

**T**HIS year the Cornell Radio Guild and WVBR celebrate twenty-five years of broadcasting activities at Cornell University. In June of 1958 the Cornell Radio Guild initiated its FM operations over WVBR-FM. Thus, for the first time, broadcasts previously limited to the campus were made available to the more than 200,000 residents of the Central Finger Lakes Region of New York State.

The Cornell Radio Guild is a non-profit corporation whose purpose is to provide training and experience in radio broadcasting while making available to its listening audience programs of high quality. This quality serves as the keynote for the variety of programs broadcast over WVBR in order to please a stratified audience made up of students and area residents. During a typical week this variety includes classical and semiclassical music, news, commentary and news analysis, background and popular music, jazz, and major sports coverage. In addition WVBR broadcasts such programs of educational and cultural value as the Festival of Contemporary Arts, Cornell University Orchestra



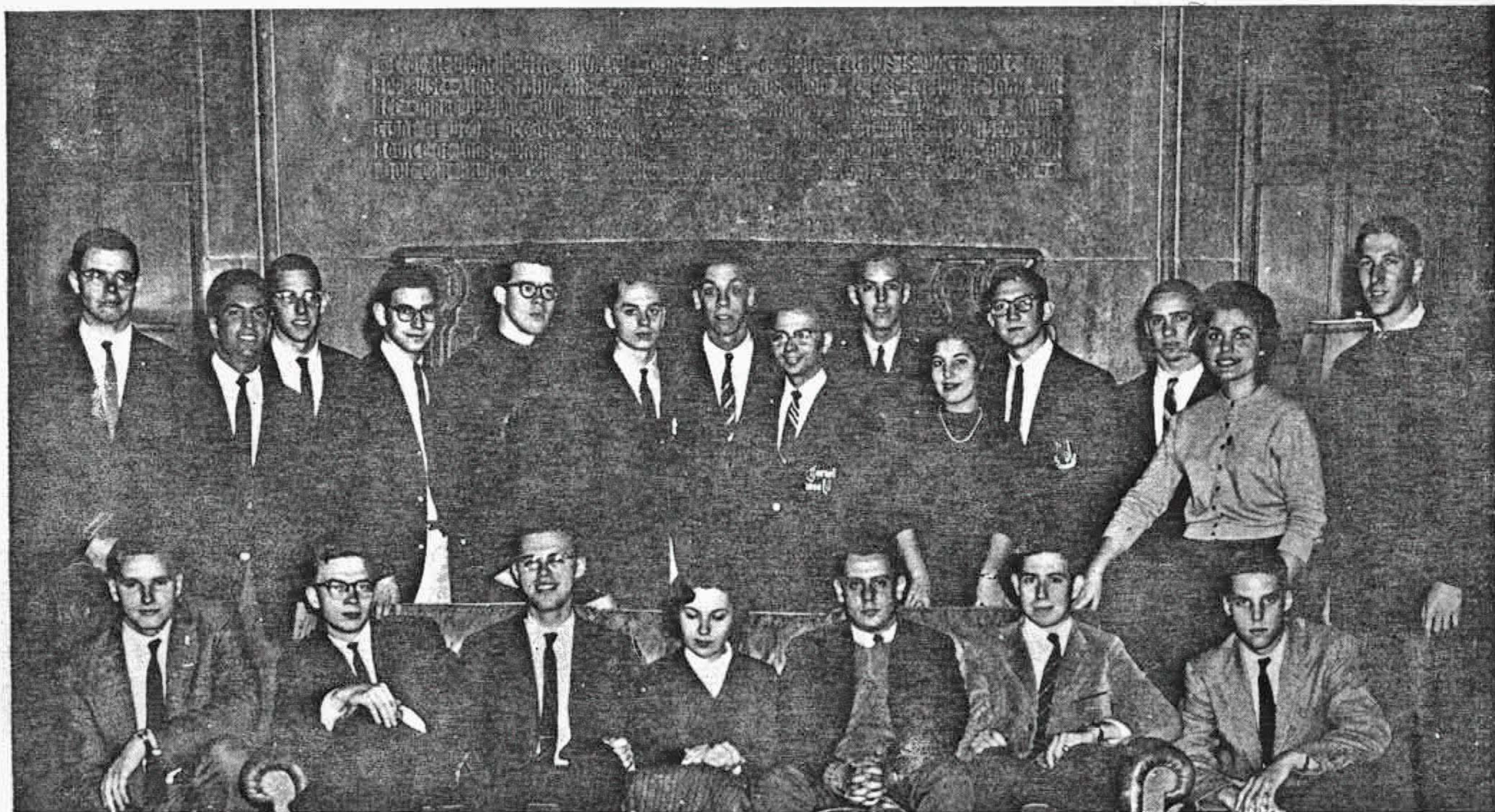
concerts, the University Lecture Series, and the Campus Conference on Religion.

The major concern of the Guild this year has been to increase FM power, greatly extending WVBR-FM's coverage area and improving reception in areas already covered.

