

YOUNGSTOWN STATE UNIVERSITY

ORAL HISTORY PROGRAM

History of WKBN Radio

Early Experiences

O. H. 33

MRS. RUTH L. CRUIKSHANK

Interviewed

by

Frank J. Quartini

on

March 12, 1974

RUTH L. CRUIKSHANK

Corporate secretary for WKBN Broadcasting Corporation, Ruth L. Cruikshank, was born in Youngstown on June 6, 1919. Her parents were Paul F. Boldt and Marian Morgan Boldt. She attended Scienceville grade school, junior high, and high school in Youngstown. Upon finishing high school in 1937, she went to Youngstown College for the one year secretarial program. She later returned to the college and earned a Bachelor of Science in Business Administration in 1972.

Before coming to WKBN in 1940, Mrs. Cruikshank was employed by Truscon Steel from 1938 to 1939 and then by Firestone Tire and Rubber (Akron, Ohio) for four months in 1940. Since her employment at WKBN, she has received several honors, including being the first runner up as national Secretary of the Year in 1969 and earning a certificate of Professional Secretarial Rating in the national exam in 1957. She is a member of the Quota Club, National Secretarial Association, Chairperson of the Board of Easter Seals, American Women in Radio and Television, and Chairperson of the Advisory Board of the the Secretarial School of Youngstown State University.

Mrs. Cruikshank currently lives at 106 Skyline Drive in Canfield, Ohio with her husband, William Cruikshank, Jr. She is a member of Bethel Lutheran Church and enjoys bowling, reading, and traveling.

DONNA DEBLASIO  
July 14, 1977

YOUNGSTOWN STATE UNIVERSITY

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INTERVIEWEE: MRS. RUTH L. CRUIKSHANK

INTERVIEWER: Frank J. Quartini

SUBJECT: Early Experiences

DATE: March 12, 1974

Q: This is an interview with Mrs. Ruth L. Cruikshank for the Youngstown State University Oral History Program by Frank J. Quartini, at 3930 Sunset Boulevard, on March 12, 1974, at 3:30 p.m.

Q: Mrs. Cruikshank, were your parents originally from Youngstown?

C: Yes.

Q: What did your father do here in Youngstown?

C: My father was a steelworker.

Q: A steelworker? And your mother?

C: She was employed in a store previous to her marriage, and then once married, she was a housewife.

Q: Of what ethnic background are your parents?

C: My father was German and my mother's folks came from Wales. She was Welsh.

Q: Did you find, at the time, that a lot of people of the same ethnic background tended to live in the same areas of the city? Was there a camaraderie there?

C: Where we lived this was not necessarily true. I think this was truer of my parents' time. I know my father was German and lived in Brier Hill and, in fact, attended the Lutheran school. The people around him were all of German descent, and they congregated in Brier Hill.

My grandparents on my mother's side lived on the North Side of Youngstown. They were Welsh and there were others around them that were Welsh but it didn't seem to be necessarily true of the neighborhood.

Q: What do you remember about Youngstown? What were your first memories?

C: Well, I remember both places that my grandparents lived and it was a more peaceful kind of existence during those days. My grandparents who lived on the North Side belonged to the Welsh church there, the Elm Street Congregational Church, and we used to go there on Sunday. Some of the sermons were preached in Welsh and we children, of course, did not understand it and were fascinated by this talk.

I remember the circus coming to Youngstown. This is one that I always remember as a child because it came to the area. Mother's folks lived on Covington Street and right over from there, close to Brier Hill and off West Federal Street, was where the Ringling Brothers Circus came. We used to go up and watch them assemble the tents and the parade, as the circus would arrive. This was a very vivid memory to me, as a child.

Q: Where did you go to grade school in Youngstown?

C: My parents bought a home in Scienceville and we lived on McGuffey Road. I attended Scienceville Grade School, Junior High, and graduated from Scienceville High School. This is now known as North High School. We lived in one home; we did not move around and this is the only home that I remember growing up in. And we were all very neighborly. Everybody knew everybody else's families so the children played together. We played in many of the empty fields around. You could play ball or play many other field games and there were hills that you could sled ride on. I think the reason my parents located there was it was rather on the outskirts of town and they wanted to move out and give their children a place to grow up in that had a little more room.

Q: How did you meet your husband?

