

# *New Sound Without*

## *WNAD beams its signal to be ignored by raucous, adolescent*

By CHARLES LONG

Sketches by Gene Dillehay



*Announcer Lee Allen*

It is encouraging to know that a person can still turn on his radio without being subjected to the constant roar of bleating music—boisterous announcers—unsavory commercials—echo chambers—news-casts interrupted by clanging bells and honking horns—and other noisy gimmicks that blast the air these days.

People still have an ear for listenable sounds, and at the University of Oklahoma, WNAD, the broadcasting voice of O.U., has revitalized its bid that a radio station can be educational, cultural and *entertaining* at one and the same time.

If this sounds like a promotion—well, it is. It is a “once and for all” preference for all the WNADs who are willing and determined to gamble on a higher quality of responsible broadcasting. With this approach in mind, O.U.’s 40-year-old station appears to be getting back on its feet again.

Although WNAD has always been educational, cultural and, in many respects, entertaining, recent years have shown a sizable drop-off in the station’s listening audience. There were reasons for this, among them reception problems and recognizable weak spots in programming.

Today, the situation is quite different, due mainly to a combination of major changes made by the University to return WNAD as a medium of both communication and enjoyment. The first steps came in January, 1962, when the station was moved to a commercial status and to net-

work affiliation with the Columbia Broadcasting System. That same month, a new 405-foot tower, located six miles northwest of Norman, was put into operation. It replaced a 130-foot provisional tower which had been used since 1960. (WNAD’s first 405-foot tower was destroyed during a tornado in 1960.)

Following the solution of technical difficulties, the next move was to employ a station manager experienced in commercial radio operations. This was accomplished in July with the appointment of Gene Dillehay, a man loaded with talent and 13 years of previous radio and television work.

With its 1,000 watts of power, WNAD now provides clear channel coverage of at least 52 of Oklahoma’s 77 counties, and to the station’s growing list of listeners, a variety of things are currently being offered—from CBS national and world news to Big Red football, from jazz and pop music to the classics, from farm tips to beauty hints. Unlike most radio outlets across the Southwest, there is very little repetition in programming from day to day.

“The difference is that we are striving for individual sounds instead of an over-all sound,” Dillehay explains. “I believe that if we are to make any inroads with all of the competition around us, the best thing to do is present a variety of programs that just aren’t being offered elsewhere. The schedule mostly will be a vehicle which will point out these programs and individuals.”

# ury

## individual long radio: the adult

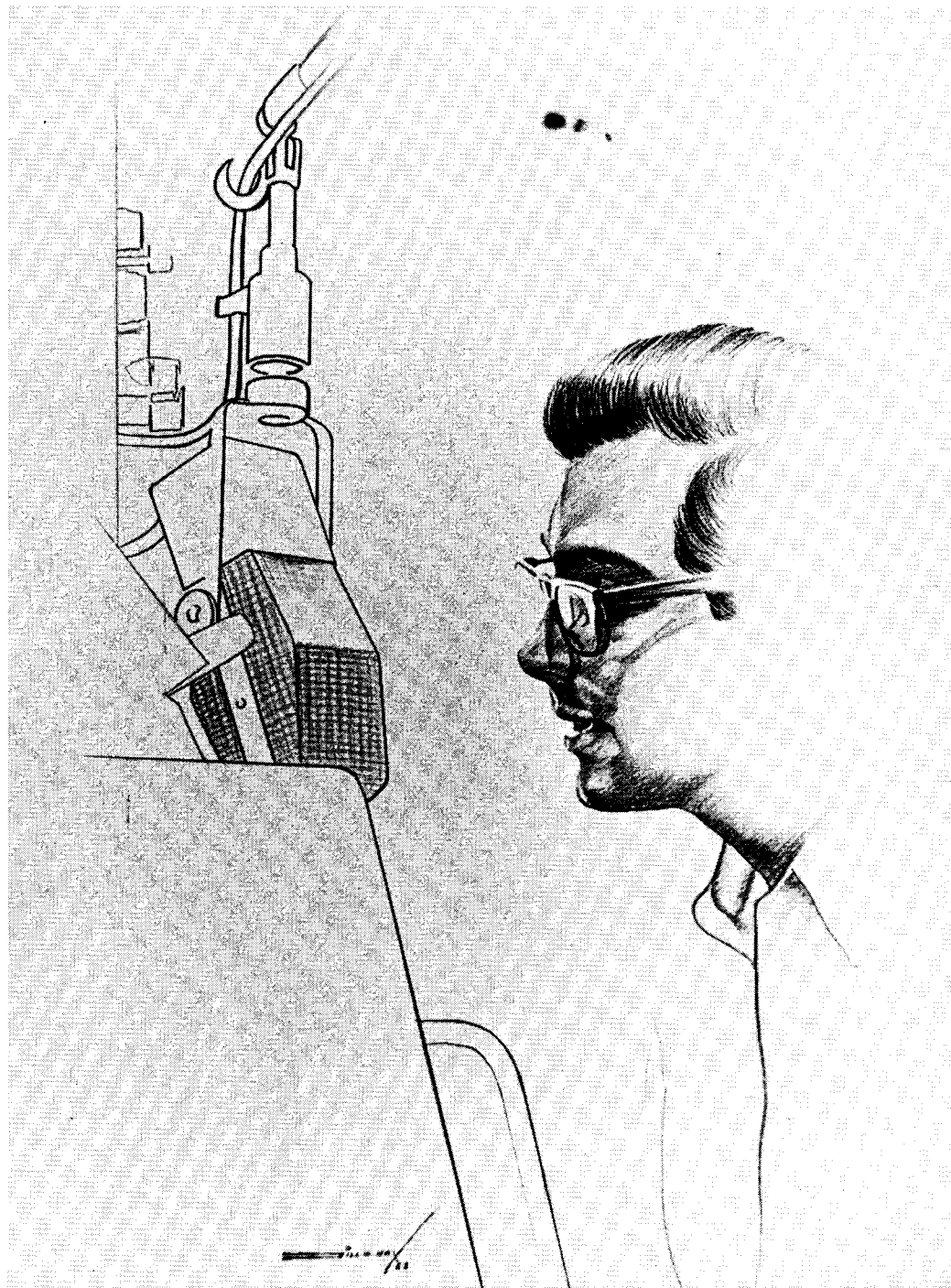
There is skepticism from some circles who say that in this day and age a radio station cannot keep this type of format and be commercially successful at the same time. But Dillehay maintains that it all depends on the presentation of the programs.

