

WVDR- AN- FM  
CORPET MANUAL  
SPRING, 1968

DARRY BRADON  
PERSONNEL DIRECTOR

## I. FOREWARD

This booklet is designed to familiarize you with the operation, administrative structure, and history of WVBR-AM-FM and the Cornell Radio Guild.

WVBR-AM-FM has two major goals: first, to interest and educate Cornellians in broadcasting; second, to provide our listeners with the highest quality programming.

The station, of course, can mean much more to individual staff members. It can become the center of your social life; it can launch you on a career in what was once a totally unfamiliar field; it can, if you are diligent and assume a position of responsibility, provide training in human dynamics and business; and if you are overgenerous with the time you allot it, the station can be a fool-proof excuse for busting out.

Opportunities at WVBR-AM-FM are endless if you are willing to work. No other activity on any campus offers training in so many diverse fields: engineering; selling; acting; news reporting, to mention a few. Unlike a newspaper or a student committee or any other extra-curricular activity, at WVBR-AM-FM your interests are always growing; there is always an unfamiliar part of our operation you can learn about.

WVBR-AM-FM has much to offer you, if you apply yourself. And you apply yourself, you will offer WVBR quite a lot.

Special thanks to Michael B. Goldstein '64, Personnel Director 1962-1963, who put together a competent manual on which this is heavily based.

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## II THE HISTORY OF CORNELL RADIO GUILD AND WVBR-AM-FM

The Cornell Radio Guild was organized in May, 1935 to prepare programs for broadcast over WESG, the University-owned station (now WICU). CRG members presented weekly programs aimed at the Cornell student audience for a number of years and by the late 1930's these popular shows were a regular part of WESG's Sunday evening schedule.

In 1939, several CRG members proposed, as a more suitable operation, the construction of a wired radio network run by and serving the students exclusively. Studios were set up in the Straight and local transmitters were installed in the men's and women's dorms and in many fraternities and sororities near campus.

CRG presented its first wire network program on 1 November 1940 and on 12 December 1940 began its commercial schedule of four hours of programming daily. Local merchants bought advertising time on the station and early in 1941 CRG received its first national advertising contract through the Intercollegiate Broadcasting System. Now a commercial operation, the Cornell Radio Guild was incorporated as a non-profit membership corporation on 22 September 1941.

A series of technical improvements culminated in the abandonment of local transmitters and the installation of a large unit feeding into the high voltage lines serving the campus. The station reached Cornell and the surrounding area via the one transmitter until 1957, when the beginnings of our present AM broadcast system were installed.

In October 1946 CRG became WVBR, the Voice of the Big Red. During 1948, WVBR served as an anchor station of the IBS-sponsored "Empire Network," joining with New York State Members in the first wired intercollegiate radio network. While the experiment failed, it helped transform the station into a serious enterprise, a respected student-oriented communications medium. Also in 1948, WVBR moved into its present studios in Willard Straight Hall.

In 1951, WVBR joined the Ivy Network, which had been organized in 1948, and at that time consisted of the stations at Dartmouth, Harvard, Penn, Princeton, and Yale. Ivy was created to obtain national advertising for members and to provide an opportunity for the exchange of ideas on how to operate very similar radio stations.

Marathon, 240 hours of continuous classical music during finals, was initiated in January, 1952. Now an Ithaca tradition, Marathon has been repeated every exam week since and has proven very popular with students and residents of the Southern Finger Lakes region alike.

