENT

WGAR MASTER CONTROL - 1930





WGAR STUDIO "A" - 1950



WGAR GENERAL MANAGER'S OFFICE



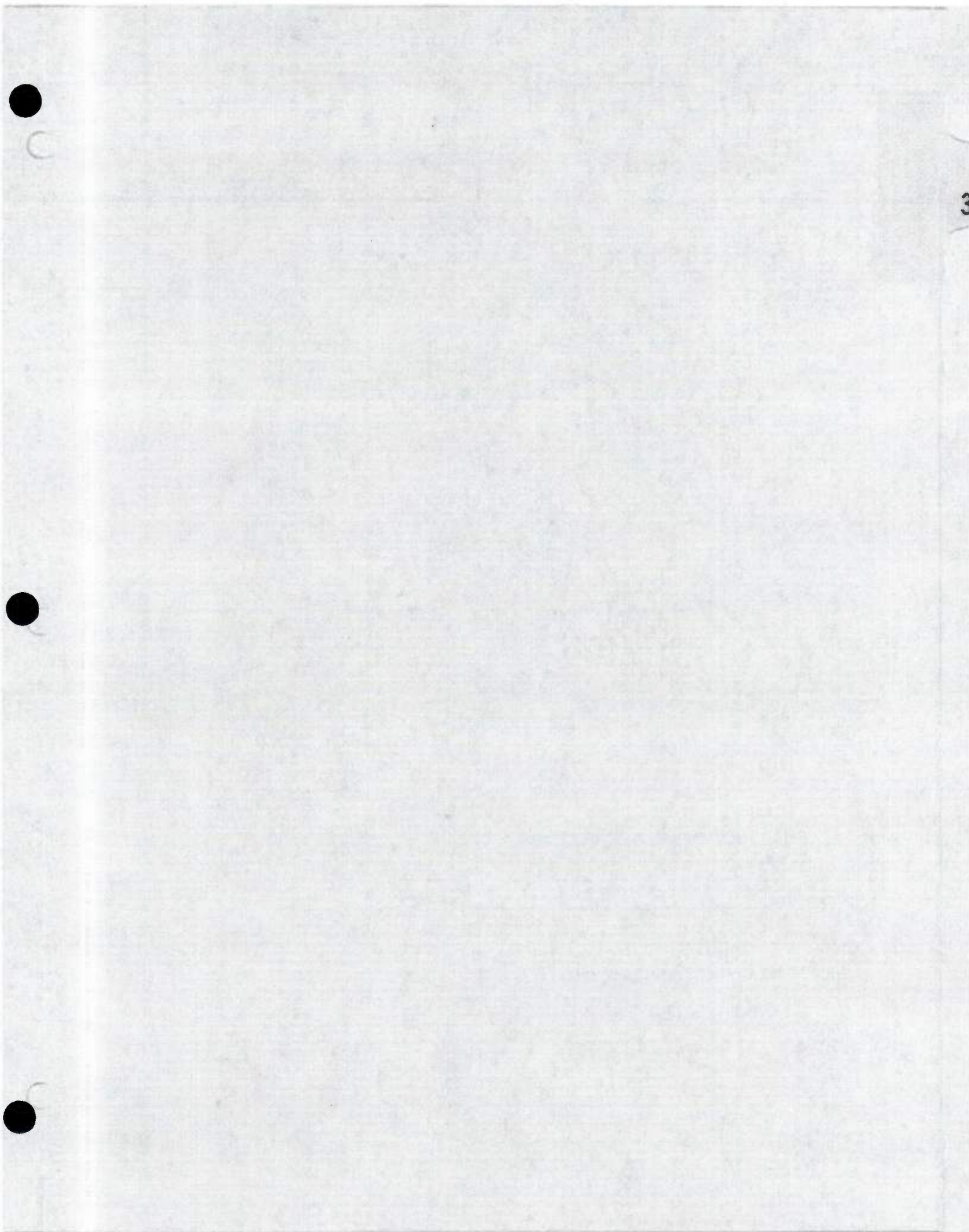
WGAP SALES MANAGER'S OFFICE



WGAR SALES OFFICES



WGAR NEWS DEPARTMENT



STATEMENT AS TO
WGAR EMPLOYMENT POLICIES

The WGAR Broadcasting Company has never made a political or religious census of its employees, nor has it ever inquired of an employee or prospective employee of his or her political beliefs. To the best belief and knowledge of the management of WGAR, its employees represent a broad cross section of all religious and political faiths.

In particular, we know that among our employees, there are Catholics, Protestants, Jews, and Republicans and Democrats. This is true of supervisory employees as well as the staff as a whole.

JOHN F. PATT

Vice President & General Manager

BORN - Sehandoah, Iowa, October 14, 1905

RESIDENCE - 2718 Landon Road, Shaker Heights 22, Ohio

EDUCATION

Attended Kansas City, Missouri Public Schools and Kansas City Junior College. Was graduated from the University of Kansas A.B. in 1926.

BUSINESS CAREER

Announcer and assistant radio editor at Station WDAF, Kansas City, Mo., 1922 to 1924.

Program Manager of Station KFKU, owned and operated by the University of Kansas, 1924 to 1926. Editorial and advertising departments of the Kansas City Stations, summers of 1925 and 1926.

Assistant Manager of WJR, Detroit, November, 1926 to November, 1930.

Vice President and General Manager of Station WGAR, Cleveland from November, 1930 to present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES

Ohio Association of Broadcasters	First President, 1933-1934
Cleveland Advertising Club	Director, 1936-1942
	President, 1938-1940
Cleveland Rotary Club	President, 1944-1945
	Director, 1933-1935
Cleveland Convention & Visitors Bur.	President, 1948-1950
Red Cross	Vice Chairman, 1947-1948
Salvation Army	Campaign Co-Chairman 1945; Campaign Executive Committee, 1950
War Chest of Greater Cleveland	Campaign Chairman, 1943
Community Fund of Cleveland	Vice Chairman, 1944-1948
Cleveland Alumni Assn., University of Kansas	
Nat'l Assn. of Broadcasters	Former President
	Director, 1935-1937; Chairman of Public Relations Committee, 1943-1945
Boy Scouts	Director - Chairman of Public Relations Committee
Cleveland Boystown	Director
National Air Races	Director
Mid America Exposition	Director
Cleveland Automobile Club	Director, 1944-1950
Cleveland Better Business Bureau	Director, 1947-1949
Cleveland Play House	Director, 1943-1950
Cleveland Institute of Music	Director, 1944-1950
Cleveland Council on World Affairs	Director, 1947-1948
Hermit Club of Cleveland	Former Director & Vice President

Youth Bureau	Trustee, 1944-1950
Cleveland Sesquicentennial Committee	Vice President, 1946
Annual Festival of Freedom, City of Cleveland	Originating Committee
Civilian Defense Committee of Cuyahoga County	County Chairman of the Radio Committee
Cleveland Radio Council	Member - Former member of Ad- visory Council
Beta Theta Pi	Member
Sigma Delta Chi (Professional Journalistic Fraternity)	Member
Christ Episcopal Church	Communicant
Cleveland Country Club	Member
Union Club	Member
Cleveland Skating Club	Member

CARL GEORGE

Vice President & Assistant General Manager

BORN - Alliance, Ohio, September 26, 1910

RESIDENCE - 3654 Riedham Road, Shaker Heights, Ohio

EDUCATION

Carrollton, Ohio public schools.

Muskingum College, 1928-1932 - AB

Law School, Western Reserve University, 1933-1936 - LLB

WAR SERVICE

WGAR War Correspondent - Pacific, 1945

BUSINESS CAREER

Announcer WALR, Zanesville, Ohio, 1932-1933

Announcer WJAY, Cleveland, Ohio, 1933

Announcer WGAR, Cleveland, Ohio, 1934

Program Director WGAR, 1941

Director of Operations, WGAR, 1942

Assistant Manager, WGAR, Oct. 1, 1943-1948

Vice President, WGAR, 1948 to present time

CLUBS, ORGANIZATIONS AND ACTIVITIES

Ohio Association of Broadcasters
Cleveland City Club

Cleveland Advertising Club

Cleveland Safety Council
American Red Cross
Ohio State Safety Council
United Presbyterian Church
Hermit Club
Cleveland Alumni, Muskingum College
Delta Theta Phi (Law Fraternity)

Ohio State Bar Association
Federal Communications Bar Assn.
Cleveland Rotary Club
Phi Mu Alpha (Musical Fraternity)
37th Division Veterans Assn.
New York Sales Executives Club
Cleveland Sales Executives Club

YMCA - Camp Board & Public Relations
Committee

President, 1949-1950
Director, 1942-1945; Vice
President, 1944
Director, 1944-1949; Program
Chairman, 1943
Board of Control, 1939-1950
General Board, 1948-1950
Vice President, 1948-1950
Member
Member
Member
Dean Cleveland Alumni Senate,
1940
Member
Member
Member
Member
Honorary Member
Member
Chrm. Educational Committee,
1949-1950
Member

ELMER M. KRAUSE
Secretary and Treasurer

BORN - Decatur, Illinois, November 22, 1907.

RESIDENCE - 17200 South Moreland Boulevard, Shaker Heights 20, Ohio.

EDUCATION

Attended St. Johannes Parochial School, Decatur, Illinois; Southwestern High School, Detroit, Michigan; Detroit Business University and Walsh Institute, Detroit, Michigan.

WAR SERVICE

June 25, 1942 - December 21, 1945.
Major, U. S. Army Air Forces

BUSINESS CAREER

Peninsular State Bank, Detroit, Michigan, head bank messenger - Sept. 16, 1925 - April 3, 1926.
Ernest L. Magnee Contracting, Detroit, Michigan - accountant and cashier - April 5, 1926 - September 2, 1926.
H. J. Heinz Company, Detroit, Michigan - accountant and statistician - September 2, 1926 - July 11, 1927.
Michigan Bell Telephone Company - cost accountant and statistician - July 13, 1927 - May 11, 1929.
Harrington & Nobes Company, Detroit, Michigan - public accountant and tax expert - May 13, 1929 - August 23, 1930.
Union Guardian Trust Company, Detroit, Michigan - tax expert - August 25, 1930 - November 30, 1930.
The WGAR Broadcasting Company, Cleveland, Ohio
Accountant and Office Manager - December 1, 1930 - June 24, 1942.
On leave for U. S. Army Service, June 25, 1942 - November 1, 1945.
Assistant Treasurer - November 1, 1945 - December 31, 1946.
Treasurer - January 1, 1947 - April 30, 1948.
Secretary and Treasurer - May 1, 1948 to present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES

Cleveland Chamber of Commerce	Member, Solicitations Committee
Air Reserve Association of U. S.	Secretary-Treasurer of Cleveland Chapter; member Executive Committee - Air Scout Program.
American Legion - Army & Navy Post #54	Entertainment Committee
U. S. Air Force Reserve	Major, USAFR - Mobilization Assignment, Air Materiel Command.
Cleveland Media Group Credit Association	Member
Smaller Businesses of America, Inc.	Member
Cleveland Community Fund	Industrial Division
YMCA Boys Camp Fund	Contributor
American Red Cross	Industrial Division
Masonic Order	Member

Highland Congregational Church	Board of Trustees 1937-1939
Retail Credit Men's Association	Member
Cleveland News Toy Shop Fund	Contributor
Easter Seals Committee	Contributor
Anti-Tuberculosis Committee	Contributor
Friends of the Cleveland Zoo	Contributor
Musical Arts Association	Contributor
Cleveland Safety Council	Contributor
Ohio Chamber of Commerce	Attend conventions
South Cuyahoga Sportsmen Association	Member
Cleveland Hospital Fund	Contributor

ROBERT A FOX
Chief Engineer

BORN: Columbus, Ohio, February 10, 1902

RESIDENCE: 2478 Queenston Road, Cleveland Heights 18, Ohio

EDUCATION: Public Schools in Columbus, Ohio through 2 years of high school.

3rd and 4th years of high school at Ashland High School, Ashland, Ohio.

Ashland College - 1921-1923

University of Illinois - Electrical Engineering - 1923-1924

WAR SERVICE:

1942 - Member Scientific Staff - U.S. Navy Underwater Sound Laboratories - Sponsored by Office of Scientific Research and Development. (OSRD)

1943 - Office of Scientific Research and Development; member of Scientific and Engineering Staff. Served in South America as Engineer in charge of U.S. Government Communications in Brazil, Peru, Bolivia, Ecuador and Venezuela. Communications Engineer with Armed Forces in European Theatre of Operations and in Pacific Ocean areas.

June, 1947 - Received War Department-Navy Department Award for Services with OSRD and other awards from OSRD and Columbia University.

BUSINESS CAREER:

1924-1925 - Taught School, Ashland County Centralized School

1920-1926 - Summer employment with Telephone Company in Ashland and Lorain, Ohio.

1926-1936 - Engineer for the Telephone Company, Ashland and Lorain, Ohio.

1925-1927 - Owned and operated Radio Broadcasting Station WLBP in Ashland, Ohio.

1930 - Inaugerated Great Lakes Ship-to-Shore Telephone Service for the Telephone Co. Granted patents on equipment, all assigned to Telephone Company.

1936-1941 - Engineer, United Broadcasting Company, Cleveland, Ohio.

1939 - Registered as Professional Engineer, State of Ohio.

1941-1950 - Engineer, WGAR Broadcasting Company (on leave
for War Service, 1942-1945)

1950 - Became Chief Engineer, WGAR Broadcasting Company.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Senior Member, Institute of Radio Engineers

Chairman, Cleveland Section
1937 and 1946

Member, Fairmount Presbyterian Church

REGINALD P. MERRIDEW

Program Director

BORN: Cwmcarn, South Wales, June 28, 1916

RESIDENCE: 14502 Garfield Avenue - Lakewood 7, Ohio

EDUCATION: Blakely Borough Public Schools, Peckville, Penna.
Blakely High School - graduated June 1933
Bucknell University - graduated June 1937 (Lewisburg, Penna.)

BUSINESS CAREER:

Announcer at Station WKOK, Sunbury, Penna., July 1937 to
January 1938
Program Director
Chief announcer - Jan. 1938 to October 1942
Joined faculty of Cleveland College as Instructor in Radio
Announcing evening classes - September, 1943 to present time.
Announcer at Station WGAR, Cleveland, from Oct. 1942 to
March 1946
Chief announcer - March 1946 to October 1946
Production Manager - October 1946 to April 1947
Program Director - April 1947 to present time

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Army Advisory Committee	Member
Cleveland Advertising Club	Committee Chairman
Cleveland College Faculty	Instructor in Speech Dept.
American Red Cross	Publicity Committee
Community Chest	Publicity Committee
Salvation Army	Publicity Committee
Cleveland Safety Council	Member, Board of Control
Anti T. B. Society	Contributor
Society for Crippled Children	Contributor
Green Cross Safety Campaign	Radio Chairman for Cleveland
Lakewood Parent Teachers Assn.	Member
Mid America Exposition	Ways and Means Committee
Kiwanis Club	Committee Chairman
Kappa Sigma Fraternity	President Local Alumni Group
Theta Alpha Phi	Member
Lakewood Methodist Church	Member
Bay Men's Club (Bay Village, O.)	Honorary Member
Bucknell University Alumni Club	Member
Boy Scouts of America	Public Relations Committee
Cleveland Automobile Club	Member

LLOYD C. WINGARD

Studio Supervisor

BORN: Lindsey, Ohio - February 8, 1904

RESIDENCE: 480 Parkside Drive, Bay Village, Ohio

EDUCATION: Attended Fremont, Ohio Public Schools and Dodge Technical Institute, Valpariso, Indiana. (Now Valpariso Technical Institute)

BUSINESS CAREER:

Research Laboratory, National Carbon Company, 1923-1924
Boland & Cornelius Steamship Company, 1924-1926
Intercity Radio Telegraph Company, Engineer and Chief
Operator of WME, Duluth, Minnesota, 1926-28 (Radio Marine
Communication)
Cleveland Talking Machine Company, Manager, Technical
Service Dept., 1928-1932
WGAR Broadcasting Company, Studio Supervisor - 1932-1950

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Lakewood Lodge No. 601, F. & A. M.	1939-1950
Baymens' Community Club	Member of Board and Vice President - 1946-1947 President - 1947-1948 Chairman of Citizenship Award - 1948-1949 Chairman of Scholarship Committee - 1949-1950
Boy Scouts	Member, Sponsoring Committee - 1946-1949
Parent-Teachers Association	1935-1950
Presbyterian Church	1928-1950
American Radio League	1925-1950
Radio Disaster Committee, American Red Cross	1948-1950
Audio Engineering Society (Now organizing local chapter)	
National Association of Radio Clubs	1948-1950

DONALD R. McCOLLISTER
Transmitter Supervisor

BORN: Defiance, Ohio, Sept. 27, 1904

EDUCATION: Attended Public Schools Bellevue, Ohio. Graduated High School 1924.
Studied Communication Engineering, Case School of Applied Science, Cleveland, Ohio. 1932-33
Capitol Radio Engineering Institute, Graduate.

BUSINESS CAREER:

Commercial Radio Operator, and Inspector, Intercity Radio Telegraph Co., Cleveland, Ohio. 1924-27
Chief Engineer, Station WDBK, Cleveland, Ohio. 1927-28
Radio Technician, Cleveland Talking Machine Co. 1929-30
Radio Operator, WGAR Cleveland, Ohio, 1930, Transmitter Supervisor 1936 to date.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

George Washington Parent Teachers Ass'n.
Institute of Radio Engineers.
Methodist Episcopal Church.
Red Cross.
Greatlakes Mink Breeders Ass'n.
Lake Erie Mink Breeders Ass'n.
Put-In-Bay Fishing and Hunting Club.

