

379
N81
No. 5484

A HISTORY OF STATION WRR: PIONEER
IN MUNICIPALLY OWNED RADIO

THESIS

Presented to the Graduate Council of the
North Texas State University in Partial
Fulfillment of the Requirements

For the Degree of

MASTER OF ARTS

By

Robin Leslie Sachs, B.A.

Denton, Texas

May, 1978

Star

Sachs, Robin Leslie, A History of Station WRR: Pioneer in Municipally Owned Radio. Master of Arts (Journalism), May, 1978, 128 pp., bibliography, 136 titles.

This study presents an overall history of WRR, the first municipally owned radio station and describes the problems it encountered by competing in a commercial Dallas market.

The study marks the establishment of WRR in 1920 as a signal transmitter for the Dallas Fire Department, its transition to an entertainment station, the addition of WRR-FM, retirement of long-time Station Manager Durward J. Tucker, heavy financial losses, public complaints, format changes, and the sale of the station. A final chapter provides a summary and recommendations for further study, and concludes that WRR should have left the commercial market when its revenue and ratings began to decline.

© Copyright by
Robin Leslie Sachs
1978

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Statement of the Problem	
Purpose of the Study	
Review of Literature	
Limitations of the Study	
Methodology	
Organization	
II. THE BIRTH OF MUNICIPALLY OWNED RADIO	11
Dallas Amateurs Recognize the Need for Radio	
Radio Entertainment Grows	
License Renewal and Reallocation	
WRR Becomes Commercial	
Summary	
III. THE PROFITABLE YEARS, 1946 TO 1968	33
WRR-FM, Television, and New AM Programming	
WRR and City Communications	
Format Changes	
Summary	
IV. STRUCTURAL CHANGES, 1969 TO 1973	54
Summary	
V. FROM PUBLIC TO PRIVATE ENTERPRISE 1974 TO MAY, 1977.	66
Contracts and Complaints	
Seeking Solutions	
The Sale	
Summary	

TABLE OF CONTENTS (Continued)

Chapter	Page
VI. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS. . .	94
Summary	
Conclusions	
Recommendations for Further Study	
EPILOGUE	101
APPENDIX	102
BIBLIOGRAPHY	122

CHAPTER I

INTRODUCTION

Texas' first radio station, WRR, was established in 1920 for the purpose of supplying communications within the Dallas Fire Department. Henry "Dad" Garrett, Chief of the Signal Department for the fire station, installed the 50-watt broadcasting station in departmental headquarters for the transmission of alarms from the central station to receiving sets in radio-equipped cars.¹

After Garrett's system of transmitting became firmly established, phonograph records were played between alarms to ensure continuity of connection.² Radio amateurs quickly began to pick up the music with crystal sets, resulting in the establishment in 1921 of the first municipally owned broadcasting station.³

In times past, WRR not only was self-sustaining, but also contributed millions of dollars in communications

¹American Guide Series, "Dallas Guide and History," unpublished document, Vol. II (Dallas, n.d.), 00461.

²Smith Investigator Service, Report of the Radio Commission (Dallas, 1959), p. 2.

³Speech by Durward J. Tucker at City Department Head Luncheon (Dallas, 1962).

services to many other departments of the city.⁴ While maintaining broadcasts for community entertainment, WRR personnel pioneered in police, fire, and city communications, beginning in 1931 and expanding until 1969. In 1969, city communications continued as a separate department, although it shared many of the same facilities as WRR.

However, in May, 1975, the Dallas City Council delayed renewal of WRR's contract because of substantial monetary losses during 1973-74, which were continuing.⁵ Changes in station format had not alleviated the station's financial losses and low ratings. As a result, WRR and WRR-FM became a point of controversy in the City Council. Many believed that the city should not have even tried to compete in the commercial broadcasting market.⁶ Most of the eight City Council members, who said they were interested in breaking even with the station, not in making a profit, were concerned at having to operate the station at the taxpayers' expense. Several members said that as no format seemed to please all the public, they would prefer to avoid any controversy.⁷

⁴"A Brief History of WRR and WRR-FM," unpublished document, Dallas Public Library, September, 1971, p. 3.

⁵The Dallas Morning News, May 21, 1975, p. 5.

⁶The Dallas Times Herald, May 25, 1975, p. 6-II.

⁷The Dallas Times Herald, May 18, 1975, p. 1-B.

In 1975, therefore, municipally owned WRR was offered for sale. There was initially some discussion as to whether WRR-FM should also be sold. The FM station, programming classical music, was supported by many loyal and vocal patrons of the arts who argued that it should not be sold with WRR.⁸ So, only the AM segment of the station was put up for sale. The few bids offered for WRR were considerably lower than the \$2.7 million hoped for by the city; the highest bid was only \$1 million.⁹ The city then hired a broker specializing in selling broadcast properties to help with the sale. In May, 1977, WRR was sold to the Southern Broadcasting Company of Winston-Salem, North Carolina, for \$1.9 million.¹⁰

Statement of the Problem

The problem of this study was to reconstruct and chronicle those events that formed the history of radio station WRR.

Purpose of the Study

The purpose of this study was to trace the development of WRR as a reflection of the growth of Dallas, and to

⁸The Dallas Morning News, June 12, 1976, p. 2-II.

⁹The Dallas Morning News, September 28, 1976, p. 4.

¹⁰The Dallas Times Herald, May 13, 1977, p. 4-C.

examine the problems encountered by a municipally owned radio station that competed in a commercial market. This included answering such questions as (1) how were finances affected by city ownership of the station, (2) were news or advertising policies affected by city ownership, (3) how did a city owned station handle controversial topics, and (4) what contributions did WRR make to the city of Dallas and area broadcasting?

Review of Literature

Two unpublished studies were written previously about WRR. "A Brief History of WRR and WRR-FM"¹¹ provided background information and a list of time donated to public service and organizations given publicity on the station in 1971. Included was a copy of Ordinance 3019, responsible for the creation of the Radio Commission, and Ordinance 3049, defining the duties of the station manager and the granting of public service air time. A study submitted as a Report to the Radio Commission¹² provided further details of WRR history and analyzed its expenditures and operating costs during the period 1955-59, as well as the costs of the Dallas communications facilities, once a part of the WRR complex.

¹¹"A Brief History of WRR and WRR-FM."

¹²Smith Investigator Service.

Related studies included "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962."¹³ This study outlined the contributions of the station--city-owned like WRR--and detailed the programming content for a thirty-eight-year period. Mentioned were the less-than-ideal conditions under which the station operated: WNYC was the object of politically motivated demands; it was legally restrained from airing some controversial broadcasts; the station had difficulty in obtaining full-time broadcasting privileges from the FCC; it was opposed by three mayors, and it was often deleted from the budget set by the City Council. This unpublished dissertation discussed the successes and community services rendered by the radio station.

"A Historical Study of Radio Station KSUB and Its Cultural and Economic Implications as They Affect Iron County, Utah,"¹⁴ recorded twenty-seven years of history and financial struggles of the station in Cedar City, Utah.

¹³Saul Nathaniel Scher, "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962," unpublished doctoral dissertation, Department of Speech and Theatre, New York University, New York City, 1965.

¹⁴Charles Forrest Hunter, "A Historical Study of Radio Station KSUB and Its Cultural and Economic Implications as They Affect Iron County, Utah," unpublished master's thesis, Department of Journalism, Brigham Young University, Salt Lake City, Utah, 1964.

It noted that KSUB, one of the oldest stations in Utah, retained a listening audience of 10,000--almost the entire community--because of poor reception from its radio competitors. This study attempted to show the cultural and economic value of KSUB to the community.

A third unpublished study was "A History of KWTO, Springfield, Missouri,"¹⁵ which recorded the history of this station from 1924 to 1964. This station was selected by Watson for study because it was the first station established in Missouri. Data about the station were collected through interviews and station publications. Results of the study emphasized the importance of a radio station creating a favorable image in the community.

Erik Barnouw's A History of Broadcasting in the United States¹⁶ detailed the beginning of radio until the 1960's. The study was divided into three volumes (1) A Tower in Babel, to 1933, (2) The Golden Web, to 1953, and (3) The Image Empire, from 1953.

Justification

This study was necessary in order to record the knowledge and experiences of those people still available

¹⁵Gaylon H. Watson, "A History of KWTO, Springfield, Missouri," unpublished master's thesis, Department of Journalism, University of Missouri, Columbia, Missouri, 1964.

¹⁶Erik Barnouw, A History of Broadcasting in the United States, Vols. I-III (New York: Oxford University Press, 1960).

who helped to establish WRR. This study was further significant in that it marked the establishment of radio broadcasting in Texas and defined the problems that a municipally owned radio station encountered while competing in Dallas' commercial broadcasting market.

Limitations of the Study

This study was limited to the period from 1920, which marked the establishment of WRR, to May 3, 1977, when WRR was sold to Southern Broadcasting Company, Incorporated, of Winston-Salem, North Carolina.¹⁷ Excluded were any events that occurred after the sale of WRR, effects of the sale upon the operations of WRR and WRR-FM in their shared facilities, and WRR-FM, which operated as a separate station from WRR, except as it affected WRR.