By the mid-fifties, station members began to feel restricted by the wired AM System. In the spring of 1956, since there was no free nighttime AM channel in Ithaca, work was begun on an application for a license to construct a new FM station. In 1958, WVBR-FM went on the air. A used 250-watt GE transmitter was purchased and housed in a penthouse atop Phillips Hall. A fifty-foot tower was later installed atop Phillips, vastly expanding WVBR-FM's coverage. In 1959, to better serve the Ithaca audience, WVBR-FM remained on the air throughout the summer, the first college radio station in the country to do so. Late in 1959, a 1000-watt Western Electric FM transmitter was obtained from the university.

not how people

In December, 1961, the Guild received permission to move the FM transmitter to Hungerford Hill, three miles southeast of campus. This was necessitated by damage wrought on sensitive equipment in the engineering buildings by the large FM transmitter. A transmitter shack was constructed atop the hill and by the end of the summer of 1962, both transmitters were at the new site. A 150 foot tower was erected which, together with a new, more powerful antenna, increased the WVBR-FM potential audience to 750,000. WVBR-FM operating at full power, can now be clearly received in an area bounded by Binghamton and Syracuse.

ballshit - 325,000

Meanwhile, the CRG had been successfully negotiating to assume local broadcast rights for the QXR Network, dropped by WRRA (now WETV). 1 October 1961 WVBR-FM became the first college radio station to join a major commercial network.

Initiation of QXR Network programming, which could be broadcast over FM only, marked the beginning of a shift towards "split-programming." Under this procedure, the FM and AM stations carry different programs at the same time. While FM has continued a format of largely classical music, supplemented by jazz, poetry, discussion, lectures, and concerts, AM now caters to undergraduate tastes, programming rock, pop, jazz, and folk on a "formula" basis (that is, one with standard, frequent features).

With the addition of FM, greater emphasis has been placed on comprehensive national and international news coverage. An outgrowth of this has been Election Central, a comprehensive report of returns in local, state, and national elections in 1960, 1962, and 1964. At times of crisis, such as President Kennedy's assassination, WVBR-AM-FM has rebroadcast CBS Network reports through the courtesy of WHCU. Results of the 1964 New Hampshire Republican Presidential primary were reported over WVBR-AM-FM through the facilities of WDCR, Dartmouth.

During the summer of 1963, the QXR Network air relay was discontinued and WVBR-FM again provided all its own programming. By February, 1964, the Cornell Radio Network, designed in part as a replacement for the QXR relay, was in operation with WVBR-FM as flagship station. Originally the network offered three hours of classical programming every night but Saturday. The WVBR-FM signal is rebroadcast by ~~WVBR~~ WICB-FM Binghamton. Hopes are high that the network will expand greatly in the coming years, in number of member stations and in network sales.

The 1963-1964 school year saw an unprecedented increase in AM air-time to just under 16 hours a day Sunday through Friday and 19 hours on Saturday. Most of this was rock and roll. The installation of a new control board in the AM studio and a talented, balanced staff were programming assets. The addition of an ATC cartridge playback permitted the adoption of full formula techniques and was the major addition resulting in the very professional sound which made WVBR-AM by far the most listened-to station in the dorms.

The Cornell Radio Guild tried its hand at presenting concerts in November, 1963. The show, repaired and sponsored by the Ford Motor Company starred the Modern Clk Quartet, Nina Simone, Herbie Mann, and Ron Eliran. The resulting profit of \$200 was spent on a party afterwards. Although the concert was not a smashing financial success, several pointers were picked up for similar ventures in the future. These were mainly that the middle of a prelin week is not the ideal time for something like this, and that musicians are very thirsty people.

Paralleling the growth of the radio station has been the uneven but interesting development of the Cornell Recording Society (CRS). This organ was formed as subsidiary of the Cornell Radio Guild, Inc. to perform custom recording tasks that WVBR and the Guild were called upon to carry out. In the 1940's and early 1950's, CRS cut a number of records, none of them smashing hits. Recently, CRS has had a rebirth and it now custom-records lectures and other events at Cornell. CRS is a subsidiary of the Cornell Radio Guild, and is not directly connected to WVBR-AM-FM.

### III STRUCTURE OF THE CORNELL RADIO GUILD

The Cornell Radio Guild was incorporated 22 September 1941. It is a non-profit membership corporation, open to all Cornell students. New members are elected by the Guild members and, to remain in good standing, must pay all assessed dues and not be absent from any two monthly meetings in a row. The Guild functions under the constitution of May, 1958, as amended.