RALPH P. WORDEN
Director of Public Affairs

BORN: Medina, Ohio, October 28, 1894

EDUCATION: Public Schools and graduation Medina High School 1912.
Night classes at West Tech of Cleveland.
Night classes Y.M.C.A. Schools (now Fenn College) toward
Electrical Engineer degree but enlisted in army before
completing course.

WAR SERVICE:

World War I. Enlisted in Signal Corps July 1916; discharged
June 1919. Included a year in France as radio operator on
interception, direction finding and decoding stations of
Radio Intelligence service, a branch of G.H.Q.

BUSINESS CAREER:

1910 Built amateur wireless station.
1912-1914 Work in machine shops.
1914-1915 The Stearn Co; The Electro-Set Co., Radio supplies.
1916-1919 Signal Corps., U.S. Army.
1919-1921 Wireless operator on ships.
1922-1923 Retail radio manager, Newman Stern Co.
1923 Announcer-engineer, Station WHK.
1923-1932 Radio Editor, the Cleveland News. (During part of
this time was also continuity writer and announcer of "Blue
Room" programs of the city of Cleveland, from Public Hall
studios, over Station WTAM).
1932-1933 Program director, Station WJAY.
1933-1934 Various jobs including radio service and shortwave
operation.
1935-1936 News Editor, Station WHK
1936 to present - Station WGAR, News Editor from 1936 to
1946; Public Affairs Director starting September 1946.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Olmsted Falls Community Church	Member
Medina Lodge F. & A. M.	Member
Mt. Olive Chapter, R.A.M.	Member

CHARLES R. DAY

News Editor

BORN: Middletown, Ohio, August 15, 1921

RESIDENCE: 3582 Cedarbrook Road, University Heights 18, Ohio

EDUCATION: Attended public schools of Middletown, Ohio, where graduated in 1939. Graduated Fenn College, Cleveland, 1945.

BUSINESS CAREER:

Family-operated grocery to 1940.

Mail room, Station WTAM, fall of 1941 through June 1942
(Fenn College co-operative program).

Guest Relations Division, National Broadcasting Co., June 1942-October 1942. (This work included some brief time in NBC News Room at close of job) in New York City. (Fenn Co-op program.)

October 1942-February 1943, announcer, Station WKIP, Poughkeepsie, N.Y. Station WGAR, February 22, 1943 to present, news writer, broadcaster, becoming news director in September 1946.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Cleveland Kiwanis Club	Joined 1948, director 1950-51; program chairman 1949.
Ohio Association Radio News Editors	Charter member, 1947; vice-president 1947; president 1948-'50; director during same period.
National Association Radio News Directors	Charter member, 1946; chairman publicity committee, 1946-'48.
Press Club of Cleveland	Charter member, 1948.
Pi Sigma Tau Fraternity	Local social fraternity; Fenn College; joined in 1942; chancellor of undergraduate division 1944-'45; president of corporation 1945-'46.
Fenn Alumni Association	Vice-president 1948; president 1949-'50; member of board of governors 1948-'51.
Church of the Saviour (Methodist)	Cleveland Heights Member.
Annual Radio News Editors	Advisory council 1949;
Conference of Kent State University	conference director, 1950.

HENRY PILDNER
Musical Director

BORN: January 22, 1906, Cleveland, Ohio

RESIDENCE: 961 Cambridge Rd., Cleveland Heights 21, Ohio

EDUCATION: East High School, Cleveland.
Piano study with Severin Eisenberger, three years (artist class).

BUSINESS CAREER:

Played and taught piano for the past thirty years. Theatre, dance orchestras, concert ensembles, radio stations, three times soloist with Cleveland Summer Orchestra, with Station WGAR for sixteen years.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Cleveland Heights Parent Teachers Association	Member
Community Fund	Worker, contributor
Cleveland Hospital Fund	Worker, contributor
Red Cross	Worker, contributor
Boy Scouts of America	Den Father, contributor
Friend & Subscriber	Cleveland Orchestra
Cleveland Federation of Musicians	Member
University School Athletic Association	Member

CHARLES ROBERT SWINK

Chief Announcer

BORN: May 21, 1912, Dayton, Ohio.

RESIDENCE: Geauga Lake, Ohio.

EDUCATION: Grade School, Wapakoneta, Ohio.
High School, Wapakoneta, Ohio.
Two years college, Ohio Wesleyan, Delaware, Ohio.
One year college, YMCA, George Williams College, Chicago, Ill.
(studied for YMCA work)

BUSINESS CAREER:

March, 1933, WAAF, The Drovers Journal, Chicago, Ill.-announcer
February, 1934, WSMK, The Journal Herald, Dayton, Ohio -
announcer.
January, 1935, WHIO, The Daily News, Dayton, Ohio - announcer,
merchandising manager.
October, 1940, WIBC, Indianapolis, Indiana - announcer.
January, 1941, WGAR, Cleveland, Ohio - announcer, traffic
manager, chief announcer.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Aurora Church	Member
Community Chest	Contributor
Red Cross	Contributor
Aurora Mens Club	Member
Aurora PTA	Member

JAMES T. ORGILL
Continuity Director

BORN: Pittsburgh, Pennsylvania, March 4, 1922.

RESIDENCE: 1308 E. 117 St., Cleveland, Ohio.

EDUCATION: St. Dominic's Elementary School (1928-1936), Ursuline High School (1936-1938), South High School (1938-1941).
Youngstown College (1941-1942), Western Reserve University (part time: 1945 to present time.)

BUSINESS CAREER:

Staff Writer, WFMJ Youngstown, 1944-45. Continuity Director, WGAR Cleveland, 1945 to present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

The Philosophy Club of Cleveland College	Member
Red Cross	Contributor
Community Fund	Contributor
Cancer Society	Contributor
Heart Association	Contributor
March of Dimes	Contributor
Charity Hospital Fund	Contributor
Salvation Army	Contributor

Through use of spare time have contributed original writings to: Red Cross, Community Fund, Cancer Society, Heart Society, March of Dimes, Cleveland Art Museum, Cleveland Historical Society, Cleveland Zoo, Cleveland Planning Commission, Cleveland Round Table of the National Conference of Christians and Jews.

ESTHER MULLIN

Director of Women's and Children's Activities

BORN: Topeka, Kansas

EDUCATION: Attended public schools in Topeka, Kansas.
Graduated from University of Kansas, A. B.
Summer's course at University of London, England.
One year at Chicago Art Theatre, Chicago, Illinois.

BUSINESS CAREER:

During college years - Director of Dramatics in Summer Camps
in Michigan and Minnesota
1931 - Acted in Edward Everett Horton's Stock Company, Hollywood
1931-32 - Taught Elementary School Dramatics at Washburn College
1933-46 - Member acting staff of Cleveland Playhouse
1933-46 - Founded and directed Children's Theatre at Playhouse
1935-37 - Consultant on Children's Activities at Higbee Company
1935-36 - Director of Adult Drama at Slovene Group
1938 - Director of Great Lakes Exposition Children's Theatre
1938-46 - Taught Elementary School Dramatics, Western Reserve
University
1940-43 - Director, Junior League Children's Theatre
1945 up to present time - Women's Director, WGAR

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Kansas Club	
Kappa Alpha Theta	
Red Cross	Director, War Dramatic Group-1940-44
Community Fund	Director, Speaker's Bureau - 1943-45
Y.W.C.A.	
Woman's City Club	
Cleveland Club	
Women's Advertising Club	Social Committee - 1945-46
	Program Committee- 1949-50
Cleveland Art Museum	
Parent-Teacher Association	Executive Board - 1949-50
Cleveland Sesquicentennial Committee	
National Association of Broadcasters (Association of Women Directors)	
Mayfield Country Club	
Delta Kappa Gamma (Educational Fraternity)	

ROBERT B. FORKER
Assistant Sales Manager

BORN: Cleveland, Ohio - August 14, 1905

RESIDENCE: 15523 Delaware Avenue, Lakewood, Ohio.

EDUCATION: Attended Public Schools, Cleveland, Ohio.
Kenyon College - 1923-1925

WAR SERVICE:

Coast Guard Auxiliary
Coast Guard Reserve Temporary

BUSINESS CAREER:

Advertising Department, Cleveland Plain Dealer, 1925-1929
Brush-Moore Papers:
 Steubenville, Ohio, 1929-1931
 Mansfield, Ohio, 1931-1932
Cleveland News, 1933-1940
City Loan & Savings Company, Public Relations Director, 1940-1942
WGAR, 1942 to present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Cleveland Advertising Club
American Turners
Association Grocery Manufacturers' Representatives,
Director, 1946-1950
Christ Episcopal Church
Columbia Hills Country Club

MANUEL H. EISNER
Publicity Director

BORN: January 27, 1915, New York, New York

RESIDENCE: 18518 Lomond Blvd., Shaker Heights, 22, Ohio

EDUCATION: Cleveland elementary, junior high and high school.
Ohio State University (1932-36) Bachelor of Science in
Journalism. Cleveland College Advertising Course, 1944.

BUSINESS CAREER:

Publicity Director, Cleveland Rams Football Club, Season
of 1937.

Free lance publicist until fall, 1938.

Business Manager, Cleveland Rams Football Club, 1938-1942.

Publicity Director, WGAR, 1943 to present.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Community Fund
Red Cross
Cleveland Heart Society
Christmas Seals
Easter Seals
Jewish Welfare Fund
Phi Epsilon Pi

Cleveland Advertising Club

Suburban Temple

Jewish Welfare Federation
Mt. Sinai Hospital
Lomond Parent-Teachers
Association

Ohio State Chapter, Treasurer
1934, President 1935. Member
Cleveland Alumni Association.
Publicity Committee of Ad Club
War Efforts Committee.
Public Relations Committee;
Editor Temple Bulletin.
Public Relations Committee
Publicity Committee

JULIUS GLASS
Promotion Manager

BORN: Cleveland, Ohio, July 22, 1915

RESIDENCE: 3354 DeSota Avenue, Cleveland Heights, Ohio.

EDUCATION: Graduate - East Technical High School, 1935, Cleveland, Ohio
Graduate - Cleveland Advertising School, 1940, Cleveland, O.
Special Course - Cleveland Trade School, 1942, Cleveland, O.

WAR SERVICE:

Inducted January 27, 1944 - Honorable Discharge November 28, 1945.

Served as combat scout Company C, 109th Inf., 28th Div.
Ardennes, Rhineland and Central
Europe campaigns. Captured in combat,
December 1944. Escaped into
Czechoslovakia April 1945.

BUSINESS CAREER:

Radio Station WGAR 1937-1942 - Cleveland, Ohio
Office boy - promotion assistant - continuity editor
Radio Station WGKV 1943 - Charleston, West Virginia
Publicity and Promotion Manager
Radio Station WHBC 1946-1950 - Canton, Ohio
Publicity and Promotion Manager
Returned to Radio Station WGAR March, 1950, as Promotion
Manager.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Disabled American Veterans St. Mihiel Chapter 6 Canton, Ohio	Member
American Red Cross	Contributor
Canton Community Fund	Contributor
Jewish Welfare Fund	Contributor
March of Dimes	Contributor

FRANK C. OSWALD

Auditor

BORN: Cincinnati, Ohio, April 28, 1910

RESIDENCE: 21476 Eaton Road, Fairview Park, Ohio

EDUCATION: Attended Catholic Parochial Schools in Cincinnati, Ohio, and Purcell High School. Campbell's Business College and four years night college at University of Cincinnati.

BUSINESS CAREER:

1933 to 1934 - Accountant, Edward Brockhaus & Co., Cincinnati
Ohio
1934 to 1937 - Accountant, Chevrolet, Division of General
Motors Corp., Norwood, Ohio
1937 to 1940 - Senior Public Accountant, Card, Palmer &
Sibbison, Cleveland, Ohio
1940 - Treasurer, Storrs & Harrison, Inc.,
Painesville, Ohio
1941 to 1942 - Senior Public Accountant, Peat, Marwick,
Mitchell & Co., Cleveland, Ohio
1942 to present time - Auditor, The WGAR Broadcasting
Company, Cleveland, Ohio

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Knights of Columbus	Member
American Turners	Member
Cleveland Community Fund	Contributor
American Red Cross	Contributor
Catholic Charities, Inc.	Contributor
Greater Cleveland Hospital Fund	Contributor
Society for Crippled Children	Contributor
Attend Catholic Church:	Saint Angela Merici, Fairview Park, Ohio

RICHARD L. KATHE
Farm Program Director

BORN: Cleveland, Ohio, December 10, 1924.

EDUCATION: Grade Schools - Lakewood and Chillicothe, Ohio.
High School - Lakewood, Ohio - Graduate June 1942.
New York State College of Forestry, Syracuse, New York, 1942-43
College of Agriculture, University of Wisconsin, Madison, Wis.,
1943-1945.

BUSINESS CAREER:

Student Announcer, Radio Station WHA, Madison, Wis., 1943-45.
Smoke Jumper, J. S. Forest Service, Missoula, Montana, 1945.
Timber Management and Fire Control, U. S. Soil Conservation
Service and National Park Service in New York State and
Tennessee 1946.
Station Manager, WFOB, Fostoria, Ohio, 1947.
Farm Director, WMRN, Marion, Ohio, 1947.
Farm Program Director, Station WGAR, Cleveland, Ohio, Jan. 1,
1948 until present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES

National Association of Radio Farm Directors	Chairman of NEW RFD'S Committee Professional Guidance Committee
Cleveland Farmers Club of the Cleveland Chamber of Commerce	Chairman of Judging Committee for the Annual Awards Program
Portage Farmers Club	Honorary Member
Cleveland Speakers Club	Publicity Committee
Vegetable Growers of America	Judge, Beauty Contest
Cuyahoga Watershed Conservancy District Committee	Advisory
Northern Ohio Grape Growers Association	Advisory
Ohio State Safety Council	Farm Radio Committee
Red Cross	Member
Cleveland Community Fund	Contributor
4-H Club Foundation Fund	Contributor
Cleveland YMCA	Member
National Grange	Member
Ohio Forestry Association	Member and Advisory
Outdoor Writers of Ohio	Member
Friends of the Land	Member and Advisory
Ohio Insecticide and Fungicide Association	Member
Institute of Education by Radio	Speaker

BELOW ARE LISTED GROUPS IN THE WGAR COVERAGE AREA TO WHICH MR. KATHE HAS
SPOKEN:

Local Granges
Local Farm Bureau Councils
Church Young People's Clubs
Veteran Agricultural Training Classes
Vocational Agricultural Training Classes
4-H Clubs
County Rural Youth Groups
Future Farmers of America Clubs
Exchange Clubs
Kiwanis Clubs
Rotary Clubs
YMCA Groups
County Dairy Associations
County Fruit Grower Associations
County Soil Conservation Districts



WGAR GENERAL MANAGER JOHN F. PATT (r) RECEIVES RECOGNITION FOR COMMUNITY SERVICE, ON
RETIRING FROM PRESIDENCY OF CLEVELAND CONVENTION & VISITORS' BUREAU

LIST OF

WGAR STAFF MEMBERS As at April 1, 1950

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
<u>OFFICERS:</u>		
G. A. Richards	Chairman of the Board	November 15, 1930
Harry Wismer	Assistant to the President	January 1, 1947
John F. Patt	Vice President & General Manager	November 15, 1930
Carl George	Vice President & Assistant General Manager	January 16, 1934
E. M. Krause	Secretary & Treasurer	November 15, 1930
<u>ENGINEERING</u>		
Robert A. Fox	Chief Engineer	December 29, 1941
Lloyd Wingard	Studio Supervisor	October 16, 1932
Sereno Smith	Ass't. Studio Supervisor	July 15, 1931
Ralph Quay	Operator	February 12, 1942
Alfred Taylor	Operator	March 6, 1942
Alvin Finley	Operator	December 28, 1943
Roland V. Courtad	Operator	February 9, 1942
William P. Jacob	Operator	March 24, 1940
Bennett L. Bade	Operator	July 1, 1947
Kenneth Kimball	Operator	October 15, 1947
Windsor Atwater	Operator	February 6, 1950
William G. Hutton	Allocations and Research Engineer	September 18, 1942
Donald McCollister	Transmitter Supervisor	December 1, 1930
William J. Slater	Ass't. Transmitter Supervisor	March 16, 1937
Dwight Howland	Operator	March 16, 1942
Aaro W. Hirsimaki	Operator	June 7, 1943
Robert Wrase	Operator	May 16, 1943
John E. Csensich	Operator	May 29, 1944
<u>MAINTENANCE:</u>		
Angelo R. Onorato	Studio Porter	January 16, 1944
Vincent J. DeBellis	Studio Porter	June 12, 1944
Eugene Toth	Building and Grounds Maintenance	June 9, 1935
<u>PROGRAM:</u>		
Reginald P. Merridew	Program Director	October 26, 1942
Ralph Worden	Director of Public Affairs	December 1, 1936
Richard L. Kathe	Farm Program Director	January 1, 1948
Esther Mullin	Women's Program Director	July 10, 1944
Charlie Roberts	Chief Announcer	January 6, 1941
Stanley Gee	Production Manager (on sick leave)	July 30, 1945

