

Closed Circuit THE WGN FAMILY LETTER

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November 11, 1977

ODIN S. RAMSLAND,

PRESIDENT OF KDAL, INC.

RETIRED AFTER 40 YEARS' SERVICE

JOHN LAFORGE TO EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER

After 40 years of dedicated service with the KDAL radio and television stations serving the Duluth-Superior area, ODIN S. RAMSLAND, president, retired, effective October 31, 1977.

JOHN LAFORGE, a 23-year KDAL veteran, will replace Ramsland as the operating head with total responsibility for the operation of both stations as Executive Vice President and General Manager, KDAL, Inc., licensee of KDAL Radio and KDAL Television. The announcement was made by DANIEL T. PECARO, President and Chief Executive Officer of WGN Continental Broadcasting Company.

Ramsland, long a community leader in the Duluth area, joined KDAL Radio Sales in 1937, became commercial manager in 1941, and vice president in 1945. In 1957, he was named vice president and general manager of the radio and television stations.

When WGN Continental Broadcasting Company purchased the stations in 1961, he was elected Executive Vice President and General Manager, KDAL, Inc., the post he held until elected President in May, 1974.

LaForge joined KDAL Television in 1954 as an announcer-director. He was later named manager of operations, Television, and appointed Assistant to the President and Manager, KDAL Radio in 1976. In June of this year, he was elected Executive Vice President of KDAL, Inc.

He is a vice president of the Duluth Chamber of Commerce and has served as a vice president of the Duluth City Council; president of the Duluth Arena Auditorium Advisory Board; president of the Park Point Community Club; chairman of the Minnesota Governor's Advisory Commission to the Department of Economic Development; and vice president of the United Way.

He has also served as a director of the Duluth Convention and Visitors Bureau, Goodwill Industries, Spirit Mountain Advisory Commission and the Duluth Bicentennial Commission.

LaForge is married to the former Mary Beth Schlender; they have four children: Catherine, John, Margaret and Christopher.

DANIEL T. PECARO RECEIVED 1977 COMMUNICATIONS AWARD FROM JUSTINIAN SOCIETY OF LAWYERS

DANIEL T. PECARO, President and Chief Executive Officer of WGN Continental Broadcasting Company, received the 1977 Communications Award from the Justinian Society of Lawyers in recognition of his contribution in the field of communications.

The Communications Award, given each year "For Outstanding Public Service to the Community," was presented to Mr. Pecaro at the Society's annual "Inaugural and Award Dinner," October 17, at the Palmer House.

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MERRI DEE TO BE HONORED ON JANUARY 21

MERRI DEE, newscaster for WGN Continental, was among 10 business and professionals selected by an independent panel of civic and business leaders to receive Blackbook's "Outstanding Business & Professional Awards" for 1977.

Merri will be honored at Blackbook's 8th annual banquet on Saturday, January 21, in the International Ballroom of the Conrad Hilton Hotel. Addie Wyatt, International Vice President of Amalgamated Meat Cutters & Butcher Workmen of North America, will serve as general chairwoman and Edwin C. Berry, special assistant to the President, Johnson Products Company, and a past recipient of the Blackbook's Humanitarian award is the judging chairman.

This year's affair promises to be the largest and finest in the history of the Black Business awards. Proceeds will be donated to the United Negro College Fund, Inc.

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EMPLOYEES ADMINISTER FIRST AID TO DRIVER

A commendation to AL FABBRI, BOB HAMADA, RUDY KUPREWICZ and FRANK ROG for their quick action and concern on October 18th when a Nova Freight driver collapsed in our Receiving Room. First Aid was administered until the Fire Department arrived and took the gentleman to Swedish Covenant Hospital. We were later advised that the driver had suffered a slight heart attack but was doing well.

WGN is proud of AL, BOB, RUDY and FRANK who acted promptly and effectively during this emergency.

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PERSONAL APPEARANCE

FRANK ROG will speak at the WLT-WLUC National Radio Conference on November 5. Frank's topic will be "Creative Engineering."

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TO THE WGN FAMILY --

Mere words would be quite inadequate to express my appreciate for your kindness and thoughtfulness since the recent death of my beloved Mother. All I can say at this time is thank you very much for the cards, letter, phone calls, flowers, masses, and for attending the wake and funeral services.