General management of the guild is assigned to a Board of Directors, elected by the membership at the annual Incorporation Meeting. The Board consists of eight members, all University faculty or staff members or prominent Ithaca residents. The Secretary, Treasurer, and General Manager of the Guild are station members elected by the total membership. The General Manager is also a Vice-President of the Guild.

TABLE 1: BOARD OF DIRECTORS OF THE CORNELL RADIO GUILD

<u>Name</u>	<u>Occupation</u>
Prof. Lewis Kaiser (Pres.)	Prof. of Broadcasting, Ag. School
Robert Kidera (Vesp)	Dir. Univ. Public Relations
H. Stillwell Brown	Market One Network Representative
Thomas Sokol	Music Department Head
Edgar Whiting	Director of the Straight
Bruce Payne	Director Cornell Bldgs. and Prop.
Prof. True MacLean	Prof., EE School
Prof. Clyde Ingalls	Prof., EE School

The purpose of the Guild, according to Art. II of the Constitution, is to promote the interest of Cornellians in and to teach and train them, through practical experience, in radio, and to offer the advantages derived from participation in a social and educational organization.

### IV STRUCTURE OF WVBR-AM-FM

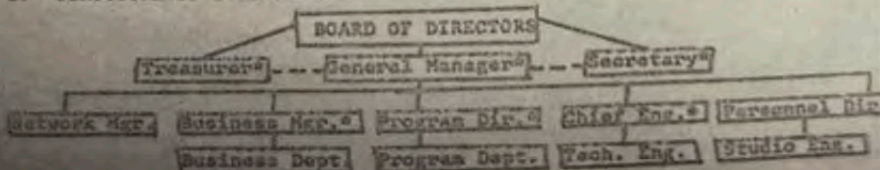


TABLE 2: WVBR-AM-FM OFFICERS

Title:	Occupant '64 - '65	Notes:
General Manager*	Barry M. Hecht	3d. of Dir. app'ts, req'd. by Guild
Treasurer*	Joe Lebson	Guild elects, resp. to GM & Dir.
Secretary*	Faye Brunswic	Guild elects, resp. to GM & Dir.
Business Mgr. °	Darry Sragow	GM app'ts, Guild approves, by 2/3 vote
Program Dir. °	R. Hammelbacher	GM app'ts, Guild approves, by 2/3 vote
Chief Engineer*°	Gene V. Haley	GM app'ts, Guild approves, by 2/3 vote
Network Mgr. °	Barry M. Hecht	GM appoints
Personnel Dir. °	Darry Sragow	GM appoints

\* - member of the Executive Board of WVBR-AM-FM

° - responsible directly to the General Manager

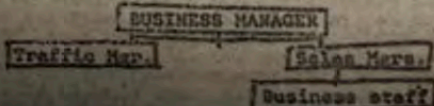
It is the Business Department's responsibility to sell air time sufficient to cover all station expenses and to provide a working reserve. Recently, WVBR-AM-FM's income has been in the neighborhood of \$15,000.00 per annum. Since the loss of cigarette advertising resulting from an agreement among tobacco manufacturers in the summer of 1962 not to advertise on college campuses, most revenue has been derived from sales to local advertisers.

Once time has been sold and the contract signed and approved, the Business Department must write air copy, have it approved by the advertiser, schedule spots for airing, draw up sworn affidavits attesting that all commercials for each individual sponsor were aired as per contract, and write new copy if the contract runs for an extended period. At the end of the year, renewed reports are written for national advertisers and personal contact is made with local sponsors, explaining the benefits they have gained from purchasing time on WVBR-AM-FM. Salesmen earn a ten percent commission: four percent for the actual sale; six percent additional for all the other tasks mentioned above (referred to as servicing).

To insure that all commercials and programs are aired at scheduled times, a PROGRAM LOG is prepared. It is the Traffic Manager's duty to keep this log up-to-date. Barry Gold is presently Traffic Manager.