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
Tom Armstrong	Announcer-Producer	April 17, 1944
Walt Henrich	Announcer-Producer	October 6, 1944
Bill Mayer	Announcer	October 1, 1945
Hal Morgan	Announcer	March 16, 1942
Robert Smiley	Announcer	February 18, 1949
Paul Wilcox	Sports Announcer	February 21, 1950
James T. Orgill	Writer-Producer	April 1, 1945
Helenmae Kamps	Record Librarian	July 3, 1946
Elinor J. Papp	Traffic Manager	August 1, 1943
Louise Cox	Traffic & Record Library	January 16, 1950
Charles R. Day	News Director	February 21, 1943
Jim Martin	Morning News Editor	April 30, 1943
Jack Dooley	Night News Editor	February 16, 1950
Don Hyde	Special Events Director	October 1, 1946
Doris D'Angelo	Secretary	January 10, 1949
Marilyn D. Keyes	Secretary	January 30, 1950
Henry Pildner	Musical Director	September 18, 1934
Sheldon Hendershott	Musician	September 27, 1942
Edward V. Sada	Musician	February 5, 1945
Elmer Zelman	Musician	February 17, 1946
Richard L. Lurie	Musician	March 4, 1946
George Wisneskey	Musician	March 4, 1946
Thomas W. McCormick	Musician	January 15, 1950
Ernest F. Benedict	Leader - Range Riders Orchestra	December 6, 1943
Lenny Sanders	Musician	December 6, 1943
Roy West	Musician	December 6, 1943
Jim Randall	Musician	December 6, 1943
Howard Wellman	Musician	July 4, 1949
Polly Kendall	Singer	August 2, 1945
Dolly Kendall	Singer	August 2, 1945
Shirley Beistle	Writer	June 1, 1949
<u>SALES:</u>		
Robert B. Forker	Assistant Sales Manager	July 20, 1942
John B. Garfield	Sales Representative	April 22, 1940
Glenn W. Gilbert	Sales Representative	February 2, 1948
Edwin M. Boynton	Sales Representative	May 17, 1948
William J. Stewart, Jr.	Sales Service Manager	January 27, 1941
Sutherland DeWitt	Sales Research	February 1, 1932
Manuel Eisner	Publicity Director	June 8, 1943
Jeanne Shipley	Secretary	August 3, 1933
Anna Chapman	Secretary	January 13, 1949

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
<u>SALES PROMOTION:</u>		
Julius Glass	Promotion Manager	March 16, 1950
Emma A. Gray	Secretary	February 1, 1950
<u>ADMINISTRATIVE:</u>		
Frank C. Oswald	Auditor	June 15, 1942
Gertrude M. Hunkin	Secretary-Bookkeeper	March 4, 1932
Evalyn P. Hanslik	Secretary-Billing	August 30, 1943
Ruth E. Davis	Secretary	May 26, 1948
Dorothy Mikita	Head Receptionist	March 14, 1945
Helen Ghezzi	Night Receptionist	May 16, 1947
Patricia Harvey	Receptionist	January 1, 1949
Nancy Hubbard	Receptionist	March 27, 1950
Gene Stanley	Office Boy	May 5, 1948
Nancy R. Russell	Stock Clerk	January 16, 1950

Statement
of
GENERAL POLICIES
and rules governing the acceptance of
PROGRAM MATERIAL
and
ADVERTISING COPY



The WGAR Broadcasting Co.
CLEVELAND

FOREWORD

1 **WGAR has always subscribed to the industry code**
2 **of the National Association of Broadcasters and it**
3 **subscribes to the N. A. B. Code adopted July 1, 1948.**
4 **However, WGAR believes higher standards of service**
5 **and advertising can be adopted on a local rather than**
6 **a national basis where conflicting thoughts and inter-**
7 **ests and varying community conditions require an**
8 **appreciable degree of compromise in the formulation**
9 **of standards.**

10 **The practices and policies for WGAR, now revised**
11 **and brought up to date, represent to a considerable**
12 **extent a restatement of those practices and policies**
13 **which have been developed and carried out over a**
14 **period of years by this Station.**

15 **Amplification and clarification in certain areas is**
16 **based on the continuing development and advance in**
17 **broadcasting, which is a creative art, and upon the**
18 **experience of the station in its daily operations and**
19 **contacts with the public over a period of seventeen**
20 **years.**

21 **These rules will serve as a guide to all employees**
22 **and any others concerned in the preparation and**
23 **broadcasting of news, educational and public affairs**
24 **programs for WGAR.**

25 **Strict adherence will be expected both as to the**
26 **spirit as well as the letter of these instructions.**

27 **Adopted by the Board of Directors,**
28 **The WGAR Broadcasting Co.**

WGAR POLICY

1 The unchanging policy of WGAR, Cleveland's
2 Friendly Station remains an unwavering devotion to
3 Americanism.

4 In brief, it is our purpose—

5 To exercise our stewardship in broadcast com-
6 munications to keep unsullied the stream of news
7 and information that is directed to the American
8 listening audience. . .

9 To maintain on the air the freedom of opinion
10 which is the bulwark of American liberties by re-
11 flecting all important phases of thought and policy
12 on issues before the American people. . .

13 To serve the community, the state and the nation
14 by focusing public attention on the vital problems of
15 the day, by championing the good cause and by ex-
16 posing without fear or favor the forces that would
17 undermine our democratic institutions. . .

18 To provide a continuing forum of religious service
19 and education, Protestant, Catholic and Jewish alike;
20 to serve the cause of political education by present-
21 ing the various schools and varieties of political
22 thought and opinion, and to cooperate in the public
23 interest with the social and welfare organizations
24 representative of the communities which our station
25 serves. . .

26 To provide a medium for American business to
27 advertise its goods and services to the public and to
28 maintain high standards of product acceptability
29 and copy presentation.

30 This is our policy and our credo.

WGAR STANDARDS OF PRACTICE

Section I

PUBLIC AFFAIRS AND COMMUNITY SERVICE

1 Recognizing the importance to the entire com-
2 munity of knowledge and information available from
3 civic, cultural, educational and welfare organizations,
4 WGAR will present information and messages from
5 these groups on sustaining time.

6 Organizations in this field, not operating for
7 profit, will be encouraged to report their activities
8 and problems to the station, and will be offered
9 counsel and assistance, if desired, in preparing and
10 presenting their messages to the public effectively.

11 Sustaining time will be made available, to the
12 extent consistent with existing commitments and
13 good programming, for broadcasting programs or
14 announcements on behalf of welfare or charitable
15 groups engaged in raising funds from the public.

16 In time of disaster or public emergency, the facili-
17 ties of the station will be made available without
18 charge for the broadcasting of programs or mes-
19 sages authorized by public officials or agencies re-
20 sponsible for public safety, health and emergency
21 relief measures. The station will exercise due care
22 to insure that any statements or appeals broadcast
23 at such times are properly presented and have been
24 authorized or approved by a responsible official or
25 organization.

Specifically, the facilities of the station will be available to—

1. Promote worthy and bona-fide philanthropic charitable causes such as community chest, hospitals, children's organizations, etc.
2. Aid in programs for the prevention and reduction of delinquency and crime in the community.
3. Spread knowledge of mental and physical hygiene.

4. Assist in safety drives.
5. Promote "Keep our city clean" drives.
6. Help reduce and prevent infectious diseases in the community.
7. Promote parents and teachers activities in public schools.
8. Promote racial and religious intergroup understanding and good citizenship.
9. Assist in the improvement of public educational facilities.
10. Assist worthy men's and women's service clubs in their efforts to promote the social welfare of the community.

Section II

CONTROVERSIAL PUBLIC ISSUES, INCLUDING POLITICS

1 The WGAR Broadcasting Company is non-par-
2 tisan in its handling of controversial public issues
3 and questions. As a general policy, time for discus-
4 sion of such matters is made available free of charge.
5 During the campaign period preceding primary
6 and general elections, however, time is sold at
7 regular published rates to or on behalf of
8 legally qualified political parties and candidates.
9 Also under unusual circumstances (each case to be
10 judged on its merits) time may be sold for the dis-
11 cussion of controversial public issues.

12 Time for discussion of all other controversial sub-
13 jects, and for political discussion at times other than
14 the campaign periods mentioned, is made available
15 without charge by the station. The station policy will
16 be to maintain a fair balance of opposing viewpoints.
17 As far as practicable, such discussion, debate, or pres-
18 entation of controversial subjects will take place in
19 time periods or program series regularly devoted to
20 that purpose. Special broadcasts may be arranged
21 from time to time. In all cases the station will exercise

22 its best judgment to insure maintenance of free speech
23 as set forth in the Constitution of the United States.

24 Every effort will be made to assure the presenta-
25 tion of such material by responsible and competent
26 individuals or groups, and they will be clearly iden-
27 tified to the listener.

28 The station accepts, and reserves to itself, the
29 responsibility for allotting time for presentation and
30 discussion of current controversial subjects, bearing
31 in mind on the one hand the natural desire of per-
32 sons and organizations to make their views known,
33 and on the other hand, the obligation to the listener
34 to maintain a balanced program of entertainment
35 and information.

36 The station will exercise impartial judgment in
37 maintaining free expression on programs of contro-
38 versial nature, but reserves the right to require
39 advance submission of script and to refuse to accept
40 programs, announcements or statements which in
41 its opinion are contrary to laws, including those of
42 sedition and defamation, and to refuse any program,
43 announcement or statement which it believes might
44 violate the rights of others. (Subject, in the case of
45 political broadcasts, to final determination of the
46 principles involved in the Commission's decision in
47 the Port Huron case.)

48 The policy of the station is that it expresses no
49 editorial views of its own on any subject other than
50 that of radio broadcasting itself. On this subject the
51 station may, on occasion, inform listeners of its
52 attitudes and policies, believing it is the right of
53 the listener to know them, as well as of the broad-
54 caster to make them known.

55 Our station will not accept fictional treatments of
56 strictly political issues relating to candidates or
57 their candidacies.

Section III

NEWS

1 Facts, not opinions!

2 News programs will present facts, accurately and
3 honestly reported, with the greatest possible fairness
4 and completeness, and with particular attention to
5 laws covering defamation, libel and sedition. Competent and experienced news editors will be responsible
6 for selection and preparation of news programs.
7

8 Commentary or other treatment of news subjects
9 in a manner involving the opinion or belief of any
10 individual or group will be clearly identified as such,
11 and the person or group whose opinion is being
12 expressed will be clearly identified to the listener.

13 Good taste will be observed by WGAR newsmen
14 in the handling of news. In preparing or presenting
15 news of a sensational or tragic nature, news broadcasters will make special effort to present the essential facts clearly and without hesitation and to avoid
16 unnecessary stimulation of excitement, morbidity
17 or fear.
18
19

20 Part or all of the commercial content of a news
21 broadcast may be cancelled when the news at hand
22 is of tragic nature or of such type that an advertising message might be in poor taste. Commercial
23 mention in such cases may be limited to sponsor
24 identification at beginning and end of broadcast, or
25 in exceptional situations may be eliminated entirely.
26

27 Commercial messages preferably should be handled by a second voice, but where the newscaster is
28 to deliver the message, it must be properly set apart
29 from the news, so that the listener may easily distinguish between them.
30
31

32 Commercial messages will be limited to two, plus
33 brief sponsor identification, in a ten or fifteen minute newscast, and one such message, apart from
34

35 sponsor identification, in any newscast shorter than
36 ten minutes.

37 No attempt may be made to make the commercial
38 message sound like a news item, nor may any device
39 be used such as announcing the commercial message
40 as a "flash" or "bulletin". Sound effects such as
41 telegraph, or code signals, which the listener natur-
42 ally associates with news, shall not be used to intro-
43 duce or attract attention to the commercial message
44 as distinguished from the actual newscast.

Section IV

RELIGIOUS PROGRAMS

1 Time will be made available for religious broad-
2 casts on a balanced program basis. The station will
3 maintain regular weekly periods for religious broad-
4 casts, and will allot additional time at such periods
5 as the religious holidays or special observances for
6 the various faiths, Protestant, Catholic and Jewish.

7 The station will invite representatives of all major
8 faiths and denominations to participate in the broad-
9 casting schedule of religious programs, and will
10 make every effort to extend invitations also to
11 responsible persons and groups representing relig-
12 ious faiths and beliefs of less widespread member-
13 ship.

14 Religious broadcasts will not include attacks on
15 any faith nor on its clergy or lay members as
16 representatives of such faith. No religious belief,
17 ritual or custom will be held up to ridicule or
18 prejudice.

Section V

CHILDREN'S PROGRAMS

1 Programs broadcast particularly for children
2 should be both wholesome and, whenever possible,
3 educational. They should inspire respect for the

4 family, the community, and the fundamentals of
5 the American way of life.

6 Children's programs should aim to project educa-
7 tional values through the medium of entertainment.
8 These programs will discourage a child's tendency
9 to admire or emulate anti-social persons or customs.
10 Every effort will be made to instill respect for the
11 law and law enforcement agencies and generally
12 accepted moral codes.

13 Discrimination will be used in careful selection
14 of sound effects and descriptive narration for chil-
15 dren's programs.

16 Program material shall not include anything
17 which would encourage children to enter strange
18 places or to converse with strangers.

19 Programs broadcast especially for children, and
20 other programs broadcast during hours when chil-
21 dren may normally be expected to listen, will not
22 deal with subjects likely to arouse unnatural curi-
23 osity or undue fear on the part of the normal child.

Section VI

ADVERTISING STANDARDS

1 To support and maintain the American system of
2 broadcasting with the finest programs of entertain-
3 ment and education, revenues are accepted from
4 advertisers who pay for using WGAR facilities and
5 having access to the people who listen. WGAR
6 requires the diligence of its staff and of its clients
7 in the careful preparation and delivery of advertis-
8 ing messages in order that high ethical standards
9 and good taste may be maintained.

10 The following regulations have been voluntarily
11 promulgated by WGAR in order to benefit the lis-
12 tener and to assure him of information which is
13 accurate, authentic, reliable, and adhering to the
14 highest standards of good taste and professional
15 ethics:

16 Advertising of laxatives will not be accepted, nor
17 will any advertising be accepted which describes
18 repellantly internal body functions or internal dis-
19 turbances.

20 Advertising of spirituous liquors will not be
21 accepted. Advertising of beer or light wines is
22 acceptable if in good taste.

23 No advertising of cures or products claiming to
24 cure will be accepted.

25 No financial advertising of speculative nature is
26 acceptable, nor will investment advertising be ac-
27 cepted from any sponsor of questionable integrity,
28 nor any investment advertising which does not
29 comply fully with all laws.

30 The station will not act as a receiving agent for
31 money submitted in payment for advertised prod-
32 ucts or services.

33 No gambling tips, race track dope sheets, or
34 similar information will be broadcast.

35 Advertising of schools or training courses will
36 not be acceptable if they offer any questionable or
37 untrue promises of employment as inducements for
38 enrollment.

39 Fortune telling, character analysis, palm reading,
40 numerology, and astrology programs or announce-
41 ments are not acceptable, nor any advertising of
42 these subjects or services.

43 No advertising copy may contain claims or state-
44 ments disparaging competitors or competing prod-
45 ucts, or other industries, professions, or institutions.

46 No lottery, drawing, or contest based solely upon
47 chance is acceptable. WGAR is to be the final judge
48 of acceptability of any contest offer, and any pro-
49 posed offer shall be submitted to the station at
50 least fifteen days before the first date on which it is
51 proposed to broadcast such offer. No contest shall
52 be considered acceptable if the complete rules are

53 not announced or made easily accessible to all listen-
54 ers and provision made for public announcement
55 of the winners within a reasonable time after the
56 closing date.

57 Commercial copy shall not exceed the time limi-
58 tations in the N.A.B. Code, and time devoted to
59 announcing contests or winners thereof, or other
60 special offers by the sponsor shall be included in
61 reckoning the commercial time on a program.

62 All advertising copy shall conform to stipulations
63 of the Federal Trade Commission and all fair trade
64 laws. The station further reserves the right to
65 require any advertiser to meet any business or
66 industry codes currently prevailing and to meet the
67 standards of the Cleveland Better Business Bureau.

68 No advertising matter, programs or announce-
69 ments will be accepted which in the opinion of the
70 station would be injurious to the interests of the
71 public, the WGAR Broadcasting Company, or to
72 the fundamental principles of honest advertising and
73 reputable business.

74 Each program or announcement shall be broad-
75 cast in a manner acceptable to the station, and
76 the right is reserved to refuse to broadcast any
77 program or announcement which, in the station's
78 opinion, would not reflect credit upon the station
79 and the advertiser.

80 The station subscribes to the principle that all
81 advertising matter is most effective and in the
82 best public interest when it is factual and informa-
83 tive and is designed principally to acquaint listeners
84 with facts about the usefulness of a product or a
85 service.

ROBERT B. FORKER
Assistant Sales Manager

BORN: Cleveland, Ohio - August 14, 1905

RESIDENCE: 15523 Delaware Avenue, Lakewood, Ohio.

