

A HISTORY OF RADIO ON THE DEPAUW CAMPUS

with

EMPHASIS ON THE FORMATION AND DEVELOPMENT
OF RADIO STATION WGRE - FM

prepared and illustrated by:

John Robert Brackett

prepared for:

Speech 233

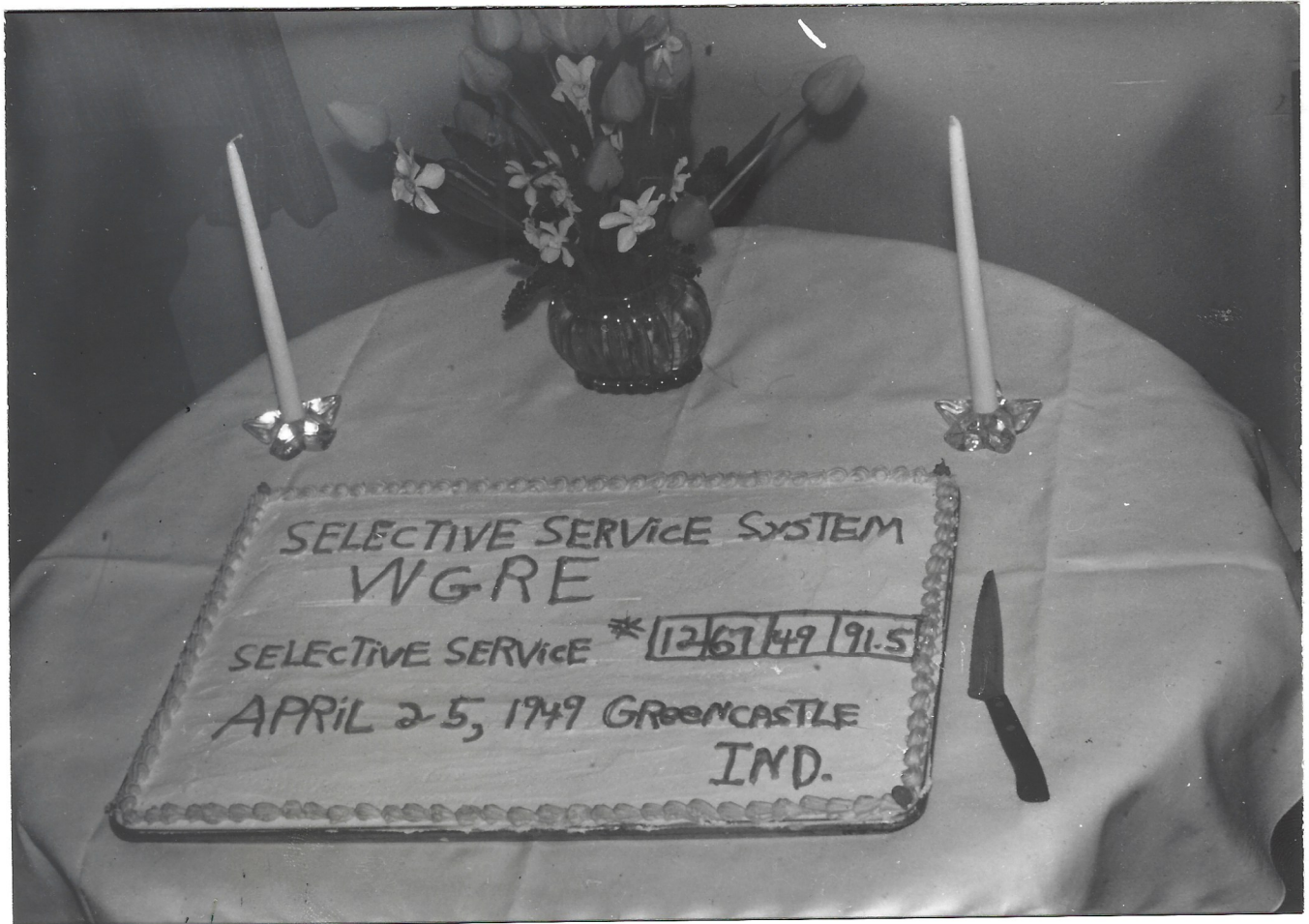
Radio and Television

in Modern Society

Professor Elizabeth Turnell

"In addition to equipping a radio studio in Harrison Hall, we are inaugurating a series of regular broadcasts which we believe will enable DePauw University to expand it's facilities for Education both on the campus and throughout the state, and as for WIRE, we believe these broadcasts will extend our services to the listening Public of Indiana."

- Mr. Eugene Pulliam at the inauguration
of the DePauw Studios April 23, 1941



"The new station, according to Dr. Wildman, will be of value to both the students and to the community. It will give our students experience with an actual audience, and it will bring many features of college life to residents of Greencastle and the surrounding territory."

- Dr. Wildman speaking on WGRE -- quoted
from the DePauw Febuary, 1949

De Pauw University in Greencastle, Indiana has been involved in radio broadcasting for over forty years. The evaluation of the concepts concerning programing and the manner of station management over these forty years is well worth investigating for it involves the changing place of communications in general and radio in particular in the society it serves. The history of WGRE and its forerunners reflect these attitudes --- the effects of the audience and of the FCC on the development of radio on the DePauw Campus. WGRE didn't just happen; neither did the affiliation with WIRE just happen. They are the result of people interacting -- the trends of thought that the FCC indicated; the type of programing that had audience appeal; and the attitudes that this particular University applied to its unique involvement in radio. It is my hope and intent to show some of the major factors that lead to WGRE being what it is today.

"New Men Come Here in Fall Faculty Shift"¹ -- so announced the DePauw newspaper in September of 1927. One of the new members was a Professor Herold T. Ross, A.B. (DePauw) and A.M. (Columbia Teacher's College). A man to be highly influential in radio at DePauw University entered campus quietly as an instructor in Speech.

Radio broadcasting entered the DePauw campus the next year with a program originating from Meharry Hall and broadcast over WFBM in Indianapolis, Indiana. This first broadcast was on December 2, 1928 and it was planned to be continued as a series. The remote control broadcasts used the A.T.&T. cable South of Greencastle. The line on campus included Meharry Hall, the gymnasium, and the newly constructed Methodist Church. The programs consisted of Sunday afternoon vesper services with hopes of extending this broadcasting to daily chapel programs. There were no reasons stated why this arrangement was made -- however, from the extent of the remote lines on campus, it is obvious that the program was meant to be continued. The first Radio Act was enacted about a year before this which granted licenses to stations serving public interest, convenience, and necessity. Perhaps this DePauw program was one way for WFBM to fulfill this requirement. Presumably, this Program was under the control

of the DePauw Administration.

How well the vesper service broadcasts fared is known only to history. The next recorded broadcast again involved WFBM, Indianapolis. In the Spring of 1937, DePauw inaugurated a three month program series for fifteen minutes each Saturday afternoon (5:45 P.M.). The format of the program included music, news, and discussion. The news was restricted to only local events. The program, designed as an educational feature publicizing DePauw University, drew its talent from both the faculty and the student body for the music (live) and talks on current interests of the University and other subjects. The news items were prepared by the publicity department of the University. The over-all preparation and control of the programs were also in the hands of the publicity department.

The first program given (on Feb. 13, 1937) featured a talk by President of the University Clyde E. Wildman. The music was provided by Miss Jeanne Buss of the University Choir and Miss Helen Nintz, pianist. Other programs given included one with a theme concerning George Washington's birthday -- a talk of his era and a presentation of typical Colonial music; Dean Louis Dirks speaking on the topic "Give us College Graduates"; and a dramatization of several incidents in the history of DePauw University. This particular drama was written by George Losey, a DePauw Senior.