Gratefully,

Kay Joyce

CRUSADE OF MERCY REACHES HALF-WAY MARK

THANK GOD YOU CAN GIVE!

That's the 1977 Crusade of Mercy campaign slogan and the prime target at WGN Continental, as with all other supporting companies, is to get as many managers to pledge 1% of their gross salary and salaried employees one day's pay, which will be paid during a 10-month payroll deduction period starting January 1, 1978.

As in the past, auditing will handle the necessary paperwork, whereby you can have your contribution deducted monthly. If you have not already done so, please sign your pledge card and proudly wear your Crusade pin.

Years ago, helping someone in trouble usually meant "pitching in" and assisting a neighbor rebuild a burned-out barn or a house, or take in a crop when he couldn't do it himself.

Times have changed a lot from those days as our lives have become more complicated and, in many ways, less personal. Many of us do not have enough time to become active participants in helping others in our community.

The Crusade of Mercy is a worthy representative. They must raise \$48.5 million to support hundreds of agencies providing human care services throughout the Chicago area.

The Crusade cannot do it alone. Your pledge is needed to continue this vital work and we should all be thankful that we are able to help the less fortunate to get a second chance in life with your Fair Share pledge, which amounts to a small sum each week but means so much to those who need your help.

Pledge your Fair Share today and "Thank God You Can Give!"

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BROADCAST LICENSEES & AUDIENCE RATING SERVICE

You may have read in the trade press that the Federal Communications Commission has received information indicating that some broadcast licensees have attempted to distort audience ratings.

This can be done, according to the FCC, by furnishing false information to an audience rating service or improperly influencing those who receive survey diaries.

As you know, employees or officers of a radio or television station are not allowed to accept diaries from any audience rating survey because, if falsely completed, the validity of the sampling process itself is questionable.

Thank you for your cooperation.

HAPPY BIRTHDAY to BILL HITCHCOCK-November 8, ARNIE RAHMEL-November 8, DOLORES KOLTZ-November 9, DICK FLANDERS-November 9, GLORIA BENSON-November 10, BOB WHITEMORE-November 10, PAT DONAHUE-November 10, FRED GEYER-November 11, LEO BRUCE-November 12, NANCY COSMAS-November 15, RANDY PIANT-November 16 and DON BRENNECKE-November 18.

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COMPANY ANNIVERSARIES ... CONGRATULATIONS!

EMIL JUNG, Security/Building Department, celebrated his 10th year with WGN Continental Broadcasting Company on November 1. Emil and his wife, Helen, reside in Chicago.

ORLANDO "DON" HALL, TV Engineer, will mark his 10 years with WGN Continental Broadcasting Company on November 5. Don and his wife, Lynda, live in Chicago.

DENNIS (KAY) Koskiewicz, TV Engineer, will celebrate his 15th year with WGN on November 11. He resides in Mt. Prospect.

LEN JOHNSON, Staff Announcer, celebrates 15 years with WGN Continental Broadcasting Company on November 18. Len and his wife, Maybelle reside in Chicago.

FRED PODWOJSKI, Data Processing Manager, marks 20 years with WGN Continental Broadcasting Company on November 19. Fred lives in Chicago.

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WELCOME TO WGN FAMILY.....

JOYCE TUCKER (Script Typing), GREGORY LEE (Radio Logger/PT), and RICHARD GARAFALO (EV Engineering).

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GET WELL WISHES

EMIL JUNG in Ravenswood Hospital and MARJ BRAY in St. Ann's Hospital

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FOR SALE- TWO New Waltham, 11 function electronic digital L-E-D watches, with stop watch feature. Quartz crystal ... solid state. Factory Warranty. Retail value \$150.00. Selling at less than half price. Randy, ext. 216.

FOR SALE-Three (3) Goodyear Tires \$20.00. Sam on ext. 223.

* * * *

FOR SALE- \$10 an item. A 3/4 ton Mitchell Air Conditioner. Old but working. Presently in window. Set of four General W/W Tubless tires 8.55-15. 110 volt oil furnace motor. High voltage oil furnace transformer. Felix - ext. 285 or 286.