EDUCATION: Attended Public Schools, Cleveland, Ohio.
Kenyon College - 1923-1925

WAR SERVICE:

Coast Guard Auxiliary
Coast Guard Reserve Temporary

BUSINESS CAREER:

Advertising Department, Cleveland Plain Dealer, 1925-1929
Brush-Moore Papers:
 Steubenville, Ohio, 1929-1931
 Mansfield, Ohio, 1931-1932
Cleveland News, 1933-1940
City Loan & Savings Company, Public Relations Director, 1940-1942
WGAR, 1942 to present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Cleveland Advertising Club
American Turners
Association Grocery Manufacturers' Representatives,
Director, 1946-1950
Christ Episcopal Church
Columbia Hills Country Club

MANUEL H. EISNER

Publicity Director

BORN: January 27, 1915, New York, New York

RESIDENCE: 18518 Lomond Blvd., Shaker Heights. 22, Ohio

EDUCATION: Cleveland elementary, junior high and high school.
Ohio State University (1932-36) Bachelor of Science in
Journalism. Cleveland College Advertising Course, 1944.

BUSINESS CAREER:

Publicity Director, Cleveland Rams Football Club, Season
of 1937.

Free lance publicist until fall, 1938.

Business Manager, Cleveland Rams Football Club, 1938-1942.

Publicity Director, WGAR, 1943 to present.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Community Fund

Red Cross

Cleveland Heart Society

Christmas Seals

Easter Seals

Jewish Welfare Fund

Phi Epsilon Pi

Cleveland Advertising Club

Suburban Temple

Jewish Welfare Federation

Mt. Sinai Hospital

Lomond Parent-Teachers

Association

Ohio State Chapter, Treasurer
1934, President 1935. Member

Cleveland Alumni Association.

Publicity Committee of Ad Club

War Efforts Committee.

Public Relations Committee;

Editor Temple Bulletin.

Public Relations Committee

Publicity Committee

JULIUS GLASS
Promotion Manager

BORN: Cleveland, Ohio, July 22, 1915

RESIDENCE: 3354 DeSota Avenue, Cleveland Heights, Ohio.

EDUCATION: Graduate - East Technical High School, 1935, Cleveland, Ohio
Graduate - Cleveland Advertising School, 1940, Cleveland, O.
Special Course - Cleveland Trade School, 1942, Cleveland, O.

WAR SERVICE:

Inducted January 27, 1944 - Honorable Discharge November 28, 1945.

Served as combat scout Company C, 109th Inf., 28th Div.
Ardennes, Rhineland and Central
Europe campaigns. Captured in combat,
December 1944. Escaped into
Czechoslovakia April 1945.

BUSINESS CAREER:

Radio Station WGAR 1937-1942 - Cleveland, Ohio
Office boy - promotion assistant - continuity editor
Radio Station WGKV 1943 - Charleston, West Virginia
Publicity and Promotion Manager
Radio Station WHBC 1946-1950 - Canton, Ohio
Publicity and Promotion Manager
Returned to Radio Station WGAR March, 1950, as Promotion
Manager.

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Disabled American Veterans St. Mihiel Chapter 6 Canton, Ohio	Member
American Red Cross	Contributor
Canton Community Fund	Contributor
Jewish Welfare Fund	Contributor
March of Dimes	Contributor

FRANK C. OSWALD

Auditor

BORN: Cincinnati, Ohio, April 28, 1910

RESIDENCE: 21476 Eaton Road, Fairview Park, Ohio

EDUCATION: Attended Catholic Parochial Schools in Cincinnati, Ohio, and Purcell High School. Campbell's Business College and four years night college at University of Cincinnati.

BUSINESS CAREER:

1933 to 1934 - Accountant, Edward Brockhaus & Co., Cincinnati
Ohio
1934 to 1937 - Accountant, Chevrolet, Division of General
Motors Corp., Norwood, Ohio
1937 to 1940 - Senior Public Accountant, Card, Palmer &
Sibbison, Cleveland, Ohio
1940 - Treasurer, Storrs & Harrison, Inc.,
Painesville, Ohio
1941 to 1942 - Senior Public Accountant, Peat, Marwick,
Mitchell & Co., Cleveland, Ohio
1942 to present time - Auditor, The WGAR Broadcasting
Company, Cleveland, Ohio

CLUBS, ORGANIZATIONS AND ACTIVITIES:

Knights of Columbus	Member
American Turners	Member
Cleveland Community Fund	Contributor
American Red Cross	Contributor
Catholic Charities, Inc.	Contributor
Greater Cleveland Hospital Fund	Contributor
Society for Crippled Children	Contributor
Attend Catholic Church:	Saint Angela Merici, Fairview Park, Ohio

RICHARD L. KATHE
Farm Program Director

BORN: Cleveland, Ohio, December 10, 1924.

EDUCATION: Grade Schools - Lakewood and Chillicothe, Ohio.
High School - Lakewood, Ohio - Graduate June 1942.
New York State College of Forestry, Syracuse, New York, 1942-43
College of Agriculture, University of Wisconsin, Madison, Wis.,
1943-1945.

BUSINESS CAREER:

Student Announcer, Radio Station WHA, Madison, Wis., 1943-45.
Smoke Jumper, J. S. Forest Service, Missoula, Montana, 1945.
Timber Management and Fire Control, U. S. Soil Conservation
Service and National Park Service in New York State and
Tennessee 1946.
Station Manager, WFOB, Fostoria, Ohio, 1947.
Farm Director, WMRN, Marion, Ohio, 1947.
Farm Program Director, Station WGAR, Cleveland, Ohio, Jan. 1,
1948 until present time.

CLUBS, ORGANIZATIONS AND ACTIVITIES

National Association of Radio Farm Directors	Chairman of NEW RFD'S Committee
	Professional Guidance Committee
Cleveland Farmers Club of the Cleveland Chamber of Commerce	Chairman of Judging Committee for the Annual Awards Program
Portage Farmers Club	Honorary Member
Cleveland Speakers Club	Publicity Committee
Vegetable Growers of America	Judge, Beauty Contest
Cuyahoga Watershed Conservancy District Committee	Advisory
Northern Ohio Grape Growers Association	Advisory
Ohio State Safety Council	Farm Radio Committee
Red Cross	Member
Cleveland Community Fund	Contributor
4-H Club Foundation Fund	Contributor
Cleveland YMCA	Member
National Grange	Member
Ohio Forestry Association	Member and Advisory
Outdoor Writers of Ohio	Member
Friends of the Land	Member and Advisory
Ohio Insecticide and Fungicide Association	Member
Institute of Education by Radio	Speaker

BELOW ARE LISTED GROUPS IN THE WGAR COVERAGE AREA TO WHICH MR. KATHE HAS
SPOKEN:

Local Granges
Local Farm Bureau Councils
Church Young People's Clubs
Veteran Agricultural Training Classes
Vocational Agricultural Training Classes
4-H Clubs
County Rural Youth Groups
Future Farmers of America Clubs
Exchange Clubs
Kiwanis Clubs
Rotary Clubs
YMCA Groups
County Dairy Associations
County Fruit Grower Associations
County Soil Conservation Districts



WGAR GENERAL MANAGER JOHN F. PATT (r) RECEIVES RECOGNITION FOR COMMUNITY SERVICE, ON
RETIRING FROM PRESIDENCY OF CLEVELAND CONVENTION & VISITORS' BUREAU

VGAR



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1290199

Card 1 is missing

Card 1 (back) is missing

BR-283

BROADCASTING STATION LICENSE RECORD

Card #2

Date first licensed

Call letters WGAR

Station location: Cleveland, Ohio

NATIONWIDE COMMUNICATIONS, INC. (BWL 2-3-67)

☒ PEOPLES BROADCASTING CORPORATION (AL 12-30-53 EFF: 1-8-54)

THE

Name of licensee WGAR BROADCASTING COMPANY

WGAR Broadcast Park, 9446 Broadview Road, Broadview Heights, Ohio (Redescription)

Transmitter location ☒ See Card #1

WGAR Broadcast Park, 9446 Broadview Road, Cleveland, Ohio (BS 7-13-71)

☒ Hotel Statler Hilton, East 12th St. & Euclid Ave., Cleveland, Ohio

Main studio location ☒ See Card #1

1-1-60

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Fmto.	Power	Time Day	Period	
					From	To
B2-L-703	11-9-37	1450	500w, 1kw-LS	U	11-9	5-1-38
Lic. to cover C.F. for equipment changes						
B2-L-703	11-9-37	1450	500w, 1kw-LS	U	11-9	5-1-38
Supersedes License of same date						
B2-F-1334	3-2-38	1450	1kw*5kw-LS	U	5-12	11-12-38
Eff. 3-12-38 *Directional antenna night						
C.F. to incr. power, new equip. & DA night						
B2-MF-64B	4-19-38	Mod. C.F. 1334	to chg. equip.	5-12	11-12-38	
B-2-283	4-13-38	1450	500w, 1kw-LS	U	5-1	11-1-38
B-L-784	5-23-38	1450	1kw*5kw-LS	U	5-23	11-1-38
*Directional antenna night.						
Lic. to cover C.F. to incr. power, install new trans. and directional antenna night						
B-L-784	5-28-38	License to use old transmitter as auxiliary, using 1kw power				
					5-28	11-1-38
B-2-283	7-19-38	Pick up and rebroadcast routine police radio broadcast bet. 3 pm & 3:30 pm EST, 7-19-38				
B-2-283	10-28-38	1450	1kw*5kw-LS	U	11-1	5-1-39
*Directional antenna night.						
B-2-283	10-35-38	Extension of Aux. License				
					11-1	12-1-38
B-2-283	11-21-38	1450	1kw	Auxiliary	11-21	5-1-39
B-2-283	4-24-39	1450	1kw*5kw-LS	U	5-1	11-1-39
Auxiliary						
*Directional antenna night						
rebroadcast prog rec'd from WGBH for 11:45						
EST on May 2, 1939						
B-2-283	5-15-39	Cpr. between 3 pm and 5 pm, EST with power 5kw, on 1450 kc with DA 8-15 to 10-24-39 make survey WGBH's night primary service area.				
B-2-283	11-1-39	1450	1kw*5kw-LS	U	11-1	5-1-40
*Directional antenna night.						
B-2-283	11-12-39	1450	1kw*5kw-LS	U	11-12	5-1-40
*Directional antenna night.						
B-2-283	11-12-39	1450	1kw			

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters **W G A R**

Name of licensee **X THE
/ W G A R BROADCASTING COMPANY**

Transmitter location

Main studio location
FCC-43

U. S. GOVERNMENT PRINTING OFFICE 1961

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD From— To—
B2-S-283	4-13-40	1450	1kw*5kw-LS *DA-N	U	4-13 8-1-40
Auxiliary			1kw		
Med. Lic. to add sunrise					
B2-S-283	6/9/40	opr 9:30pm to 3am 6/9/40, 5kw power, non-directional, (Greater Cleveland Red Cross Prog.)			
Order	6/12/40	Extension of license (Main and Auxiliary)			8-1 10-1/40
Order	9-10-40	Extension of license (Main and Aux.)			10-1 3-29-41
NABBA REALLOCATION					
B2-R-283	3-28-41	1480	1kw*5kw-LS *DA-N	U	3-29 8-1-41
Aux.		1kw	Aux.		
Renewal granted 3-24-41 but proof of performance not received and approved until 3-28-41.					
B2-S-283	7-23-41	Extension of license Main and Auxiliary			8-1 9-1-41
B2-S-283	8-8-41	1480	1kw*5kw-LS 1kw	U Aux.	8-8 8-1-42 *DA-N
B2-R-283	7-14-42	1480	1kw*5kw-LS 1kw	U	8-1 12-1-42 *DA-N
B2-R-283	11-17-42	1480	1kw*5kw-LS 1kw	U	12-1 12-1-44
Aux. Renewal and modification in accordance with Order 107					
B2-P-2692	11-8-43	1220	5kw* *DA (Cond'l clause)	U	1-3-44 7-3-44
C.E. change freq., incr. power, make changes in equip. and DA for day and night use, and move trans.					
B2-1-1600	6-28-44	1220	5kw* *DA (Cond'l clause)	U	6-28 5-1-45
B2-2-1600	Lic. cover CP 2692 for change in freq., incr. power, changes in DA for day and night use, and move of trans.; also determine operating power by direct measurement				
B2-S-283	4-24-45	Extension of license			5-1 7-1-45

B-S-
#4

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W G A R

Name of licensee ~~X~~ THE H. G. A. R. Broadcasting Company

Transmitter location

Main studio location
FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
B2-P-283	5-8-45	1220	5kw* *DA (Cond'l Clause)	U	5-8 5-1-48
B2-S-453	7-10-45	1220	5kw* *DA (Cond'l Clause)	U	10-1- 5-1-48
Mod. Lic. Order 1076					
Order **	2-1-46	Conditional authorization granted for 1220 kc, 50kw, U, installation of new T and DA for day and night use at site specified in B2-P-3942 subject w/ to withdrawal at conclusion of hearing on B2-P-3942 and B2-P-4243 (WADC)			
*CANCELLED	5-10-46	upon consideration of motion filed by WADC.			
B2-P-3942	4-25-47	1220	50kw-DA *DA(1) (Cond'l Clause)	U	6-25- 12-31-47
C.F. incr. power, install new T and new DA for day and night use					
BL-2563 B2-2384	8-22-47	1220	50kw-DA	U	8-22 5-1-48
Lic. to cover CP 3942) to increase power, install new T and DA for day and night and determine operating power by direct method. (Cond.)					
BL-2638 Aux.	9-15-47	1220	50kw-DA 5kw-DA	U Aux.	9-15 5-1-48
Lic. to use old main T for aux. purposes.					
BS-283	4-27-48	Extension of license			5-1 2-1-48
BS-283	8-18-48	Extension of license			9-1 12-1-48
BS-283	11-22-48	Extension of license			12-1 3-1-49
BS-283	2-24-49	Extension of license Main & auxiliary			3-1 6-1-49
BS-283	5-25-49	Extension of license Main & auxiliary			6-1 9-1-49
BS-283	8-31-49	Extension of license Main & auxiliary			9-1 12-1-49
BS-283	11-30-49	Extension of license Main & Auxiliary			12-1 3-1-50
BS-283	3-31-50	Extension of license Main & Auxiliary			5-1 6-1-50
BS-283	5-25-50	Extension of license Main & auxiliary			6-1 9-1-50

B.S.

#5

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W.G.A.R.

Name of licensee X THE W G A R BROADCASTING COMPANY

Transmitter location

Main studio location

FCC-66

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BS-283	8-21-50	Extension of license Main & auxiliary			3-1 12-1-50
BS-283	11-22-50	Extension of license Main & auxiliary			12-1 3-1-51
BS-283	2-21-51	Extension of license Main & auxiliary			3-1 6-1-51
BS-283	4-3-51	1220	50kw, DA-1	U	4-3 6-1-51 Mod. lic. of main T. correcting DA spec. & description of field intensity at monitoring points. (CONCL. CLAUSE)
BS-283	4-3-51	1220	5kw, DA-1	Aux.	4-3 6-1-51 Mod. lic. of aux. T. correcting DA spec. & description of field intensity at monitoring points (CONCL. CLAUSE)
BS-283	5-23-51	Extension of license Main & Auxiliary			6-1 9-1-51
BS-283	5-24-51	Extension of license Main & Auxiliary			9-1 12-1-51
BS-283	11-28-51	1220	50kw, DA-1	U	11-28 12-1-51 Aux. 5kw, DA-1 Aux.
BTC-1135	11-28-51	Invol. transfer of control of licensee			
EFF.	12-27-51	corp. from G. A. Richards, Deceased to FRANCES S. RICHARDS, Executrix of the Estate of G. A. Richards, Deceased			
BTC-1326	7-23-52	Relinquishment of control by Frances S.			
EFF	7-25-52	Richards, Executrix of the Estate of G.A. Richards, Deceased to WGAR BROADCASTING COMPANY			
BR-283	9-3-52	1220kc	50kw*	Unl.	10-1 10-1-55
Aux.			5kw* *DA-1 aux.		
BTC-1342	12-30-52	Vol. trans. of control to WGAR BROADCASTING CORPORATION			
EFF.	1-1-53	WGAR BROADCASTING CORPORATION			
BR-1342	12-30-52	Vol. assignment of license to WGAR BROADCASTING CORPORATION			
EFF.	1-1-53	WGAR BROADCASTING CORPORATION			
BR-283	9-7-55	1220kc	50kw*	Unl.	10-1 10-1-58
Aux.			5kw* *DA-1 aux.		