1939 was a good year. It represented the Third Annual Spring Series of radio broadcasts over WFBM, Indianapolis. The program had been extended to a half an hour -- 2:30 to 3:00 P.M. on Saturdays. As in the past, this series covered ten weeks and the entire production was controlled by Russel Alexander of the Publicity Department in conjunction with the Music School.

"In line with the Broadcasting policy, the University is formulating plans for another series featuring the College of Liberal Arts over another station, possibly WIRE, Indianapolis...!"²
 Founders and Benefactors Day, April 25, 1939, was broadcast over WIRE. There were no references if this was continued or not. What happened between 1939 and 1941 is unknown.

The Federal Communications Commission (henceforth designated the FCC) had not been inactive during this time. January

of 1938 saw the authorization of the of the 41 - 42,000 kilocycle band for use in radio broadcasting. By 1940, thirty-five channels had been assigned for commercial station use. But most important, a new band (42 - 43 Megacycles) was established for educational use. The forces were gathering for the formation of WGRE.

1941 was another good year for radio broadcasting on the DePauw campus -- "From historic Meharry Hall in Greencastle, WIRE inaugurates a new radio service at DePauw University. Today, You will hear Bishop Edwin Holt Hughes, President Clyde E. Wildman, and other distinguished guests who have gathered here for the annual observance of Founders and Benefactors Day ..."³ So began the auxiliary studio of WIRE, Indianapolis on the DePauw campus. Mr. Eugene Pulliam is acknowledged as being the man who is responsible for its formation. Mr. Pulliam in 1941 was the owner and president of WIRE, publisher of The Indianapolis Star and Indianapolis News, a DePauw alumnus (1910), and a member of the DePauw University Board of Trustees.

There were many factors involved in the formation of the studio on the DePauw campus. WIRE had previously established a remote outlet like DePauw's on the Indiana University campus -- so there had been a precedent. Secondly, Harrison Hall was new in the March of 1941 when Mr. Pulliam was on the DePauw campus. In his tour of the Hall,



Original microphone used by the DePauw-WIRE studios and later by WGRE.

Mr. Pulliam viewed the Psychology Department's new experimental laboratory -- complete with a sound-proof room containing a small control board and other radio equipment. The set-up was ideal for a remote broadcast hook-up. Once the agreement was made between WIRE and DePauw, Mr. Pulliam was kind enough to supply the extra equipment to round out the control room and studio and also pay for the telephone line to his transmitter. One estimate for the first year stated that the series cost WIRE several thousand dollars.

Much to the chagrin of the Speech Department, Dr. Paul Fay, professor of psychology, was appointed Director of the Radio Unit by President Wildman. Since the Psychology Department would supply the room and control board, it was thought that a Psychology Professor should oversee the project. Dr. Ross of the Speech was against this idea because he considered radio to be in the realm of the Speech Department; in addition to this, most of the programs would be supplied and performed by Speech students. However, he was over-ruled.

An Advisory Committee was formed to criticize and advise

RCA. Control Board (over-all)

close-up of Board

Right-hand control buttons of the 1941-45 control board

on station policy . It was comprised of Dr. Fay, Professor Edna Bowles, Professor Jerome Hixson, Professor Herold T. Ross, Dean S. Herbert Smith, Professor Vernon Van Dyke, Charles Landis, and President Clyde E. Wildman, ex-officio member. In addition to this, the Studio staff heads were: Dr. Fay, Studio Director; George Totten, Production Manager; Wisner Kinne, Script Director; Edna Bowles, Music Director; Jonathan S. Lee, Technical Director; and James Argue, secretary of the Staff.

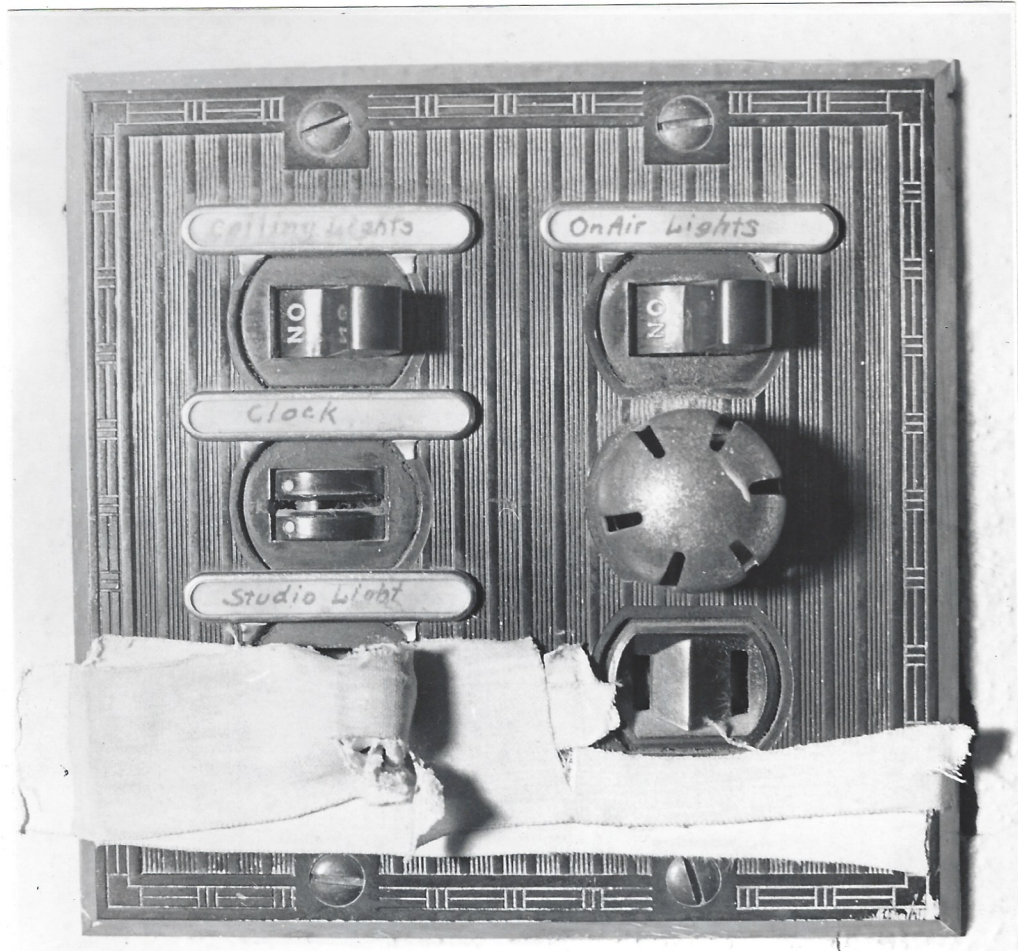
Before delving into such things as the physical lay-out and programing of the studio, it would be advantageous to explore some of the reasons for the formation of the studio. On May 19, 1941, the University approved two new courses in the Speech Department pertaining to radio broadcasting. A Mr. George Totten was the instructor for these courses. They were developed "in answer to student requests"⁴. One course was on script writing -- the best to be performed over the new studio facilities. The other course was on fundamentals of radio covering basic techniques and theory of radio broadcasting. From this, it can be perceived that radio was gaining in popularity on campus. In addition to being used for

class work, the studios would be mutually advantageous to WIRE and to the University in general. Mr. Pulliam would receive a guaranteed educational program free three days a week fulfilling his license requirement of serving public interest, convenience, and necessity. All he had to do was pay a nominal fee for a telephone line and supply necessary equipment. The University would receive state-wide publicity through the broadcast series. In addition, and perhaps the most important, the studios provided a practical workshop for the radio course students and any other students interested in all phases of radio work. It was a good beginning.