C: Well, I graduated from high school in 1937 and that Fall I attended Youngstown College Secretarial School. I took the one-year program and when I was through, I got a job at Truscon Steel. My husband was employed at Truscon Steel and we met.

Q: What was Youngstown College like in 1937?

C: It was one building--Jones Hall. It was very small, but it was a wonderful school. The Secretarial School was on the second floor of Jones Hall. The depression was still being experienced so my parents had no money to send me to college. Mother went with me to talk to Mr. J. B. Williams, Principal of the Secretarial School, to ask if I might work for my tuition. She had heard you could. He said yes, I could and provided the opportunity for me to do this. I went to school in the daytime and for a couple of hours after school, every afternoon, I worked for him. This entailed getting out tuition notices at the end of the month or writing whatever letters he might have. I think, altogether, there were about four or five hundred students in the building. The Liberal Arts School occupied the other floors. It was rather like one big happy family. Everybody knew everybody else. We knew the teachers. Even though we were in the Secretarial School, we knew many of the other teachers.

One teacher, Professor Ford, was a pilot enthusiast. I remember one of my girl friends worked for him, and he found out that I had never been up in a plane, so he said, "Well, sometime when I'm out there if you girls would like to come out, I'd be glad to take you up." Of course, I was thrilled. This was out at Bernard Airport. I went out one Saturday when he was going to be there and he took me up in a plane; it was really a tremendous thrill. Later, friends said, "Weren't you taking your life in your hands?" I remember I felt perfectly safe, and I thought it was just wonderful and a very pleasant ride.

I had been a cheerleader at Scienceville High School, so I asked if I might try out to be a cheerleader at Youngstown College. Well, they'd only had male cheerleaders, at that point, at the University and Howard Rempes was the current male cheerleader. They said, "Fine." Thelma Evans from Columbiana also was in the Secretarial School. She, too, had been a cheerleader at Columbiana, and wanted to apply. There were about six of us altogether that tried out to be cheerleaders and were successful. I don't know if we had too much of a try-out, but we did become cheerleaders. There were Johnny Fraser, Johnny Bair, Sturgis Carbon, Howard Rempes, Thelma Evans and myself. Chuck Axtmann was the current drum major.

We used to take the trips with the team to the games and there was much school spirit at that time. We had quite a cheering section. We didn't have too many pep rallies or anything, but they would come to the games and everybody knew everybody else. If they weren't yelling, I remember we'd get out there and say, "Come on, yell,"

and everybody did. They all entered into it. One thing I've noticed in recent years is the lack of school spirit and cheering. I don't know if the students think they are above this sort of thing, or that they're too sophisticated to cheer, but we felt that it added a very great amount of spirit to the whole game and urged our team onward. I feel sorry that the students today don't experience this.

Q: What were your other special interests at the time? I realize that you worked and had your extracurricular activities like cheerleading.

C: Well, we did a good deal of hiking then. There were various clubs and organizations at the University and we would get together for breakfast at the Pioneer Pavilion in Mill Creek Park, and we'd hike. We had all-day events and dances. We enjoyed Mill Creek Park very much. This was almost a part of our existence at that time. You would go there and if Chestnut Hill was taken, you'd move on to Pioneer, and if that was taken, you'd move to Birch Hill or Slippery Rock. We knew them all. We'd go up to nearby Idora Park after we ate and go on the rides.

We had the "Five Hundred Club" which held dances every week on Friday night. At that time, the Elms Ball Room was still in existence. Everybody seemed to go to these dances and it was the time, of course, of the big bands. It wasn't necessarily a big band that would be in every Friday night, but nevertheless, Sammy Kay and many of these bands would be in and we'd go to these dances. Some were formal; most were not. But when we did have special formal dances, like at Thanksgiving and Christmas, the girls got corsages and dressed up and it was quite a festive occasion.

Everybody took pride in how they looked and really had a great time. We had dance programs--I think that's a thing of the past--and the fellows would take care of these and exchange their programs with their dates and the girl kept the program. Then they would exchange their dances and you'd move around and get acquainted. It wasn't one of these things where you went and just stayed with the same person all night. You did get around. You were in groups and you just had good times. Money was scarce and generally, you went with at least two other couples because it was a "share the ride" kind of thing. Nobody had that much gasoline or that many cars available to them, so consequently, you went in groups to these places. You just had a real great time.