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Tonight, let's visit Denver

By Mike Dorner Jr.

Remember those glorious winter nights when you lay in bed in the glow of the pilot lamps of that old Zenith or Arvin radio, and listened to America booming across the continent—KOA Denver, KSL Salt Lake City, WCCO Minneapolis, or KDKA Pittsburgh? Remember the ads with the strange street names, the exotic weather forecasts that made you wish you were somewhere else?

Exploring the radio dial was part of everyone's youth, and, more than that, an inexpensive method of travel, a way of breaking free of the confines of one's daily existence.

"Ah, yes," you say; and you reach to switch on a nearby transistor to see if those old friends are still there—WMAQ at 680, WSB at 750, WLS at 890, KRLD at 1080. They are, you'll be pleased to know, the old 50,000-watt clear-channel stations that reached across the night into the old Philco, Atwater Kent, or Crosley. A few, though, have changed their calls (KYW Cleveland is now WWWE). Some are less clear now, thanks to the proliferation of smaller stations on nearby channels or to the generally inferior quality of many AM radios.

A few, but not many, have gone all rock. Others have taken up talk shows and, a few, total news. But the stations are still there, many celebrating their 50th anniversary.

Go ahead—put down the article and dial across the nighttime AM band. Hear the familiars? WCCO Minneapolis with blizzard warnings, KOA Denver giving those incredibly cold temperatures for Estes Park and Boulder on the 10 o'clock news, WSM Nashville with the "Grand Ol' Opry" on Saturday nights. Makes you want to abandon the TV set with its dismal run of cops and robbers, doesn't it?

Ah, but wait! What's that? "The AM band sounds different?" Ah, yes. Most nighttime listening is done by the young and rock rules supreme on many stations. But tune carefully—note the pleasant "personality" stations that still



Just as in the
old days with your
Atwater Kent,
you can still hear
America in the night

successfully appeal to a cross section of America, such as WGN 720 Chicago and WSB 750 Atlanta.

The old network radio days have long succumbed. There are no more remotes from the Aragon Ballroom, the Coconut Grove, the Palmer House or the Blue Room; no more Fred Allens or Jack Benneys or Red Skeltons or Horace Heidts. But dial carefully and listen to the CBS giants such as WBBM 780 Chicago, WWL 870 New Orleans, or KMOX 1120 St. Louis at night and you'll find in all its splendor, the immensely successful "CBS Mystery Theater." On Saturdays and Sundays CBS also airs the "Adventure Theater." Both are taped off the network daily and broadcast at varying local times.

In addition, a good number of stations broadcast transcriptions of old-time radio shows such as "The Shadow" or "The Lone Ranger," but on an individual basis. In any event, you'll find the giant clear-channel stations generally offering more broad-based

programming in contrast to the one-track offering of the smaller, less-powerful regional and local stations. Sports events still occupy a considerable amount of broadcast time also.

Chances are good that, in no time, you'll be reinfected by the bug of long-distance radio listening, called DXing. Perhaps you "DXed" in high school. The term originated in the 1920s, if not before, and refers to the hobby of listening to radio stations of all types far outside normal service areas. "DX" originated in wireless telegraphy days, the "D" standing for "distance" and the "X" simply a filler or marker of abbreviation. Thus, "RX" will stand for "receiver," "WX" for "weather report," and among broadcast station DXers, "MX" for "music." "DX" is a standard abbreviation and is used and recognized internationally.

The camaraderie and inexpensiveness of DX listening make it an attractive hobby for older Americans.

How do you get involved in it? Simply by turning on the radio and listening. First you'll note the 50,000-watt "clears"—see the column—and then you'll want to go after the weaker stations, then those buried under interference. Often the patient monitoring of a garbled spot on the dial will see one station after another predominate for a while and then fade back into the noise. By turning the radio itself, it's frequently possible to block out interfering stations, since AM antennas are highly directional.

Many DXers keep a log of the stations they "copy," noting time, call, frequency, programming and signal quality. Most stations will send a souvenir "QSL" card in return for accurate reception reports, particularly for those received far outside their normal service areas.