## WVBR: Cornell Radio Guild

*First row:* Bruce Klipec, John Jensen, Lloyd Malmstrom, Betty Dohan, Stephen Crane, Sid Bernstein, Bill Schmitt. *Second row:* George Zeine, Guy Smiley, Bill Eisner, Ben Lipschuetz, Ted Osborn, Frank Hawkins, Art Jaspin, Benson Simon, Jim Rushing, Lucy Fried, Joel Aberboch, Joe Delfausse, Edith Rogovin, Kenneth Collins. *Those absent:* Emile Beierling, Dave Berkley, Gene Blabey, Alice Bregstein, John Burns, Bill Cunningham, Dave Diamond, Bill Eisner, Dave Flinn, Judy Gantert, Dick Hamlet, R. C. Hazlet,

Ted Hlavac, Rich Hosterman, Frank Huband, Rich Kaufman, Irene Keleinsinger, Woody Klose, Fred Kremkau, James Landmesser, Dick Lang, Bob Mayers, Don Milstein, Mike Mulvaney, Marty Nachimson, Dick Overgaard, Bob Press, Jim Rushing, Dick Schulte, Steve Serling, Chris Smith, Stan Stager, Vivan Strauss, Frank Sweet, Dick Timan, Pete VanRaelte, Ronald Weiskopf, Marcha Wishengrad, Reg Woods.







First row: Warren Walker, Bruce Klipec, Anthony Bavington, Alan Cohen, Michael Plaut, Stuart Pattison. Second row: Susan Knell, Frank Huband, Eugene Blabey, David Berkley, John Burns, Sidney Bernstein, Barbara Lester. Third row: Joel Aberbach, Dietolf Ramm, Robert Altshuler, Theodore Hlavac, Stephen Gauss, Raymond Voss, Edward Hogan. Fourth row: Henry Kramer, David Waks, Benson Simon, David Starbuck, Melvyn Haas, Paul Varnell, James Rushing, John Rasmus, Frank

Hawkins, Michael Ernstoff, David Travers. Those absent: Richard Bank, George Beine, Jane Case, Anne Cossa, Joseph Delfausse, Lawrence Dippel, William Eisner, Edward Fine, Michael Goodwin, Peter Kolker, Frederick Kremkau, Benjamin Lipschuetz, Lloyd Malmstrom, Robert Mayers, Nicholas Mullins, Theodore Osborn, Susann Pozefsky, Robert Press, William Schmitt, Richard Schulte, Robert Spofford, Stanley Stager, Samuel Ulbing, Michael Yates.

## WVBR-FM

**W**VBR-FM, the radio station owned and operated by students of Cornell University, is now in its third year of FM broadcasting and its twentieth year on AM carrier current in the dormitories. Wholly controlled by the Cornell Radio Guild, a non-profit membership corporation started in 1935, WVBR-FM endeavors to present programs of the highest possible quality to the Cornell community and the 250,000 people in the Finger Lakes region.

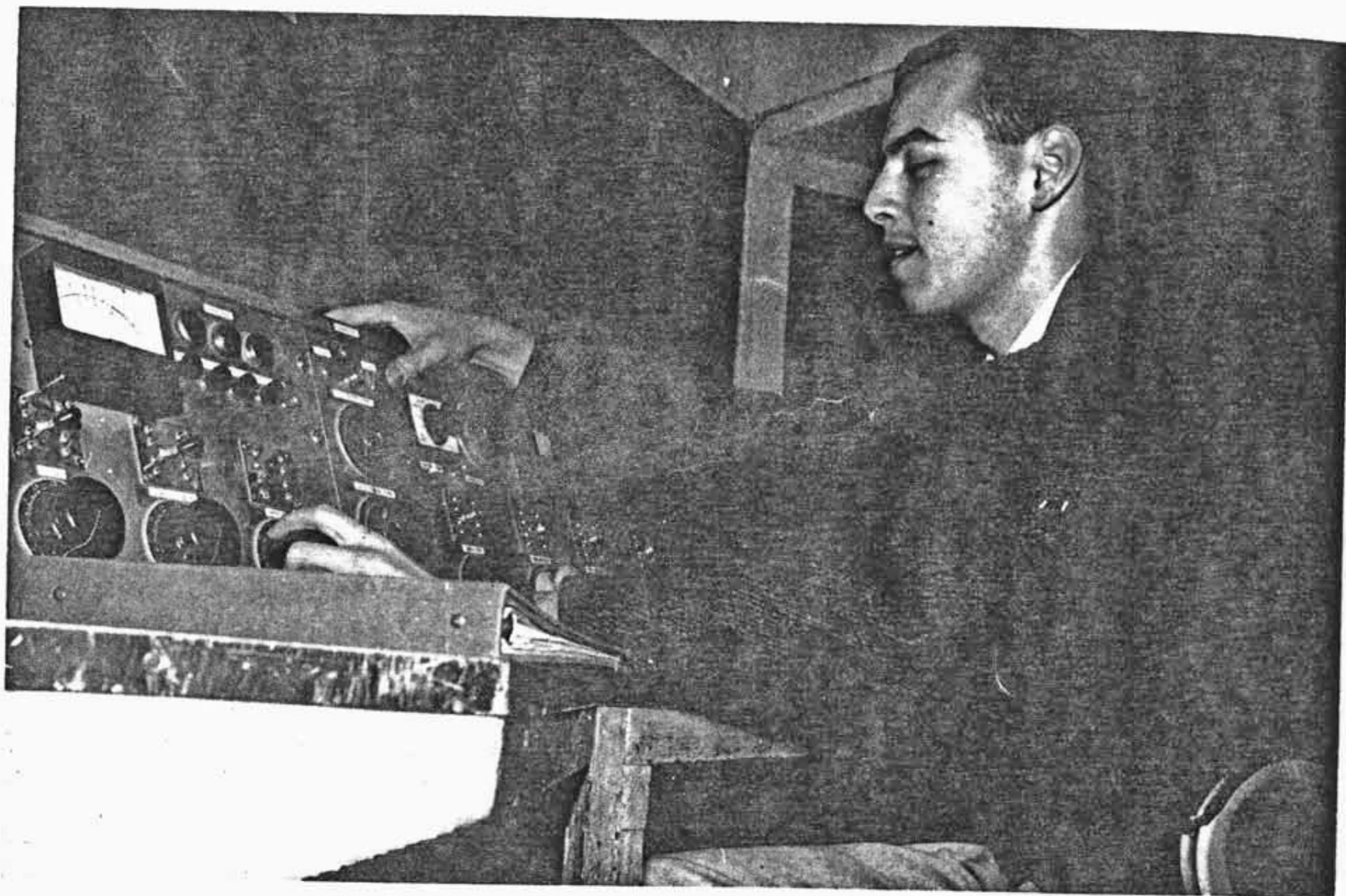
This was another bright year for "Ithaca's Hi-Fi Variety Station." Beginning in the fall with the successful *Frosh Bandwagon*, a program designed to introduce the freshmen to the station, the station continued in its tradition of fine music, award-winning news, and service to the community.