"The whole idea of our commercial operation," he says, "is to get away from the tax support aspect that has been with WNAD for the past 40 years. The intention is to become a self-sustaining station which will be an income for the University rather than a liability.

"This is quite an ambitious undertaking. But we still want to maintain the high standards of the University and provide the service of quality programs that are not being provided by other stations in the area. Some critics say you can't do both . . . but, time will tell."

For those who foresee increasing success for WNAD in future years but also a possible rise in commercial time which usually accompanies radio gains, Dillehay explains why WNAD is a member of the National Association of Broadcasters.

"The NAB is an organization that provides rules and regulations for good programming practices. This includes the number of spots and commercials that can and should be presented in a given time segment. I think that as we become more and more successful, we will have reason to raise our sales rates in order not to overindulge in commercial time."



*Announcer Don Bristow*

What kind of audience does WNAD hope to reach?

"We are programming for an adult audience," Dillehay says, "that might start at the junior high school level. For example, if young people are appreciative of good music, I think they will enjoy listening to us; if they are still rock-and-roll advocates, then we have nothing for them."

Dillehay is a man devoted to the arts. Not only does he have a distinctive and authoritative broadcasting voice, he also is an accomplished photographer and artist. Most of his previous work has been in the

Oklahoma City area where he was associated with WKY and KOMA radio and WKY-TV and KWTW, serving as an announcer, music director, art director and producer.

Assisted by a competent staff, Dillehay manages WNAD-FM in addition to the AM station. The AM component is licensed at 640 kilocycles only for daytime use (sun-up to sundown), and the FM station (90.9 megacycles) is a noon-to-midnight operation. Dillehay points out that WNAD, the only CBS outlet for central Oklahoma, does

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## NEW SOUND WITHOUT FURY

# *Dillehay believes in presenting being offered elsewhere, rather*

not plan to serve merely as a local station, since it can be heard practically throughout the state.

The signal is unusually strong for a daytime operation, especially in a north-south pattern where it can be heard with listening ease from Kansas to Texas.

"We have received recent reports from listeners in Waco, Texas, and Joplin, Missouri, and even from the Texas panhandle," Dillehay says. "The pattern doesn't really radiate that way, so there's no telling where we might be heard.

"We plan to step up our promotion in other media, such as newspapers and billboards. (Promos have also been presented on an Oklahoma City television station). We have two billboards in Norman and two in Oklahoma City. More are in order."

However, the bread and butter for WNAD is provided by CBS which will prove to be a guide toward any future success its affiliate may have. The latest news is provided by such distinguished CBS radio correspondents as Douglas Edwards, Charles Collingwood, Lowell Thomas, Eric Sevareid, Mike Wallace and Dallas Townsend. Sports come from the voice of Jack Drees, and for the musically inclined, the Metropolitan Opera and New York Philharmonic Orchestra are to be offered throughout the year. CBS also presents features of outstanding personalities and live broadcasts of important world events, such as Presidential news conferences and the astronauts' flights.

"The network is really incidental as a solid foundation to base our programming on," says Dillehay. "I think that individual dimension features and other local events will make for a well-integrated program affair."