A good list of stations arranged by city, frequency, and call letters is more than helpful. Howard Sams of Indianapolis publishes

continued

Vane Jones's "North American Radio-TV Station Guide." At \$4.95 it is a good buy, and can be found or ordered from almost any electronics store. "Communications World," published semiannually by Ziff-Davis at \$1.35, contains the 54-year-old White's Radio Log as well as a number of excellent articles on DXing (229 Park Ave., New York, N.Y. 10003).

Many people also find it advantageous to join one of the many national DX clubs. The oldest AM band club, founded in 1933, is the National Radio Club (Box 127, Boonton, N.J. 07005), which publishes its own detailed directory of American AM stations, with power, programming and schedule notes. It also publishes a directory of maps showing directional patterns of nighttime radio stations. The International Radio Club of America (Box 21462, Seattle, Wash. 98111) is another AM club, geared particularly to foreign AM stations. Its bulletin appears 34 times a year. It also publishes a foreign log, listing Asian, Latin and European AM stations heard in the U.S.

Celebrating its 50th anniversary this year, the Newport News Radio Club (Box 539, Newark, N.J. 07001) has expanded from AM to include shortwave, TV and FM broadcast

DXing. Any of these clubs will send information on its bulletins and membership, as well as a sample bulletin, for a dollar.

One club specializing in FM and TV DXing is the Worldwide TV-FM DX Association (Box 202, Whiting, Ind. 46394). Here DXing is a bit more exacting and somewhat more expensive. Most members have outside antennas mounted on fairly high masts, equipped with rotors, and often boost signals with preamplifiers. However, it is possible to do well using a regular outside TV antenna. Most people erroneously believe that long-range reception of FM and TV is impossible, but I've listened to FM stations from Canada to Guatemala—all at my home in suburban New Orleans.

Deliberately omitted in this article is the ever-popular hobby of shortwave listening. Here the challenges are spectacular—foreign tongues, odd hours of operation, the predominance of giants such as VOA, the BBC and Radio Moscow. Fewer nations than ever broadcast to North America and a VOA study shows international broadcasting slightly declining, though underdeveloped nations seem to be reversing this trend. Many clubs specialize in shortwave DX work; names

and addresses can be obtained in "Communications World."

All this may seem to make DXing a complicated hobby, but it isn't. For one thing, most people own a fairly decent radio. Those old tube consoles brushed up to specs are generally superior to the cheaper transistorized versions, so it might be worthwhile dragging down that old Zenith from the attic. Today's better FM stereo tuners are extremely sensitive, making FM DX a reality, but the AM section of most AM-FM stereo receivers is almost always mediocre.

You can spend money as you buy a better radio or antenna. The point is, it isn't necessary to do so to enjoy this hobby.

A warning, though: DXing, once in the blood, is hard to eliminate. It has enough certainty as well as uncertainty in it to sustain interest over years of listening. Last week I listened to a small Virginia station broadcasting emergency flood warnings in the small hours of the morning, long after its usual sundown sign-off. The week before, a station in the Midwest was warning travelers to enter the Dakotas at their own risk because of heavy snows.

DXing may not be spectacular, but it's always worthwhile.

HOW MANY OF THESE CAN YOU HEAR?

Following is a selected list of clear-channel stations. How many you can hear depends upon where you live; in addition, you'll hear many others.