Methodology

This study was based largely upon information obtained from (1) the files of WRR, (b) microfilmed copies and clippings of The Dallas Morning News and Dallas Times Herald from 1920 through May, 1977, (3) records in the Dallas City Secretary's office regarding all complaints and corresponding replies concerning WRR, (4) financial statements and recorded minutes of meetings of the Radio Commission

¹⁷The Dallas Times Herald, May 3, 1977, p. 4-C.

available in the City Auditor's office, and (5) former employees, employers, and people who have been or are associated with WRR. Interviews were conducted in order to transcribe personal experiences of those people involved with the history of the station (see Appendices A and B).

Written sources that noted the growth of Dallas in conjunction with the development of WRR were checked. Sources included The Dallas Story from Buckskins to Top Hat,¹⁸ Dallas Guide and History,¹⁹ and the Report to the Radio Commission.²⁰ "A Brief History of WRR and WRR-FM,"²¹ although essentially a public relations publication, offered data on the station's operations. Still other sources which provided details about the activities of the station and the people involved, included Who's Who in Texas,²² American Petrofina "Traffic Reports,"²³ the

¹⁸Nelson A. Hutto, The Dallas Story from Buckskins to Top Hat (Dallas, 1953).

¹⁹American Guide Series.

²⁰Smith Investigator Service.

²¹"A Brief History of WRR and WRR-FM."

²²Tucker, Durward J., " Who's Who in Texas (Austin, 1968).

²³American Petrofina "Traffic Reports" (The Dallas Morning News reprint, 1962).

Dallas Police Department Yearbook,²⁴ and Broadcasting Yearbooks.²⁵

Similar studies involving the history of other radio stations included "A History of Radio Station, KWTO, Springfield, Missouri," "A Historical Study of Radio Station KSUB and Its Cultural and Economic Implications as They Affect Iron County, Utah," and "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962." KWTO and KSUB histories served as examples of how other radio stations affected their communities, and WNYC offered insight into another municipally owned station.

Erik Barnouw's A History of Broadcasting in the United States related the development of broadcasting, with which to compare the history of WRR.

Organization

Chapter I constitutes the introduction; Chapter II discusses the period 1920-1945, which marked the establishment of WRR through the end of World War II; Chapter III discusses the period 1946-1968, which saw the addition of

²⁴"History of the Dallas Police Department," Yearbook (Dallas, 1972).

²⁵Broadcasting Yearbooks (Washington, D.C.: Broadcasting Publications, Incorporated).

FM, experimentation with the advent of television, and format innovations; Chapter IV discusses 1969 to 1974, a time of major changes in management and facilities; Chapter V discusses 1974 to May 3, 1977, the final years of municipal ownership; and Chapter VI provides a summary and conclusion.

CHAPTER II

THE BIRTH OF MUNICIPALLY OWNED RADIO

Controversy usually arises with any discussion over which radio station in the United States is the oldest and/or the first to broadcast. Certainly, there is a lack of good records about the beginnings of the earliest radio stations. Federal licensing by the Department of Commerce did not begin until after several experimental stations were transmitting. People involved in the development of radio were frequently too busy creating and experimenting to leave complete records of exactly what they did and when they did it.¹ Moreover, a question has been raised as to what can be classified as a radio station. The Communications Act of 1934 states that broadcasting is "the dissemination or radio communications intended to be received by the public, directly or by the intermediary or relay stations." The act defines a radio station as "a

¹Joseph E. Baudino and John M. Kittross, "Broadcasting's Oldest Stations: An Examination of Four Claimants," Journal of Broadcasting, XXI (Winter, 1977), 62-63.

station equipped to engage in radio communication or radio transmission of energy."²

Although WRR was established around the time that would be competitive with those stations claiming to be broadcasting's oldest, it was not, at first, intended to be received by the public, but only by a narrowly defined group, the Dallas Fire Department. Still, WRR was the first municipally owned radio station and was among the first stations in the world to be licensed.³

WRR was licensed by the Department of Commerce in 1921; by 1927, six municipal radio stations were licensed.⁴ These were WCAM, Camden, New Jersey; WCOA, Pensacola, Florida; KGEW, Fort Morgan, Colorado; WJAX, Jacksonville, Florida; WPG, Atlantic City, New Jersey; and WNYC, New York City, New York.⁵ At this time, however, radio stations had a high mortality rate owing to poor financing; and, by 1941, only Camden, Dallas, Jacksonville, and New York City continued to operate municipally owned radio stations, only

²Title 47, U.S. Code Sections 3 (o) and (k), cited in Joseph E. Baudino and John M. Kittross, "Broadcasting's Oldest Stations: An Examination of Four Claimants," Journal of Broadcasting, XXI (Winter, 1977), 62.

³"WRR," from the files of WRR, p. 1.

⁴Saul Nathaniel Scher, "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962," unpublished doctoral dissertation, Department of Speech and Theatre, New York University, New York City, 1965, p. 1.

⁵Ibid.

joined by WSUN, St. Petersburg, Florida.⁶ All municipal stations operated on a commercial basis, with the exception of WNYC, which operated solely by taxation.⁷ WNYC devoted 10 per cent of its broadcast time to talks by city officials, about 35 per cent to civic and education programs, and the balance to special features aimed at a high cultural level.⁸ Political broadcasts were not permitted by WNYC, in comparison to WJAX, which was operated by a City Commission and aired all commercial broadcasts, including those by political candidates.⁹ WJAX allowed very little broadcast time to city officials, civic, or educational groups.¹⁰ WCAM, supervised by the bureau of broadcasting of the Department of Revenue and Finance in Camden, devoted much of its air time to political candidates, whether sustained or sponsored and city department heads.¹¹ Fifteen per cent of programming was given to educational broadcasts.¹² Twenty-one per cent of WSUN's time was devoted to civic and educational programs, 33 per cent to commercial, and 46 per cent to sustaining programs.¹³ WSUN was supervised by the City Manager of St. Petersburg.¹⁴

⁶David D. Rowlands, "City-Owned Radio Broadcasting Stations," Public Management, XXIII (July, 1941), 204.

⁷Ibid., p. 205.

⁸Ibid.

⁹Ibid.

¹⁰Ibid.

¹¹Ibid.

¹²Ibid.

¹³Ibid.

¹⁴Ibid.

By 1965, Jacksonville, Dallas, and St. Petersburg were operating municipally owned stations, along with noncommercial WNYC, two FM stations in Louisville, Kentucky, WFPK and WFPL, and WPLN from Nashville, Tennessee.¹⁵ The Nashville and Louisville stations were operated as part of the cities' noncommercial library and cultural systems.¹⁶

As of May, 1977, WRR was sold into private enterprise, but WRR-FM is still city-owned;¹⁷ the other municipally owned stations were still broadcasting.¹⁸

Dallas Amateurs Recognize the Need for Radio

Industry, trade, and finance expanded rapidly in Dallas, and a new populace poured into the city, so that, by 1920, more than 308,000 people lived in the metropolitan area.¹⁹ The Magnolia Petroleum Company built the first of many rapidly rising skyscrapers, housing banks, businesses, and hotels.²⁰ Fair Park Stadium was erected and high schools, churches, theatres, and department stores were

¹⁵Scher, p. 1, introduction.

¹⁶Ibid.

¹⁷The Dallas Times Herald, May 13, 1977, p. 4-C.

¹⁸Broadcasting Yearbook, 1976.

¹⁹Nelson A. Hutto, The Dallas Story from Buckskins to Top Hat (Dallas, 1953), p. 62.

²⁰Ibid.

built on either side of the Trinity River. By 1920, Dallas, with two established newspapers, The Dallas Morning News and The Dallas Times Herald, was one of the biggest cotton markets in the world, and was fast becoming known as a large insurance city. As a result, the city was taking on "new wealth, new polish, and new enterprise."²¹

Radio development began in Dallas with amateur wireless telegraphy. Several amateur wireless stations were in operation before World War I, but all experimenting was closed down when the war department assumed control of all such equipment.²² After the war, experimenting resumed and antennas were erected in various parts of the city.²³ All that was exchanged, however, was a succession of dots and dashes that could be understood only by those with a knowledge of Morse code. Yet, it was wireless telegraphy that led to the establishment of WRR.²⁴

Frank M. Corlett, a Western Union telegraphy expert, was the local leader of the amateur transmitters. At his home, 1101 East Eighth Street, Corlett built a small wireless sending and receiving set.²⁵ Meanwhile, Ben Emerson,

²¹Ibid.

²²The Dallas Times Herald, September 27, 1925, p. 1-VII.

²³Ibid.

²⁴Ibid.

²⁵Ibid.

another Western Union employee, had become interested in the wireless and upon discovery of the wireless telephone, Emerson built a radiophone at his home, 3370 Wendelkin Street.²⁶ By late 1920, Emerson had both sending and receiving equipment.²⁷

Amateurs interested in the wireless telegraph became interested in the new radiophone. Those who were not prepared to build expensive transmitters built crude crystal receiving sets. These sets, which were easy to build and could pick up short-range messages, were composed of small chunks of lead sulfide mounted under a "cat whisker" wire to make a galena crystal detector.²⁸

"Coils were wrapped around anything handy, such as cardboard tubing and cylindrical cardboard oatmeal boxes. Antennas were strung from the house to the barn using broken bottles for insulators."²⁹

Possibly as early as 1916, Henry "Dad" Garrett, a young electrical engineer working in the Fire Department and responsible for inventing Dallas traffic lights, was conducting experiments with broadcasting equipment. His main thought was not so much in establishing a radio

²⁶Ibid.