This was the year of *Election Central*. With its headquarters in the Memorial Room, the WVBR-FM news staff broadcast the national election results and commentary until early in the morning, running consistently ahead of the major radio networks. In addition, listeners were the first to get accurate final results on the Taber election.

The year also brought a host of new programs, including *The Wonderful World of Music*, with such sponsors as United States Steel, Alcor, and the Cook-Gauntlett travel agency. A new program that provided classical music after midnight was *Music 'Til Two*, a favorite with late studiers. *Swing Softly* rapidly gained popularity with its quiet late-evening jazz. A favorite on Saturday afternoons was the *Bill Eisner Show* featuring the latest in popular music; this was followed by the swinging *Dixie Corner*. Saturday evening featured *Saturday Night in Stereo*, done in cooperation with WHCU-FM.



1962 Cornellian

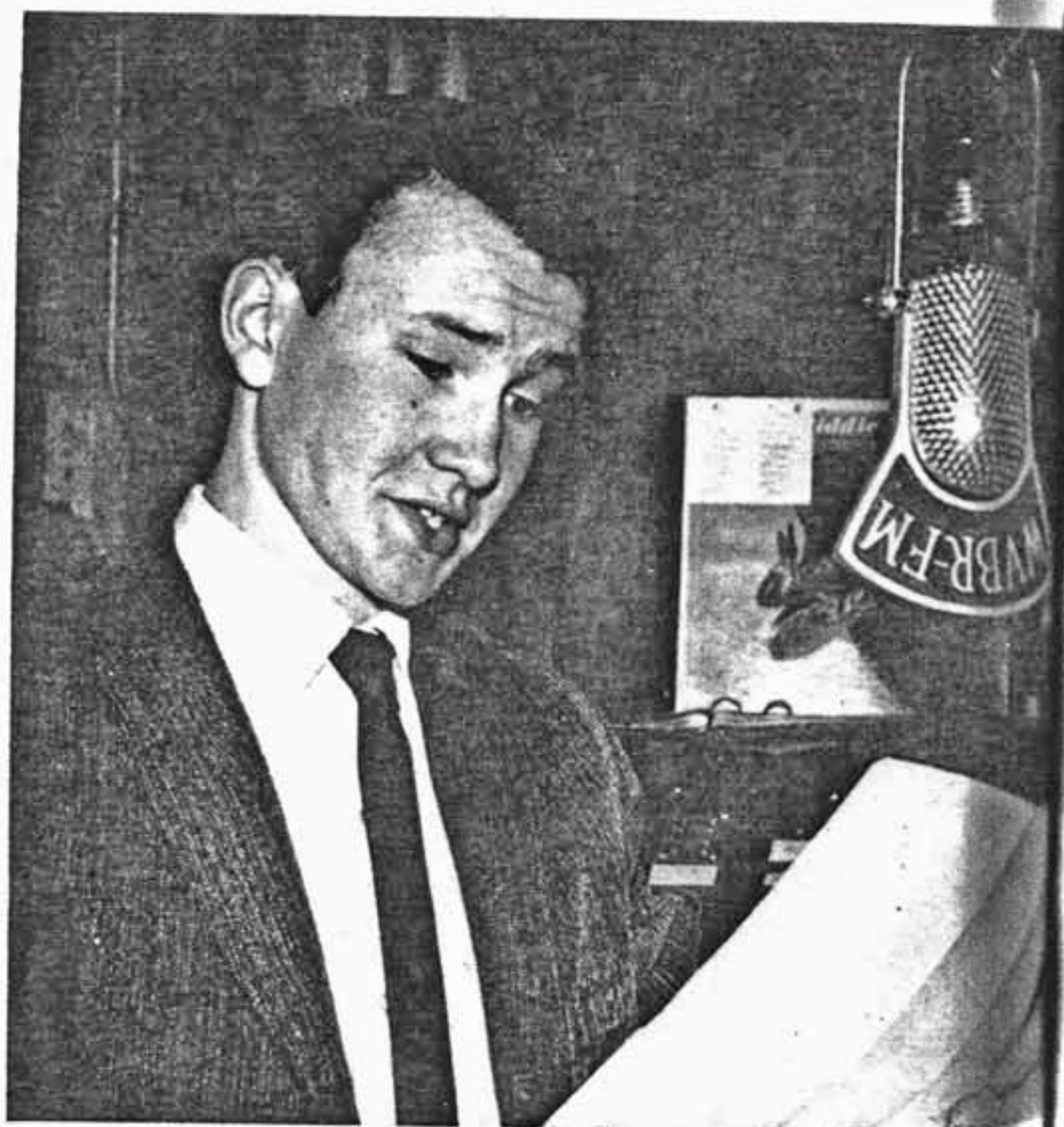


*At the console*

Can you  
name these  
people???