540	CBK	Watrous (Can.)	810	KGO	San Francisco	XEG	Monterrey (Mex.)	
	XEWA	San Luis Potosí (Mex.)		WGY	Schenectady	1070	KNX	Los Angeles
640	KFI	Los Angeles	820	WBAP	Fort Worth		KRLD	Dallas
	CMQ	Havana (Cuba)	830	WCCO	Minneapolis	1090	KAAY	Little Rock
650	WSM	Nashville	840	WHAS	Louisville		KING	Seattle
660	WNBC	New York	850	KOA	Denver	1100	WWWE	Cleveland
670	WMAQ	Chicago	860	CJBC	Toronto	1120	KMOX	St. Louis
690	CBU	Vancouver (Can.)	870	WWL	New Orleans	1160	KSL	Salt Lake City
700	WLW	Cincinnati	880	WCBS	New York	1170	KVOO	Tulsa
710	WOR	New York	890	WLS	Chicago	1180	WHAM	Rochester
720	WGN	Chicago	900	XEW	Mexico City	1190	WOWO	Fort Wayne
730	XEX	Mexico City (Mex.)	940	CBM	Montreal (Can.)		KEX	Portland, Ore.
740	CBL	Toronto (Can.)		XEQ	Mexico City	1200	WOAI	San Antonio
	CBX	Edmonton (Can.)	990	CBW	Winnipeg (Can.)	1210	WCAU	Philadelphia
750	WSB	Atlanta	1000	WCFL	Chicago	1510	WLAC	Nashville
760	WJR	Detroit		KOMO	Seattle		KGA	Spokane
770	WABC	New York	1010	CFRB	Toronto	1530	WCKY	Cincinnati
	KOB	Albuquerque	1020	KDKA	Pittsburgh	1540	ZNS1	Nassau (Bahamas)
780	WBBM	Chicago	1030	WBZ	Boston			
	CMJN	Camagüey (Cuba)		KTWO	Casper, Wyo.	1550	KKHI	San Francisco
800	CKLW	Windsor (Can.)	1040	WHO	Des Moines	1570	XERF	Ciudad Acuña (Mex.)
	XEROK	Ciudad Juárez (Mex.)	1050	WHN	New York			

Today on TV



Diane Mermigas

Winkler — he's cool even without Fonz

Henry Winkler was charming his way through Chicago Monday when he admitted he hasn't decided whether he'll return to ABC's "Happy Days" for a sixth season as the Fonz.

"I love the Fonz, he is fun to play and he gives me the opportunity to do things that I can't do as Henry Winkler," he said.

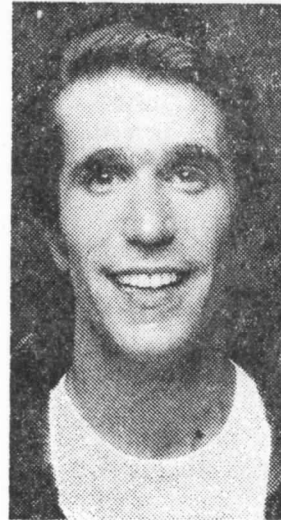
"But I've been doing the Fonz for five years and there's just so much that I can do with one character," Winkler said. "I never want to get to the point where someone will get tired of me and tune me out. I want to get out before that."

The 32-year-old Winkler has been in Chicago since Sunday night to talk about and host a sneak preview of his new film, "Heroes," which also stars Sally Field.

HIS TELEVISION appearances included WGN's "Phil Donahue" show and "A.M. Chicago," along with a press conference Monday night. During his trip he asked the press to restrain from questions about his "Happy Days" role in an ongoing attempt to separate his own identity with that of the Fonz.

"The Fonz gave me the opportunity to do this movie, but I have to establish my identity as my own," he said. "I need to grow and so that's why I have asked for the opportunity to spread my wings."

Winkler said he is not afraid of being typecast because he has sought and has been given the chance to play the part of a Vietnam veteran in "Heroes" and a man who strives for stardom and becomes a wrestler in another upcoming feature film.



HENRY WINKLER

WEDNESDAY, OCTOBER 26, 1977

Ho, ho, ho! That bearded guy is jolly old St. Mick

By Robert J. Herguth

Puns & Fun. As Frazier Thomas said farewell to kids on Channel 9's Bozo's Circus, one lad looked him straight in the eye and said: "I remember when you were Ned Locke."

Chicago Sun-Times, Wednesday, Oct. 19, 1977



Kupcinet

Kup's column

WGN IS LAUNCHING A NEW advertising campaign to herald Wally Phillips' 21st year on the station. The campaign changes the name of Chicago to "Phillipsville" to illustrate how his morning show dominates the ratings. . . . Our congratulations to Tom Dygard, the AP's Chicago bureau chief, on his election as president of the Chicago Press Club. He succeeds Jerry Harper of CBS. And more kudos to Andrew McNally III on the new Rand McNally map store on E. Madison. It's the nation's largest.

The Importance of One

I am only one,
But still
I am one.
I cannot do everything,
But still
I can do something.
And because
I cannot do everything,
I will not refuse to do
The something
I can do.

-Edward Everett Hale