²⁷Ibid.

²⁸"History of WRR," from the files of WRR, 1952, p. 2.

²⁹Ibid.

station, but in transmitting broadcasts about fires to fire trucks while they were away from their base station.³⁰

This idea occurred to Garrett after a 1912 fire at the Buell Lumber Company in South Dallas demanded the services of the entire city Fire Department, at the same time another fire broke out in North Dallas.³¹ Telephone lines had been destroyed, making it impossible to establish communication between the central station and the apparatus at the first fire.³² To avoid this situation in the future, Garrett equipped his car with a small homemade radio receiving set and began experimenting to see if his car could receive transmitted messages.³³ He continued experimenting with antennas made of fine wire wrapped around two small poles and inserted in the running boards of his car, until he finally received a weak transmission.³⁴ Voice transmissions were received by Garrett near White Rock Lake from his son, who was stationed at the microphone at the Central Fire Station.³⁵ However, these first transmissions were unclear

³⁰"Police Radio Broadcast," from the files of WRR, p. 1.

³¹"WRR," from the files of WRR, p. 1.

³²"History of WRR: 50 to 5,000 Watts," from the files of WRR, p. 1.

³³"Police Radio Broadcast," p. 1.

³⁴Ibid.

³⁵Ibid.

and unreliable and Garrett did not meet with much success until readjustments were made.

Meanwhile, Frank Corlett found that a Police Department in New York was making use of the wireless in broadcasting descriptions of criminals.³⁶ He mentioned this to Police Commissioner Lawrence E. McGee as a possibility for Dallas, but the idea was ridiculed by the department.³⁷ It was not until 1928 that the Police Department received a radio call system under the instructions of City Manager John Edy.³⁸ As early as 1920, however, Corlett and Emerson were broadcasting messages for the Fire Department from Emerson's home. The first speech over radio in Dallas was broadcast from that site by former Mayor Sawnie R. Aldridge on April 5, 1921.³⁹ As soon as election returns verified his victory, Aldridge thanked thousands of Dallas voters over the air for their support.⁴⁰

In July, 1921, Emerson sold his broadcasting set to the city for \$250, establishing the first municipally owned radio station.⁴¹ Broadcasts were transmitted from the

³⁶The Dallas Times Herald, September 27, 1925, p. 1-VII.

³⁷"Police Radio Broadcast," p. 5.

³⁸Ibid., p. 4.

³⁹The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁴⁰Ibid.

⁴¹Ibid.

second floor of the Central Fire Station, 2012 Main Street, under the direction of Police and Fire Signal Superintendent Henry Garrett, assisted by Frank Corlett and Ben Emerson. On August 4, 1921, a provisional license for a land radio station of a limited commercial class was issued to WRR by the Department of Commerce, Bureau of Navigation, Radio Service, for a one hundred-watt station.⁴² WRR's license was received after KDKA, Pittsburg, Pennsylvania, 1920,⁴³ and possibly third after WJZ, Newark, New Jersey, July, 1921,⁴⁴ although records are unclear and sources are disputed.

Radio Entertainment Grows

An interest in the station developed by members of the Dallas community who were receiving fire signal transmissions on crude crystal sets. Fire signal announcers, restless from hours of trying to maintain broadcast continuity, began to tell jokes, read from the newspaper, comment on the weather, and eventually play records over the air.⁴⁵

⁴²License for Land Radio Station, Department of Commerce, Bureau of Navigation, Radio Service, August 4, 1921.

⁴³"History of WRR: 50 to 5,000 Watts," p. 1.

⁴⁴Gleason L. Archer, History of Radio to 1926 (New York: The American Historical Society, 1938), p. 397.

⁴⁵"History of WRR," p. 2.

Parents, who had become mildly amused at the radio sets boys were making, began to remain at home at night and listen in.⁴⁶ So many requests were received for entertainment, that certain hours were dedicated each day to various musical programs.⁴⁷ John Marley, of the Marsh Marley Music Company, and other local musicians were asked to broadcast, in addition to comedy teams such as "Honey Boy and Sassafras."⁴⁸ Dr. George W. Truitt of the First Baptist Church arranged to have his sermons broadcast on Sunday mornings.⁴⁹ Enthusiasm and interest from Dallas citizens encouraged Garrett and other city officials to expand the program service offered to the public. Performers came from throughout the Southwest and soon "the list of those who appeared on WRR read like a 'Who's Who in Dallas.'"⁵⁰ The Fire Signal Department soon found itself absorbed by the duties of supplying an expanded service program, and the use of WRR as a Fire Department radio began to fade. In 1931, Police and Fire Departments installed 5-ZAQ, later called KVP, a transmitter used specifically to send out police

⁴⁶The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁴⁷"WRR," p. 2.

⁴⁸Ibid.

⁴⁹The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁵⁰"WRR," p. 3.

and fire calls only.⁵¹ This was made possible by the use of one of WRR's former transmitters that was no longer satisfactory for broadcasting music, but excellent for Police and Fire Department voice transmission.⁵²

In 1922, Garrett lent his righthand man, L. B. Henson, to The Dallas Morning News, and on June 26, 1922, WFAA, the second station in Dallas, went on the air, followed shortly by The Dallas Times Herald station, KRLD.⁵³ In 1922, WRR employed James Kendall, a licensed commercial grade operator, in order to comply with federal radio requirements. His salary, \$20 per month, as well as all police and fire signal system debits, were charged to city account number ten. The budget allotted to WRR for that year comprised: salaries and wages, \$7,800; supplies, \$1,075; maintenance of equipment, \$5,750; miscellaneous services, \$850; sundry charges, \$114; outlay for equipment, \$11,190. Total proposed expenditures amounted to \$26,779.⁵⁴

License Renewal and Reallocation

By 1925, radio in the United States had experienced such a rapid growth that the federal government found it

⁵¹"History of WRR: 50 to 5,000 Watts," p. 1.

⁵²"History of WRR," p. 2.

⁵³WFAA brochure, June 26, 1922.

⁵⁴General Budget, Ordinance 810, passed June 12, 1922.

necessary to be more exacting in its control of the operation of stations and the type and efficiency of the equipment being used.⁵⁵ At that time, the city found the equipment of WRR would no longer meet the federal requirements and the city was faced with the ultimatum of either closing WRR or replacing its equipment with more modern apparatus.⁵⁶ There was no commercial advertising on radio at this time, and the city was financially unable to provide the \$11,960 needed to improve equipment, so plans were made to close WRR.⁵⁷ In less than ten days, a petition containing more than 5,000 names was filed with Police Commissioner L. S. Turley, asking to keep the station in operation.⁵⁸ A committee of civic leaders was formed, headed by Edwin J. Kiest, owner of The Dallas Times Herald, and George B. Dealy, President of The Dallas Morning News, to raise funds to buy the needed broadcasting equipment for WRR.⁵⁹ Donations were made by private citizens and corporations, who succeeded in raising the necessary funds. WRR was moved to the parlor floor of the Adolphus Hotel, where it operated

⁵⁵Smith Investigator Service, Report of the Radio Commission (Dallas, 1959), p. 2.

⁵⁶The Dallas Morning News, April 17, 1925, p. 4.

⁵⁷The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁵⁸The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁵⁹Smith Investigator Service, p. 2.

from a soundproofed room until 1926, when it was moved to the roof garden Paradise Studios of the Jefferson Hotel.⁶⁰

On October 5, 1925, a new license was granted to WRR to operate at 500 watts on a frequency of 246 meters.⁶¹

W. J. Reid, of the Remington Typewriter Company, was named Supervisor of the station; John Thorwald, Official Announcer; Grimes Waller, Operator; and Victor D. Wilson, Plant Supervisor.⁶²

A City Radio Commission was set up and assigned to develop programming suitable for Dallas. Members, appointed by the Mayor, were L. S. Turley, Simon Linz, A. J. Balcom, W. J. Reid, M. L. Buckner, H. B. Beller, J. E. Forrest, and E. J. Kiest. Honorary members were Frank Corlett, Henry Garrett, and Ben Emerson.⁶³

At this time in radio history, only two frequencies were assigned to a broadcast area, and as stations established in Texas, time-sharing became necessary. In November, 1927, KRLD was dividing time with WRR on 650 kHz.⁶⁴ However, in 1928, the Federal Radio Commission allocated

⁶⁰The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁶¹Letter from John N. Papajohn, attorney, Booth and Lovett Law Offices, Washington, D.C., 1966.

⁶²The Dallas Times Herald, September 27, 1925, p. 1-VII.

⁶³City Ordinance, October 2, 1925.