**WVBR-FM**

*At the mike*





1962 Cornellian

WVBR-FM-AM is the radio station owned and operated by the students of Cornell University. It was begun in 1935 under the exclusive control on the Cornell Radio Guild, a non-profit membership organization. The station now, however, is a far cry from what it was twenty-seven years ago. It has since been incorporated under New York state law, has been approved by the Federal Communications Commission, and has been the first student station to subscribe to the Code of Good Practices of the National Association of Broadcasters.

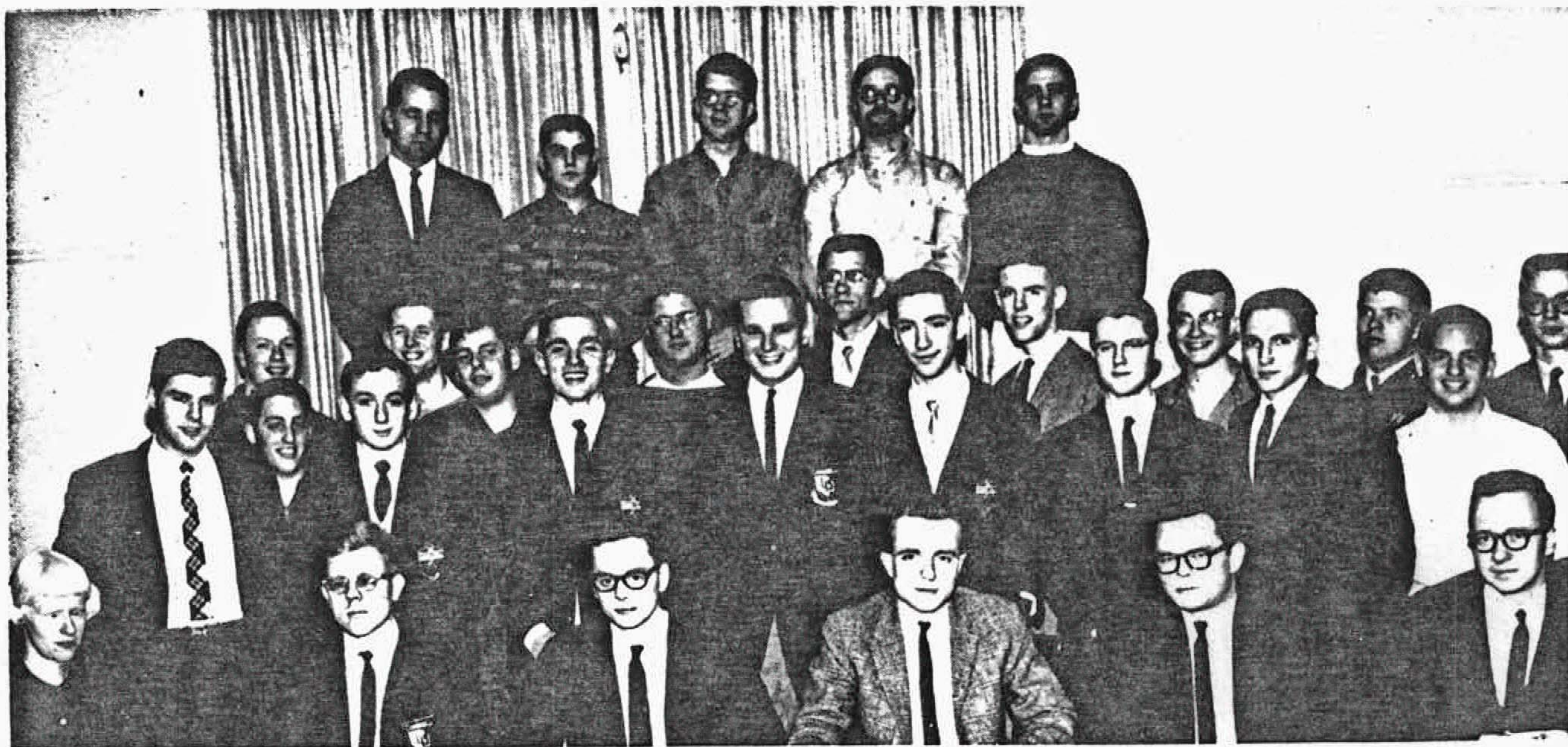
WVBR is now serving not only the students of Cornell, but also Elmira, Cortland, and the entire southern Finger Lakes region, an area including over 500,000 people. This grand area coverage is the result of increases in the station's operating power throughout the years, and in particular to this year's move of the transmitters from Phillips Hall to Snyder's Hill, bringing an increase from 700 watts to 920 watts.