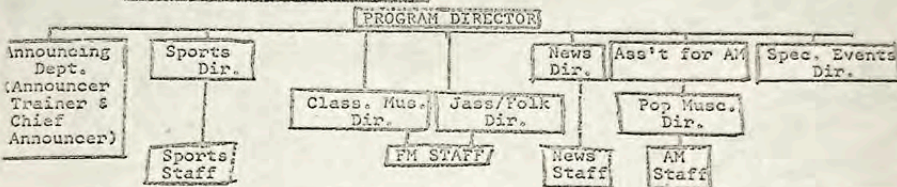
The log itself is a complete schedule of programs and commercials (referred to as "spots") for one day, including station breaks, promotional announcements, and other data required by the FCC. The log is prepared on computers in Rand Hall. It is a legal record of EVERYTHING that was broadcast. In FM, the engineer and in AM, the disc-jockey (who is his own engineer) must record the time each program, spot or break was aired. The logs must be available for inspection by the FCC at any time. Any changes on the Program Log must be initialed by the person who is authorized to make corrections.

#### BUSINESS DEPARTMENT STRUCTURE:



IV (B). PROGRAM DEPARTMENT

PROGRAM DEPARTMENT STRUCTURE:



The Program Department is directly responsible for the preparation and production of anything appearing on WVBR-AM-FM air. Spots are produced in conjunction with the Business Department. Programs as such, however, are solely the Program Department's responsibility. The Program Director, Ralph Hammelbacher, assisted by members of his Department, determines the overall operating schedule of both AM and FM.

WVBR-FM is the direct domain of the Program Director. Programming responsibilities are shared on FM by several specialists: Classical Music Director, Bob Cohen, Jazz and Folk Director, Charlie Nash, News Director, Larry Snowwhite, Sports Director, Bob Libson, Special Events Director, Nick Long, and their respective staffs.

All classical recordings owned by WVBR-FM are listed in the "Little Lloyd." Records are categorized alphabetically by composer and also by length of work, which eases the problem of programming to fit a specific time allotment. The "Little Lloyd," incidentally, was named after a former Classical Music Director, Lloyd Malmstrom, who had the uncanny power of remembering the name, artist, and number of virtually every classical music record owned by the station.

WVBR-AM is a more unified operation than FM, with the Assistant Program Director in charge of AM operation. R. K. Schnitger, responsible for all split AM programming, including rock, pop, folk, and AM-only news and sports programs. Responsible to the Program Director, the AM Director works with the News, Sports, Special Events, and Jazz and Folk Directors when facilities are shared with FM. WVBR-AM, it should be emphasized, is completely autonomous from WVBR-FM for programming purposes. Assisting the AM Director is the Popular Music Director, Lloyd Meisels who procures all records for AM and maintains the "Olde Rock File."

The News Director, in charge of all the news-gathering and news-casting operations of the station, heads a staff of reporters, editors, and announcers who gather, prepare, and air the news. World, national, and state news is obtained from the United Press International teletype. Reporters cover important meetings and events on campus and in Ithaca. With the largest radio news staff in Ithaca, WVBR-AM-FM is often first on the scene at fires, auto accidents, and other newsworthy events. Commentary and analysis programs are prepared, at times, with the assistance of Cornell faculty members familiar with the topic under discussion.

The Sports Department, headed by Sports Director Bob Libson, provides sportscasters for all Seven O'Clock Reports and for play-by-play descriptions of basketball games. Sportswriters often cover events which are not broadcast live. This department also prepares pre-season previews for major sports.

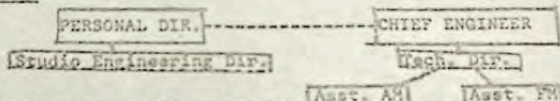
The Special Events Director, Nick Long, works with the News Department to produce one-of-a-kind programs such as lectures, concerts, plays, and public service features.

The Announcer Trainer, determines uniform standards of performance for announcers. He trains them initially, and channels each announcer into the area for which he is best suited. An announcer-in-training must receive clearance from the Announcer Trainer and the and the Program Director before going on the air.