⁶⁴The Dallas Morning News, October 16, 1927, p. 5.

frequencies; and WRR, which had begun sharing time with WOAI, San Antonio, was given full-time operation on 1280 kHz.⁶⁵ WFAA, anticipating an order from the Federal Radio Commission that it would be paired with its competitor, KRLD, began negotiations with WRR and the two stations agreed to merge.⁶⁶ This agreement provided that WFAA erect and maintain studios for WRR, as well as for itself and maintain direction of programs.⁶⁷ However, WFAA, sharing time with KRLD on 1040, applied for full-time operation on 1040, as well as consolidation with WRR to operate both stations.⁶⁸ This bid was opposed by KRLD and WRR continued full-time operation.

WRR Becomes Commercial

The growth of radio and its appeal to the public eventually encouraged radio advertising and commercial broadcasting, which began on WRR around 1926, and was operated on a contractual basis with John Thorwald.⁶⁹ However, this arrangement barely paid for the station's

⁶⁵ Edwin Glick, "WBAP/WFAA--570/820: Till Money Did Them Part," Journal of Broadcasting, in press.

⁶⁶ Ibid., p. 2.

⁶⁷ The Dallas Morning News, November 22, 1928, p. 11.

⁶⁸ The Dallas Morning News, November 24, 1928, p. 1.

⁶⁹ "The Growth of WRR," from the files of WRR, p. 2.

operating costs. In 1938, the last year of the contract, the city grossed \$6,500 from the station, from which the city had to pay technical help and expenses, including the power bill and replacing and updating facilities.⁷⁰ In March, 1939, the contract with Thorwald for the handling of the commercial operation of WRR was cancelled and city ordinances drawn up by City Attorney Henry P. Kucera (Ordinance Number 3019, as amended by 3049) were passed which set up a Municipal Radio Department, operated similarly to other city departments.⁷¹ This city department was operated under a three-member board appointed by the City Council for a two-year term and was required to meet at least once a month at City Hall in meetings open to the public. The Managing Director of WRR was the Municipal Radio Department Head, who answered directly to the board.⁷² Responsibility of the new department was to operate WRR, as well as to establish and maintain communications facilities for the Police, Fire, and all other departments requiring communications services.⁷³ Ordinances gave the new Radio Department responsibility for handling public

⁷⁰ Ibid., p. 3.

⁷¹ Smith Investigator Service, p. 3.

⁷² "The Growth of WRR," p. 2.

⁷³ "History of WRR," p. 4.

address, electronic and all other systems operated by the city, and made it possible to combine all of the city's radio and technical help, saving the city thousands of dollars.⁷⁴ In the first month of operation under the new ordinance, WRR showed a profit of \$2,795.⁷⁵ Plans were made by City Auditor Stuart Bailey and City Manager Hal Moseley to set up a reserve fund of \$10,000 for the station and send profits to the city's general fund.⁷⁶ In the past, revenue was put into the Police and Fire Department Signal Department account number ten.

In 1930, an offer was made to Water Commissioner John Fouts to buy the station for \$100,000; however, he recommended that the city not sell the station, meaning that the city had "a very valuable asset in its radio station and broadcasting license."⁷⁷ The city rejected the offer, and in 1931 WRR studios were moved to the Hilton Hotel, where they remained until 1934, when they were transferred to larger studios at the Southland Life Building.⁷⁸

⁷⁴"History of WRR," p. 4.

⁷⁵"WRR Nets City \$2,795 First Month," Dispatch, Vol. I, 264, from the files of WRR, p. 1.

⁷⁶Ibid.

⁷⁷The Dallas Morning News, May 27, 1930, p. 13.

⁷⁸"Modern Broadcasting Unit Grows From Spark Transmitter," from the files of WRR, November 11, 1939.

In 1933, the City Radio Commission began to oppose depositing WRR's revenue into the city's general fund. City officials suggested that at least \$5,000 of the cash in the station's reserve fund be turned over to the city's general fund.⁷⁹ A resolution was passed that asked that any transfers of monies from the reserve account to the general fund be discussed with the members of the Radio Commission.⁸⁰ In 1934, business continued profitably for the station. The balance in WRR's reserve fund in February of that year was \$23,302, compared to \$9,093 in October, 1933.⁸¹

In 1933, a decision was made to ban broadcasts and advertising dealing with local political campaigns, to prevent the station from becoming involved in municipal elections. The policy was tested in 1934 when the radio commission declined an offer for an advertising contract in behalf of a candidate running for district judge.⁸²

In 1933, Durward J. Tucker, a graduate of Southern Methodist University, who had worked two years as an engineer for Southwestern Bell Telephone Company, joined the

⁷⁹The Dallas Morning News, September 23, 1933, p. 2.

⁸⁰Ibid., p. 3.

⁸¹The Dallas Morning News, March 13, 1934, p. 1-II.

⁸²The Dallas Morning News, May 29, 1934, p. 1-II.

staff of WRR as Control Room Engineer.⁸³ In 1937, he became Chief Engineer for the station; and in 1939, he designed and supervised the construction of WRR's studios at the State Fair of Texas.⁸⁴ In 1940, Tucker worked with General Manager Charles B. Jordan; Promotion and Commercial Manager Dale Drake; Program Director Pete Teddle; and News and Sports Commentator Hal Smith.⁸⁵ By that time, WRR had affiliated with the Mutual Broadcasting System and the regional Texas State Network, pioneered by Elliott Roosevelt when his father was President. Broadcasting hours were from 7 A.M. until 12:30 midnight.

By 1940, Dallas had a population of 90,670; 84.4 per cent of the 76,570 families owned radios.⁸⁶ Dallas grew, as did WRR; and, in 1940, plans were made to install a \$50,000 transmitter for the municipal radio station, following an FCC authorization to increase power from 500 watts to 5,000 watts.⁸⁷ Tucker designed and supervised the construction of the building and transmitter, situated on Park Department land northeast of White Rock Lake, behind

⁸³"Tucker, Durward J.," Who's Who in Texas (Austin, 1968), p. 367.

⁸⁴"History of WRR: 50 to 5,000 Watts," p. 1.

⁸⁵Broadcasting Yearbook, 1940.

⁸⁶Ibid.

⁸⁷The Dallas Morning News, November 1, 1940, p. 7.

Doran's point.⁸⁸ Operations from the new plant began in March, 1941, changing WRR's frequency from 1,280 to 1,310 kilocycles, and releasing the old transmitter for police short-wave station, LVP.⁸⁹ Advertising rates did not change with the increase in power.⁹⁰ Rates were quarter hour, night, \$66, day \$44; half-hour, night, \$102, day, \$66; and one hour, night, \$170, day, \$110.⁹¹ Still, the station managed a net profit in 1940 of \$25,558.97.⁹²

In 1942, WRR programming added the popular Jack Pearl, the "Baron," in a variety program series offered through the Mutual Broadcasting Network.⁹³ This program, the first such variety show to be broadcast over a major network of sixty-two stations, featured comedian Cliff Hall, the Morton Gould Orchestra, Metropolitan soprano Jean Merrill, and stage and radio tenor Brad Reynolds.⁹⁴ WRR innovated regional college football broadcasts and high school football, basketball, and other sports broadcasts

⁸⁸ Ibid.

⁸⁹ Ibid.

⁹⁰ Untitled document, files of WRR, p. 2.

⁹¹ Broadcasting Yearbook, 1942.

⁹² Statement of Profit and Loss, September 30, 1940.

⁹³ The Dallas Morning News, October 14, 1942, p. 13.

⁹⁴ Ibid.

"on-the-sport-spot."⁹⁵ The station introduced re-created baseball from a Western Union ticker when the team was out-of-town.⁹⁶

In 1945, the Mutual Broadcasting system, the city of Dallas, WRR, and commentator Cedric Foster were named defendants in a \$100,000 suit filed by W. H. Lovejoy, who claimed he had been defamed by a broadcast read by Foster.⁹⁷ Lovejoy alleged that Foster read a confidential letter over the air that criticized a previous broadcast by the commentator for displaying extreme racial hatred, and that as a result, he was receiving harassment.⁹⁸

Summary

Although WRR was licensed among the first few broadcasting stations in the world, it was not, at first, intended as a radio station but as a signal station for the Dallas Fire Department. The idea of a signal station was initiated by Henry Garrett, an electrical engineer working for the Fire Department, who remembered that a fire in South Dallas demanded all of the attention of the fire

⁹⁵ Letter from Robert E. Stuart, researcher, to City Council Member Rose Renfro, from the files of WRR, May 30, 1975, p. 5.

⁹⁶ Ibid.

⁹⁷ The Dallas Morning News, December 16, 1945, p. 16.

⁹⁸ Ibid.

department's apparatus, at the same time that another fire broke out in North Dallas. Communication between the two fire sites was impossible because telephone wires were down, until two Western Union employees, Frank Corlett and Ben Emerson, experimenting with the wireless and radiophone, volunteered their services to the Fire Department. They helped Garrett form the Fire and Police Signal Department, although the system was not utilized by the Dallas Police Department until many years later. In July, 1921, Ben Emerson sold his 100-watt transmitting equipment to the city, establishing the world's first municipally owned radio station.