This year has been one of great experiment and one of great success for WVBR. In October, it became the first and only student-owned and operated radio station in the country to affiliate with a major commercial network when it became a part of the *New York Times* QXR network. As a result, the station is now carrying such programs as the *New York Times* news broadcasts, the Boston Symphony Orchestra, and the Philadelphia Orchestra, in addition to its regular presentations. It is also the only student station to broadcast 365 days each year.

Besides being Ithaca's only station for classical music and its leading station for jazz and news, WVBR fulfills its constitutional purpose of promoting and increasing the interest of the students of Cornell University in radio. It gives them training and experience in radio and related mediums of communication. In performing these services, WVBR has become an integral part of the Cornell Ithaca community.

*First row:* Althea May, John Burns, Frank Hawkins, Robert Ross, Robert Spofford, John Rasmus. *Second row:* Henry Kramer, Roger Kaplan, Stuart Pattison, Bruce Klipec, Steven Gauss, Donald Stone, Michael Ernstoff, Robert Rudko. *Third row:* Robert

Hauf, Edward Fine, Stanley Stager, Richard Greenwald, Nathaniel Pierce, Richard Schulte, James Cavanaugh, Ward Whitlock, Robert Gray, Wayne Sherman. *Fourth row:* Charles Moeder, Al Cohen, Theodore Osborne, Michael Goodwin, Joseph Delfauss





WVBR-FM, Ithaca's High Fidelity station, owned and operated by students of Cornell University, is incorporated as the Cornell Radio Guild, a non-profit membership corporation. In 1941, the date of incorporation, WVBR was a small, campus only, AM station. Since that time it has grown significantly as an AM campus station, putting in a good quality signal to the major Cornell dormitories, with expanded and improved AM programming. This, however, is not the primary achievement of WVBR.

In June of 1958, WVBR-FM was placed on the air for the first time, as a 250 watt FM station under license by the Federal Communications Commission. From the outset, WVBR-FM strove to become Ithaca's high fidelity station broadcasting a balanced schedule of classical music, jazz and good popular music. WVBR-FM was the first student station to subscribe to the Code of Good Practices of the National Association of Broadcasters, and became one of the major participants in the Ivy Network, a national sales corporation run by and for the radio stations of the Ivy League Colleges.

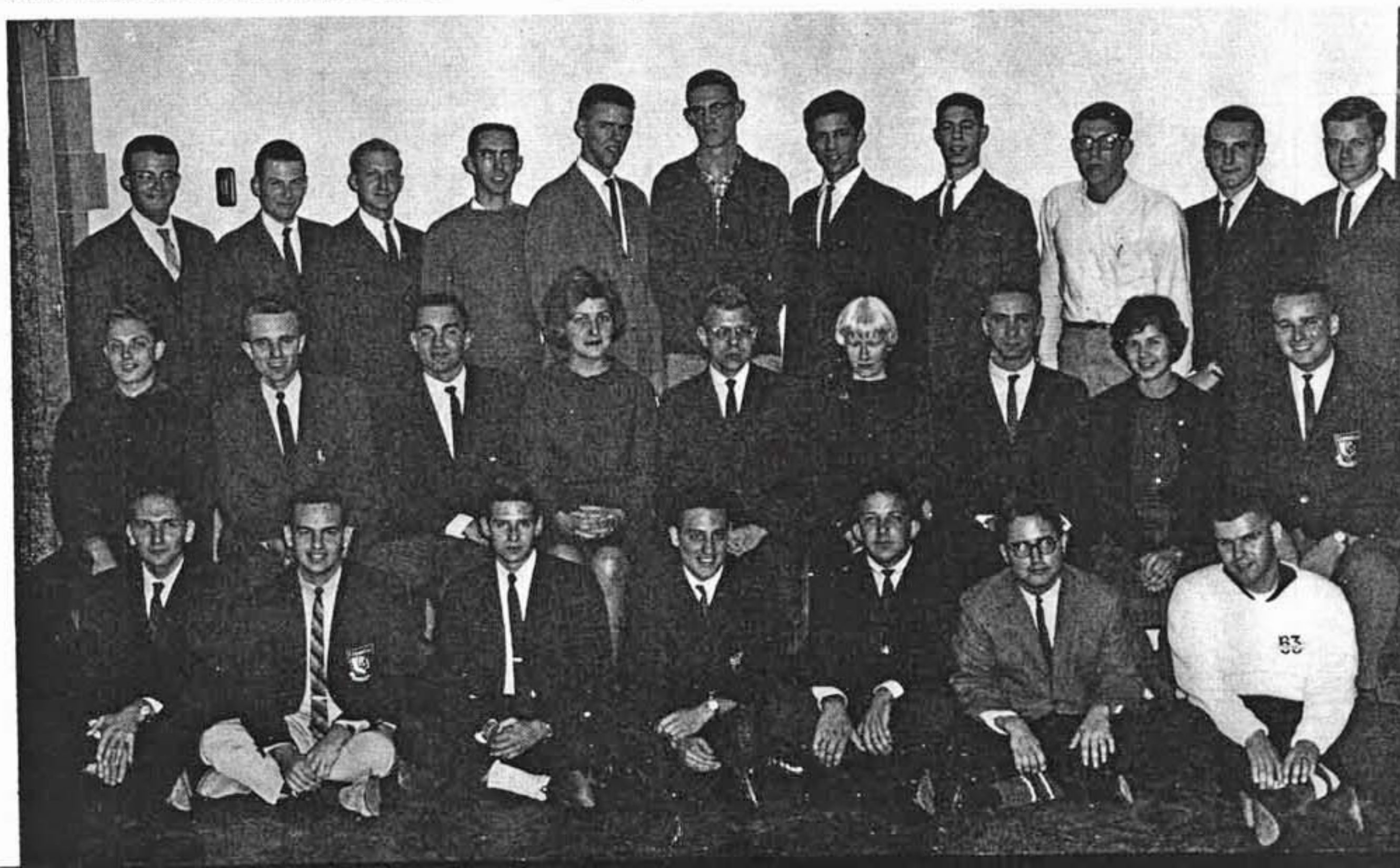
In 1962, WVBR-FM, in order to better serve its listeners, moved its transmitter site to Hungerford Hill, and increased its power to 920 watts. The station now serves an area extending from Elmira