The Chief Announcer, Bob Rice, is heard on most FM Station breaks and spots. He must make certain that all announcers appearing on the air, especially on FM, maintain station standards.

#### IV (C). ENGINEERING DEPARTMENT AND PERSONNEL DEPARTMENT

##### STRUCTURE:



The Engineering Department is responsible for the technical operations of WVBR-AM-FM. The Chief Engineer supervises all technical activities. He makes certain Federal Communications Commission standards are maintained at all times.

The Studio Engineering Director, Paul Reasenber, is responsible for day-to-day on-the-air operations in that he procures FM engineers to work various shifts throughout the day. An engineer holding at least a third-class radiotelephone FCC license must be on duty at all times when WVBR-FM is broadcasting. The Studio Engineering Department is responsible to the Personnel Director, rather than the Chief Engineer.

Maintenance, construction, and installation of equipment itself is the responsibility of the Technical Engineering Directors. The Tech. Directors and their staffs must maintain all station equipment in top operating condition.

Every FM studio engineer must have a Third Class Radiotelephone Operator's License with broadcast endorsement, issued by the FCC. All adjustments to the transmitters, other than turning them on and off, be made under the direct supervision of an engineer holding an FCC First Class Radiotelephone License. No license is required for AM work.

The FM studio engineer records the operations of the station on two separate logs. The FM PROGRAM LOG contains listings of all programs and spots to be aired on FM, with material relating to them. A spot or program is aired, the engi

on. The engineer must sign the PROGRAM LOG before and after his shift. A log exactly like this is provided for AM programming and is filled out by the AM DJ. The same rules apply.

The FM engineer must also record transmitter operations on the OPERATING LOG. Every 10 minutes, the FM engineer must take readings on the transmitter remote unit and record them on the OPERATING LOG. Should a reading deviate from the proper standards, it must be reported at once to the Chief Engineer. If he is unavailable, any First-Class license holder must be contacted.

WVBR-FM must air its call letters and location at the beginning and end of each broadcast period. This must also be done on the hour and half-hour, or at quarter past and quarter to the hour. However, if this would interrupt a classical work, which is NEVER done under any circumstances, other than for a major news bulletin, the station ID is aired as soon thereafter as possible. Station ID's must contain call letters and city of location. Thus, the shortest legal break would be: "WVBR-FM, Ithaca."

WVBR-FM is a duly licensed commercial FM radio station under the full supervision of the FCC. WVBR-FM, incidentally, is one of only four commercial (non-educational) college FM radio stations in the U. S. The others are at Harvard, Yale, and Princeton. Transmitters are located atop Hangerford Hill, about three miles southeast of the Cornell campus and are operated by remote control. The main transmitter is a Western Electric one-kilowatt unit; the standby is a 150-watt General Electric. Operations can be switched from one transmitter to another in about three seconds. WVBR-FM broadcasts on channel 228, at 93.5 megacycles, with an effective radiated power of 920 watts (using the Western). The station license must be renewed every three years.

WVBR-AM is an unlicensed limited-coverage station registered with the FCC. Signal strength and coverage area must be restricted as prescribed by the FCC. While FCC procedural regulations do not apply to WVBR-AM, station policy provides that all FCC rules be applied to all AM operations. WVBR-AM broadcasts at 840 kilocycles. Individual transmitters are placed around campus in living quarters. Each radiates several hundred feet.

The control boards in both the AM and FM studios were built by station members. The station owns two Ampex 350 and two Ampex 400 tape recorders, one Magnecord tape recorder, two ATC cartridge tape playback unit, and one ATC cartridge recording unit. The FM transmitter control which works through the telephones system, was built by Rust. FM turntables are Gates, AM turntables RCA. WVBR-AM-FM owns two RCA 77 microphones, two RCA BK's, one RCA 44 and 44A, and several utility Shure microphones.