Form BC 126

June 1954

#6

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W O A R

Station location

Name of licensee See Card #2

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BS-283	12-9-60	1220	5kw-DA-1 50kw-DA-1	Aux. U	12-9 10-1-61
	Mod. of license to change operating specifications and redescribe monitor points. (Memo)				
BR-283	9-28-61	Renewal of license			10-1 10-1-64
		Main and Aux.			
BR-283	9-14-64	Renewal of license			10-1 10-1-67
		Main and Aux.			
BML-2196 (1)	2-3-67	Mod. of lic. to chg. licensee name to NATIONWIDE COMMUNICATIONS, INC. (Main & Auxiliary)			
BS-283	6-12-67	Mod. of lic. to chg. description of 240 MF (Memo)			
		1200kc	50kw-DA-1	U	6-12 10-1-67
		1.2 Mc	50kw-DA-1	Aux.	10-1 10-1-70
		Renewal of license (Main)			
		Renewal of Aux.			
BR-283(S)	9-30-70	Renewal of Main & Aux. & NDEA			10-1-73
BS-283(1)	7-13-71	Mod. of lic. to change studio location			
		AUX. FORFEITED			
BP-19,155	2-2-72	1220kc	50kw DA-1	U	2-2-73
	CP to install a new Alt. Main Transmitter				
	RCA, HTA-50F.				
EBSA	5-25-72				
BL-13,278(1)	10-19-72	Lic(BP-19155) for alt. transmitter			
		1220kc	50kw DA-1	U	10-1-73
BR-283(S)	1-21-74	RENEWAL OF MAIN & ALT.			10-1-76
		Direct Measurement			10-1-76
Comlet	6-21-74	Ant. monitor Potomac Inst. AM-19(204)			
BP-283(1)	5-6-76	ML to change maximum field intensity at 10% and 31%			
					10-1-79
BR-283(S)	9-28-76	Renewal of license			10-1-79

BROADCASTING STATION HISTORY RECORD

#6

First licensed

Call Letters ... WGAR

Station Location

SEE CARD # 1

Name

Transmitter Location

Main studio location

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BR790530ZB(L)	9-21-79	RENEWAL & MOD.	10-1-82
COMTEL	7-24-80	EFF: 7-24-80 TEMP AUTH. GR. OPERATE NON DIRECTIONAL WITH 5KW POWER DURING DAYTIME ONLY AS NECESSARY TO TAKE FIELD INTENSITY MEASUREMENTS. REVERT TO LICENSED OPERATION WHEN NOT ACTUALLY TAKING MEASUREMENTS. AUTHORITY EXPIRES	10-15-80

APPLICATION RECORD - BROADCASTING

 Call Letters WGAR
NEW
Name THE WGAR BROADCASTING COMPANY

File No.	Dated RECEIVED	Application for	Action	
			Nature	Date
2-P-B-1653	9/6/30	Consolidate stations WFJC and WCSO into a new station with new equipment at Cleveland Ohio, to operate on 1450 kc., 1 KW. day and 500 W. night, and Unlimited hours. (use portable to test for exact location)	500 w. Unlimited time 1 KW pr. not granted. Granted	9-26-30
2-IP-B-152	12-3-30	Exact location of studio and transmitter given as Euclid & 12th St., Cleveland, Ohio. Request change in equipment and increase in operating power from 500 watts to 1 KW.	Returned to applicant at their request	1-6-31
Amended	12-3-30	To request authority to use old equipment of WCSO (with certain changes) instead of equipment described in either 2-P-B-1653 or 2-IP-B-152. Form 71-A filed also.		
3-I-B-462	12-1-30	License to cover construction on 2-P-B-1653, 2-IP-B-152, and 2-IP-B-152-K. to be completed.	Returned to applicant by request.	1-6-31

Form 94

APPLICATION RECORD - BROADCASTING

Call
Letters

W 3 A B

Name W 3 A B BROADCASTING COMPANY

File No.	Dated Received/	Application for	Action	
			Nature	Date
2-1-B-486	12-12-30	Authority to operate W 3 A B's auxiliary transmitter which has been rented by W 3 A B, on 1450 kc. 500 w. Unlimited. Location: St. Clair & Ontario Sts., Cleveland, Ohio.	Granted	12-12-30
2-R-B-283	12-30-30 rec'd 1-16-31	renewal of license (out of order)		
2-LP-B-165	1-15-31	modification of license to extend commencement date from 10-20-30 to 1-20-31, and completion date from 1-20-31 to 4-20-31.	Granted	1-20-31
2-MP-B-194	3-31-31	Mod. of C.P. to extend completion date from 4-20-31 to 6-30-31.		
amended	5-7-31 <i>forward to Bureau</i>	To request approval of transmitter location at "Howard and Dennison Ave., Village of Cuyahoga Heights, Ohio, Township #7 North, Range #12 West.	Granted	5-19-31

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call # G A R
Letters

Name EGAR BROADCASTING COMPANY, INC.

File No.	Date	Application for	Action	
			Nature	Date
2-MP-B-219	6-11-31	Extend completion date of cons. permit from 6-30-31 to 8-1-31.	Granted	6-26-31
2-L-B-664	7-17-31	License to cover 4-F-B-1533, modified.	Granted	8-4-31
2-R-B-283	8-31-31	Renewal of License	Granted	10-16-31
2-R-B-283	2-29-32	Renewal of license.	Granted	4-18-32
2-ML-B-984	4-4-32	Increase power from 500 w. to 500 w. 1 KW LS	Granted	12-9-32
2-F-B-210	4-16-32	install automatic frequency control.	Granted	5-6-32
2-R-B-283	8-22-32	Renewal of license	Granted	10-11-32
2-L-B-64	10-29-32	Determine power by antenna meas.	Granted	11-29-32
2-R-B-283	2-25-33	Renewal of license	Granted	4-11-33

APPLICATION RECORD - BROADCASTING

Call
Letters W G A R

Name The WGAR Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
B-R-B-283	8-23-33	Renewal of License	Granted	10-6-33
B-R-B-283	2-20-34	Renewal of license	Granted	4-13-34
B-M-L-B-1297	3-3-34	Modification of license to change frequency from 1450 to 1180 kc. Facilities of WINS and WDCY.	Ret.	3-10-34 (Rules 6 116)
B-R-B-283	8-16-34	FEDERAL COMMUNICATIONS RECORDS; Renewal of license	Granted	10-16-34
B2-B-4	8-24-34	authorization to determine license power by div at measurement.	Returned	9-6-34
B-R-B-283	9-11-34		absolute form Granted	10-10-34
B2-M-L-45 Resubmitted	9-22-34	Modification of License to change frequency, from 1450 kc to 580 kc, and increase night power from 500w to 1kw. Requesting facilities of station WIND to be considered under Rule 6.(g).	Ret.	9-27-34, Rule 6, Dismissed at request of applicant.

only 1-12-35

Form 94

APPLICATION RECORD - BROADCASTING

#5

Call
Letters WGARName The WGAR Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
B2-SA-49	11-14-34	Special experimental authorization to increase power from 500w. 1kw-1S to 1kw to 5-1-35.	ORDER of Dismissal Request of Appl. Min. 6-26-35	
B2-C-16	1-25-35	Authority to determine operating power by direct measurement of antenna	granted	3-26-35
B2-R-283	2-9-35	renewal of license	(1) Des. for Hearing (2) Co d.Lic.Granted	5-21-35
B2-ME-210	6-24-35	Modification of license to change freq. from 1450kc to 890kc, and to request facilities of WMMN	Reconsider & Grant ORDER - 6-19-35 C.A. Bat. Min. 6-25-35	
			ORDER of Dismissal Request of Applicant Min. 2-21-36	

Form 94

#6

APPLICATION RECORD - BROADCASTING

Call Letters WJARName THE WJAR BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B2-R-233	8-19-35	Renewal of license	Granted	10-15-35
B2-TC-34	10-1-35	Authority to transfer control of Corp. from G.A. Richards, Lep. Fitzpatrick, John F. Patt, & P.M. Thomas to WJR, THE GOOD WILL STATION. (A Mich. Corp) 1000 shares of common stock.	Examiner's Report 1-3-37 Docket No. 3849 DENIED Min. 7-7-37 Effective 9-14-37	
B2-7445	1-10-36	Authority to determine operating power by direct measurement of antenna.	Granted	2-25-36
B2-R-283	2-24-36	Renewal of License	Granted	4-7-36
B2-R-283	8-17-36	Renewal of license	Granted	10-20-36

APPLICATION RECORD—BROADCASTING

47

Call letters **WGAR**Name **THE WGAR BROADCASTING CO.**

FILE No.	DATED	APPLICATION FOR—	ACTION	
			Nature	Date
B2-P-1334 1 Amended	5-20-36 5-27-37	C.P. to install new trans. and increase power from 500w, 1kw-LS to 5kw, 1kw, 5kw-LS To change requested transmitting equipment, install directional antenna for night use and change requested power from 5kw to 1kw, 5kw-LS	Examiner's Report I-551 Docket No. 4192 GRANTED Min. 3-3-38 Effective 3-12-38	
B2-R-283	2-22-37	Renewal of license	Granted	3-4-37
B2-P-1886	7-27-37	C.P. to make changes in xxxxx equipment.	Granted	9-12-37
B2-R-283	3-24-37	Renewal of license	Granted	10-12-37

8

APPLICATION RECORD—BROADCASTING

Call letters WGARName THE WGAR BROADCASTING CO.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B2-L-703 Resubmitted	10-4-37 10-4-37	License to cover CP(B2-P-1887) for equip. changes.	Returned-- Signature	10-7-37
			Granted	11-2-37
B2-B-180 Resubmitted	2-25-38 "	Renewal of license (Sec.-3b-incomplete)---	Returned--	3-16-38
			Granted	4-12-38
B2-W-643	3-27-38	Modification of construction permit (B2-P-1334) to make changes in authorized equipment.	Granted	4-19-38
B2-L-704	4-27-38	License to cover construction permit (B2-P-1334) as modified, for new transmitter, increase in power, directional antenna.	Granted	5-23-38

Form 94

APPLICATION RECORD - BROADCASTING

Call

Letters W J A RName THE W J A R BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
B2-1-788	5-2-38	License to use E.E. Type 996021 1kw trans- mitter as an auxiliary transmitter.	Returned 5-6-38 Returned 5-6-38	
Resubmitted	5-8-38		Granted	5-28-38
B2-R-283	8-19-38	Renewal of license	Granted	10-25-38
"	10-17-38	" " " for Aux. Trans. (15b2; 15c; 15d)	Returned	11-8-38
Resubmitted	11-8-38		Granted	11-21-38
B2-R-283	1-31-39	Renewal of license	Granted	4-24-39
"	"	" " " Aux. Trans.	"	"
B2-R-283	8-29-39	Renewal of license	Granted	10-24-39
"	9-12-39	" " " Aux. Trans.	"	11-14-39
B2-1-820	10-24-39	Authority to determine operating power by direct measurement of antenna power.	Granted	12-1-39

Form 94

10.

APPLICATION RECORD - BROADCASTING

Call
Letters

WGAR

Name

THE WGAR BROADCASTING CO. PANY

File No.	Dated	Application for	Nature	Action
B2-1'-2692	1-4-40	C.P. equip.changes, changes in D.A. use day & night, chg frequency from 1450 kc to 940kc-, power from 1kw: 5kw-LS to 10-kw, -move-trans. from 1000 Harvard Ave., Cuyahoga Heights, Ohio, to Bennett Road, -Dover, Ohio. AMENDED to request 1220 kc, under NARBA, 50-kw-power, equip.changes and changes in D.A. move-trans. to Rural, -Strongsville-Village, Ohio.	B-189, Docket #6303	ORDER of Grant Min. #616 11-3-43
Amended	2-8-41			Subj. following conditions: (a) that applicant shall take whatever steps are necessary to improve signal over Cleveland business district to comply with Com. rules & regulations when materials and equip. become available for construction of broadcast facilities; and (b) that applicant shall submit proof that proposed radiating system is capable of producing minimum eff. field of 175 mv/m at one mile for 1kw (332 mv/m for 5 kw).
Filed	2-28-41			
Received	2-28-41			
Amended	7-29-41	AMENDED: to make changes in D.A. and move trans. to Wyatt & Harris Roads, Broadview Heights, Ohio, --		
Filed	8-8-41			
Received	8-8-41			
AMENDED	10-7-41	AMENDED: to make changes in antenna system, and move transmitter to Broadview Heights, Ohio, -Strongsville-Village, Ohio.		
Received	10-18-41			
Filed	10-18-41			
Amended	3-25-42	RE: to omit request for move of trans., change type of trans., change requested power from 5kw to 5kw, and make changes in DA for day and night use (SEE CARD 10-A FOR AMENDMENT)		
Rec'd	3-25-42			
Filed	3-27-42			

Form 94

#10-A

APPLICATION RECORD - BROADCASTING

Call

Letters WGARName THE WGAR BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
Amended	11-7-42	RE: to move transmitter from 1000 Harvard Ave., Cuyahoga Heights, Ohio to Broadview & Akins Rds., Broadview Heights Village, Ohio. (Filed by Reed Rollo)		
Rec'd	11-12-42			
Filed	11-12-42			

Form 94

11.

APPLICATION RECORD - BROADCASTING

Call

Letters

W G A R

Name

THE WGAR BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B2-R-283	5-20-40	Renewal of license	Renewal granted 3-24-41, subject to proof of performance which was approved 3-28-41 for 1480 kc, 1kw; 5kw-LS. U. DA-N.	
"	"	" " " A x. Performance which was approved 3-28-41 for 1480 kc, 1kw; 5kw-LS. U. DA-N.		
		Form 335 filed 6-9-41. Renewal auxiliary granted 3-24-41 for 1kw.		
B2-R-283	5-28-41	Renewal of license	Granted Main and Auxiliary	8-5-41
"	"	" " " for Auxiliary transmitter.		
		Form 335 filed 6-9-41		
B2-R-283	4-22-42	Renewal of license and Forms 335	Granted	7-14-42
"	5-26-42	" " " Aux.		
		Filed by Reed T. Rollo atty.		
B2-R-283	9-30-42	Renewal of license and Forms 335	Granted	11-17-42
"	"	" " " Aux.		
		Filed by Reed T. Rollo atty.		

Form 94

#12

APPLICATION RECORD - BROADCASTING

Call

Letters

W G A R

Name W G A R BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B2-L-1808 Rec'd Filed	5-23-44 5-2-44 5-2-44	License to cover C.F. (B2-P-2632) which authorized change in frequency, increase in power, changes in D.A. for day and night use, and move of transmitter; and Authority to determine operating power by direct measurement of antenna power. 335a filed. (Filed by Reed T. Rollo, Atty.)	Granted	6-28-44 subj. licenses shall take whatever steps are necessary to improve signal of WGAR over Cleveland business district to comply with Rules and Regulations when materials and equip. again become available for construction of broadcast facilities.
B2-P-283 Rec'd	2-26-45 2-28-45	Renewal of license Filed by Reed Rollo atty. Atty. will file amend. to oath Amend. filed 3-13-45 Amend. filed 6-13-45	Granted	5-8-45

Form 94

#13

APPLICATION RECORD - BROADCASTING

Call

Letters W G A RName W G A R BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B2-P-3942	8-21-45	C.P. to increase power from 5kw to 50kw and install new transmitter and new D.A. for day and night use. (Filed by Reed T. Rollo, Atty.) (Motion to amend WADC application P-4243 granted 4-18-46 re proposed D.A. for WGAR on 1350kc)	B-283, Pocket No. 7300 GRANTED 8-25-47 after Hearing, subj. to con- dition that WGAR will modify its ant. pattern to afford any protection to CRO, Holguin, Cuba as the Commission may determine is necessary after con- sultation with the Government of Cuba. Decision and Order issued (for previous action see Buff Card)	8-25-47
Rec'd	8-23-45			
Filed	8-23-45			

Form 94

APPLICATION RECORD - BROADCASTING

#14

Call

Letters W G A RName W G A R BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2563	6-27-47	License to cover C.P. (B2-P-3942) which authorized increase in power, install new transmitter and new D.A. for day and night use. and Authority to determine operating power by direct measurement of antenna power. (Percy H. Russell, Jr., Atty. R. Morris Pierce, Engr.)	GRANTED	8-22-47
Rec'd	6-30-47		subject to licensee	
Filed	6-30-47		modify antenna pattern to afford any protection to CMKC, Holguin, Cuba, as the Commission may deem necessary after consultation with Gov't. of Cuba.	
BL-2384	6-27-47			
Rec'd	6-30-47			
Filed	6-30-47			

Form 94

APPLICATION RECORD - BROADCASTING

#15

Call

Letters

W G A R

Name W G A R BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2638	8-20-47	License to use Old transmitter (RCA-5D) at Broadview and Aiken Roads, Broadview Heights Village, Ohio (Present location of main transmitter) to be used for auxiliary purposes with power of 5kw., employing DA Day and night. (Percy H. Russell, Jr., Atty.)	GRANTED	9-15-47
Rec'd	8-22-47		subj. to condition that licensee will modify its antenna pattern to afford protection to CMKO, Holguin, Cuba, as the Commission may determine is necessary after consultation with Gov. of Cuba.	
Filed	8-22-47			

Form 94

716

APPLICATION RECORD - BROADCASTING

Call
Letters **WGAR**Name **W. G. A. R. BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BR-283	2-26-48	Renewal of license	Docket No. 9405 1 - Designated for Hearing 7-25-49 2 - GRANTED 11-28-51 after hearing MEMO OPINION AND ORDER ISSUED	
Rec'd.	3-5-48	(Reed T. Rollo, Atty.)		
BR-283	3-19-48	Renewal of license (Aux.)		
Rec'd	3-23-48	Filed by Reed T. Rollo atty.		

FCC Form 94 ^{#17} #16

APPLICATION RECORD - BROADCASTING

Call
Letters W G A RName W G A R BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7122 Rec'd Filed *See amendment below	2-15-49 2-17-49 2-17-49	Construction Permit to change from employing directional antenna - 1 to directional antenna - 2. (Filed by E. D. Johnston, Atty.)	DISMISSED Request of Attorney	12-16-51
BTC-755 Rec'd Filed	4-16-49 4-18-49 4-18-49	Voluntary transfer of control arising from relinquishment to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees by G. A. Richards, of legal title to and voting rights in 71.64% of licensee's voting stock. (Contingent on the grant of BTC-754 & BTC-756). Burton K. Wheeler, Atty.	DOCKET 9404 DISMISSED WITHOUT PREJUDICE ORDER ISSUED	1-29-51
*BP-7122 Recd. Filed	10-31-49 12-1-49 12-1-49	AMENDED to make changes in DA pattern for daytime use. Reed T. Rollo, Atty.		