Crude homemade crystal sets became popular with boys who could pick up transmissions from the Dallas Fire and Police Signal Department. Eventually, more than fire signal transmissions were broadcast over the city-owned station, as Fire Department announcers became bored talking endlessly into the microphone trying to maintain broadcast continuity. Announcers, who began to tell jokes, read the newspaper, comment on the weather, and play music, soon developed a listening audience that sent requests to the station and volunteered for live guest talent performances on the air. As enthusiasm increased, other area stations emerged drawing some of WRR's listeners to commercial

stations with more expensive programming; however, a loyalty remained to the municipal station. In 1925, when the city could not finance improvements needed by WRR to meet federal standards, Dallas citizens pooled their resources and raised the needed money for the station. The Federal Radio Commission allowed WRR to increase power to 500 watts.

The growth of radio and its appeal to the public led to radio advertising; and around 1926, WRR became a commercial station, managed on a contractual basis with one individual. This changed in 1938, when Ordinance 3019 (amended by 3049) set up a Municipal Radio Commission that appointed the Station Manager, set salaries for employees, and established policies relative to the operation of the station. Under the new ordinances, WRR showed an immediate profit, which was turned over to the municipal radio reserve fund, as well as to the city's general fund. A consequent period of growth attracted qualified personnel, particularly the very influential Durward J. Tucker, who invested over thirty years in the growth of WRR, including designing and building broadcast facilities at the State Fair grounds, and at White Rock Lake in 1940 after the FCC granted permission for WRR to increase broadcasting power to 5,000 watts. As the city of Dallas continued to grow, so did WRR.

CHAPTER III

THE PROFITABLE YEARS, 1946 TO 1968

In the fiscal year ending September 30, 1946, WRR showed a profit of \$185,721.90.¹ The station had assumed operating costs of KVP and KVPA, the Police and Fire Department stations, which totalled \$39,734.35, leaving \$145,987.55 to be deposited in WRR's reserve fund.² No advertising was even being solicited by WRR at this time; for several months there was a waiting list of advertisers who could not be served with advertising time offered at WRR's low rates.³ By 1947, the station had cash reserves of more than \$386,000--\$205,000 in cash in banks and \$175,000 of 2.5 per cent Treasury bonds with a market value of about \$181,000.⁴

Growing cash reserves in the municipal radio account were tempting to city officials, who began using the station's reserve funds to help alleviate city financial binds. In April, 1947, the Dallas City Council transferred

¹Municipal Radio Station WRR: Statement of Profit and Loss, October 1, 1945-September 30, 1946.

²Ibid.

³Untitled document, from the files of WRR, p. 10.

⁴The Dallas Morning News, April 26, 1947, p. 1-II.

funds from WRR to the city's general account in order to resolve the financial problem created by the repeal of a garbage collection fee.⁵ There was discussion of abolishing the Radio Commission, which operated the station as an independent unit of the city government, and placing its operation under the direction of the City Manager.⁶ This would make the station's profits available for city use. Prior to this time, revenue derived from the sale of radio time was placed in the Municipal Radio Fund and used solely for WRR. Radio Commission Chairman E. O. Cartwright had planned to use WRR's reserve fund to increase the station's power to 50,000 watts.⁷ WRR already was maintaining the Fire and Police Department stations, providing for equipment replacements and salaries for police dispatchers, making contributions to the city's general fund, and paying Station Manager Charles B. Jordan the highest salary of any city official.⁸ In the same year, 1947, City Manager Robert B. Thomas recommended \$300,000 be withdrawn from WRR's reserve to be used for street repairs;⁹ that the salaries of the station's employees be reviewed; and that the WRR budget, which appropriated \$80,000 for a new FM station and \$150,000

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ Ibid.

⁹ The Dallas Morning News, August 15, 1947, p. 1-II.

for future reserves, be disapproved.¹⁰ In September, the City Council budget, in agreement with the Radio Commission, transferred \$200,000 from WRR's reserve fund to the city's general account for street repairs; and ordered earnings of WRR, after paying operating expenses, depreciation allowances, and maintenance of an annual \$30,000 reserve fund, be contributed to the city's general fund.¹¹ On the basis of estimated income, WRR would transfer \$36,700 to the city during the next fiscal year.¹²

WRR-FM, Television, and New AM Programming

In May, 1947, the Federal Communications Commission announced frequency assignments for all FM broadcast station licenses, construction permit holders and holders of conditional grants. WRR-FM, licensed to the city of Dallas at 101.0 megacycles, was included.¹³ By November of that year, the City Council had authorized advertising bids for construction of an FM tower;¹⁴ and, by 1948, WRR added a sister station, with a 600-foot tower operating at 68,000 watts.¹⁵ WRR-FM, at first, operated only a few

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

¹³ The Dallas Morning News, May 19, 1947, p. 10.

¹⁴ The Dallas Morning News, November 19, 1947, p. 1-II.

¹⁵ "History of WRR," from the files of WRR, p. 5.

hours a day, generally broadcasting Dallas Eagles baseball games.¹⁶ But early programming began to include high-fidelity music.¹⁷ In 1948, WRR-FM was one of the most powerful broadcasting stations in the country,¹⁸ and included facilities that cost approximately \$75,000.¹⁹ Both AM and FM stations were managed by Dale Drake.

In 1948, an application by WRR for a television station was filed with the Federal Communications Commission. The application was the fourth filed for three remaining television channels allotted to the Dallas-Fort Worth area; others were filed by WFAA, KIXL, and Leo Corrigan.²⁰ The City Radio Commission had set up a reserve fund for construction of television studios estimated to cost \$200,000,²¹ but the City Council voted 5 to 4 against the television proposal.²²

¹⁶Statement from Durward J. Tucker, former manager of WRR, August 8, 1977, telephone conversation.

¹⁷"History of WRR," p. 5.

¹⁸Ibid.

¹⁹Untitled document, p. 3.

²⁰The Dallas Morning News, March 6, 1948, p. 6-II.

²¹Ibid.

²²Statement from Durward J. Tucker, August 8, 1977.

At this time, WRR was broadcasting what is considered to be an overall balanced program.²³ Entertainment programs attracted the greatest amount of advertising revenue, but the Radio Commission believed "the balance between commercial and unsponsored entertainment was not out of line."²⁴ Approximately nine hours of religious broadcasts were aired, mostly on Sunday, including programs such as "Radio Bible Class" (9:00-9:30 A.M.), "Voice of Prophecy" (9:30-10:00 A.M.), First Presbyterian Church Program (11:00 A.M.-12:00 M.), "The Pilgrim Hour" (12:00 M.-12:30 P.M.), "The Lutheran Hour" (12:30-1:00 P.M.), and the "Old Fashioned Revival Hour" (9:00-10:00 P.M.).²⁵ Many of these programs were part of the Mutual Broadcasting Network; however, WRR instituted a policy early in its commercial status that allowed an advertising discount to local church organizations. The rates charged for religious programs were \$10 per quarter-hour and \$15.00 per half-hour.²⁶ Although there was not a great demand for agricultural programming, daily early morning shows broadcast news of interest to farmers, weather information, and releases from Texas Agricultural and Mechanical College. Other daily farm programs included

²³Untitled document, p. 3.

²⁴Ibid.

²⁵Ibid.

²⁶Ibid.

"Checkerboard Jamboree" and "Nutrena Highflyers."²⁷ Further programming included "Time To Know," an educational program prepared by the University of Texas, "Tune Time for Teens," "WRR Kiddie Club," and programs detailing State Fair exhibits and the offerings of the city departments, particularly the Park and Recreation Department.²⁸ More than 10 per cent of the station's time was devoted to state, local, and national news, and a "news truck" was maintained by the station for emergency reporting.²⁹ In one instance, a reporter rode with a police officer in a squad car and reported realistically minute-to-minute accounts of actual police work.³⁰ Considerable time was given to public service announcements for the Community Chest; Goodwill Industries; the sale of Government Bonds; the Lighthouse for the Blind; the Army, Navy, and Marine Corps Recruiting Agencies; the Department of Public Safety; and numerous other agencies.³¹ Broadcasting hours were from 5:00 A.M. to 1:00 A.M.³²

²⁷ Ibid., p. 6.

²⁸ Ibid., p. 8.

²⁹ Ibid., p. 11.

³⁰ Letter from Robert E. Stuart, researcher to City Council member Rose Renfro, from the files of WRR, May 30, 1975, p. 6.

³¹ Untitled document, p. 10.

³² "History of WRR," p. 2.

It was not until the early 1950's that WRR initiated "block programming"³³--a departure from the varied thirty-minute shows--by playing the same program of music for two or three consecutive hours.³⁴ This was the birth of the Music and News Format.³⁵ The change to block programming by WRR may have been due to the revolution caused by the advent of television. "It seemed at first to threaten radio; it took over what radio had been doing, so radio had to become an entirely different thing." The station had to readjust in order to "grab an audience."³⁶

WRR and City Communications

When Durward J. Tucker was appointed Station Manager in 1959, WRR was rendering services not only to the citizens of Dallas and the surrounding areas, but also directly to the city itself. In 1951, WRR had earned a net income of \$26,468.52 from the previous fiscal year, and had surplus of \$381,579.86.³⁷ At this time, profits from the operation of WRR were used to pay for the electronic and

³³Statement by Eddie Hill, Manager WRR-FM, February 22, 1977, interview at WRR.