Several references to the physical lay-out have already been made. A sketch can be found in appendix III showing the lay-out from 1941 to 1945. The control room, as mentioned earlier, was a sound-proof room within the Psychology experimental laboratory on third floor Harrison Hall (room 304j). This room contained, (and still does, as of December of 1967) a RCA control console,



Rm. 318 Harrison Hall which served as main studio for WIRE and later WGRE (1941 to 1951). Rm. 319 can be seen



Remnant of the Past. Found on Nov. 20, 1967 in
Rm. 318 Harrison Hall.

a radio, two turntables, and other radio equipment. The control room was separated by a glass window from another sound-proof room which was used as a small announcing booth. The telephone line to WIRE went directly to the control room in the Experimental Lab. Room 318 Harrison Hall was used as a large studio. A pre-amplifier was present here to boost the power to the control room. The stage used in 318 contained a piano and a RCA Velocity (ribbon type) microphone -- type 44-A. The audience also sat in Rm. 318 to watch the program (seating capacity was approximately 100 people). The separation of the control room from the main studio (Rm. 318) must have created many headaches for the co-ordination of the programs. Remote lines extended from the control room to Meharry Hall and to Gobin Methodist Church to facilitate broadcasting

Room 319 Harrison Hall. Served as control room for WIRE and later WGRE (1945 to 1951).

programs originating from these places.

In 1944, Dr. Fay left the University. The University then asked Dr. Herold T. Ross to take over the Directorship of the radio unit. One of his first acts was to purchase a new control console and set up a new control room in 319 Harrison Hall; the old one being returned to exclusively Psychology work. A window was made between rooms 319 and 318 which greatly facilitated cueing programs. The pre-amplifier was removed since it was no longer needed to boost the signal from the mike to the control board.

From the control room in the experimental lab (and later from Rm. 319) the signal travelled by telephone cable to the control room of WIRE in Indianapolis. WIRE broadcasts at 1340 kilocycles on the Amplitude Modulation (AM) band. The next question that arises

is what was broadcast by whom and when was it broadcast? In April of 1941, the DePauw studio was committed to producing three 15 minute programs a week -- One each on Tuesday and Thursday at 9:45 to 10:00 P.M. These two programs were called "The CampuShow". The third program, called "the Morning Watch", was a transcribed program broadcast on Sunday from 7:00 to 7:15 A.M. A second program to be broadcast on Sunday from 11:30 to 12:00 noon was never actually produced.

The initial broadcast, as stated earlier, was a portion of the annual Founders and Benefactors Day Chapel exercises. Among the people who partook in this initial broadcast were Mr. Eugene Pulliam, Bishop Hughes, Dr. Henry B. Longden, Roy O. West, and Roy Myers. This Broadcast occurred on April 24, 1941. This initial program set the trend for all subsequent Tuesday and Thursday broadcasts in that it was produced live. "Original skits, script ideas, unusual musical arrangements, and actors are needed immediately to help launch the twice weekly DePauw "Campu-Show" broadcasts over radio station WIRE. Anyone will be given an audition"⁵. So began the never ending problems and joys of producing radio programs.

The first Tuesday CampuShow program given on April 29, 1941 featured the "Gentlemen of Note" and the "Sweetheart Trio". The Theme of this first CampuShow was "Mock Serenade" with James



A close-up of the original ribbon type velocity microphone used (type 44-A)
RCA

Manual Sound Effects

ON FLOOR - 318-A

Stone sounding block
corgi
4 finned fan with crank
wooden sounding board (for hollows do.)
wash tub
door - window
steps
length of metal pipe

ON FLOOR - 318-C

Gravel box
Wind machine

Found in 318 C. Harrison Hall (December 1967). The WIRE -
do. Power Studios and early WGRE programming depended heavily
on dramatic scripts which required sound effects.

Argue handling the announcing. The response to the DePauw studios must have been great because tickets (free) had to be obtained from Dean G. H. Smith's office in order to attend a performance.

The format of the CampusShow was simple: There would be a variety show with central characters providing continuity between individual acts. The whole program was to dramatize the DePauw campus life -- provide local color and information pertaining to DePauw. All scripts were to be written by DePauw students. The Radio Advisory Council commented that the scripts should follow the objectives of the studio by being programs of educational and recreational value (and also to be appealing to the listener).

One suggested sketch found had a plot like this: The broadcast begins with Jane, a typical co-ed, and Gwendolyn, a prospective student, looking for Henry Oakes at the Music School to find a blind date for Gwen. Henry will play a piano number. Another

James Rogers and the 10 P.M. newscast
Spring of 1967

music student comes in wanting Henry to accompany him in a recital. He will sing and Henry will close the program. The plot could be stretched over a number of programs.

So the first school year of broadcasting came to a close in June of 1949. The next Fall brought many new ideas to the station, including a new broadcast schedule:

4:45 P.M. Tuesday Music and light entertainment

10:15 P.M. Thursday Round table discussion and lecture

7:30 A.M. Sunday Devotional services

The DePauw studios were preparing to broadcast the dedication ceremonies of the new Blackstock Stadium on Oct.4 by laying a remote line to ^{THE} press box in the stadium. Meanwhile, the first broadcast went on the air September 30 featuring a piano solo by Dorothy Straker and vocal selections by baritone Richard Lewke.

Other programs being formulated for the first week included a "Stump the Prof" quiz program with questions being submitted by students; also there was a round table discussion featuring Professor Vernon Van Dyke, Mr. Andrews, Paul Carter, and Wisner Kinne on the topic of "Ethics of International Force"

Old Gold Day of the 1941-42 school year was a day to remember for DePauw. Blackstock Stadium, a gift of Mrs. Ira B. Blackstock in memory of her husband, was dedicated during the half-time of the Old Gold Day football game. The ceremonies were broadcast by the radio unit. The game itself (DePauw vrs. Charleton) was broadcast from the new press box by student announcers of the radio studio (Jim Wagner, Ed Snider, and Bob Benefiel).

At this time (October 6, 1941) WIRE was broadcasting at 1430 kilocycles with a power of 5,000 watts during the day and 1,000 watts at night. It was restricted by a directional beam which created difficulty in receiving the signal in Greencastle, WIRE



The General Electric console used from 1951 to 1967. Diane Disney at the controls. Spring of 1967.



The radio tower and antenna acquired in the summer of 1964.

had applied for a power increase to 50,000 watts on a clear channel. WIRE would exchange frequencies with WONO in Ft. Wayne since WONO had a clear channel for 50,000 watts but operated with only 10,000 watts at 1410 kilocycles. I was unable to determine whether the

Third Class Radio Telephone permit

FCC approved the move or not. Either way, The DePauw broadcasts continued on WIRE.

World War II was discussed from the Finnish and the French points of view on one program by Karl Varanti and Beatrice Moore (exchange students from Finland and France, respectively). Both had been in the war zone. They were interviewed by Professor Edward Mueller of the German Department. Other programs of the first semester included a violin solo by Professor Herman Berg accompanied by Professor Henry Kolling and a dramatization of the formation of the Alpha Chi Omega Sorority with music by the Alpha Chi Trio.

On December 18, 1941, the Greencastle Choral Union gave a half hour coast-to-coast broadcast over the NBC Red Network from Meharry Hall. The program was carried by over 80 stations. One letter received was from a listener of station KGU in Honolulu, Hawaii who reported how welcome the oratorio was during the black-out which followed Pearl Harbor. It was not determined whether or not this program was carried by the DePauw Radio Unit, but it was a significant radio event on campus. In response to the War situation,

Dean Smith interviewed President Wildman on "the War and the Colleges and Universities of Our Country" after President Wildman returned from a series of conferences in Baltimore, Maryland.