C: Well, it seems like I've worked most of my life. I worked to get some spending money. In fact, when I was in high school, during the depression, I was fortunate enough to get a job at S. H. Kress Company, the five and ten cent store. I was at the ribbon counter and I worked on Saturdays and on summer vacations and continued even when I went to the University until I finally completed that year. To complete the one-year secretarial course you had to pass a typing test of sixty words a minute and one hundred and twenty words a minute in shorthand. So, hopefully, you did this in that first year. Not always did this happen but I was lucky and completed my course.

I got a job at Truscon in the Sash Engineering Department. At that time, Truscon was much larger than it is today and they fabricated windows, building materials and radio towers. The department I worked in was Sash Engineering. I think there were possibly seventy men in that department. There was another girl employed for the manager, and I was the one that typed up claim orders or shipping orders or any other letters that the men might have that the manager's secretary did not type. It was very interesting. The men were very nice to me and treated me like their daughter. Most of them were very protective and tried to steer me right and introduced me to the right people. It was a very interesting experience.

I saw a job advertised in The Youngstown Vindicator at Firestone Tire and Rubber Company in Akron for an auto supply department secretary. At Truscon I was making sixty-five dollars a month. The job was offered at Akron at one hundred and ten dollars a month and I thought, "this really would be great if I could up my salary that much." I'd worked for a year and a half at Truscon and decided to move on. I went over to Akron and stayed at the YWCA over there and worked in the auto supply department at Firestone. I worked for two buyers for Firestone stores.

The people were very nice and I enjoyed my work, but it was living away from home. I had really never done this before when I'd gone to school and even when I went to Youngstown College I had always lived right at home. My parents were a little concerned but they were going along with me. I expected my mother to write me a letter every week and then I came home every weekend.

Finally, my mother said, "You know Ruth, this is getting a little ridiculous. You're at home as much as you're over there so why don't you just come home and live?" She knew that I was living at the YWCA and I wasn't too

fond of that, so I finally went to live in the home of one of the ladies that I worked with. She was a widowed lady. It was fine and she was very kind to me, but it wasn't home. My mother said to me, "All your friends are here. This seems sort of silly. Why don't you come back to Youngstown?"

After about four and half months, I said, "How will I go about getting another job?" My mother said, "Why don't you call Mr. Williams at Youngstown College?" which I did. He said, "Well, it just so happens that I had a call from Mr. Williamson, from WKBN and he's looking for a secretary. Why don't I call him and see if he'll talk with you then you can go down there and talk with him?"

I went to see Mr. Williamson and he was determined that I had some qualifications that might fit the job. He asked if I was serious about coming back to Youngstown and I assured him that I was, but the job, again, started at sixty-five dollars a month. I was right back where I started from. So I said that I just didn't think that I could do it, but he was firm in his mind. He said, "Well, maybe you got more money in Akron, but this is the best I can do for this job and I would like to have you. You think about it and if you want to come, why fine. I don't say that you won't move from there [sixty-five dollars] but this is where we have to start." So he said, "I will call you at six o'clock on Monday night." I thought that that was rather a precise statement, but nevertheless, on Monday night, I was practically walking in the door, at six o'clock when the phone rang. I thought, "He really is a man of his word." I accepted the job and came back to Youngstown. That was in November of 1940 and I have been here ever since.

Q: What did you want to be when you were small? I don't want to make a definite statement that around the depression a lot of people got jobs out of need. Many times people didn't really end up being what they thought they were going to be. I'm sure your choice changed over the years, but what did you want to be when you were small? Do you remember?

C: Well, it's strange because I did want to be a secretary, which I am. I had an older sister who died when she was twenty years old and she was about seven years older than I was. She was a secretary. She was a lovely person and very kind to me and just everything that you would want a big sister to be. During the summer, she would let me go down to her office where I could sit and watch her and see how she handled the phone, and other secretarial jobs. It just became a fascination and I just decided that this is what I wanted to do.



Q: What memories do you have of the depression? Do you remember what other people said that caused a lot of fear?

C: I have a lot of memories of the depression because at the time, there were four children in our family; my sister was still living. She died in 1932 right during the depression. At the steel mill my father was getting paid one day's work in two weeks, for every pay period, and he would bring home four dollars and fifty cents. I remember all these things because they were such serious matters and they were talked about. We children had to realize what was available to us and what we had to do without. We always had enough to eat, but it was very difficult at times. My parents were buying the home and I remember my mother and dad were very honest, forthright people. They went down to the bank and explained their problem. The banker said, "Well, we will go along with you as long as you can pay something on the interest, and continue to pay whatever you can." They, somehow or other, scraped together their few dollars and continued paying so they didn't lose their home or any of these things. They did survive it.

