

CLEVELAND 1959-1963



How does a career in radio start? We all have stories. Mine starts with an interest in the stock market acquired from my investment banker father. First step: I became a shareholder of Storer Broadcasting. Discovering that I could “listen to my investment” from my home in Cleveland, I began tuning for the Storer stations in Toledo, Detroit, Wheeling, Philadelphia, Miami, Los Angeles and elsewhere. Soon, I became thrilled by hearing other market’s stations and became a DX (distant reception) enthusiast.

Here is the equipment used from 1958 to 1962, as well as a memento from one of my favorite stations.



Clear channel WLS from Chicago was a nightly visitor in Northern Ohio, and its Top 40 format was a real thrill to a new teenager.

CLEVELAND 1959-1963

In the late 50's, I played the Canadian penny stock markets and "graduated" to real investments with the dumb luck of a 12-year-old! An early purchase was Storer Broadcasting. I began visiting "my stations" and found it fun to be a very young investor being shown around by the manager! I discovered radio looked fun and by 1959, I began visiting any radio station I could find. One was R&B WJMO, where I was, fortunately, tolerated since I was discovered to be willingly available for coffee runs and Sunday morning board shifts. The money saved from printing and being a "go-fer" would later, after some additional and fortunate stock investments of my \$1.05 an hour wage, become the capital for my first radio station in South America.



Quite quickly I found a way to make money from radio: I printed packages of 100 reception verification cards for \$6 and sent out mailings every week to drum up business. These cards were individually printed on a hand-fed movable-type letterpress.

Over the next several years, prepared cards for nearly a thousand stations in an era when distant reception of AM stations was a popular hobby: I was on the board of the National Radio Club and a founding director of the International Radio Club of America, both of which continue to promote the hobby.

Cleveland 1962

Back at school, there was no student newspaper, something that was quickly remedied.

Starting a new school newspaper meant finding a way to finance it... the first client I ever visited and sold was Coca Cola.



Hawken Publishes Paper

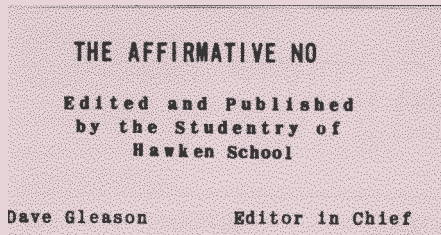
This year, for the first time, Hawken School is publishing a school newspaper, *The Affirmative No*. The Hawken paper is in many respects similar to our own *University School News*. It includes features of visiting speakers, sports, and editorials concerning school improvements and matters of international concern. The paper is not supported by the school, but is issued to all members of the school.

The idea of a school newspaper was formulated by Dave Gleason. Gleason pushed the project and with the help of Dave Whittlesey and Newty Barrett, the associate editors, Gleason published the first issue of *The Affirmative No* on March 21 of last year. During last spring two other issues were published. This year, a regular schedule of publishing has been made, and now issues come out once every three weeks.

IR
ember,
s look
to the
special
- Plain

ne hour
al in-

ps: one
ospace
ther a
sse two
e have



A summer at a University level newspaper workshop helped get the new paper going.



Mexico City...

In 1963, an opportunity to attend High School in Mexico City turned into a one-year apprenticeship at market leading duopoly operator Radio Centro, with 5 stations in the market (I never went to classes.)

Like any good high energy radio station, this view of the XELZ studio in 1963 has a sign that says, "Keep up the pace" and another telling the DJs to ID regularly and often!



This building on Article 123 Street housed the organization through the mid-80's



The Radio Centro Organization was Mexico's first to employ strict formatting and segmentation techniques to its properties. Formats ranged from Top 40 hits to regional (country) and MOR.



The world's largest city, and the largest commercial radio market, too. In 1963, Mexico city had over 15 million residents and 60 radio stations.



Mexico City, 1963...

While living in Mexico City, I visited all of its 31 AM stations, both studios and transmitter sites.

XEW was the radio station that started Emilio Azcarraga's media empire now known as Televisa. Here, from the inside and out, are views of XEW's 250,000 watt AM transmitter on international clear channel 900 kHz.



This amazing transmitter site housed the 3 home-built 250 kw transmitters that served XEW through the late 70's. Each was used for a 2-hour period and rested for 4 hours. Additionally, XEW had 50 kw repeaters in three major cities and a 150 kw station on 540 in midcentral Mexico, all with traditional network style radio.

A visit to all-norteña music stations XEMC and its shortwave relay XESC in Mexico City produced an on-air guest stint. The regular DJ is shown below, and the AM and SW transmitters are at right.



Shortwave, licensed commercially in Latin America, was useful through the 60's to reach rural areas that had no local radio. The XESC 5 kw shortwave transmitter and the AM unit are shown here.