Early in 1942, The DePauw University Student Radio Guild was formed "to afford students an opportunity for practice in writing, arranging, and presenting radio programs under conditions similar to those in the profession"⁶. When the Guild was formed, its duties involved only writing, announcing and acting -- later, this was extended to planning, arranging and producing radio programs. The Guild was in charge of the Tuesday afternoon broadcast, Thursday being in the hands of the studio staff.

The Guild had a Guild Chairman, a production manager, music director, script manager, technical director, and a publicity manager. The Guild Executive Staff being made of all of the preceding except for the publicity manager. Professor Fay had final authority on all programs submitted for airing by the Guild Executive Staff. The Guild, like the studio staff, made use of both short dramas, live interviews and variety shows. The first quiz show was called "Campus Casulties" and involved knowledge about everything (a "trivia" program). The team answering the questions was the entire Phi Psi House.

1942 brought several changes -- the radio staff now broadcasted on Mondays at 9:45 P.M., Saturdays at 4:45 P.M., and a Sunday musical program at 9:00 A.M. The programs were a quarter hour each. The Monday and Saturday programs included dramatic and variety shows, college quizzes, and talent programs. The Sunday broadcast was from Meharry Hall -- "Worship with Masters of Music". The program would be switched to Gobin Methodist Church as soon as the new Baroque style gallery organ was installed.

There were several "ask the Prof" programs involving the Zoology, Botony, and Geology Departments. Some of the men appearing were Dr. C. F. Hickman, Mr. McMenamain, Mr. Phelps, Dr. Albert Reynolds, Dr. Fulmer, and Dr. Welch. All questions asked were sent in prior to the program by the audience.

A recurrent problem with the set-up between WIRE and DePauw was found mentioned in the DePauw Newspaper: "The Student Guild program originally scheduled for 4:45 on Saturday was cancelled due to the NBC Network taking up its option on the Time"⁷. There were problems also with the studio operation: "The Sunday Oct.18 program 'Worship with Masters of Music' was not heard due to broadcasting difficulties.

The Student Radio Guild reached another high point in its career when the University authorized the student activity in December of 1942. Formerly, the Guild had been authorized for only one semester at a time. With the new arrangement, the Guild membership included any person connected with the DePauw broadcasting.

1944 and 1945 saw more people and events -- local and national -- that was leading DePauw to its decision for an independent radio station. Miss Elizabeth Turnell became a member of the DePauw Faculty in 1944. Secondly, the DePauw University Student Radio Guild held its first Radio Conference in November of 1945. Miss Judith Waller of NBC was the guest speaker at the conference. She spoke about college personnel in Radio and preparation for a career in Radio. Miss Wallers had been very active in



The 250 watt transmitter installed in 1962.

A close-up of the controls of the Gates 250 watt Transmitter Radio. She had been the first general manager and vice-president of WMAQ in Chicago when it was owned by the Chicago Daily News; she was the first person to produce a play by play description of a baseball game on radio; and she founded the first NBC radio Institute at Northwestern University in Chicago. She had also served as the head of the Education Division of NBC. She had been in radio work since 1922.

Another important event occurred in 1945 when Dr. Herold T. Ross was appointed the new Director of the radio studio. And finally, in 1945, the FCC established a new frequency modulation band from 88 to 108 megacycles to replace the original allocation of the 41 to 42 megacycle band.

Dr. Ross had stated his position on the purpose of radio programming in college in an article published by the Educational Institution of the Methodist Church. In the article, he stated that the comprehensive college radio program has four phases: 1. Curricular offering, 2. Extracurricular offering, 3. Pre-professional training and 4. public service. The first phase and part of the third could be met in a liberal arts college with four basic courses: A fundamentals of radio course; a broadcasting course; a course in script writing; and a course in theory and operation of basic radio equipment.⁸

Dr. Ross considered educational radio programming to have three objectives: 1. to afford students an opportunity to practice in writing, arranging and presenting radio programs under actual professional conditions; 2. to acquaint the public with college life

and work and 3. to provide the public with such entertainment and information as is consistent with the objectives of the studio. From the preceding description of the DePauw studio programing, it is perceived that Dr. Ross practiced what he said.

All radio stations are required to meet the requisites of serving public interest, convenience, and necessity; also

The Associated Press teletype donated to station WGRE in 1964.

a certain number of the programs must be non-commercial and distinctly educational and cultural in nature. From this, Dr. Ross points out that most stations are happy to have a college studio arrangement to broadcast one or two times a week (assuming that good quality programs are produced). Such an arrangement is mutually beneficial: the radio station is provided several programs a week at a nominal cost and they can meet the FCC requirements while the studio has a practical outlet for student activity in radio.

However, the WIRE arrangement had many limitations. This statement was found in the DePauw Newspaper: "The Radio Guild will air their first program of the school year tomorrow afternoon at 4:15 P.M. from the studios in 318 Harrison Hall. Because of conflicts with the football broadcasts during the Fall months WIRE can't carry Guild programs until after Christmas"⁹. Each program lasted only 15 minutes giving a total of 30 minutes a week of live broadcasting (the Sunday broadcast was a transcription). The WIRE arrangement was very limited in the type of program that could be given -- little news could be given and that was restricted to local news. The programs themselves were at best variety shows for entertainment -- there could be little diversification in 15 minutes.

"On the Air" sign over
Studio A in the Union
Building

Sign on door to
Studio A in the
Union Building

These limitations were considered to be too great by Dr. Ross. At one time (1948) a wired wireless had been considered by Dr. Ross to replace or supplement the WIRE arrangement. This involved having a central control room with transmission wires to speakers or very low power transmitters. Dr. Ross found out that it is good for centralized living but with a spread out campus great expense was incurred for signal boosters in all of the building. It was too costly.

Since the war, the government had urged colleges to make use of FM broadcasting. However the stations were required to have a minimum power of 250 watts which placed the initial cost of building a radio station in the neighborhood of \$25,000.00 with high maintenance costs. Because of this, Dr. Ross had ruled out owning a radio station. Meanwhile General Electric had developed a 2½ watt transmitter for school use. Research on this transmitter was being carried out at Syracuse University under a special FCC experimental permit. In the Fall of 1947, Dr. Ross' attention was brought to this experimentation. After checking into this new transmitter, he suggested the installation of a FM station of this type on the DePauw campus in the Fall of 1947 to the Radio Advisory Council. After recommendation to the Administration and presentation to the Board of Trustees, it was approved for application to the FCC.

The station was to be a non-commercial educational FM station of $2\frac{1}{2}$ watts. The application was completed and forwarded to the FCC in February of 1948. It then appeared that the FCC had no regulations or rules covering stations of that low wattage. However they encouraged the idea. Dr. Ross discovered in May of 1948 that the FCC was formulating a new set of rules to be published covering low power stations of the type he wanted. He amended his application for a power of 10 watts (the maximum the FCC allowed at that time for a low power, non - commercial FM educational radio station). DePauw received permission on November 22, 1948 to construct a 10 watt FM station. It was thus the second low-powered station authorized (WAER, Syracuse University being the first), the first ten watt station authorized, and the second university-owned station in Indiana -- the first being WBAA-AM at Purdue. One interesting thing found concerned the Syracuse station -- WAER: Their call letters stood for the Association for Education by Radio (AER).