\* Brown, Mt Princeton

#### IV (D). CONCLUSION

You will probably have discovered by now that the operating procedure at WVBR-AM-FM may be briefly described as follows:

Someone in the Program Department conceives and produces a show. Someone in the Engineering Department makes certain that a listener who turns his dial to the station hears the program. Someone in the Business Department obtains funds to pay for the program.

## V. IVY NETWORK

Founded in 1948, the Ivy Network provides members with large-scale national advertising. The only stations belonging to Ivy are the eight Ivy League stations. Their AM operations must deal with national advertisers solely through the Network.

TABLE 3: THE IVY NETWORK

School:	Call Letters:	Facilities:
Brown	WBRU	Carrier AM
Columbia	WKCR	Carrier AM, Educational FM
Cornell	WVBR	Carrier AM, Commercial FM
Dartmouth	WDCR	Licensed Commercial AM
Harvard	WHRE	Carrier AM, Commercial FM
Pennsylvania	WXPN	Carrier AM, Educational FM
Princeton	WPRB	Carrier AM, Commercial FM
Yale	WYBC	2 Carrier AM (one simul FM, one split), Commercial FM

Ivy has signed contracts with companies such as Budweiser, Coke, New York Telephone, Schaeffer, BOAC, Schlitz, Camels, the Saturday Evening Post, and Carling. Sales have slipped since the loss of cigarette advertising.

The Ivy Network is a corporation. Each station's General Manager or President is represented on the Board of Directors. A President, Business Manager, and other administrative officials of the Network are elected by the Board. Headquarters are in New Haven, with sales activity centered in New York City. A general meeting is held once a year, to which all members of the eight stations are invited. In 1964, the meeting was held at Cornell. In addition, several business meetings are held throughout the year for general administrative purposes. Officers of the Ivy Network and its salesman may not be members of the Network stations.

## VI. THE CORNELL RADIO NETWORK

Founded early in 1964, the Cornell Radio Network is an air-relay classical music network, with programming originating at WVBR-FM, Ithaca. During the first half-year of operation, the Network broadcast from 7:30 until 10:30 every night by Saturday. The WVBR-FM signal is received and rebroadcast by WCLL-FM, Corning. The WCLL-FM signal is in turn received and rebroadcast by WKOP-FM, Binghamton. Each receiving station inserts its own local advertisements and station breaks at scheduled intervals.

The Network places a great responsibility on the Engineering Department. Transmitting equipment must be in top condition so that WCLL-FM will always receive our signal. Studio equipment must also be maintained in perfect shape to prevent "hacks" which would now be heard in three stations.

Possibilities for expanding the number of member stations are seen, largely because WKOP-FM broadcasts 30,000 watts and can be received by many FM stations in this part of the country. Hopes are also expressed that the Network will become an important source of revenue in the future, as regional advertisers wishing to reach a so-called "quality audience" discover the advantages of Network FM radio.

VII. THE MARKET ONE NETWORK

WVBR-FM's national sales representative, Market One, is what remains of FM-Spot Sales and the old QXR Network. FM Spot Sales handled QXR Network sales. Market One provides some packaged programming and is presently trying to sell national FM for its many members throughout the country.

VIII. THE INTERCOLLEGIATE BROADCASTING SYSTEM

WVBR-AM-FM belongs to IBS. This organization represents most college radio stations nationally as a trade organization, promoting the interests of its members. In March 1964, WVBR-AM-FM was named first "Stations of the Month." "The World of the Living Dead", a documentary on narcotics addiction prepared by Paul Gitelson '64 and David Ackerman '66 for broadcast over the Cornell Radio Network received first prize in IBS competition. Presently in the formative stage is a national college radio honorary, Iota Beta Sigma. A chapter is being set up at Cornell.

IX. PI DELTA EPSILON

PI D E is the national college journalism honorary. Outstanding Guild members are eligible for nomination after the third term. This year, two members from WVBR-AM-FM hold office; Personnel Director and Business Manager Darryl Sragow is President; George Hall is Treasurer.