Form A-170 #18
FORMERLY FCC Form 94

APPLICATION RECORD - BROADCASTING

Name **THE WGAR BROADCASTING COMPANY**

Call
Letters **W G A R**

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1135 Rec'd Filed	6-23-51 6-25-51 6-25-51	Involuntary transfer of control of licensee corporation from G. A. Richards, deceased to Frances S. Richards, Executrix of the Estate of G. A. Richards, deceased (64.945). Louis G. Caldwell, Atty.	Docket No. 10093 GRANTED Hearing MEMO OPINION AND ORDER ISSUED Eff.	11-28-51 after 12-27-51
BP-8493 Rec'd Filed	5-12-52 5-14-52 5-14-52	Construction permit to mount FM antenna on East tower of directional array. Reed T. Rolfe, atty.	DISMISSED as unnecessary	6-4-52

FORM A-170 #19
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call
Letters W.G.A.R.

Name THE WGAR BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1336 Rec'd Filed	6-26-52 6-30-52 6-30-52	Voluntary relinquishment of control of licensee corporation by Frances S. Richards, Executrix of the Estate of G. A. Richards. Deceased thru sale of 34, 00 shares of stock to The WGAR Broadcasting Company. Reed T. Rollo, Atty.	GRANTED EFF	7-23-52 7-25-52
BR-203 Rec'd Filed	6-16-52 6-30-52 6-30-52	Renewal of License (Main & Aux.) Filed by Reed T. Rollo, Atty.	GRANTED	9-3-52
BTC-1641 Rec'd Filed	12-5-53 12-8-53 12-8-53	Vol. transfer of control of licensee corp. from Frances S. Parker, individually and as executrix of the estate of G.A. Richards, deceased and 13 others to Peoples Broadcasting corporation (100%). Reed T. Rollo, Atty for Transferors Peter Shuebruk, Atty for Transferees	GRANTED EFF:	12-30-53 1-5-54

F.C.C. - WASHINGTON, D. C.

FORM A-170
FORMERLY FCC FORM 94

#20

APPLICATION RECORD - BROADCASTING

Call
Letters **WGAR**

Name **WGAR BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1679 Rec'd Filed	12-5-53	Voluntary assignment of license to Peoples Broadcasting Corporation. Contingent on grant of BTC-1641 Reed T. Rollo, Atty. for Assignor Peter Shuebruk, Atty. for Assignee	GRANTED EFT:	12-30-53
	12-8-53			1-5-54
	12-8-53			
BR-283 Rec'd Filed	6-27-55 6-30-55 6-30-55	Renewal of license (Main & Aux.) Jack P. Blume, Atty.	GRANTED	9-7-55

Form BC-121

921

APPLICATION RECORD - BROADCASTING

Aug 1955

Call
Letters 7 0 2 3Name PEOPLES BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
62-765	6-3-60	Renewal of license (WJAR and WJAR)	Approved	10-17-60
62-765	7-2-60	Benito Bagline, Attorney		
62-765	7-2-60			

PETITION OF INTER-CITIES BROADCASTING COMPANY TO REQUIRE PEOPLES BROADCASTING CORPORATION TO TAKE CERTAIN ACTIONS OR FOR ISSUANCE OF SHOW CAUSE ORDER FOR MODIFICATION OR REVOCATION OF LICENSE filed 5-18-60 by Midlen for Inter Cities Broadcasting Company, Livonia, Mich. (BP-10991, Docket 12824) - DENIED 12-7-60 - LETTER				
OPPOSITION OF PEOPLES BROADCASTING CORPORATION (WJAR) TO PETITION OF INTER-CITIES BROADCASTING COMPANY filed 6-5-60 by Schulkind				
REPLY OF INTER-CITIES BRD. CO. TO OPPOSITION OF PEOPLES etc. filed 6-28-60 by Midlen				
PETITION OF INTER-CITIES BROADCASTING COMPANY TO REQUIRE PEOPLES BRD. CORP. TO ADJUST WJAR ANTENNA ARRAY TO ORIGINAL DESIGN OR TO FILE APPLICATION TO MAKE CHANGES IN STATION filed 9-7-60 by Midlen for Inter-Cities (Doc. 12824) - DENIED 12-7-60 - LETTER				
OPPOSITION OF PEOPLES TO PETITION OF INTER-CITIES filed 9-28-60 by Schulkind for WJAR				
REPLY OF INTER-CITIES BROADCASTING COMPANY TO OPPOSITION OF PEOPLES filed 10-14-60 by Midlen				

F. B. C. - WASHINGTON, D. C.

Form BC-121

Aug. 1955

APPLICATION RECORD - BROADCASTING

NATIONWIDE COMMUNICATIONS, INC.

Call
Letters

WJAK

Name

* NATIONWIDE BROADCASTING CORPORATION

CLEVELAND, OHIO

File No.	Dated	Application for	Action	
			Nature	Date
PETITION OF NATIONWIDE BROADCASTING CORPORATION FOR RECONSIDERATION OF DECISION CONCERNING PETITION FOR RECONSIDERATION filed 1-9-61 by NATIONWIDE BROADCASTING CORPORATION PROPOSITION OF NATIONWIDE BROADCASTING CORPORATION TO PETITION FOR RECONSIDERATION by Shuebruk for WJAK				
BR-283 Rec'd & Filed	6-14-61 6-29-61	Renewal of License (Main & Aux.)	GRANTED	9-28-61
BR-283 R. & F.	6-24-64 7-1-64	Renewal of License (Main & Aux.) Attys-Fly, Shuebruk, Blume and Gaguine	GRANTED	9-14-64
BML-2196 R & F	1-12-67 1-19-67	Mod. of lic. to chg. licensee name to NATION- WIDE COMMUNICATIONS, INC. (M & A) Atty. Fly, Shuebruk, Blume & Gaguine	GRANTED	2-3-67
BR-283 R & F	6-15-67 7-3-67	Renewal of license (Main & Auxiliary) Atty- Jack P. Blume	GRANTED	8-1-67
JUL 25 1967				
F. C. C. - WASHINGTON, D. C.				

F. C. C. - WASHINGTON, D. C.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters **WGAR**

Name **NATIONWIDE COMMUNICATIONS, INC.**
Cleveland, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BR-383	6-17-70	Renewal of License (Main & Auxiliary)	GRANTED	9-30-70
R & F	7-6-70			
#613769 \$75.	(\$270. submitted) Atty: Jack P. Blume			
" \$30.	7-6-70	AMENDED 8-1-70 re: supplemental engineering fees		
P.N.	7-6-70			
BR-3472	10-6-70	Req. of license to operate transmitter by remote control from Hotel Statler Hilton, East 12th Street and Euclid Ave., Cleveland, Ohio. (Main)	DISMISSED 7-31-72 request of licensee pursuant to section 317.748	
R & F	10-6-70	Atty: Jack P. Blume (over for a moment)		
#35088 \$50	10-6-70	Req. of license to operate transmitter by remote control from Hotel Statler Hilton, East 12th Street and Euclid Ave., Cleveland, Ohio. (Auxiliary)	DISMISSED 7-31-72 request of licensee pursuant to section 317.748.	
R & F	10-6-70	Atty: Jack P. Blume (over for a moment)		
#35088 \$50	10-6-70			
Press				

HISTORY OF RADIO STATION WGAR

CLEVELAND, OHIO

1450KHZ, 500 WATTS

1480 KHZ, 500 WATTS/5 KW DA

1220 KHZ, 50 KW DA-1

VOLUME – 2 OF 2

LIST OF

WGAR STAFF MEMBERS As at April 1, 1950

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
<u>OFFICERS:</u>		
G. A. Richards	Chairman of the Board	November 15, 1930
Harry Wismer	Assistant to the President	January 1, 1947
John F. Patt	Vice President & General Manager	November 15, 1930
Carl George	Vice President & Assistant General Manager	January 16, 1934
E. M. Krause	Secretary & Treasurer	November 15, 1930
<u>ENGINEERING</u>		
Robert A. Fox	Chief Engineer	December 29, 1941
Lloyd Wingard	Studio Supervisor	October 16, 1932
Sereno Smith	Ass't. Studio Supervisor	July 15, 1931
Ralph Quay	Operator	February 12, 1942
Alfred Taylor	Operator	March 6, 1942
Alvin Finley	Operator	December 28, 1943
Roland V. Courtad	Operator	February 9, 1942
William P. Jacob	Operator	March 24, 1940
Bennett L. Bade	Operator	July 1, 1947
Kenneth Kimball	Operator	October 15, 1947
Windsor Atwater	Operator	February 6, 1950
William G. Hutton	Allocations and Research Engineer	September 18, 1942
Donald McCollister	Transmitter Supervisor	December 1, 1930
William J. Slater	Ass't. Transmitter Supervisor	March 16, 1937
Dwight Howland	Operator	March 16, 1942
Aaro W. Hirsimaki	Operator	June 7, 1943
Robert Wrase	Operator	May 16, 1943
John E. Csensich	Operator	May 29, 1944
<u>MAINTENANCE:</u>		
Angelo R. Onorato	Studio Porter	January 16, 1944
Vincent J. DeBellis	Studio Porter	June 12, 1944
Eugene Toth	Building and Grounds Maintenance	June 9, 1935
<u>PROGRAM:</u>		
Reginald P. Merridew	Program Director	October 26, 1942
Ralph Worden	Director of Public Affairs	December 1, 1936
Richard L. Kathe	Farm Program Director	January 1, 1948
Esther Mullin	Women's Program Director	July 10, 1944
Charlie Roberts	Chief Announcer	January 6, 1941
Stanley Gee	Production Manager (on sick leave)	July 30, 1945

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
Tom Armstrong	Announcer-Producer	April 17, 1944
Walt Henrich	Announcer-Producer	October 6, 1944
Bill Mayer	Announcer	October 1, 1945
Hal Morgan	Announcer	March 16, 1942
Robert Smiley	Announcer	February 18, 1949
Paul Wilcox	Sports Announcer	February 21, 1950
James T. Orgill	Writer-Producer	April 1, 1945
Helenmae Kamps	Record Librarian	July 3, 1946
Elinor J. Papp	Traffic Manager	August 1, 1943
Louise Cox	Traffic & Record Library	January 16, 1950
Charles R. Day	News Director	February 21, 1943
Jim Martin	Morning News Editor	April 30, 1943
Jack Dooley	Night News Editor	February 16, 1950
Don Hyde	Special Events Director	October 1, 1946
Doris D'Angelo	Secretary	January 10, 1949
Marilyn D. Keyes	Secretary	January 30, 1950
Henry Pildner	Musical Director	September 18, 1934
Sheldon Hendershott	Musician	September 27, 1942
Edward V. Sada	Musician	February 5, 1945
Elmer Zelman	Musician	February 17, 1946
Richard L. Lurie	Musician	March 4, 1946
George Wisneskey	Musician	March 4, 1946
Thomas W. McCormick	Musician	January 15, 1950
Ernest F. Benedict	Leader - Range Riders Orchestra	December 6, 1943
Lenny Sanders	Musician	December 6, 1943
Roy West	Musician	December 6, 1943
Jim Randall	Musician	December 6, 1943
Howard Wellman	Musician	July 4, 1949
Polly Kendall	Singer	August 2, 1945
Dolly Kendall	Singer	August 2, 1945
Shirley Reistle	Writer	June 1, 1949
<u>SALES:</u>		
Robert B. Forker	Assistant Sales Manager	July 20, 1942
John B. Garfield	Sales Representative	April 22, 1940
Glenn W. Gilbert	Sales Representative	February 2, 1948
Edwin M. Boynton	Sales Representative	May 17, 1948
William J. Stewart, Jr.	Sales Service Manager	January 27, 1941
Sutherland DeWitt	Sales Research	February 1, 1932
Manuel Eisner	Publicity Director	June 8, 1943
Jeanne Shipley	Secretary	August 3, 1933
Anna Chapman	Secretary	January 13, 1949

<u>NAME</u>	<u>TITLE OR POSITION</u>	<u>DATE EMPLOYED</u>
<u>SALES PROMOTION:</u>		
Julius Glass	Promotion Manager	March 16, 1950
Emma A. Gray	Secretary	February 1, 1950
<u>ADMINISTRATIVE:</u>		
Frank C. Oswald	Auditor	June 15, 1942
Gertrude M. Hunkin	Secretary-Bookkeeper	March 4, 1932
Evalyn P. Hanslik	Secretary-Billing	August 30, 1943
Ruth E. Davis	Secretary	May 26, 1948
Dorothy Mikita	Head Receptionist	March 14, 1945
Helen Ghezzi	Night Receptionist	May 16, 1947
Patricia Harvey	Receptionist	January 1, 1949
Nancy Hubbard	Receptionist	March 27, 1950
Gene Stanley	Office Boy	May 5, 1948
Nancy R. Russell	Stock Clerk	January 16, 1950

Statement
of
GENERAL POLICIES
and rules governing the acceptance of
PROGRAM MATERIAL
and
ADVERTISING COPY



The WGAR Broadcasting Co.
CLEVELAND

FOREWORD

1 **WGAR has always subscribed to the industry code**
2 **of the National Association of Broadcasters and it**
3 **subscribes to the N. A. B. Code adopted July 1, 1948.**
4 **However, WGAR believes higher standards of service**
5 **and advertising can be adopted on a local rather than**
6 **a national basis where conflicting thoughts and inter-**
7 **ests and varying community conditions require an**
8 **appreciable degree of compromise in the formulation**
9 **of standards.**

10 **The practices and policies for WGAR, now revised**
11 **and brought up to date, represent to a considerable**
12 **extent a restatement of those practices and policies**
13 **which have been developed and carried out over a**
14 **period of years by this Station.**

15 **Amplification and clarification in certain areas is**
16 **based on the continuing development and advance in**
17 **broadcasting, which is a creative art, and upon the**
18 **experience of the station in its daily operations and**
19 **contacts with the public over a period of seventeen**
20 **years.**

21 **These rules will serve as a guide to all employees**
22 **and any others concerned in the preparation and**
23 **broadcasting of news, educational and public affairs**
24 **programs for WGAR.**

25 **Strict adherence will be expected both as to the**
26 **spirit as well as the letter of these instructions.**

27 **Adopted by the Board of Directors,**
28 **The WGAR Broadcasting Co.**

WGAR POLICY

1 The unchanging policy of WGAR, Cleveland's
2 Friendly Station remains an unwavering devotion to
3 Americanism.

4 In brief, it is our purpose—

5 To exercise our stewardship in broadcast com-
6 munications to keep unsullied the stream of news
7 and information that is directed to the American
8 listening audience. . .

9 To maintain on the air the freedom of opinion
10 which is the bulwark of American liberties by re-
11 flecting all important phases of thought and policy
12 on issues before the American people. . .

13 To serve the community, the state and the nation
14 by focusing public attention on the vital problems of
15 the day, by championing the good cause and by ex-
16 posing without fear or favor the forces that would
17 undermine our democratic institutions. . .

18 To provide a continuing forum of religious service
19 and education, Protestant, Catholic and Jewish alike;
20 to serve the cause of political education by present-
21 ing the various schools and varieties of political
22 thought and opinion, and to cooperate in the public
23 interest with the social and welfare organizations
24 representative of the communities which our station
25 serves. . .

26 To provide a medium for American business to
27 advertise its goods and services to the public and to
28 maintain high standards of product acceptability
29 and copy presentation.

30 This is our policy and our credo.

WGAR STANDARDS OF PRACTICE

Section I

PUBLIC AFFAIRS AND COMMUNITY SERVICE

1 Recognizing the importance to the entire com-
2 munity of knowledge and information available from
3 civic, cultural, educational and welfare organizations,
4 WGAR will present information and messages from
5 these groups on sustaining time.

6 Organizations in this field, not operating for
7 profit, will be encouraged to report their activities
8 and problems to the station, and will be offered
9 counsel and assistance, if desired, in preparing and
10 presenting their messages to the public effectively.

11 Sustaining time will be made available, to the
12 extent consistent with existing commitments and
13 good programming, for broadcasting programs or
14 announcements on behalf of welfare or charitable
15 groups engaged in raising funds from the public.

16 In time of disaster or public emergency, the facili-
17 ties of the station will be made available without
18 charge for the broadcasting of programs or mes-
19 sages authorized by public officials or agencies re-
20 sponsible for public safety, health and emergency
21 relief measures. The station will exercise due care
22 to insure that any statements or appeals broadcast
23 at such times are properly presented and have been
24 authorized or approved by a responsible official or
25 organization.

Specifically, the facilities of the station will be available to—

1. Promote worthy and bona-fide philanthropic charitable causes such as community chest, hospitals, children's organizations, etc.
2. Aid in programs for the prevention and reduction of delinquency and crime in the community.
3. Spread knowledge of mental and physical hygiene.

4. Assist in safety drives.
5. Promote "Keep our city clean" drives.
6. Help reduce and prevent infectious diseases in the community.
7. Promote parents and teachers activities in public schools.
8. Promote racial and religious intergroup understanding and good citizenship.
9. Assist in the improvement of public educational facilities.
10. Assist worthy men's and women's service clubs in their efforts to promote the social welfare of the community.

Section II

CONTROVERSIAL PUBLIC ISSUES, INCLUDING POLITICS

1 The WGAR Broadcasting Company is non-par-
2 tisan in its handling of controversial public issues
3 and questions. As a general policy, time for discus-
4 sion of such matters is made available free of charge.
5 During the campaign period preceding primary
6 and general elections, however, time is sold at
7 regular published rates to or on behalf of
8 legally qualified political parties and candidates.
9 Also under unusual circumstances (each case to be
10 judged on its merits) time may be sold for the dis-
11 cussion of controversial public issues.