To point out several significant things that occurred during the above period, I would like first to return to the FCC. On June 17, 1948 the FCC announced the proposed changes in the regulations authorizing low power educational FM stations of 10 watts or less. The new rules went into effect on August 18, 1948 with Syracuse University being the first station to receive FCC approval for its $2\frac{1}{2}$ watt transmitter (DePauw was second with its 10 watt transmitter). The FCC placed fewer restriction on the low power FM educational stations: There was great latitude in the number of hours broadcast per day, the station was allowed to sign off the air for holidays and vacations, and there were alterations in the engineering standards to allow for college broadcasting. Also included in this June 17 announcement was the authorization of the frequencies between 88 and 92 megacycles for use by Educational Institutions.

The studios of the new radio station were the same as those used for the WIRE broadcasts (Rms. 318 and 319 Harrison Hall). Room 318 was used as the main studio with 319 remaining as the control room. The antenna (single-bay type) was mounted on the east chimney of Harrison Hall. General Electric offered Dr. Ross two

The 6 O'Clock News Report. Doug Crichlow reporting.
Fall of 1967

Transmitters: One was their original ten-watt experimental model and the second was their first production model. He chose the latter since it would be a standardized model. The 10 - watt transmitter was placed in the attic above 319 Harrison Hall (above the control room). Remote lines to Gobin Church and Meharry Hall were already in existence. A third line was being extended to Bowman Gymnasium and a telephone loop was being made to Blackstock Stadium.

The DePauw station had been assigned a place on channel 201 at 88.1 megacycles. Dr. Ross had been thinking of WDPW-FM for call letters; however, the station was assigned WGRE-FM where the -GRE stood for GREncastle. The W designates the station as being East of the Mississippi River. The radio station required Major

Armstrong's permission to broadcast since he held several patents involving the FM transmission equipment. These patents were leased from him for a token fee of \$1.00.

The original formal opening of the station was scheduled for March 1, 1949 but due to transmitter difficulties and other problems the sign-on was delayed until April 25, 1949. The transmitter crystal, the heart of the broadcasting equipment, had been sent back to the factory for repairs and just barely arrived in time for the April 25 sign-on. The Radio heads were announced: Dr. Ross was the Station Director; Miss Elizabeth Turnell, Program Director; Miss Barbara Sanford, Script Co-ordinator; Mr. Frank Inglis, Music Director; and Mr. James Ward, News Director.

There was one interesting note in all this effort for a new station. The broadcasts over WIRE were continued as always -- the two weekly programs continuing as normal. This arrangement would continue into 1954 -- to be terminated by Mr. Pulliam's retirement and subsequent selling of WIRE. The religious program continued on Sunday but it too was finally dropped by WIRE.

"The new station, according to Dr. Wildman, will be of value to both the students of the University and to the community. It will give our students experience with an actual audience. and will bring many features of college life to the residents of Greencastle and the surrounding territory"¹⁰. The dedication ceremonies took place on Thursday, April 28, 1949 at 7 P.M. in room 318 Harrison Hall. Dr. Clyde Wildman was planning to attend but was unfortunately ill at the time. Dean Cummings was present in his behalf. During the ceremony, the radio station was presented to the University by Dr. Herold T. Ross; The formal acceptance for the University was performed by Dean Edgar A. Cumming. Mr. Harold Stewart, the Mayor of Greencastle, gave a short speech on the advantages of a radio station to the community. The ceremony took place during the first half hour of the broadcast; the second half hour presented a 15 minute recorded program and a 15 minute dramatic presentation. Music for the occasion was supplied by the studio orchestra under the direction of Chuck Dappert. One interesting note discovered was that although the station was dedicated on Thursday, April 28,



WGRE record hop on registration day in Fall of 1967. Jim Baxter and John Midbo.

it had been broadcasting a normal program log since Monday, April 25.

"FM is here to stay and its object is to present programs which appeal to both the townspeople and the student body"¹¹ For the six weeks that WGRE was on the air in the Spring of 1949, it broadcasted at the following times Monday through Friday: 4:15 - 7:45 A.M., 12:15 - 12:45, P.M., 4:30 - 5:45 P.M., and 10 -11 P.M. This gave a total of Three hours and 15 minutes a day with four sign-ons during this period. The program log for the Spring and early Fall of 1949 can be found in Appendix IV. From this log, it can be ascertained that the programing depended both on live programs and on transcribed programs. The 1941 to 1949 program log was almost total live drama. A few comments were found concerning some of the programs: The Globe Theater persented "Romeo and Juliet" and "Hamlet" in the Spring of 1949. The "Men and Masterpieces" presented the lives of the great figures in Art. John Simon at 4:45 P.M. on Tuesday gave a group of dramatic and poetic interpretations. On "Swing Fever" a re-broadcast of the "Incredible Adventures of J. Ernest Twambley" was presented. It was prepared by the Radio Workshop and originally broadcast over WBOW-FM in Terre Haute.

Promotion Posters
for the Fall of 1967.

WGRE, 91.5 FM.

WGRE
CLASSICAL

MONDAY
NIGHT
SATELLITE

MOON
MEN

WGRE



News table microphone (A-I) and lamp
studio A.

"The broadcasts blanket the college community with a strong, static-free signal. The primary coverage is approximately a six mile radius..."¹² WGRE signed on the air on October 1, 1949 with a new time schedule: The 4:30 - 5:45 and 10 - 11 bank had been combined into one from 6:45 - 11 P.M. A program log for Monday October 3, 1949 can be found in Appendix IV. WGRE received a great compliment from WWNI, Wabash, Indiana in November of 1949. Miss Judy Brant of WWNI, a DePauw Alumna of 1948, requested permission to rebroadcast several programs produced by WGRE.

In 1950, Dr. Ross published an article entitled "Can Colleges Use Low Power FM?" In it, he sought to assess the reasons and purposes of operating a low power FM educational station on campus. He considered such a station as the ideal lab and workshop for the classroom instruction in radio. It provided a practical outlet for the theoretical instruction given in class and created a actual situation of live broadcasting (not simulated). He thought it gave good professional training. The only major difference between this and a professional, commercial station was in the area of selling time over the air -- the programming and operation are essentially the same. The cost of a 10 watt FM transmitter, single bay antenna,

and coaxial cable was approximately \$1,500 to \$2,500. Another \$2,000 or more was needed to equip a studio for broadcasting. His answer to the question posed in the title was a strong "yes!" WGRE broadcast its second Anniversary party from Meharry Hall on April 26, 1951. Chuck Dappert's 25 piece orchestra provided music along with the Pi Phi Trio. The WGRE Collegians, under the direction of Don Pfost, also performed. A melodrama was given to round out the evenings' program.

Many things happened in the School-year of 1950 - 51. Again the WIRE programs at DePauw were co-ordinated by Frank Wyka. A column in the DePauw entitled "Radio Activity" appeared, written by Anne Oglesby. It was a commentary on WGRE doings and on up-coming programs. It served as a good publicity idea. The morning broadcasts had been discontinued. Several programs were developed that still exist -- Music of the Masters (now Concert Stage), Campus Interviews, and Candlelight and Silver. Dr. Ross was on leave first semester and Miss Turnell took over his responsibilities at the radio station until he returned. Indiana Senator Homer Capehart and Congress-woman Cecil Hardin appeared on WGRE during this year. The radio station now had five graduate student assistants; each serving as general manager of the station one night a week. The WGRE theater parties were also inaugurated during this year.

The overhead RCA 77-D
in studio A.