to Syracuse, reaching over one-half million people. WVBR-FM's mature, serious music program soon won it a solid core of regular listeners. In October of 1961 it became the first student station in the country to be a member of a major network when it joined the *New York Times* QXR Network. It rapidly gained a new, devoted audience because of the world famous *New York Times* news service and the fine classical music programming originating in New York. Personalities such as Victor Borge appear regularly on WVBR-FM, as well as famous orchestral concerts. WVBR-FM is the student station to broadcast 365 days a year.

Besides providing a high quality program, good local and national news service, and a high fidelity signal to the Southern Finger Lakes audience, WVBR also fulfills its constitutional purpose of promoting and increasing the knowledge and interest of Cornell Students in professional radio broadcasting. It gives them training experience not only in broadcasting, but in organization, leadership, and dealing with people, techniques which are invaluable in whatever field a student may choose as a career. In performing these services, WVBR has become an integral and valuable part of the Cornell-Ithaca community.

*First row:* Michael Ernstoff, Jeffrey O. Milman, Edmund S. Fine, Roy H. Haas, Paul M. Gileson, Henry S. Kramer. *Second row:* Glenn King, Robert H. Ross, Stuart S. Pattison, Carol E. Gaydos, John F. Burns, Althea A. May, Joseph J. Delfausse, Marilyn Ber-

man, Bruce Klipec. *Third row:* Ward Whitlock, Michael Bernstein, Jeffrey M. Moskin, Bertram C. Sippola, James L. Cave, William D. Gordon, Stanley J. Avery, Bruce H. Levine, Peter Jutro, Denny K. Paul, Carl M. Moore.





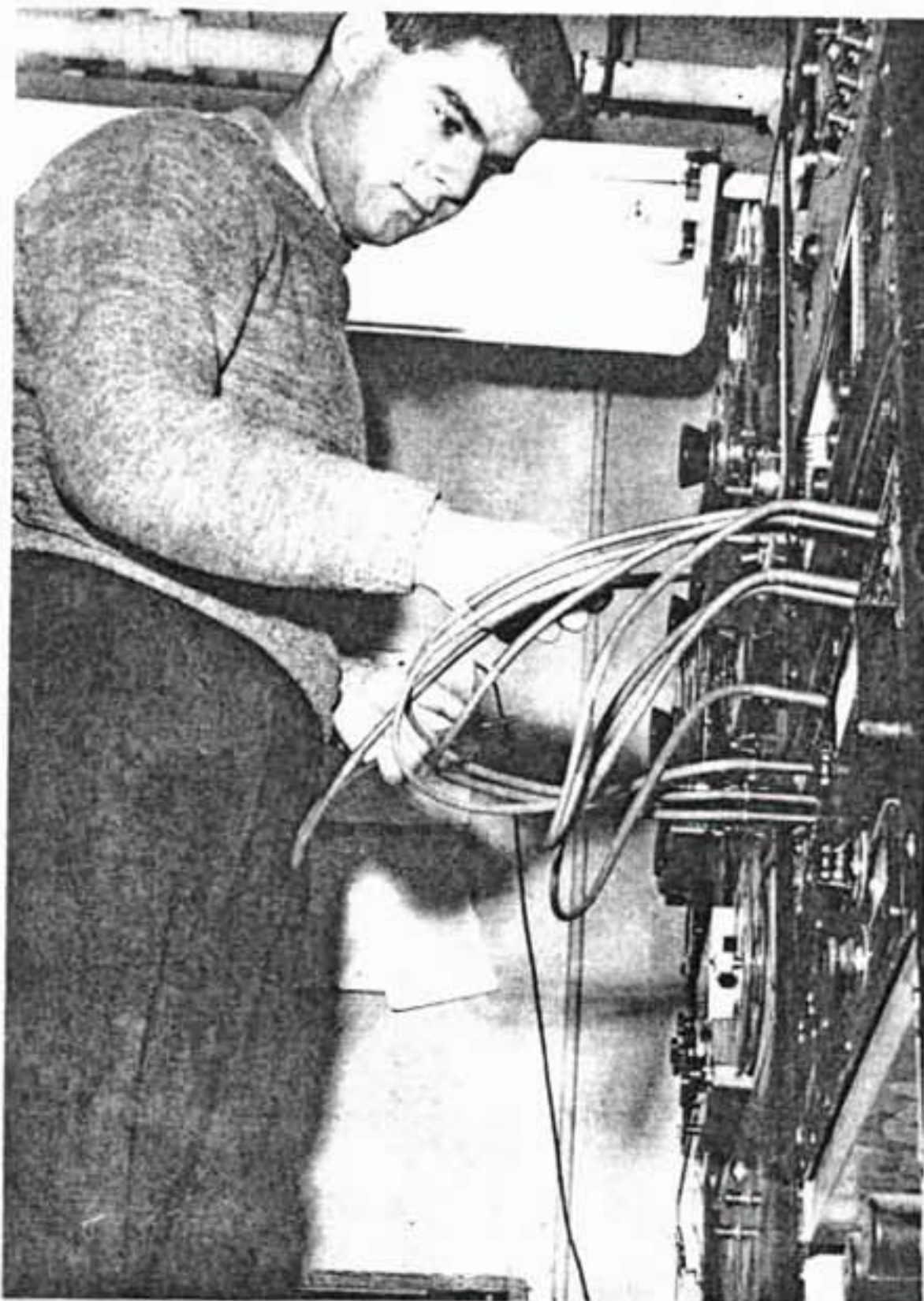
Sundays brought the *Sunday Showcase*, a series of programs for Sunday listening that included classical music, folk singing, and news. *Been Here and Gone* provided the best in folk music for late Sunday listening.