The corner Grocer, Mr. Chesnaw, I think, was probably the one that pulled them through because he would let them charge. They had established a credit with him. In those days, you went to the corner grocer and got what you wanted and then on payday, you went down and paid your bill. The children always wanted to go along because at that time, the grocer would give you a bag of candy for having paid your bill. We always tried to make him pick out the maple creams, which he didn't want to give because they costed more. So that was always a happy moment, too.

I remember Mr. Chesnaw would say to mother, "Well, you give me what you can. You know that we have a problem, too." She assured him she knew, exactly to the penny, how much her grocery bill was, so he'd let us charge and we always had enough food, but we had many boiled dinners. I remember the rug on the floor got so threadbare that finally we decided it was better up than down. We lived with a bare floor for a while. But we still had happy times. I know that it was a tremendous worry to my parents, but nevertheless we survived it.

I remember when my brother graduated from high school, in 1933, there was a problem of how he was going to get a suit of clothes. Mother borrowed on her insurance to get enough money to buy him a suit of clothes so he would look like she wanted him to look when he graduated.

He happened to be the valedictorian and she wanted him to look nice. There were bad memories and yet it was a happy time. You learned to make do and you made your own games. There weren't the material things around so you had to make your own fun and games.

Q: Did you experience any problems being of German extraction during the first world war?

C: No. My father was married and had two children and, at that time, he was scheduled to be in the next draft call. He, of course, had signed up and was in the draft, but the war ended previous to his being called. No, we experienced nothing.

Q: Was Franklin Delano Roosevelt the miracle-worker everyone thought he was? Did things change that drastically once he came into office? Do you remember?

C: Well, I think as you look back now, in retrospect, you have to reconsider some of the accomplishments. At that time, my parents thought he was a very great person and a great President. He restored some of the decency of living, with the WPA and some of the projects that he got going. It seemed like everything was just stalemated and nothing was happening, and he got things moving and going. He restored confidence and hope to the people, which certainly meant a great deal.

Q: How did you come to be Mr. Williamson's personal secretary? Were you his secretary from the time you were hired right from the college?

C: Well, at that time, no I wasn't his secretary and the station was just the radio station. We did not have the FM or television at that time. We had approximately twenty-five employees and most of them were announcers, engineers, salesmen and office workers. My time was spent partly as a stenographer and partly as a bookkeeper. There was another lady that also did some of Mr. Williamson's work over a period of time. I think I was rather trained into the position. I just didn't start out that way. As the company grew, Mr. Williamson's office became more involved and he had more work that had to be done. I got an increasing load of work and eventually, it worked into being his secretary.

Q: What type of man is he to work for?

C: Well, he's a perfectionist and he demands that the people under him produce their best. I remember, when I was training, I would do some letters that I thought looked pretty good, although I had erased carefully but not

carefully enough for him. He would circle it with an ink pen, and say, "Don't you think we could make this look better?" and the way to make it look better was to do it over. I learned rapidly that if it wasn't done right, I didn't give it to him. It's been good working for him under those circumstances because I think it has a tendency to uplift you and make you aim a little higher. You know that you're not going to get away with something that isn't the best you can do and so you do it over until you know it's acceptable.

Mr. Williamson has been honest and very fair with me and encouraged me to go on with my education. After we were married, my husband worked at Truscon and he decided that he would like to go into education, so I encouraged him to go back and try it. He had had some subjects at YSU, but not enough. He said, "Well, I don't know if I could learn again." So I said, "Well, why don't we try it?"

We enrolled in an evening course at YSU and I think the first one we took was a social science course in about 1960. We both enjoyed it. We had no children so our responsibilities weren't as great as the people that had many responsibilities. My husband finally decided this is what he wanted to do and he quit his job at Truscon and enrolled full time at YSU. He got his educational degree and got into the field of teaching. He has been very happy in this ever since. He then went on and got his master's degree in education. Since I had started back with him I decided that I should continue with my education, so I did and finally got my degree-- a Bachelor of Business Administration.