One of the major events of 1951 occurred on May 12 of that year when WGRE began broadcasting from its new facilities in the DePauw University Memorial Student Union Building. The new studios had been specifically designed for the radio station. The control room was up-dated with a new General Electric console, a turntable,

The studio A news table intercom and headphones.

and a Magnecorder tape recorder. Also, a change of frequency occurred from 88.1 to 91.7 Megacycles. This move was made to avoid interference with the newly licensed TV station WFBI in Indianapolis. The new frequency gave increased frequency response for WGRE.

It is impossible to list all the details that happened to WGRE, but a few of the more significant ones will be mentioned between 1950 and 1967. In the Fall of 1951, the broadcast schedule was one block from 3:30 to 11 P.M. Also, during this year, the radio assistantships were offered to seniors. 1952 was highlighted by the broadcast of the Inauguration Ceremony of Dr. Russell J. Humbert as the new President of the University. As a result of an evaluation survey conducted by WGRE in September of 1954, a new

program schedule was formulated. There was a single broadcast block from 3:30 to 11P.M. which was broken down into a 3:30 to 8P.M. program of general and local community interest; a 8 to 10 P.M. program aimed at the DePauw faculty and students ; and a 10 to 11 P.M. program of popular music. Highlighting the 1956-57 year was the radio coverage of Vice-President Richard Nixon's visit to DePauw for its Business and Industry Day. The broadcast, which included Mr. Nixon's speech and a personal interview with him, was relayed for broadcast over WIRE.

The school year 1957-58 saw several novel events. The possibility of an AM station was investigated but the problems involved couldn't be overcome. A low power AM transmitter was set up in Mason Hall to carry WGRE programs to the Women's Quad. Presumably this step was taken due to the lack of FM receivers on campus. The number of FM increased over the years and the transmitter was eventually retired from service. The transmitter must



The new control room of WGRE in the Student Union. It was dedicated in May, 1967.

The control board donated by General Electric; Dedicated in May of 1967.

have had such a low power that it was not covered by the FCC.

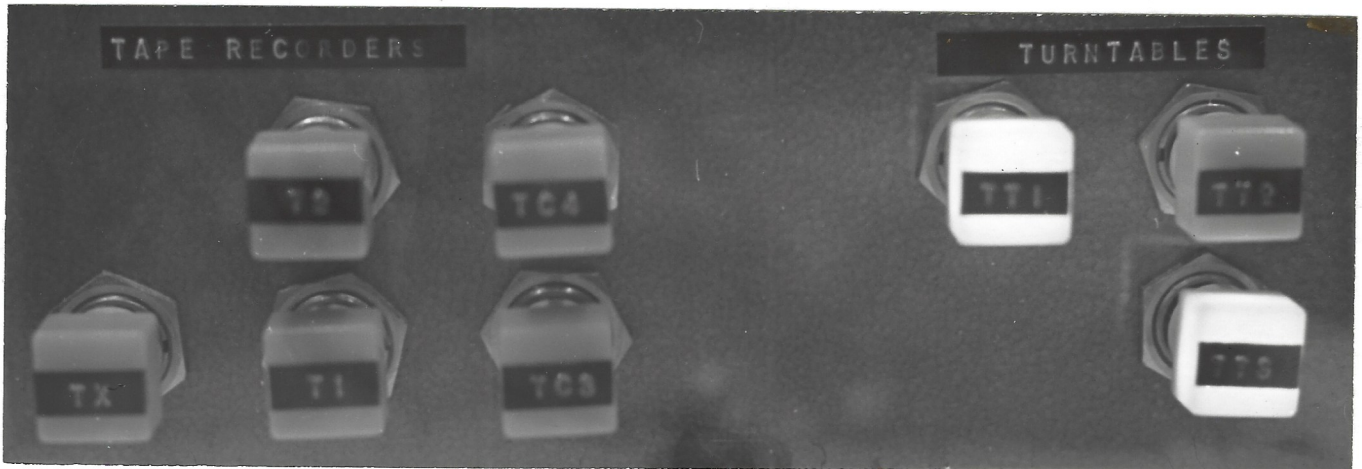
The highlight of the 1957-58 year was the arrival of Miss Judith Wallers, formerly Director of Public Affairs for NBC. She spent ten days on campus observing classes, listening to WGRE, holding conferences for interested students and giving lectures. Among her suggestions for WGRE was the hiring of a full time secretary; the result was Miss Margaret Warne being the first person to fulfill this capacity. Miss Wallers also made suggestions concerning station procedures and programing -- most of which were eventually incorporated into the station.

Miss Elizabeth Turnell was granted a year's leave of absence for the school year 1958-59. She went to radio station KVOK, Honolulu, Hawaii. In exchange, Mr. Robert Ritterhoff of KVOK, came to WGRE and took over Miss Turnell's position (program director) for a year while she supervised KVOK. KVOK was connected with the Kamehameha School for Girls in Honolulu (the station was , like WGRE, a 10 watt FM station). One result of this came in the form of two new WGRE programs. "Conversations from Hawaii" was taped by Miss

Turnell and "Ka Leo Ka Aina" produced by Mr. Ritterhoff.

The Fall of 1959 saw a new Morning Show sign on the air from 7 to 8 A.M. Also, the present afternoon sign-on time of 5 P.M. was established.

The School year of 1961-62 was a very good year. In May of 1961, the DePauw Administration gave their approval for an application to the FCC to increase the station's radiated power. This application was supported by Senators Vance Hartke and Homer Capehart and by the Greencastle Chamber of Commerce. Others who supported the application were Lloyd R. Hurst, Superintendent of the Putnam County Schools and David Barr, Assistant Secretary of the Treasury and a DePauw Alumnus. Mr. Barr said in his letter to the FCC: "We feel the station is a definite community asset in its present listening area. However, it is limited in its service and should be granted increased power to provide better reception in Greencastle and to expand its reception radius to embrace the major part of Putnam County".¹³ The request was filed on September 15, 1961 and approved by the FCC



Remote switches on control board unit for tape recorders
and turntables.

on December 8, 1961. The funds for the expansion had already been appropriated by the University (approximately \$6,000.). The new transmitter purchased was a Gates Radio Co. product -- type 250C. This particular model was purchased on advise from Park Gates, president of the Gates Radio Co. in Quincy, Ill. The new installation, which cost over \$5,000., included a transmitter, a frequency monitor, and a power limiter and was installed by WGRE's chief engineer, Mr. David Sublett. Mr. Sublett was a radio operator at the Putnamville State Police Post. He was assisted by Mr. Paul Jean Ford of Terre Haute, the station's consulting engineer.

Miss Elizabeth Turnell had been appointed the new sponsor of the radio station the previous summer after Dr. Herold T. Ross retired.

Proof of performance tests were submitted to the FCC and they gave final approval for WGRE to begin broadcasting at a radiated power of 114 watts at the new frequency of 91.5 megacycles on April 26. WGRE had become on the evening of April 26 the "Voice of Putnam County" as well as the "Voice of DePauw University and Greencastle, Indiana!"

Through the financial support of the campus and the community clubs, organizations, and individuals of Greencastle, WGRE was able to broadcast the full season of home and away football games in addition to many other sports events.

The studio speaker switches below the control board.

However, Wgre was not without its problems. A condensor failed in the transmitter during the morning show broadcast on October 1, 1963. There was no new condensor to be found locally. The chief engineer, Mr. Sublett, had to have the part ordered from the Gates Co. in Quincy, Ill. It was the first equipment failure in the transmitter (but unfortunately not the last).