X. FROM COMPET TO GUILD MEMBER

All competes must reach full staff level within one year after joining the station. Any compet who does not will be barred from further station activity.

To achieve staff level the following must be accomplished:

1. You must be interviewed by the Personnel Director. At that time you will be assigned to the department where you will be most useful, and productive.
2. After assignment, within one term, you must accrue a minimum of 80 Staff Points out of a possible 100. The breakdown is as follows:
  - a. qualify in your major department... up to 50 pts. (there are three: Business, Programming and Engineering)
  - b. qualify in your minor department... up to 20 pts.
  - c. performance of compet duties... up to 10 pts.
  - d. aptitude evaluation, determined by Personnel Director, on attendance at compet meetings, general attitude, your contribution to the station... up to 20 pts.
3. You must pass the compet exam.
4. All compets who have passed the exam and who have received a minimum of 80 points will be notified accordingly. The compet

must acknowledge notification and at the same time decide whether to seek membership in the Cornell Radio Guild. Upon receipt of this acknowledgment, a compet will become a full staff member. If he desires Guild membership, the compet's name is placed before the Guild at a meeting. If the requisite vote is received, he becomes a member of the Guild, entitled to all involved privileges. If he is not voted in, he remains a staff-member. The duties of a Guild member, incidentally, extend beyond paying dues. He must display an active interest in CBS affairs by attending meetings and working at WYBR-AM-FM.

WYBR-AM-FM can broadcast programming of quality and can be of real service to its thousands of listeners only through the hard work and cooperation of all station members. If this you can offer the station, in return you will be justly rewarded.

#### XI. WHO'S WHO AT WYBR-AM-FM

TITLE:	HOLDER(1964-1965)
General Manager	Barry Hecht
Treasurer	Joe Labanson
Secretary	Faye Brunswic
Program Director	Ralph Haxmelbacher
Personnel Director	Darry Sragow
Chief Engineer	Dave Yerzley
Business Mgr.	Darry Sragow
Network Mgr.	Barry M. Hecht
Traffic Mgr.	Barry Gold
Asst. Prog. Dir. for AM Oper.	R.K. Schnittger
Special Events Dir.	Nick Long
Pop Music Dir.	Lloyd Weisels
Classical Mus. Dir.	Bob Cohen
Jazz & Folk Dir.	Charlie Nash
News Dir.	Larry Snowhite
Sports Dir.	Bob Libson
Asst. News Dir.	Ian Spier
Other Problems Dir.	George Hall
AM Tech Dir.	Jerry Friedman
Studio Engin. Dir.	Walt. Bilofsky

#### XII. ITHACA RADIO

##### AM LICENSED:

WHCU- 870kc.- CBS affiliate- owned by Cornell University- Daytime- 1000  
WTKO- 1470kc.- ABC affiliate- owned by Ivy Broadcasting- Daytime- 1000

##### AM CARRIER CURRENT:

WICE- 1470kc.- owned by Ithaca College, operated by students at its  
School of Broadcasting, serves IC dorms- carries some NBS  
WYBR- 640kc.- owned and operated by students at Cornell

##### FM EDUCATIONAL: \*\*

WICE-FM- 91.77- carries some NBS- owned by Ithaca College, operated by  
students at its School of Broadcasting.

##### FM COMMERCIAL:

WYBR-FM- 95.5- 920w- key station of Cornell Radio Network- also Market  
One Network- owned and operated by Cornell students.  
WHCU-FM- 97.1- 40,000w.- CBS affiliate- owned by Cornell University

WEIV- 103.7- 5400w- part of Northeast Radio Network- owned by Ivy Broadcasting. 8- Ivy Broadcasting owns WTKO, Ithaca and WOLF, Syracuse, both AM top-40 operations, plus the five member stations of the Northeast Radio Network, all operated by remote control from Ithaca: WEIV, Ithaca- Elmira; WOIV, Syracuse; WHIV, Rochester, WEIV, Buffalo; WJIV, Albany-Troy.

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