Mr. Williamson encouraged me whenever I made an effort education-wise. I think it is good to have one of your acquaintances or somebody urging you on. Sometimes you can fall into a pattern of thinking of "Oh, well, I can do this well enough so why should I do it better," but the patterns of business are changing and so are the methods. There's so much paper work that you have to become more sophisticated in your approach to things. Your life has to become a continuing process of learning. There's no other way to keep pace.

Q: Were you ever tempted to leave WKBN for any reason or did others try to spirit you away to work for them?

C: Well, I suppose that we all like to think that perhaps we're attractive to another employer, but other than having heard somebody making these remarks in jest, I suppose I've never been really tempted to leave. I have never considered it. WKBN became a very integral part

of my life and I was named corporate secretary about five or six years ago. I just sort of think of myself as WKBN. I have never been one to bounce around or to think, "Well, now I have finished this and I can go on for that," because I think you can work with what you have and build it up, and you can accomplish. There are challenges right where you are and you can make what you have better. So that's the way it has been. I have not really considered moving.

Q: How did you become first runner-up to Secretary of the Year?

C: Well, I joined the National Secretaries Association and we have a local chapter called the Yo-Mah-O Chapter, which is a very active organization. One of their programs--the reason I joined--is a certification program for secretaries. After I joined, I enrolled in this project because I thought it would be a nice accomplishment. The exam is given once a year at leading universities throughout the country. It's a two-day exam and there are six sections that you must pass. I took the exam at the University of Pittsburgh in 1957 and I was certified. Upon certification, you may use the CPS after your name. I enjoyed this particular phase of the National Secretaries Association.

In another phase, every year they name a Secretary of the Year to promote the profession. I was named locally. The organization is divided into national and international districts. Every year there's an international convention held, and in 1969 it was held in Portland, Oregon. The local chapter asked my permission to submit my name state-wide. Since I didn't think there was much chance of winning, I said, "All right, they could if they wanted to," so they could get into the contest.

The contest was held in Cincinnati. There were five participating in it and you were asked three questions before a panel of judges. Your responses to that, plus your poise and your background entered into selecting a winner. Well, I was successful and won. And on the district level, my name was submitted, having won the state contest, and I won the district level. Then there were five chosen across the United States, and I was one of the finalists. Again, at the international convention, there was a panel of judges and you were chosen on the basis of your responses to the questions, your poise, and how you conducted yourself. On the basis of that, Bobby Ogden from Dallas, Texas won the contest and I was runner-up. It was quite an experience.

Q: How does the station go about becoming certified by the FCC?

- C: Well, you have to complete an application for a license which is granted on a three-year basis. And every three years, you must submit an application for renewal of license. You have to submit your financial qualifications and specify your programming and report on the commercialization of your station.
- Q: Are there any particular rules or more strict regulations with regard to owning two types of media, say a radio station and a TV station, which effect the public? Is there any difference?
- C: Well, there is a question before the Commission right now of cross-ownership: Can a newspaper own a broadcasting station within the same area? They're trying to see that the people have an opportunity to hear diverse views rather than have controlled press and controlled news fed to them from the same source. This question is before the Commission. They do not allow you to have a CATV license, which is the Community Antenna service license plus a broadcast station in a community. This would be duplicate ownership. Radio and television stations may have the same ownership.
- Q: Do you think the FCC does an adequate job in allowing the stations to submit applications for license every three years? Do you think it should be sooner than that? Is it necessary to wait those three years?
- C: Well, it has been this way for a long time and, of course, the industry has grown. The FCC is a regulatory agency, of course, subject to Congressional law. There is a law, now, before Congress to extend the license period to four years. There have been requests to extend it to five years, but it looks like the one for four years will be the one that will emerge.

We rather hope that they do extend the period, because there is an increasing amount of paper work. It seems that you just finish with one renewal period and you have to start planning ahead for the next one. One thing they do require now, on a yearly basis, is that television stations conduct a community survey.

We go into the community and determine what the needs and the problems are and respond to these needs. With this requirement, they want to know how you determined your survey, who you contacted, what needs were determined, and how you responded to them. It is very time-consuming to go out and survey the community and respond to these needs. I certainly hope that they extend the period. Four years would be helpful if they pass this legislation.

Q: Has WKBN ever been challenged for its license? You mentioned something about the ten community needs or the ten basic needs. Were you challenged on the basis of not supposedly providing these community needs?