A second problem arose in October of 1963. Due to inadequate news sources, WGRE discontinued all news except the local news. The news staff had tried to make due (illegally) with "second-hand stories" from the newspapers since the Board of Trustees would not budget the station for a news wire service. An anonymous Alumnus, responding to the station's need, donated funds to allow for the installation and rental of a national wire service for the second semester. Since then, the funds have been found to maintain the service. The Fall of 1964, brought in new equipment for the station; including a tape recorder and a new tower and antenna to replace the old one after it had been damaged.

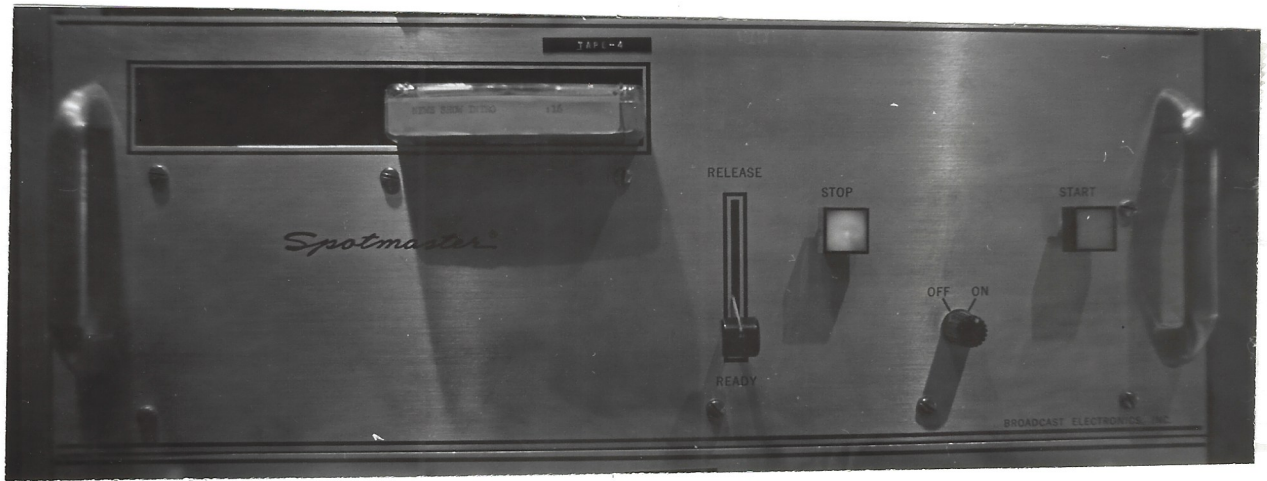
1967 -- what a wonderful year for WGRE. Two great events occurred -- both in the Spring. WGRE was named the College Station



Turntable #I; a Collins turntable with a Grey REsearch arm. Installed May of 1967.

of the month by the College Radio Magazine . The station was chosen from among 200 other stations. This honor carried with it a feature story which appeared in the Febuary issue of the magazine. The station was cited for exceptional services and accomplishments not ordinarily considered within the realm of programing of a collegiate station.

The second event and perhaps the most important occurred on May 27, 1967 with the dedication of its new facilities in the Union Building "making it's control room one of the most modern in the Mid-West"¹⁴ The ceremony took place in the control room of the WGRE studios at 4 P.M. The new control room was presented by Lawrence Wood, Vice-President of General Electric to Norman Knights, Vice-President in charge of Developments on DePauw UNiversity. This ceremony culminated the hopes and hard work of the station's sponsor and of the WGRE staff, most prominent of which was Tom Drew. The University appropriated funds for a complete face-lifting and re-design of the control room; new equipment included three new turntables and a much needed intercom system. The control board was a gift of the General Electric Company to the station. On top of this, WGRE for the first time in it's history announced plans to have a full seven day broadcast schedule starting the Fall of 1967.



Above: one of the two
cartridge tape machines
acquired in the Spring
of 1967.

Left: Some of the car-
tridges used.

From an auxiliary studio of WIRE, Indianapolis to a full fledged major force on the DePauw campus, WGRE has always striven to improve itself. The dreams of this student include a power increase to 250 watts and a stereo transmitter. I'm proud to be a part of WGRE and hope for its continued climb in quality of programing as a service to DePauw, Greencastle, and Putnam County. WGRE is a major part of the campus and community; may it always strive towards its goal of education and service to all it reaches.

Presentation of the Plaque to Miss Turnell by Tom Drew on behalf of the staff in appreciation of her efforts in the Station.

APPENDIX I

WGRE Statement of Policy

WGRE is owned and operated by DePauw University: Thus, this station must recognize its obligations and responsibilities to extend the services of the University --- through education, entertainment, and information --- to the campus, the community, the county and the surrounding areas within its broadcast radius.

The University delegates its authority to the station director who serves as advisor to the staff. Each year several students assistants are appointed as supervisors of daily operation. These students, along with the director and Chief Engineer, make up the Board of Directors.

The University also appoints a Radio Advisory Council, Composed of faculty and students who serve as a committee on call for advise and assistance.

APPENDIX II

Objectives of a low power FM station *

1. Serve as a lab for students interested in radio.
2. Provide an outlet for experimentation with new ideas in radio programing.
3. Provide an outlet for special skills, talents and resources of the University as a whole.
4. Provide a regular schedule of educational and entertainment features of campus and community; serving the public interest, convenience, and necessity.