³⁴Letter from Robert E. Stuart, p. 5.

³⁵Ibid.

³⁶Eddie Hill, statement.

³⁷Municipal Radio Fund Balance Sheet, September 30, 1951, Exhibit K-1.

radio services of other city departments.³⁸ The Municipal Radio Department, funded by WRR, installed two-way FM units in police cars and motorcycles,³⁹ and Tucker designed and supervised the installation of the police and fire communication system, KKB-364, which ranked Dallas as one of the best radio equipped city governments in the nation.⁴⁰ Dallas police and fire communication systems were the envy of other cities that could not afford the sophisticated equipment financed by WRR.⁴¹ WRR provided the Fire Department with another channel separate from the Police Department, consisting of two base transmitters, an antenna system attached to the 600-foot WRR-FM tower, and twenty-two mobile units for fire trucks and associated equipment, initially costing \$12,252.97.⁴² WRR furnished radio communication for the county of Dallas, Cockrell Hill Police Department, and seven city departments, in addition to the Police and Fire Departments.⁴³ In 1953, WRR installed and equipped two communication consoles, monitoring

³⁸"The Growth of WRR," from the files of WRR, p. 3.

³⁹"Radio Station WRR," from the files of WRR, p. 1.

⁴⁰"History of WRR: 50 to 5,000 Watts," p. 2.

⁴¹Letter from Durward J. Tucker, former station manager, July 23, 1977.

⁴²"Radio Station WRR," p. 1.

⁴³Ibid.

equipment and other emergency apparatus (amounting to several thousand dollars) in the Dallas City Council Civil Defense and Disaster Command Post.⁴⁴ A radio system by which the central fire alarm office gave each fire station direct calls by radio was innovated by WRR; this system replaced miles of wire lines to fire stations and was the first such communication system in the country.⁴⁵ It saved the city \$100,000, compared to the extension of the former gong method to additional outlying stations.⁴⁶

For many years, these services were provided by WRR at no cost to the city, but the tremendous growth of Dallas and its use of radio and electronics finally increased to the point that it was no longer possible for WRR to bear the cost of the city's entire communication complex. Records in the City Auditor's office indicate that from 1939 to 1959, \$1,719,762 of cash profits from WRR were used for the operations of the police, fire, and other communication facilities for the city.⁴⁷ In addition, WRR contributed much free broadcast time to civic and charitable causes.

⁴⁴"History of WRR," p. 6.

⁴⁵Ibid., p. 5.

⁴⁶Smith Investigator Service, Report of the Radio Commission (Dallas, 1959), p. 2.

⁴⁷Ibid.

In July, 1959, \$11,458 in free air time was given to public service organizations, and in August of the same year, \$8,648 in free air time was given.⁴⁸ In fact, the value of free air time given by WRR from 1939 to 1959 exceeded the station's total cash profit, giving a total contribution in services and free time in an amount between \$3.5 and \$4.0 million.⁴⁹

In the fiscal year 1955-1956, WRR profit was \$110,179.82, public services in free time was \$76,557.55, and the cost for maintaining police, fire, and city communications was \$104,250.86. In 1956-1957, WRR profit was \$121,211.08, public service time was \$55,580.56, and city communication costs were \$117,161.71. In 1957-1958, WRR profit was \$96,639.08, public service time was \$52,464.11, and city communication costs were \$114,858.74. In 1958-1959, WRR's profit was \$87,387.23, public service time was \$74,123.51, and city communication costs were \$109,767.97.⁵⁰

In 1959, it was decided by the Dallas Radio Commission that selling WRR to private operators would not earn enough taxes to pay police and fire radio costs.⁵¹ Still, by 1960, WRR was overcome by the cost of maintaining

⁴⁸ Ibid., p. 3.

⁴⁹ Ibid.

⁵⁰ Ibid., p. 4.

⁵¹ The Dallas Morning News, November 25, 1959, p. 3.

communication for the entire city, but was still supplying more than 50 per cent of the operational costs of all radio and electronic needs for Dallas.⁵² Finally, the cost of city communication and public service began to exceed WRR's profit, even though the station itself was operating profitably. However, WRR continued aiding city departments, and in 1959, the city-owned-station's staff was working with the Water Department surveying and aiding in communications problems associated with the construction and operation of the Iron Bridge Reservoir in East Texas.⁵³

By 1962, WRR was still managing most of the city's communications. For the Police Department, WRR managed two twenty-four hour channels: channel one for the radio patrol division, traffic division, ambulances, wreckers, and detectives; and channel two for dispatchers and cars, one-man squads, and other special duties.⁵⁴ In addition, 7 base stations, 338 mobile units, and 4 radar units were maintained, as well as miscellaneous public address, intercoms, and recorders.⁵⁵ Beginning in 1962, WRR helped to broadcast traffic reports, sponsored by American Petrofina, Inc. from

⁵²"The Growth of WRR," from the files of WRR, p. 4.

⁵³Smith Investigator Service, p. 6.

⁵⁴Speech by Durward J. Tucker, given at City Department Luncheon, Dallas, 1962, p. 3.

⁵⁵Ibid.

the top of the Southland Life Tower, in order to tell Dallas' motorists how to avoid rush-hour traffic jams.⁵⁶ WRR's central control room at Fair Park was used to broadcast the traffic information from the Tower, as well as from eight two-way communication stations monitored by city Police, Fire, and Park Departments, Dallas transit companies, and city transportation cab dispatchers.⁵⁷

WRR managed two systems for the Fire Department; a low band for all fire apparatus and dispatchers, and a high band for fire stations and dispatchers, fire inspectors, and service vehicles.⁵⁸ For the Water Department, a radio system was managed, providing for a dispatcher's office in a South Dallas service center, 100 mobile units, base stations at WRR Fair Park and the Elm Street Pump Station, pipe and leak detectors used by field crews, and the Water Department's telemetering system.⁵⁹ WRR taped public hearings for the City Planning Commission, managed transmissions for the Park and Public Works Department, including twenty-six mobile units, managed the radio system for the Traffic Department, including base station, eighteen

⁵⁶The Dallas Times Herald, February 20, 1962, p. 12.

⁵⁷Oil Daily, Chicago, Illinois, March 28, 1962.

⁵⁸Speech by Durward J. Tucker, p. 4.

⁵⁹Ibid., p. 5.

mobile units, and vehicle detectors.⁶⁰ WRR maintained operations and equipment for Dallas Civil Defense, including an emergency operating center at Fair Park and 300 radiation survey meters.⁶¹ WRR managed special equipment at the crime lab at Parkland Hospital, designed equipment for the City Council chamber, and supervised public utilities, including special radios for taxicab inspectors and a radio system for the transit authority.⁶²

Format Changes

By 1957, when WRR-FM had established the sophisticated, high fidelity "World of Music" format, WRR was offering the "very best" in music, news, sports, and mysteries, and boasting service for 1.5 million listeners.⁶³ In sports, WRR covered major league baseball games in the summer, and local and national football in the fall. Local Southern Methodist University basketball games were covered play-by-play by WRR's Eddie Hill and Jerry Doggett.⁶⁴ "World of Sports," broadcast Monday through Saturday for fifteen minutes each day, brought further sports news.⁶⁵ WRR featured "Mystery Blocks" for a half-hour Monday through

⁶⁰ Ibid., p. 6.

⁶¹ Ibid.

⁶² Ibid., p. 7.

⁶³ Promotional brochure, from the files of WRR, 1957.

⁶⁴ Ibid.

⁶⁵ Ibid.

Friday, and from 2:00 to 4:00 P.M. on Sunday afternoons, aired such shows as "True Detective Mysteries," "Treasury Agent," "Gangbusters," "Official Detective," and Counter-spy."⁶⁶ News was broadcast in five- and fifteen-minute summaries every hour on the hour, compiled from United Press wires and local reporters, featuring WRR mobile unit reporter John York, and Mutual Network announcer Fulton Lewis, Jr.⁶⁷

Personality shows became popular on WRR with various disc jockeys highlighted at certain hours of the day. The "Jim Lowe Show" became one of the most popular radio programs in Dallas, broadcast from 5:30 to 9:00 A.M., featuring popular music, time and weather, brief news headlines, and safe driving tips.⁶⁸ This show alone received more than 750 letters per week in 1957.⁶⁹ The "Eddie Hill Show" was presented daily from 12:15 to 3:00 P.M., playing hits, as well as old favorites, police reports, and interviews with current recording artists visiting Dallas.⁷⁰ The "FG Show" featured disc jockey Frank Glieber who played "top fifty tunes" and attracted a large commuting

⁶⁶ Ibid.

⁶⁷ Ibid.

⁶⁸ Statement from Eddie Hill, interview at WRR, February 22, 1977.

⁶⁹ Promotional brochure.