12 Time for discussion of all other controversial sub-
13 jects, and for political discussion at times other than
14 the campaign periods mentioned, is made available
15 without charge by the station. The station policy will
16 be to maintain a fair balance of opposing viewpoints.
17 As far as practicable, such discussion, debate, or pres-
18 entation of controversial subjects will take place in
19 time periods or program series regularly devoted to
20 that purpose. Special broadcasts may be arranged
21 from time to time. In all cases the station will exercise

22 its best judgment to insure maintenance of free speech
23 as set forth in the Constitution of the United States.

24 Every effort will be made to assure the presenta-
25 tion of such material by responsible and competent
26 individuals or groups, and they will be clearly iden-
27 tified to the listener.

28 The station accepts, and reserves to itself, the
29 responsibility for allotting time for presentation and
30 discussion of current controversial subjects, bearing
31 in mind on the one hand the natural desire of per-
32 sons and organizations to make their views known,
33 and on the other hand, the obligation to the listener
34 to maintain a balanced program of entertainment
35 and information.

36 The station will exercise impartial judgment in
37 maintaining free expression on programs of contro-
38 versial nature, but reserves the right to require
39 advance submission of script and to refuse to accept
40 programs, announcements or statements which in
41 its opinion are contrary to laws, including those of
42 sedition and defamation, and to refuse any program,
43 announcement or statement which it believes might
44 violate the rights of others. (Subject, in the case of
45 political broadcasts, to final determination of the
46 principles involved in the Commission's decision in
47 the Port Huron case.)

48 The policy of the station is that it expresses no
49 editorial views of its own on any subject other than
50 that of radio broadcasting itself. On this subject the
51 station may, on occasion, inform listeners of its
52 attitudes and policies, believing it is the right of
53 the listener to know them, as well as of the broad-
54 caster to make them known.

55 Our station will not accept fictional treatments of
56 strictly political issues relating to candidates or
57 their candidacies.

Section III

NEWS

1 Facts, not opinions!

2 News programs will present facts, accurately and
3 honestly reported, with the greatest possible fairness
4 and completeness, and with particular attention to
5 laws covering defamation, libel and sedition. Competent and experienced news editors will be responsible
6 for selection and preparation of news programs.
7

8 Commentary or other treatment of news subjects
9 in a manner involving the opinion or belief of any
10 individual or group will be clearly identified as such,
11 and the person or group whose opinion is being
12 expressed will be clearly identified to the listener.

13 Good taste will be observed by WGAR newsmen
14 in the handling of news. In preparing or presenting
15 news of a sensational or tragic nature, news broadcasters will make special effort to present the essential facts clearly and without hesitation and to avoid
16 unnecessary stimulation of excitement, morbidity
17 or fear.
18
19

20 Part or all of the commercial content of a news
21 broadcast may be cancelled when the news at hand
22 is of tragic nature or of such type that an advertising message might be in poor taste. Commercial
23 mention in such cases may be limited to sponsor
24 identification at beginning and end of broadcast, or
25 in exceptional situations may be eliminated entirely.
26

27 Commercial messages preferably should be handled by a second voice, but where the newscaster is
28 to deliver the message, it must be properly set apart
29 from the news, so that the listener may easily distinguish between them.
30
31

32 Commercial messages will be limited to two, plus
33 brief sponsor identification, in a ten or fifteen minute newscast, and one such message, apart from
34

35 sponsor identification, in any newscast shorter than
36 ten minutes.

37 No attempt may be made to make the commercial
38 message sound like a news item, nor may any device
39 be used such as announcing the commercial message
40 as a "flash" or "bulletin". Sound effects such as
41 telegraph, or code signals, which the listener natur-
42 ally associates with news, shall not be used to intro-
43 duce or attract attention to the commercial message
44 as distinguished from the actual newscast.

Section IV

RELIGIOUS PROGRAMS

1 Time will be made available for religious broad-
2 casts on a balanced program basis. The station will
3 maintain regular weekly periods for religious broad-
4 casts, and will allot additional time at such periods
5 as the religious holidays or special observances for
6 the various faiths, Protestant, Catholic and Jewish.

7 The station will invite representatives of all major
8 faiths and denominations to participate in the broad-
9 casting schedule of religious programs, and will
10 make every effort to extend invitations also to
11 responsible persons and groups representing relig-
12 ious faiths and beliefs of less widespread member-
13 ship.

14 Religious broadcasts will not include attacks on
15 any faith nor on its clergy or lay members as
16 representatives of such faith. No religious belief,
17 ritual or custom will be held up to ridicule or
18 prejudice.

Section V

CHILDREN'S PROGRAMS

1 Programs broadcast particularly for children
2 should be both wholesome and, whenever possible,
3 educational. They should inspire respect for the

4 family, the community, and the fundamentals of
5 the American way of life.

6 Children's programs should aim to project educa-
7 tional values through the medium of entertainment.
8 These programs will discourage a child's tendency
9 to admire or emulate anti-social persons or customs.
10 Every effort will be made to instill respect for the
11 law and law enforcement agencies and generally
12 accepted moral codes.

13 Discrimination will be used in careful selection
14 of sound effects and descriptive narration for chil-
15 dren's programs.

16 Program material shall not include anything
17 which would encourage children to enter strange
18 places or to converse with strangers.

19 Programs broadcast especially for children, and
20 other programs broadcast during hours when chil-
21 dren may normally be expected to listen, will not
22 deal with subjects likely to arouse unnatural curi-
23 osity or undue fear on the part of the normal child.

Section VI

ADVERTISING STANDARDS

1 To support and maintain the American system of
2 broadcasting with the finest programs of entertain-
3 ment and education, revenues are accepted from
4 advertisers who pay for using WGAR facilities and
5 having access to the people who listen. WGAR
6 requires the diligence of its staff and of its clients
7 in the careful preparation and delivery of advertis-
8 ing messages in order that high ethical standards
9 and good taste may be maintained.

10 The following regulations have been voluntarily
11 promulgated by WGAR in order to benefit the lis-
12 tener and to assure him of information which is
13 accurate, authentic, reliable, and adhering to the
14 highest standards of good taste and professional
15 ethics:

16 Advertising of laxatives will not be accepted, nor
17 will any advertising be accepted which describes
18 repellantly internal body functions or internal dis-
19 turbances.

20 Advertising of spirituous liquors will not be
21 accepted. Advertising of beer or light wines is
22 acceptable if in good taste.

23 No advertising of cures or products claiming to
24 cure will be accepted.

25 No financial advertising of speculative nature is
26 acceptable, nor will investment advertising be ac-
27 cepted from any sponsor of questionable integrity,
28 nor any investment advertising which does not
29 comply fully with all laws.

30 The station will not act as a receiving agent for
31 money submitted in payment for advertised prod-
32 ucts or services.

33 No gambling tips, race track dope sheets, or
34 similar information will be broadcast.

35 Advertising of schools or training courses will
36 not be acceptable if they offer any questionable or
37 untrue promises of employment as inducements for
38 enrollment.

39 Fortune telling, character analysis, palm reading,
40 numerology, and astrology programs or announce-
41 ments are not acceptable, nor any advertising of
42 these subjects or services.

43 No advertising copy may contain claims or state-
44 ments disparaging competitors or competing prod-
45 ucts, or other industries, professions, or institutions.

46 No lottery, drawing, or contest based solely upon
47 chance is acceptable. WGAR is to be the final judge
48 of acceptability of any contest offer, and any pro-
49 posed offer shall be submitted to the station at
50 least fifteen days before the first date on which it is
51 proposed to broadcast such offer. No contest shall
52 be considered acceptable if the complete rules are

53 not announced or made easily accessible to all listen-
54 ers and provision made for public announcement
55 of the winners within a reasonable time after the
56 closing date.

57 Commercial copy shall not exceed the time limi-
58 tations in the N.A.B. Code, and time devoted to
59 announcing contests or winners thereof, or other
60 special offers by the sponsor shall be included in
61 reckoning the commercial time on a program.

62 All advertising copy shall conform to stipulations
63 of the Federal Trade Commission and all fair trade
64 laws. The station further reserves the right to
65 require any advertiser to meet any business or
66 industry codes currently prevailing and to meet the
67 standards of the Cleveland Better Business Bureau.

68 No advertising matter, programs or announce-
69 ments will be accepted which in the opinion of the
70 station would be injurious to the interests of the
71 public, the WGAR Broadcasting Company, or to
72 the fundamental principles of honest advertising and
73 reputable business.

74 Each program or announcement shall be broad-
75 cast in a manner acceptable to the station, and
76 the right is reserved to refuse to broadcast any
77 program or announcement which, in the station's
78 opinion, would not reflect credit upon the station
79 and the advertiser.

80 The station subscribes to the principle that all
81 advertising matter is most effective and in the
82 best public interest when it is factual and informa-
83 tive and is designed principally to acquaint listeners
84 with facts about the usefulness of a product or a
85 service.

THE BROADCASTERS' CREED

{From the Code of the Broadcasting Industry, adopted July 1, 1948}

"We Believe:

1 That American Broadcasting is a living symbol
2 of democracy; a significant and necessary instru-
3 ment for maintaining freedom of expression, as
4 established by the First Amendment to the Consti-
5 tution of the United States;

6 That its influence in the arts, in science, in edu-
7 cation, in commerce and upon the public welfare,
8 generally, is of such magnitude that the only proper
9 measure of its responsibility is the common good
10 of the whole people;

11 That it is our obligation to serve the people in
12 such manner as to reflect credit upon our pro-
13 fession and to encourage aspiration toward a bet-
14 ter estate for all mankind; by making available
15 to every person in America, such programs as will
16 perpetuate the traditional leadership of the United
17 States in all phases of the broadcasting art;

18 That we should make full and ingenious use of
19 man's store of knowledge, his talents and his skills
20 and exercise critical and discerning judgment con-
21 cerning all broadcasting operations to the end that
22 we may, intelligently and sympathetically:

23 ¶ Observe the proprieties and customs of civilized
24 society;

25 ¶ Respect the rights and sensitivities of all people;

26 ¶ Honor the sanctity of marriage and the home;

27 ¶ Protect and uphold the dignity and brotherhood
28 of all mankind;

29 ¶ Enrich the daily life of the people through the
30 factual reporting and analysis of the news, and
31 through programs of education, entertainment and
32 information;

33 ¶ Provide for the fair discussion of matters of
34 general public concern; engage in works directed
35 toward the common good; and volunteer our aid
36 and comfort in times of stress and emergency;

37 ¶ Contribute to the economic welfare of all, by
38 expanding the channels of trade; by encouraging
39 the development and conservation of natural re-
40 sources; and by bringing together the buyer and
41 seller through the broadcasting of information per-
42 taining to goods and services."



SPONSOR

for buyers of broadcast advertising • 40 West 52 Street, New York 19 • Plaza 3-6216

Sponsor Publications Inc.

NEW ADDRESS

510 MADISON AVE
NEW YORK 22, N. Y.

February 15, 1950

Messrs. Carl George and John Patt
radio station WGLR
Cleveland, Ohio

Dear Carl and John:

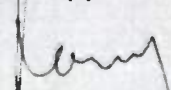
I don't think that I have ever in my career been as impressed with a statement of policies as I was when I read your ad in our January 30 issue.

I think that every station operator in the country could clip that ad and retain it permanently for constant reference.

I just wanted to sincerely congratulate you on not only this statement of policies but also on the fact that in actual operation, you execute these policies.

With kindest regards,

Sincerely,



Vice President

Norman Knight/ey



for buyers of broadcast advertising • 40 West 52 Street, New York 19 • Plaza 3-6216

Sponsor Publications Inc.

February 24, 1950

Mr. Carl George
Radio Station WGM
Cleveland, Ohio

Dear Carl:

Now I'm convinced that every important station operator should see your Statement of General Policies that you sent along with your letter -- in addition to the full page ad.

I was never more sincere in my life about a matter and following the authorization in your letter, I have issued instructions to have the ad reprinted over SPONSOR's signature to be distributed to our key station promotion list.

My sincere thanks in to Carl, and you might also tell John that the important station operators will receive this ad reprint within a week -- prepared and mailed at our expense, as a service to all stations and as a tribute to one station that has sound basic operating policies and the courage to maintain them.

Kindest personal regards,

Sincerely,

Vice President

MORTON KNIGHT/ey

P. S. Since I am having them printed anyway, I thought you might like to have some so in about a week, expect 200 of them with my compliments.

STATEMENT BY WGAR AS TO METHOD USED
TO ASSURE EQUAL OPPORTUNITY
TO ALL QUALIFIED POLITICAL CANDIDATES

WGAR sells time at regular published rates and discounts to all qualified candidates and parties during election campaigns. Prior to such campaigns, representatives of the station contact county, state and national organizations of all parties and candidates who are on the respective local state or national ballots, to advise them of the availability for purchase of WGAR facilities. The station actively solicits such business and invites the fullest possible use of its facilities by such parties and candidates on equal terms. It is, of course, a matter for the parties and candidates themselves to decide how much time on WGAR they may wish to use, and because some candidates or parties may favor dividing some of their expenditures with other stations, the resulting time purchases on WGAR are never exactly equal.

However, in any campaign there is always the opportunity for each party or candidate to buy an equal amount of time with any other, at precisely equivalent terms. The station promptly acknowledges all requests for time by any political organizations, and if one party or candidate requests such time, the same facilities are available within the same time classifications to any opposing candidate or party.

Throughout the nineteen years of its operation, WGAR has allotted time periods strictly on an impartial basis and has endeavored to keep opposing parties and candidates promptly advised of the use of its facilities by competing parties and candidates.

WGAR PROGRAMS ANALYZED (1946-1949)

The following pages contain WGAR's program logs for the composite weeks of 1946, 1947, 1948, and 1949, together with program log analyses and summaries of program types in the form requested by the Federal Communications Commission.

PROGRAM LOG ANALYSIS FOR COMPOSITE WEEK OF 1946

Monday, February 4, 1946

<u>AM</u>	<u>PROGRAM</u>	<u>TYPE</u>
6:00-6:12	Walt Henrich	(LS)
6:12-6:15	News	(LS)
6:15-6:45	Walt Henrich	(LS)
6:45-6:50	News	(LC)
6:50-7:10	Walt Henrich	(LC)
7:10-7:15	Fun At Breakfast	(LC)
7:15-7:30	News - Jim Martin	(LC)
7:30-7:45	Beauty Serenade	(LC)
7:45-8:00	Bless This Day	(LS)
8:00-8:15	News - Jim Martin	(LC)
8:15-8:30	Fun At The Forum	(LC)
8:30-9:00	Melody Lingers On	(LC)
9:00-9:15	Polkateers	(LC)
9:15-9:30	Arthur Godfrey	(NS)
9:30-9:45	News	(LS)
9:45-10:00	Arthur Godfrey	(NS)
10:00-10:15	Valiant Lady	(NC)
10:15-10:30	Light of the World	(NC)
10:30-10:45	Romance of Evelyn Winters	(NC)
10:45-11:00	Bachelor's Children	(NC)
11:00-11:15	Amanda	(NS)
11:15-11:30	Second Husband	(NS)
11:30-11:45	A Woman's Life	(NC)
11:45-12:00	Aunt Jenny	(NC)
 <u>PM</u>		
12:00-12:15	Kate Smith	(NC)
12:15-12:30	Big Sister	(NC)
12:30-12:45	Helen Trent	(NC)
12:45-1:00	Our Gal Sunday	(NC)
1:00-1:15	Life Can Be Beautiful	(NC)
1:15-1:30	Ma Perkins	(NC)
1:30-1:45	Dr. Malone	(NC)
1:45-2:00	Road of Life	(NC)
2:00-2:15	Second Mrs. Burton	(NC)
2:15-2:30	Perry Mason	(NC)
2:30-2:45	Rosemary	(NC)
2:45-3:00	Tena & Tim	(NC)
3:00-3:10	News	(LC)
3:10-3:15	Browsing 'Bout Burrows	(LC)
3:15-3:30	Curbstone Crackerbarrel	(LS)
3:30-4:00	Anniversary Hour	(LC)
4:00-4:25	House Party	(NC)
4:25-4:30	Reader's Digest	(LC)
4:30-5:00	Impressions in Wax	(LC)
5:00-5:10	World Wide Extra	(LC)
5:10-5:15	Your O.P.A.	(LS)
5:15-5:21	Better Homes and Gardens	(LS)
5:21-6:00	Range Riders	(LC)

6:00-6:05	Sidney Andorn	(LC)
6:05-6:15	Today in Sports	(LC)
6:15-6:30	Jimmy Carroll Sings	(NC)
6:30-6:40	News - Charles Day	(LC)
6:40-6:45	Forward Cleveland	(LS)
6:45-7:00	Songs - Jimmy Rogers	(LS)
7:00-7:15	Mommie and the Men	(NC)
7:15-7:30	Jack Smith Show	(NC)
7:30-8:00	The Bob Hawk Show	(NC)
8:00-8:30	Vox Pop	(NC)
8:30-8:55	The Joan Davis Show	(NC)
8:55-9:00	Bill Henry	(NC)
9:00-10:00	Radio Theatre	(NC)
10:00-10:30	Screen Guild Players	(NC)
10:30-11:00	Quiz of Two Cities	(LC)
11:00-11:10	News - Bill Mayer	(LC)
11:10-11:15	Radio Bulletin Board	(LS)
11:15-12:00	Musical Parade	(LC)