The year brought more than new and exciting programs. It also brought one of the best years in sales the station has ever had. With a six-man sales staff, the largest of any station in Ithaca, WVBR-FM was able to provide excellent service to its many advertisers.

The three-year-old "Program Guide" saw a substantial rise in circulation as well as a new face. One of the first guides of its kind in the country, it has encouraged WVBR-FM's sister stations in the Ivy Network to attempt similar ventures.

Besides broadcasting, WVBR-FM also exists to stimulate interest in the broadcasting arts, serving as a training ground for those interested in radio. It offers opportunities in announcing, writing, news reporting, selling, and broadcast engineering.

WVBR-FM plays a dual role in serving both the Cornell and the Ithaca communities. This is accomplished through intelligent and entertaining programming that includes not only the aforementioned programs, but also lectures, the Sage Chapel service on Sunday, excellent local news coverage, and numerous other special features. The aim of WVBR-FM, "with finer programming for better listening," is to serve not only the student, but also the non-student.



*"Careful now, don't mix the jazz with the lecture . . ."*



*"WVBR-FM, where FM means Fine Music"*





First row, left to right: Ian Spier, Barry Gold, Joe Levenson, Jeff Millman, Jeff Moskin, Marilyn Berman, Mike Goldstein, Ralph Hammelbacher, Robert Cohen. Second row: Dave Yerzley, Roy Haas, Paul Gitelson, Darry Sragow, Alan Smallberg, Marcia Fox, Sue Klein, Bruce Smith, Marian Fasanella, Faye Brunswick, Joe Shapiro, Barry Hecht. Third row: George Hall, Estelle Finkle, Bob Rice, Nat Pierce, Denny Paul, Stu Pattison, Bob Libson, Victor Metsch, Walt Bilofsky, Don Stone, Larry Snowwhite, Richard Dudley, Mike Gimbrone. Back row: Hoyt Stearns, Buzz Victor, Paul Reasenberg, Steve Ogintz, Tom Preston, Peter Juto, Rich Factor, Bill Gordon, Mark Bothel, Robert Schnittger, Don Lifton, Dick Owlett, Charlie Nash, Rick Brandon, Doug Finch. Absent: Steve Abrams, Barbara Allen, Brown, Dick Cutler, Paul DiFabion, Joe Durso, John Fanton, Gwynn Fowler, Jerry Friedman, Jay Gilmour, Barb Grav, Tom Hall, Skip Holcombe, Kaufman, Stan Kishner, Steve Locke, Fred Macall, Jim Manning, Althea May, Howard Miller, Chuck Moeder, Carl Moore, Joe Mozer, Lee Rosenstein, Mike Rothstein, Rich Rubinstein, Justine Samaliosis, Sheila Sandman, Bob Smith, Dick Stillwaggon, Bob Timmerman, Ed Walker, Bill Wellman, Bob Winter, Fred Zappert.

# WVBR

"This is Radio Cornell — WVBR and WVBR-FM in Ithaca, New York." With these words of station identification, the unique characteristics of WVBR, both as a broadcasting station and as a student activity, are expressed. WVBR, like every organization on the Cornell campus, is a product of the philosophy and climate that is Cornell. WVBR is not only a member of the broadcasting industry but also an organization that functions in the Cornell tradition.

WVBR is unique in college radio in that the university exercises no control over its operations. It is owned and operated by the Cornell Radio Guild, a non-profit membership corporation of Cornell students. According to its constitution, the Radio Guild must maintain a broadcasting station, licensed by the Federal Communications Commission to operate in the "public interest, convenience, or necessity," and it must provide training for its members in broadcasting and related fields.

WVBR is an outstanding example of the combination of technical skill and creative ability which have come to characterize Cornell. Membership is

open to all Cornell students who participate in the comprehensive training program. This is offered in studio, remote, and transmitter engineering and in announcing, sport, and newscasting, programming, sales, and public relations. Furthermore, WVBR represents Cornell's insistence on excellence. It transmits popular music, campus events, sports and discussions by carrier current into the dormitories. Classical music, Jazz public affairs programs, and broadcasts of outstanding Cornell lectures and concerts have made WVBR popular throughout the Finger Lake region.