⁷⁰ Ibid.

audience of working people who were returning home during broadcast hours.⁷¹ This format, which later became known as "top forty" was innovated in the area by WRR, which kept only a few selected records available in the control room.⁷² These records, chosen by the Manager, were repeated hour after hour. The idea was adopted by Ted Storz in Omaha, Nebraska, and polished and changed from rhythm and blues on WRR by Buddy Harris, to rock and roll.⁷³ It finally came back to Dallas on KLIF, owned by Gordon McClendon, to haunt WRR after the McClendon station reached number one in Dallas ratings.⁷⁴ From Monday through Friday, Ray Collier played popular music and old favorites on his show, "Money Tunes." During the show, certain records were played and a listener in the broadcast area was called; if the listener could identify the tune, he won the WRR cash jackpot.⁷⁵ The show received almost as much fan mail as the evening show, announced by Jim Lowe, called "Kat's Karavan," broadcast six nights weekly from 10:30 to 12:00 P.M.

⁷¹Ibid.

⁷²Letter from Robert E. Stuart, p. 6.

⁷³Ibid.

⁷⁴Ibid.

⁷⁵Promotional brochure.

During this time, WRR originated many contests and campaigns. One contest required the audience to listen to repeated broadcasts of a "mystery sound," as well as daily clues that became progressively more revealing. Listeners responded by postcard as to what they guessed the mystery sound could be, and the winner received a cash jackpot. The contest proved an effective promotion stunt, for the station was bombarded with more than 30,000 telegrams, cards, and letters from more than 150 towns and cities.⁷⁶ WRR initiated a safe driving campaign with Cabell's Minute Mart and Dairy Way Stores, where more than 45,000 bumper stickers were distributed, reading "Slow Down and Live."⁷⁷ These bumper stickers were used in a contest in which a mobile unit called a "tag patrol" announced the license plate of a car it was following. If the listener were tuned in to WRR, he won a cash prize, and if the car had a safety driving sticker, there was another prize.⁷⁸ More than 1,320 announcements 30 seconds long were made from January through December of 1958, promoting the safety campaign.⁷⁹ In

⁷⁶"Mystery Sound Contest," from the files of WRR, November 11, 1957, p. 1.

⁷⁷Press release, from the files of WRR, January 16, 1958.

⁷⁸"WRR-Cabell's Safety Tag Patrol," from the files of WRR, p. 4.

⁷⁹Ibid.

addition, there were "on the air" interviews with state safety officials.

By early 1962, WRR had adopted a format it called "Fun Radio," which was selected because all other forms of entertainment were already being programmed in Dallas.⁸⁰ Rock and roll had two stations, country and western had two competing stations, network-news-sports had two stations, religion had one station, and good music had two stations.⁸¹

The only avenue left at that time was to attempt to combine the best of each, except rock and roll, which was strictly a teenage province, and to serve the citizens with as near as possible a format which would be all things to all people.⁸²

According to former Disc Jockey Jim Lowe, the station was reluctant to term its music "good music" or "adult music," "because these phrases in the past have denoted and defined a station that went in for background-type music and nonpersonality announcers."⁸³ However, "Fun Radio" included Library of Laughs comedy series, variety music, news, and sports. Listener participation was added to the format, allowing the audience to create and send in a writing entry,

⁸⁰Letter from Robert E. Stuart, p. 6.

⁸¹Ibid.

⁸²Ibid.

⁸³Variety, November 30, 1960, p. 1.

rather than just a name and address. Winners of these writing contests were awarded a reading of his material on the air, as well as a group of prizes; the response by the public was overwhelming.⁸⁴

In 1960, "Fun Radio" was managed by Durward J. Tucker, along with Jim Lowe, Promotion and Program Director, Charles Frauman, News Director, and Radio Engineer Supervisor, Charles Bowles.⁸⁵ The staff remained the same for several years, with the exception of the news director--Bill Carroll, 1964,⁸⁶ Bob Jett, 1966,⁸⁷ and Joe Hickman, 1968.⁸⁸ The staff and the format proved successful, for in the fiscal year from October 1, 1960 to September 30, 1961, WRR's net gain amounted to \$5,781.85, making the station's earned surplus \$401,893.03.⁸⁹ By the fiscal year ending September 30, 1966, WRR had increased its net gain to \$78,987.54 and the earned surplus reserve to \$570,412.88.⁹⁰ Partially responsible for this increase was the change in advertising rates approved by the Radio Commission in 1964,

⁸⁴Letter from Robert E. Stuart, p. 6.

⁸⁵Broadcasting Yearbook, 1960.

⁸⁶Broadcasting Yearbook, 1964.

⁸⁷Broadcasting Yearbook, 1966.

⁸⁸Broadcasting Yearbook, 1968.

⁸⁹Municipal Radio Fund Balance Sheet, September 30, 1960, Exhibit I-1.

⁹⁰Municipal Radio Fund Balance Sheet, September 30, 1966, Exhibit H-1.

which divided time into Class A Monday through Friday, 6:00 A.M. to 5:00 P.M., and Saturday and Sunday, 6:00 A.M. to 12 M.; Class AA times were 5:00 P.M. to 1:00 A.M. Monday through Friday, 12 M. to 1:00 A.M.M, Saturday and Sunday.⁹¹ Maximum number of commercials were restricted per hour, and advertising rates ranged from \$50 per hour, one time rate, Class AA; to \$25 per hour, 260 times, Class AA; or \$35 per hour, one time rate, Class A; to \$10 per hour, 260 times, Class A.⁹²

Summary

The years 1946 through 1968 were profitable and innovative years for WRR. Aware of this, city officials used the radio station's reserve funds to help alleviate city financial debts, including street repairs and garbage collection. WRR as a Municipal Radio Department supplied radio and electronic services to eight city departments, including the Fire and Police Departments, making it possible for them to work more efficiently. Further profits from WRR were used to subsidize electronic and radio equipment for other city functions and commissions, and for many years, the entire cost of city communications

⁹¹Minutes from Radio Commission Meeting, July 28, 1964, p. 1.

⁹²Ibid.

services was borne by WRR. The city of Dallas, under this unique arrangement, enjoyed these services at no cost and still had one of the most advanced city communication complexes in the world. However, the tremendous growth of the city and its use of radio and electronic services finally increased to the point that it was no longer possible for WRR to supply all of the costs of communications for the city. Still, WRR helped to subsidize and manage radio, electronic, and telemetering systems for various city departments.

In spite of the financial burden of maintaining the city's communications, WRR continued to grow. In 1948, WRR-FM was established, boasting a 600-foot tower and an operating power of 68,000 watts, making it one of the most powerful broadcasting stations in the world. In the same year, WRR made plans to add a television station; however, this was opposed 5 to 4 by the City Council.

Programming on WRR was going through changes, offering a "well-balanced program" and area innovations, including block programming, a "Top Forty" format, and first-hand reporting by covering events with a mobile "news truck." The popular and profitable WRR finally settled into a middle-of-the-road format in the 1960's, which it called "fun radio." Programming time was devoted to public

service broadcasts, safe-driving campaigns, creative audience participation contests, and helped to sponsor "traffic reports" to aid Dallas' citizens to avoid rush-hour traffic jams. In all, Manager Durward J. Tucker was involved in all facets of WRR, municipal radio and city communications.

CHAPTER IV

STRUCTURAL CHANGES, 1969 TO 1973

In 1969, WRR entered a period of major changes; one of the first occurred with the separation of Municipal Radio WRR from the newly formed Communications Department. This change was the result of a report issued to the City Council by A. Earl Cullum, Jr. and Associates, at the request of the Radio Commission in February, 1967. The report examined and appraised the city's communication requirements and facilities, in order to "help establish long-term communication objectives and for the development of coordinated plans and programs to achieve those objectives."¹

The report noted the growth of Dallas from 1940 and projected population growth to 1980; it claimed the rapid increase in the city's population had been accompanied by an even more rapid growth in the city's communication needs.² The report recommended that the city's communication system be separated from station WRR and organized as an independent department responsible directly to the City

¹A. Earl Cullum, Jr. and Associates, report to Dallas City Council regarding City Communications, untitled, May, 1968, introduction.

²Ibid.

Manager,³ who was at that time W. S. McDonald.⁴ Station WRR was to remain under the authority of the Radio Commission. The new Communications Department was to consist of a small planning division given the responsibility of all municipal communication planning, other than that involved with commercial broadcasting, and an operating division given the responsibilities previously assigned to the operations section of the Water Department Telemetry Unit of the City Communications of the Radio Department.⁶ The report recommended that the department be headed by a Communications Engineer, who was to be provided with an assistant.⁷ Further studies were suggested to determine the feasibility of transferring to the new Communications Department some activities not then a part of the Radio Department; these included the Fire Department's fire-alarm maintenance section, the Water Department's facility for maintaining closed-circuit television equipment, the Traffic Control Department's wire network used for controlling traffic signals, and the City Hall telephone exchange and switchboard.⁸ The report's recommendations

³Ibid.

⁴Statement by Durward J. Tucker, telephone conversation, August 23, 1977.

⁵Cullum, introduction.

⁶Ibid.

⁷Ibid.