AM

12:00-12:05	News	(NS)
12:05-12:30	Sleepy Serenade	(LS)
12:30-1:00	Tommy Tucker Orchestra	(NS)
1:00-1:05	News	(NS)

PROGRAM LOG ANALYSIS FOR COMPOSITE WEEK OF 1946

Tuesday, March 12, 1946

<u>AM</u>	<u>PROGRAM</u>	<u>TYPE</u>
6:00-6:12	Walt Henrich	(LS)
6:12-6:15	News	(LS)
6:15-6:45	Walt Henrich	(LC)
6:45-6:50	News	(LC)
6:50-7:10	Walt Henrich	(LC)
7:10-7:15	Fun At Breakfast	(LC)
7:15-7:30	News - Jim Martin	(LS)
7:30-7:45	Beauty Serenade	(LC)
7:45-8:00	Bless This Day	(LS)
8:00-8:15	News - Jim Martin	(LC)
8:15-8:30	Flip The Disc	(LS)
8:30-9:00	Melody Lingers On	(LC)
9:00-9:25	Polkateers	(LC)
9:25-9:30	News	(LS)
9:30-10:00	Aristocrats	(LS)
10:00-10:15	Valiant Lady	(NC)
10:15-10:30	Light of the World	(NC)
10:30-10:45	Romance of Evelyn Winters	(NC)
10:45-11:00	Bachelor's Children	(NC)
11:00-11:15	Honeymoon Hill	(NS)
11:15-11:30	Second Husband	(NS)
11:30-11:45	A Woman's Life	(NC)
11:45-12:00	Aunt Jenny	(NC)
 <u>PM</u>		
12:00-12:15	Kate Smith	(NC)
12:15-12:30	Big Sister	(NC)
12:30-12:45	Helen Trent	(NC)
12:45-1:00	Our Gal Sunday	(NC)
1:00-1:15	Life Can Be Beautiful	(NC)
1:15-1:30	Ma Perkins	(NC)
1:30-1:45	Dr. Malone	(NC)
1:45-2:00	Road of Life	(NC)
2:00-2:15	Second Mrs. Burton	(NC)
2:15-2:30	Perry Mason	(NC)
2:30-2:45	Rosemary	(NC)
2:45-3:00	Tena and Tim	(NC)
3:00-3:10	News	(LS)
3:10-3:15	Browsing 'Bout Burrows	(LC)
3:15-3:30	Curbstone Crackerbarrel	(LS)
3:30-4:00	Welcome Inn	(LC)
4:00-4:25	House Party	(NC)
4:25-4:30	Top Tune	(LS)
4:30-5:00	Impressions in Wax	(LC)
5:00-5:10	World Wide Extra	(LC)
5:10-5:15	Police Safety Program	(LS)
5:15-6:00	Range Riders	(LC)
6:00-6:05	Sidney Andorn	(LC)
6:05-6:15	Today In Sports	(LC)

6:15-6:30	George F. Addes	(LS)
6:30-6:40	News - Charles Day	(LC)
6:40-6:45	Forward Cleveland	(LS)
6:45-7:00	Songs - Jimmy Rogers	(LS)
7:00-7:15	Mommie and the Men	(NC)
7:15-7:30	The Jack Smith Show	(NC)
7:30-8:00	American Melody Hour	(NC)
8:00-8:30	Big Town	(NC)
8:30-8:55	Theatre of Romance	(NC)
8:55-9:00	Bill Henry	(NC)
9:00-9:30	Inner Sanctum	(NC)
9:30-10:00	This Is My Best	(NC)
10:00-10:30	Crime Photographer	(NS)
10:30-11:00	Open Hearing	(NS)
11:00-11:10	News - Bill Mayer	(LC)
11:10-11:15	Tokyo Interview	(LS)
11:15-12:00	Musical Parade	(LS)

AM

12:00-12:05	News	(NS)
12:05-12:30	Sleepy Serenade	(LS)
12:30-1:00	Frankie Carle Orchestra	(NS)
1:00-1:05	News	(NS)

PROGRAM LOG ANALYSIS FOR COMPOSITE WEEK OF 1946

Wednesday, April 17, 1946

<u>AM</u>	<u>PROGRAM</u>	<u>TYPE</u>
6:00-6:12	Walt Henrich	(LS)
6:12-6:15	News	(LS)
6:15-6:45	Walt Henrich	(LS)
6:45-6:50	News	(LC)
6:50-7:10	Walt Henrich	(LC)
7:10-7:15	Fun At Breakfast	(LC)
7:15-7:30	News - Jim Martin	(LS)
7:30-7:45	Beauty Serenade	(LC)
7:45-8:00	Bless This Day	(LS)
8:00-8:15	News - Jim Martin	(LC)
8:15-8:30	Fun At The Forum	(LC)
8:30-9:00	Melody Lingers On	(LC)
9:00-9:25	Polkateers	(LC)
9:25-9:30	News	(LS)
9:30-10:00	Aristocrats	(LS)
10:00-10:15	Valiant Lady	(NC)
10:15-10:30	Light of the World	(NC)
10:30-10:45	Romance of Evelyn Winters	(NC)
10:45-11:00	Bachelor's Children	(NC)
11:00-11:15	Amanda	(NS)
11:15-11:30	Second Husband	(NS)
11:30-11:45	Time to Remember	(NS)
11:45-12:00	Aunt Jenny	(NC)
 <u>PM</u>		
12:00-12:15	Kate Smith	(NC)
12:15-12:30	Big Sister	(NC)
12:30-12:45	Helen Trent	(NC)
12:45-1:00	Our Gal Sunday	(NC)
1:00-1:15	Life Can Be Beautiful	(NC)
1:15-1:30	Ma Perkins	(NC)
1:30-1:45	Dr. Malone	(NC)
1:45-2:00	Road of Life	(NC)
2:00-2:15	Second Mrs. Burton	(NC)
2:15-2:30	Perry Mason	(NC)
2:30-2:45	Rosemary	(NC)
2:45-3:00	Tena and Tim	(NC)
3:00-3:10	News	(LS)
3:10-3:15	Browsing 'Bout Burrows	(LC)
3:15-3:30	Curbstone Crackerbarrel	(LS)
3:30-4:00	Welcome Inn	(LC)
4:00-4:25	House Party	(NC)
4:25-4:30	Overseas Interview	(LS)
4:30-5:00	Impressions in Wax	(LS)
5:00-5:10	World Wide Extra	(LC)
5:10-5:15	Vets Housing	(LS)
5:15-6:00	Range Riders	(LC)
6:00-6:05	Sidney Andorn	(LC)
6:05-6:15	Today In Sports	(LC)

6:15-6:25	News - Charles Day	(LC)
6:25-6:30	Forward Cleveland	(LS)
6:30-6:45	Songs - Jimmy Rogers	(LS)
6:45-7:00	Robert Trout	(NC)
7:00-7:15	Mystery of the Week	(NC)
7:15-7:30	The Jack Smith Show	(NC)
7:30-8:00	Ellery Queen	(NC)
8:00-8:30	The Jack Carson Show	(NC)
8:30-8:55	Dr. Christian	(NC)
8:55-9:00	Billy Henry	(NC)
9:00-9:30	Frank Sinatra	(NC)
9:30-10:00	Bob Crosby Show	(NC)
10:00-10:30	Great Moments In Music	(NC)
10:30-11:00	Holiday For Music	(NC)
11:00-11:15	News - Sports	(LC)
11:15-12:00	Musical Parade	(LC)

AM

12:00-12:05	News	(NS)
12:05-12:30	Sleepy Serenade	(LS)
12:30-12:45	George Duffy Orchestra	(LS)
12:45-1:00	Nat Brandywynne Orchestra	(NS)
1:00-1:05	News	(NS)

WGAR'S NEWS DEPARTMENT

Station WGAR was among the first radio stations in the United States to create a news department of its own.

In its first five years, WGAR gave largely headline news only, plus such news and special events as its staff of announcers could develop, in addition to carrying network news from the former Press Radio Bureau. In 1935 WGAR contracted to buy the International News Service and established its own news room in 1936.

In 1936, Ralph P. Worden was named WGAR news editor. He headed a news operation based on facts presented in an orderly and interesting fashion, thereby allowing the listener to formulate his own opinions. That policy of "facts, not opinion," has been continued at WGAR without interruption, under instructions from John F. Patt, station general manager. For that reason, WGAR has shied away from news commentaries of its own, except for one five-minute commentary by Ralph Worden carried at 11:10 each evening during the closing days of World War II.

Writers and editors of WGAR news programs have been under the policy of "facts, not opinion" ever since the news department was created. In doing its own reporting, editing, and newscasting, the WGAR news room endeavored to check all stories as closely as possible to see that both sides of possibly controversial stories were heard from. WGAR has long believed that in performing a news service to its listening area, its news programs should be written and edited in its own news room, thereby reporting the news from a standpoint of local interest. This policy is in contrast to that of stations which buy an already prepared teletype report and broadcast it verbatim as written and edited by a staff miles away in another city.

Handling the news from the local standpoint has been one of the keynotes of the WGAR news operation. WGAR was among the first

stations in the country to adopt the technique of recorded inserts, bringing actual voices and statements of prominent people directly to the listener within a regularly scheduled news program.

WGAR's news staff does the full news job with its editors gathering, collecting, selecting, re-writing and finally broadcasting the news, giving the listener greater authenticity in many cases from first-hand knowledge of a given story.

In extending its own coverage, WGAR sends its staff newscasters direct to important events, such as disasters, public ceremonies, troop maneuvers, political conventions, and many kinds of public gatherings. The cost of special broadcast lines for these occasions is high, but it is borne to assure WGAR listeners the finest kind of news coverage.

During 1944 and 1945, WGAR maintained a news bureau in Washington under contract with established Washington news men for specialized coverage of events in the nation's capitol, including spot news reports and transcribed programs with members of the federal government from Ohio. The Washington bureau was not continued after 1945, because WGAR turned its energies towards a more thorough coverage of the news happenings in northern Ohio, feeling adequately covered in Washington by the regular press association services and by the local per-story coverage service offered to affiliated stations of the Columbia Broadcasting System. However, WGAR continued to broadcast transcribed interviews from Washington with Ohioans in Congress and other branches of the government.

In times other than those of a national emergency, the news schedule has generally been one to keep the listener informed during the early morning hours, through the day and during the dinner hour for a summary of normal daytime happenings, and then late at night to give the listener a final summary of what events have occurred in the previous

twelve to twenty-four hours. The 7:15 and 8:00 A.M. news programs have been long established on the WGAR schedule, as have the 6:00 and 11:00 P.M. newscasts. News from the Columbia Broadcasting System is heard at noon.

During the war, the station expanded its news schedule, because of the intense desire of the listening public to remain in touch with the progress of the war. Additional newscasts were broadcast later in the morning, during the mid-afternoon, and after the usual 11:00 P.M. hour at night. Again performing a distinct service to its listening area, WGAR was the first radio station to send its own war correspondent to the battle lines in Europe, and followed by sending another correspondent to the Pacific Theater of Operations. Throughout, WGAR maintained the policy of "facts, not opinion".

Charles Day became news director in September of 1946 when Ralph Worden was named Director of Public Affairs. Having worked under Worden, Day continued the established news policy at WGAR with the same instructions coming from Mr. Patt, station manager, to do an objective reporting job.

From a two-man news staff, the station expanded to three men in 1943, four men in 1945, and maintains a four-man operation at the present time. Its facilities grew from a single International News Service teletype machine in 1935 to a battery of 6 teletype machines in 1947, with the full service of the United Press Association as well as INS. The 1950 news operation subscribes to the weekly news summary, "Facts on File", a service of the New York Times organization; "Current Biography"; and it is equipped with numerous reference works, including the Encyclopedia Britannica, Congressional Directories, and directories of state and local officials. Its additional physical facilities include a private, unlisted telephone line, a radio monitor of the Cleveland

police department, and a private, direct telephone line to the Cleveland fire department. The police and fire department facilities were established in full cooperation with the director of public safety of the City of Cleveland, and the fire department line is an exclusive WGAR facility.

WGAR news personnel have been active in furthering the cause of better news reporting via radio by helping in the organization of professional societies for radio news men, complete with a code of standards. Charles Day and James Martin, WGAR morning news editors, are charter members of the National Association of Radio News Directors, and both men helped found the Ohio Association of Radio News Editors. Day drafted the code of standards for the latter group, putting in writing the beliefs and practices long in operation at WGAR. This code*, adopted by the Ohio Association of Radio News Editors, has been adopted almost verbatim by similar radio news organizations in other parts of the nation. In participating in these radio news organizations, WGAR has promoted the regular exchange of news with other stations, within Ohio and elsewhere.

Twice, WGAR cooperated with the National Association of Broadcasters in employing college journalism instructors during the summer months to enable them to learn firsthand how a radio news room operates and to be able to incorporate the knowledge gained into their classroom courses. WGAR also has encouraged its news personnel to participate in clinics which furthered professional radio news standards. These news clinics were sponsored by the National Association of Broadcasters and by educational institutions, such as Ohio State University and Kent State University in Ohio.

The WGAR news department has always strived to do an objective,

* Attached.

professional reporting job in the field of news. Its degree of success can be measured in the number of professional positions held by the news department personnel, in the acceptance of its news reports by its listeners, and by the acceptance of its news reporting job by those people in other phases of the journalistic world.

Objective reporting has been and will continue to be the foundation of the WGAR news operation. Given the facts, the people can form their own opinions.

OHIO ASSOCIATION OF RADIO NEWS EDITORS
(A CODE OF STANDARDS)

Radio news broadcasting is a particular type of journalism. Therefore, the basic principles of Journalism shall apply to the operation of a radio news department. Because of its nature, certain other principles also should apply to radio news broadcasting.

The following are the standards which shall govern the members of the Ohio Association of Radio News Editors.

1. Radio news must always consist of material of good taste, inasmuch as the radio enters the family circle in the home. Material on the borderline of good taste shall not be broadcast except in such cases where the material is of such nature that honest journalism requires its use. In such cases, lurid details which in themselves add nothing to the report shall be omitted.
2. Material for news broadcasting shall be judged for its newsworthiness alone and shall not be reported for the special benefit of any private group or individual.
3. All news reports from private sources shall not be broadcast until they have been confirmed as to source, accuracy, and truthfulness.
4. Radio news reports shall be honest, sincere, accurate, truthful, and unbiased. None of these attributes shall be sacrificed for brevity.
5. Freedom of speech as guaranteed by the first amendment to the constitution means freedom to speak the truth. The freedom to speak the truth implies the freedom of the listener to hear the truth. The responsibility for safeguarding these two freedoms is primarily the responsibility of the executive head of a radio news department, subject only to the authority of the licensee or his representatives in management. The news executive should be endowed by management with authority to determine content of news programs in line with station policy. Editorializing should be clearly labeled in context as such. Commentators and news analysts should be identified and labeled in context accordingly to distinguish them from the straight news reporter.
6. News broadcasts must not violate the rights of privacy unless such an invasion is of definite public interest and not merely public curiosity, and is otherwise legally permissible.
7. A news editor should make every effort to be fair, to present equally both sides of a controversy and to give each individual an opportunity to reply to any news story which presents him to the public unfavorably.
8. Every radio station should have the services of at least one full-time news editor.
9. Radio news reporters are entitled to equal access to news sources, and shall be recognized as having the same privileges, legally and otherwise, as representatives of other news media. Radio equipment necessary to broadcasting shall be given equal consideration to equipment used in reporting by other news media.

RADIO COUNCIL OF GREATER CLEVELAND

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January 24, 1946.

Mr. John F. Patt
Station WGAR
Hotel Statler
Cleveland, Ohio.

My dear Mr. Patt:

The Radio Council of Greater Cleveland wishes to commend you and your staff for the added news service you have given so generously to a news starved public during the current paper strike.

You are doing much to build good will and create an interest in the good things radio has to offer.

Sincerely yours,

Margaret M. Butler
Mrs. Clyde H. Butler
Corresponding Secretary.

METROPOLITAN LIFE INSURANCE COMPANY

LEROY A. LINCOLN, *President*

ONE MADISON AVENUE, NEW YORK 10, N.Y.

March 15, 1950

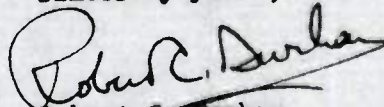
Mr. John F. Patt,
Vice-President & General Manager
WGAR Broadcasting Company
Hotel Statler
Cleveland, Ohio

Dear Mr. Patt:

You may be interested to know that, on the basis of our most recent recapitulation of returns to our various offers of booklets, your station now is considerably better than the average of the many stations we are using in our campaign to promote better public health.

At the same time, may we say that we are well pleased with the impartial and objective manner in which your news men handle the broadcasting of the reports of the wire services.

Sincerely yours,



Robert G. Durham
Supervisor of Advertising

The Webb C. Ball Co.
JEWELERS
1114 EUCLID AVENUE
CLEVELAND, 15

March 16, 1950

W G A R
Statler Hotel,
Cleveland 15, Ohio.

Attention: Mr. John Patt

Gentlemen:

In response to your inquiry, we have never had a complaint from any listener during the seven year period that you broadcast our news program.

To our knowledge the newscast was always accurate, never in any way endeavored to influence public opinion.

We have always considered it an honor to have our name associated with your station.

With best wishes, we are

Yours very truly,

THE WEBB C. BALL CO.

M. V. Shane
M. V. Shane
President

MVS:f