C: Yes We were challenged. We had a challenge made the last time that we were renewed and that was in our previous three-year license period, October of 1970. In that period, the Black Broadcast Coalition of Youngstown became established and questioned us as to the needs that we were meeting for the black people of our community. They felt that we weren't meeting their needs as much as we should be and they questioned our employment practices with the minority groups in the area. We responded to these questions, to this petition, as we were asked and we did work with these people.

We established a Minority Affairs coordinator at the station when they came in and brought this matter to our attention. About this time, the community survey picture came about. It all happened about this same time. We hired someone as Minority Affairs coordinator and have had a person on our payroll in this capacity since. The commission, after listening to all the evidence that was presented, determined that we were complying and that we were filling the needs that we had identified, so we were granted our license.

Q: Do you know anything about the merger between WMBW and WKBN to form the one radio station, WKBN?

C: Well, not too much. I do not know what the call letters were when we first went on. Mr. Williamson founded WKBN on September 26, 1926, in his home. He had an electric service repair store and he tried to service refrigerators and radios, at that time. He felt if he could get a radio station and get on the air, and show that he knew what broadcasting was all about, people might be more willing to let him service their radios. So it was a strange thing, but he actually got into the business because he felt that he would gain more service work. He could establish himself more in the field if he operated a radio station.

Radio was just coming into being at that time and there weren't too many stations around. And this is how it came about. WKBN shared time on the air with WOSU in Columbus, the Ohio State Station. WKBN would be on for two hours and then would go off the air and WOSU would go on, on 570 kilocycles. We were both on the same frequency. This went on until 1940, when they finally decided that Youngstown should have its own full-time station.

WKBN began on one hundred watts in September of 1926. They went on with five hundred watts in October of 1928, one thousand watts in January of 1939, and they went on full time in August of 1941. Then they went to five thousand watts in March of 1942, which we still have. They joined Columbia Broadcasting System in September of 1929. We went on with WKBN-FM in August of 1947 and with WKBN-TV in January of 1953. I don't recall too much about the first part of the other station.

O: Being involved in the radio media, do you feel there is much credence to the allegation that radio and TV and the press have combined to form the present problems of the Nixon administration?

C: No, I do not feel that way. I feel the news and the press have an obligation to report to the people. Whoever would do it, would be the scoundrel, I presume, but nevertheless, I feel there's an obligation to report the news, whether it's good news or bad news. It's part of the job. You hear so many of these stories. Unfortunately, it is true that the bad news gets reported and the good news does not.

They've always told us, "nobody wants to hear about the postman that did not get bitten by the dog today." This is true in our industry and people criticize the news people for reporting the terrible things that happen and the violence that our nation is experiencing today. You do not report that everything is fine today. That is almost like no news. CBS has this "Charles Kuralt On the Road", who tries to present constructive aspects of the news, and things that are happening across the country and I think this is good.

I think it's most unfortunate that some people feel that they are having a vendetta against anybody who reports the news. That's sad, but somebody has to report it. If we do not report it, how are we going to be informed? The people should have the right to make their own judgements. They should be informed from many sources --magazines, newspapers, radio, television--then make their own determination of what is right and what is wrong. I think we have learned in a recent survey that people depend more on television for their news than any other medium. If this is so, then certainly there's the obligation to report to the people. We and CBS News and NBC News, and all of them try not to be slanted. I know they're accused of this, but I honestly believe that they do not slant the news and that they bend over backwards not to be guilty of this.

Q: Would you advise young people to investigate careers in radio?

C: I certainly would. I think it's a marvelous, exciting industry and there are new challenges all the time. It's a growing, expanding business, and has a bit of glamour to it. It's a very exciting industry to be associated with.

Q: And, lastly, what do you feel is the future of radio?

C: I know at the time television came along, people said, "well, you can write off radio." But somehow it has grown and expanded. People have their small transistors and they take them to the beach, keep them in their cars and have pillow speakers. FM has come along and has even grown and so many people now enjoy this. So I would think that radio is here to stay.

I think one station used to try to be all things and have all kinds of programs, but they do tend to specialize now. They tend to broadcast one type of music or all news, and all across our country, this is the way the trend has gone. A Philadelphia station and a New York station have constant news and other stations have all-talk formats. WKBN broadcasts a middle-of-the-road music format interspersed with network news on the hour. WKBN-FM broadcasts "Stereo 99" which is a beautiful music format.

I believe the broadcasting industry will continue to grow and expand for many years to come.

END OF INTERVIEW