The combination of public and private institutions that have made up Cornell is fully represented by WVBR. It is a student activity, where training and enrichment are offered to students, but it also has the responsibility of broadcasting high quality programs in the public interest. This then is WVBR—a successful answer to the challenge of Cornell, a combination of freedom and responsibility, science and creativity, public and private—based on a tradition of excellence—This is Radio Cornell.





## WVBR

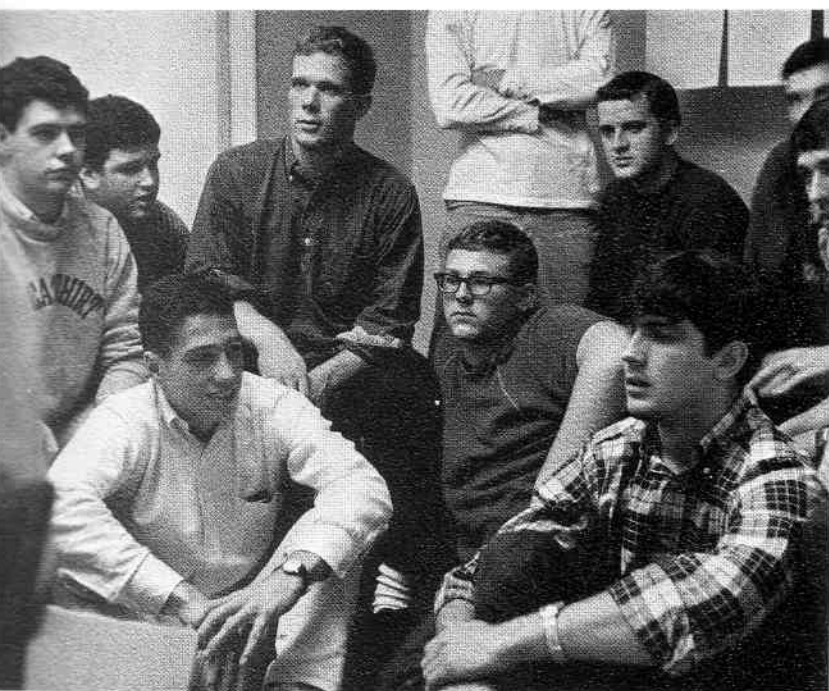
"This is the Cornell Radio Network." These six words represent the progress that has typified the activities of the Cornell Radio Guild during the last thirty years. The Guild, a non-profit membership corporation that owns and operates WVBR-AM & FM, was established in 1935 by Cornell students who programmed one show each week for WESG, now WHCU. Today it operates two radio stations, accounting for more than 175 broadcast hours a week. The culminating achievement has been the establishment of the Cornell Radio Network, originating with WVBR-FM, which provides eighteen hours of programming each week to two professional stations: WCLI-FM in Corning, and WKOP-FM in Binghamton.

According to its constitution, the Guild must maintain

a radio station, licensed by the Federal Communications Commission, to operate in the "public interest, convenience, and necessity", and it must provide training for its members in broadcasting and related fields, which make it one of the most diverse organizations at Cornell. Guild members have become proficient as technicians, announcers, salesmen and programmers. The program department schedules all types of music, from the serious classical, Broadway, jazz and folk of FM to the popular rock and roll format of AM. News, public affairs, and rebroadcasts of outstanding lectures and concerts. Based on a tradition of excellence and professionalism, WVBR represents a successful answer to the challenge of Cornell—a combination of science and creativity.

*1965 Cornellian*





## WVBR

It was a very good year, 1966. WVBR-FM increased power from one to three kilowatts and introduced stereo multiplex FM radio to Ithaca. Right in step with this year's "Trivia" kick on the campus, or should it be the "Camp" kick on the trivius, WVBR-AM-FM reintroduced Lamont Cranston, Margo Lane, and the bitter fruit of crime to Finger Lake listeners. Weekly episodes of "The Shadow" were broadcast Sundays at 5:30 P.M.

Additionally, WVBR-AM-FM sales income exceeded previous efforts by better than fifty percent, as many new advertisers were successfully introduced to college and FM radio. FM programming, consisting primarily of classical music, jazz, and news, and AM programming, mainly rock 'n' roll, were both well received by their respective audiences.

Other developments included the expansion of the Ivy network, AM's national sales representative, beyond the eight "league" stations. The flick phone was joined for the winter by a ski conditions answering service. The business office was renovated to serve as administrative headquarters for the station. Studio-side, the reception room was spruced up with the addition of a wall-to-wall carpet, a lowered ceiling and another in a long history of splendid paint jobs.

Recent graduate Bob Gray launched *The Cornell Broadcaster*, a newsletter for WVBR Alums. Initial response was terrific. AM and FM were finally given equal recognition within the guild hierarchy as the program directorship was split in half, accordingly. WVBR-AM and WICB-AM, Ithaca College, continued to exchange live programming on a daily basis. WCLI-FM, Corning, rebroadcast FM's programming 15 hours weekly.

Now if all this is a little dry, the usual VEEB fun and games did abound in 1966 as always. A few of us busted out, an occasional piece of news copy was set ablaze on the air, the GM, Chief Engineer, and Business Manager entertained the rest of the staff during our Christmas party, and WVBR killed the Sun in football, basketball, softball, badminton, and pinochle, going on to take the All-Media Sports Trophy by narrowly defeating the Cornell "Weekly Calendar of Events" office staff.

If 1966 was given a relative standing in a Top-25 yearly rating, it would have to place Number One.