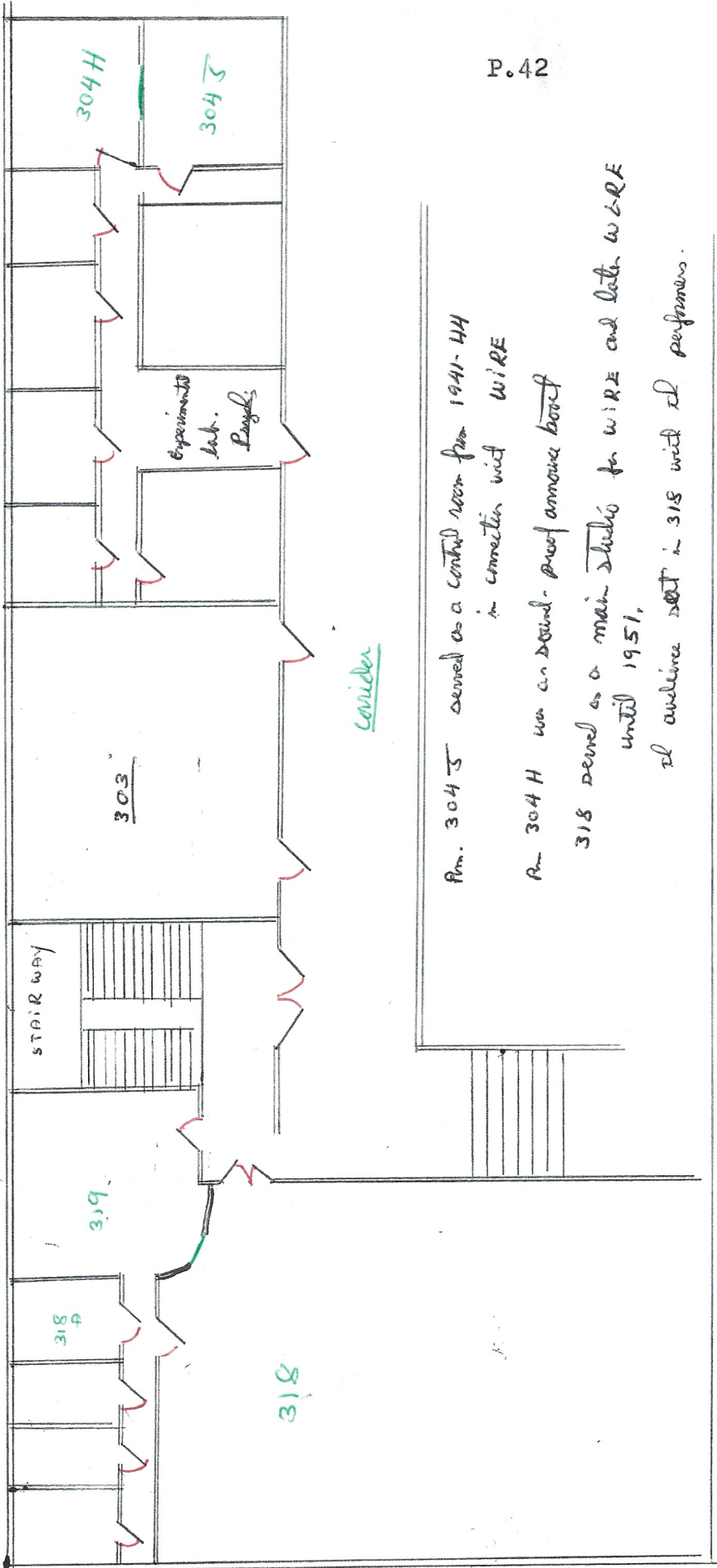
* J.P. Culver

DePauw University Master of Arts Thesis (1952)

Roy O. West Library

384.5
C96

APPENDIX III



Corridor

Rm. 304 J served as a control room from 1941-44
in connection with WIRE

Rm. 304 H was a sound-proof ammonia bomb

318 served as a main studio for WIRE and later W-RE
until 1951,

the audience seat in 318 with 20 performers.

319 was used as a control room from 1944 to 1951

after Dr. Fay left the University. It

10-watt transmitter was above 319 in the attic
from 1949 to 1951

3rd. floor Harrison Hall

APPENDIX IV

	Monday	Tuesday	Wednesday	Thursday	Friday
7:15 AM	Campus Reveille	Club	Reveille	Club	Reveille
7:25	News				→
7:30	Reveille	Club	Reveille	Club	Reveille
7:45	sign-off				→
12:15 PM	Tales of Wonderland				→
12:30	Musical Menu	Chamber of Commerce	Menu	Chamber of Commerce	Menu
12:45	sign-off				→
4:30	Globe Theater	Men and Masterpieces		Swing Ever	Globe Theater
4:45	Co-ed Hour	John Simon		Round Table	Co-ed Hour
5:00	News and Spots				→
5:15	Musical Broove	Edman in the news	Musical	welcome to the USA	Black and White
5:30	Broove	Hot Rhythm	Broove	Hot Rhythm	Musical Broove
5:45	sign-off				→
10:00	Musical	Concert	Platters on Parade	Concert	Musical
10:30	Broove	Hall	Wax Museum	Hall	Broove
11:00	sign-off				→

Program log of WGFE from April 25, 1949 to October 1949.

WGRE Log

Monday Oct. 3, 1949	
7:15 AM	Recorded Music H. Meyers
7:25	News
7:30	Recorded Music Hubert Meyers
12:15 PM	Tales from Wonderland Martha Nutt
12:30	Musical Merit G. Steinhard
6:45 PM	Candlelight and Silver ^{John} _{nachtmann}
7:00	news
7:15	News Review James Erdman
7:30	Breencastle High School Band
7:45	American Opportunity Hour Ken Kueger
8:00	P. Post and Petry
8:15	Informally Yours Dick Boyer
9:00	Pop Music Tom Thompson
10:55	News
11:00	Sign-off

Charles Doppert

TIME	SATURDAY	SUNDAY	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:30	NEWS, HOUSE OF SCIENCE, SCOPE	MUSIC FOR MEDITATION	7:00 a.m.	THE MORNING SHOW WITH JON BRICTON				
11:00	THAT WAS THE WEEK THAT WAS	SUNDAY IN GREENCASTLE	8:30	DEPAUW LANGUAGE SCHOOL OF THE AIR				
12:00	NEWS AND SPORTS	NEWS IN REVIEW	11:30	NEWS - SIGN-OFF				CHILDREN'S PLAYHOUSE
12:15	CANDLELIGHT AND SILVER		5:00 p.m.	STORYLAND				
12:25	AND SILVER	SPORTS	5:15	CANDLELIGHT AND SILVER				
12:30		CANDLELIGHT AND SILVER	6:00	COMMUNITY CONCERN, STATE, NATIONAL, AND INTERNATIONAL NEWS AND SPORTS				
1:00	NEWS	COMMAND PERFORMANCE	6:30	CANDLELIGHT AND SILVER				
1:05	FOOTBALL		6:55	"FOUR RIGHT TO SAY IT"				
			7:00	RADIO ROSTRUM				
			7:15	"				
			7:30	"				
3:30		AFTERNOON SERENADE	8:00	NEWS				
4:00	NEWS	NEWS	8:05	CONCERT STAGE				
4:05	DJ	AFTERNOON SERENADE	9:00	"				
4:30		SILHOUETTE	10:00	NEWS				
5:00	NEWS FINAL AND SIGN-OFF	NEWS FINAL AND SIGN-OFF	10:15	SPORTS				
			10:25	MONDAY NIGHT SATELLITE				
			11:00	"				
			12:00	NEWS FINAL, MEDITATION, AND SIGN-OFF				

Program Log - Fall Semester of 1st Semester 1967-68

APPENDIX V



Spotlight -- Fall of 1967. Tom drew, Barbara Lewellen,
and Jay Inch. All DePauw alumni of 1967; they were
active in the radio station WGRE-FM.

APPENDIX VI

FOOTNOTES

1. DePauw Newspaper 76:1 1927-28 P.1
2. " 87:54 1939 P.1 Feb.24, 1939
3. Alumnus Vol. #5, no. 8 P.2 May 1941
4. DePauw Newspaper 89:88 1940-41 P.1 May 21, 1941
5. " 89:77 1940-41 P.1
6. " P.3 Feb. 23, 1942
7. " Oct. 19, 1942 P.2
8. Radio Programing for Colleges
Leaflet No. 1037 - B
Joint Committee on Public Relations for the
Education Institution of the Methodist Church.
810 Bradway, Nashville, 2, Tennessee

"The Radio Program" By Dr. Herold T. Ross
9. DePauw Newspaper Jan. 7, 1949 P.1
10. " Feb. 15, 1949 P.1
11. " May 2, 1949 P.4
12. WGRE Production Pamphlet P.2
13. DePauw Newspaper Dec. 11,1961 P.1
14. " May 27, 1967 P.1

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Miss Elizabeth Turnell, Professor of Speech and Director
of Radio.

Dr. Kenneth Wagoner, Head of the Department of Psychology.

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<u>The Alumnus</u>	Vol. 1	# 4	P.2
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	2	9	P.3
	5	8	P.2
	14	4	P.2
	22	6	P.9
	22	7	P.11
	23	6	P.4
	24	7	P.10
	25	3	P.4-5,7
	25	7	P.7
	26	4	P.8
	26	7	P.5

The DePauw Newspaper All issues from 76:1 (Sept. 1927)
to Oct. 10, 1967.

<u>The Indianapolis Star</u>	Vol. 46:324	P.14	April 25, 1949
	47:234	P.19	Jan.25, 1950
	48:323	P.17	April 24, 1951
	50:178 Sec.2	P. 4	Nov. 30, 1952
	50:396	P.2-7	May 7, 1953

"Nation's First 10-Watter Increases Power" by John Guy
A reprint from the September-October, 1963 issue
of the NAEB Journal.

The WGRE Production Pamphlet

Jack Giesecke 1960

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Dick Partridge 1961

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The WGRE Scrapebooks

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