In addition to Dillehay, the men behind the mike at WNAD are Earl Thomas, also an accomplished musician and newspaper columnist, who will serve as public affairs director at the station; Lee Allen; Bill Epler, music director; Don Bristow; Lindley Webb, and Fred Bieler, FM announcer.

Marilyn Dean, who Dillehay says "ramrods the office with her myriad duties," is executive secretary; Paul Massad is sales

manager, and Patricia Catlett directs the traffic department and writes copy. Chief engineer is Ed Spears; he is assisted by Hugh Reynolds.

An important sidelight of the station's operation comes in the form of educational training where Dr. Ansel Resler, associate professor of speech, acts as director of academic services. He is the faculty liaison for students enrolled in the broadcasting curricula who want to gain additional radio experience. (Basic requirements for broadcasting students are provided through KUVY, the student radio station.)

"In no respect will WNAD ever become a student station," Dr. Resler says, "but through various means, opportunities for students will be available here to give them added experience. Students who enroll in Speech 298, a radio workshop, will be assigned to WNAD for duty.

"This work may include the preparation of program materials, assistance in continuity writing, promotions, survey work, audience analysis reports or some kind of production capacity. There possibly will be some on-the-air work available on the FM station.

"This will all be on an extracurricula basis, much like that at KUVY. The difference is that here it is volunteer work only for approved upper class students."

Another aspect of Dr. Resler's job at WNAD will be to channel resource materials by faculty and staff personnel into the station for possible use.

In addition to the CBS schedule, some of the local programs which already have gained popularity are "Carousel," a merry-go-round of melody heard weekday afternoons; "On the Go," a fast-paced early morning show with big band music; the easy listening "Noonday Concert," and "Festival of the Performing Arts," a wide-open experimental affair providing pop, folk, opera, concert and jazz music intermingled with news, weather and sports and even some theatrical dramatic programs. Network news is reported on the hour.

Other CBS programs carried are the "Arthur Godfrey Show," the "Art Link-



*Music Director William Epler*

# *variety of programs that aren't than surrendering to monotony*

letter House Party," the "Garry Moore Show," "Dear Abby" and "Edith Head's Fashion News." The Salt Lake City Tabernacle Choir is heard every Sunday morning.

The purpose of WNAD's current schedule is to provide a rich menu of listening pleasure—to give its listeners a choice in what they want to hear through a broad scope of programming.

"We are constantly trying to improve

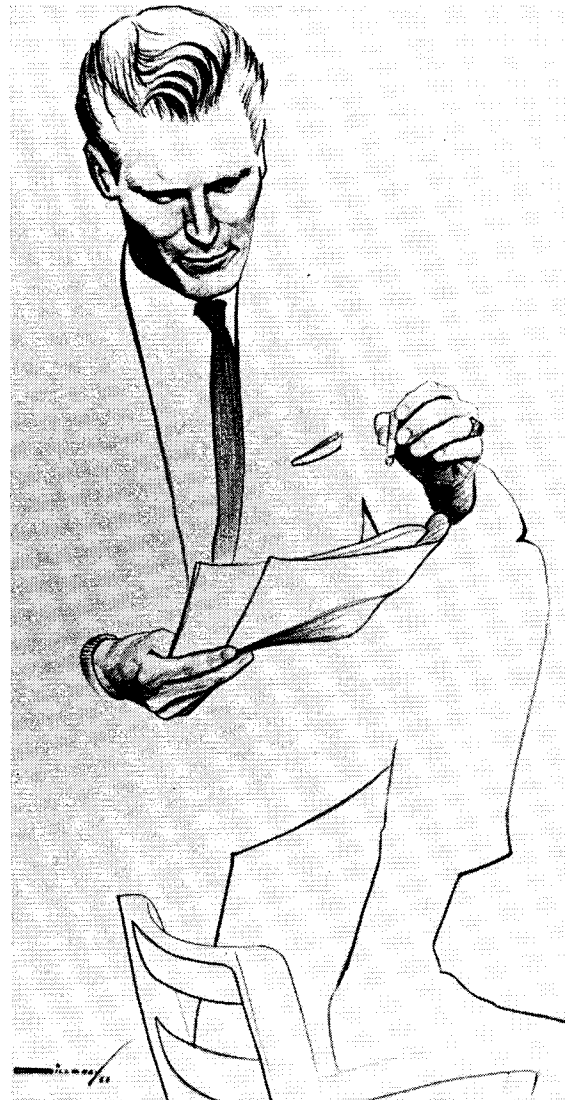
our over-all operation," says Dillehay. "If we see new values come up from time to time, you can be sure we will move along with them."

But there will never be any screaming disc jockeys nor rock-and-roll nor noisy special effects—only a variety of programs presented in good taste.

This is WNAD's way of operating in the "public's interest, convenience and necessity."



*Public Affairs Director Earl Thomas*



*Announcer Lindley Webb*