⁸Ibid.

were accepted and summarized by the City Manager, who requested further assistance from Cullum and consulting engineers, in order to implement the new Department of Communications by July 15, 1969.⁹ Provisions for the new department were approved by the City Council, May 12, 1969.¹⁰

In October, 1969, George A. Smith was again appointed Chairman of the Radio Commission.¹¹ Other members of the commission were the Reverend Guy S. Usher, responsible for programming activities and all programs, including news; Max W. Wells, responsible for finance, auditing, budgets, and reports; Claiborne H. Johnson, in charge of personnel and sales, including maintaining knowledge of the job responsibilities and the allocation of effort of all individual employees of WRR; J. Ross MacDonald, responsible for technical and engineering aspects of WRR, including responsibility for all technical operations and operating and test equipment; and George A. Smith, responsible for compliance by WRR with all Federal Communications Commission regulations, as well as liaison with Washington lawyers retained by

⁹Office Memorandum, W. S. McDonald, City Manager, May 9, 1969, p. 3.

¹⁰Ordinance approved by the Dallas City Council, May 12, 1969.

¹¹Minutes of the Radio Commission Meeting, October 21, 1969.

WRR.¹² A motion was passed providing that the station not employ any relatives of WRR personnel, in line with the policies of the rest of the city.¹³

In 1969, top staff employees included Chief Engineer and General Manager Durward J. Tucker; Commercial Manager Charles Frauman; Program Director Jim Lowe; News Director Joe Hickman.¹⁴

A second major change affecting WRR at this time was the addition of rock and roll to the "Fun Radio" format in February, 1969. The station was receiving top ratings in the thirty-five and older age group; however, it was thought that an addition of rock and roll to the adult music would capture more of the under-thirty-five audience as well.¹⁵ This plan did not work; ratings began to decline, and, as they did, revenue dropped proportionately.¹⁶ "It seems radio cannot combine 'youth music' and 'adult music' and keep either segment of the audience in sufficient numbers to make ratings attractive to advertisers."¹⁷ Soon, there were pressures for additional sales, further decline in ratings, and the release of personnel.¹⁸

¹²Ibid.

¹³Ibid.

¹⁴Broadcasting Yearbook, 1969.

¹⁵Letter from Robert E. Stuart, researcher for City Council member Rose Renfro, from the files of WRR, May 30, 1975, p. 7.

¹⁶Ibid.

¹⁷Ibid.

¹⁸Ibid.

In October, 1969, WRR's estimated net worth was \$463,731.64; the station's net profit from that date until June 30, 1970, was \$66,186.68.¹⁹ Although WRR was making a profit, the AM station was having to cover the debts of WRR-FM which in June, 1970, amounted to \$73,152.75.²⁰ Further, WRR continued partially subsidizing city communications. By September 30, 1971, WRR's net income was \$55,945.74, and its total assets amounted to \$596,458.89.²¹

In 1970, Station Manager Tucker recommended that a fund increase be budgeted for the 1970-71 news department operations in order to permit upgrading of WRR's news and community affairs coverage.²² The monetary increase would allow WRR to increase emphasis on coverage of city government operations and would provide an unofficial city government news and information service to other Dallas radio stations. In 1970, only five of the ten AM stations covered city council meetings (KRLD, WFAA, KVIL, KLIF, and WRR), and of these, only three devoted time to other government

¹⁹Balance Sheet, Municipal Radio Station WRR, June 30, 1970.

²⁰Statement of Operations, Municipal Radio Station WRR, June 30, 1970.

²¹Balance Sheet, Municipal Radio Station WRR, September 30, 1971.

²²Minutes of the meeting of the Radio Commission, June 22, 1970.

operations.²³ Tucker suggested that WRR's news-sharing policy not be sanctioned or endorsed officially by the city, so that the city would not be left open to criticism for alleged news management or propagandizing. Tucker recommended that the news-sharing policy not be formally publicized, since it might discourage other stations from using material made available by WRR, which would be offered on a no-strings-attached basis.²⁴

In February, 1971, the duties and responsibilities of the Station Manager of WRR and WRR-FM were redefined by the Radio Commission.²⁵ The commission held that the Managing Director of WRR and WRR-FM be responsible to the Radio Commission on all matters concerning the station, and that all questions, proposals, and proceedings be submitted in writing to the Chairman of the commission.²⁶ The commission provided that the Managing Director be responsible for hiring and dismissing station personnel, station programming, station promotion, and on-the-air continuity and image.²⁷ Station positions were further redefined, with the Managing Director responsible to the Radio Commission; the AM Radio

²³ Ibid.

²⁴ Ibid.

²⁵ Minutes of the Radio Commission Meeting, February 23, 1971.

²⁶ Ibid.

²⁷ Ibid.

Director responsible for AM operations; FM Radio Director, responsible for FM operations; News Director, responsible for the News Department; Promotions Director, in charge of promotion and advertising; Sales Director, responsible for operations of the Sales Department; and the Engineering Director, in charge of the station's general technical and engineering operations. All department directors were all directly responsible to the Managing Director. The Financial Department was separately, but directly responsible to the Managing Director.²⁸

By 1971, public service and community involvement activities were expanded by WRR, which was working with the City Council in establishing Goals for Dallas, and maintaining its news-sharing policy for other area stations, providing the citizens of Dallas with additional news and information concerning city affairs.²⁸ WRR continued donating public service air time to a list of civic and national organizations, including the Air Force Recruiters, American Education Week, Boys Clubs of America, Boy Scouts, Citizens Traffic Commission, Civil Defense, Council for Financial Aid to Education, the United States Department of Justice, and more than seventy other public service groups.²⁹

²⁸"A Brief History of WRR and WRR-FM," unpublished document, Dallas Public Library, September, 1971, p. 6.

²⁹Ibid.

From August, 1970 through July, 1971, numerous civic events were given free publicity by WRR, more than six times per day on AM and two times per day on FM, Monday through Friday.³⁰ Events were publicized for such groups as the Youth Action Committee, Lions Clubs, Elks Clubs, Dallas County Community Colleges, the Young Men's Christian Association, and more than sixty other organizations.³¹ From August, 1970 through July, 1971, WRR donated \$94,527.10 in public service.³²

Despite the earlier allocation of responsibilities with regard to the handling of personnel at WRR, problems occurred in 1972 when Station Manager Tucker was questioned by the Radio Commission regarding thirteen resignations and terminations during 1971.³³ Tucker, in his second year of extended employment past the age of sixty-five, complained to Radio Commission Chairman Bill Melton and Vice-Chairman Boyd Neuhoff that he was experiencing difficulty in keeping WRR salary scales competitive with privately operated stations.³⁴ Tucker reported that the City Manager's office had suggested the practice of not

³⁰ Ibid.

³¹ Ibid.

³² Ibid.

³³ The Dallas Times Herald, August 23, 1972, p. 1-B.

³⁴ Ibid.

refilling the vacancies, but instead of redistributing those duties. Nine vacancies, ranging from a receptionist to announcers, remained unfilled, in order to reduce operational expenses at the station and to provide higher salaries for employees remaining.³⁵

Meanwhile, plans were made for the construction of studios for WRR, which were to be located adjacent to the Dallas Health and Science Museum at Fair Park.³⁶ The new wing was estimated to cost \$375,000 and would provide approximately 10,000 square feet.³⁷ Station Manager Tucker said the station was cramped for space in the World Exhibits Building, at Fair Park, where it had been housed for thirty years.³⁸ The museum and radio station were to be separated by a wall of glass, giving visitors a glimpse at a working radio station. The old World Exhibits Building, previously occupied by WRR, was to house automobile exhibits. WRR paid approximately \$250,000 of the cost of the museum expansion out of revenues accumulated prior to the 1972 cutbacks.³⁹ The building was designed by Emil A. Fretz.

³⁵ Ibid.

³⁶ The Dallas Times Herald, September 27, 1972, p. 18-A.

³⁷ Ibid.

³⁸ Ibid.

³⁹ Ibid.

In 1973, Tucker submitted his resignation as Station Manager of WRR, effective May 16, 1974.⁴⁰ In 1973, Charles Frauman resigned as Sales Manager and Assistant Station Manager;⁴¹ Jim Lowe left the station in the same year,⁴² as did Production Supervisor Joe Hickman.⁴³ With the announcement by Tucker of his intentions to resign, the search began for a new Station Manager and other personnel.

Summary

The period 1969-1973 was a time of change for WRR, both in its organization and personnel, as well as in its physical facilities. The station experienced a major change in 1969, when the Municipal Radio WRR was separated from other city communications activities with the creation of the Communications Department. Members of the staff engaged in communications continued with communications, and those engaged in WRR and WRR-FM activities continued with the Municipal Radio Department. The two divisions operated separately, although the Communications Department shared the WRR transmitter building and facilities. The new Communications Department was the responsibility of the

⁴⁰The Dallas Times Herald, June 20, 1973, p. 4-A

⁴¹Ibid.

⁴²Jim Lowe, Interview Data Questionnaire.

⁴³The Dallas Times Herald, June 29, 1973, p. 4-A.

City Manager, whereas WRR remained under the control of the Station Manager, who, in turn, was under the control of the Radio Commission. The suggestion of the separation of the Municipal Radio Department was included in a report by A. Earl Cullum, Jr. and Associates which advised the City Council of other changes for the two departments. Also in 1969, members of the Radio Commission were assigned individual responsibilities over different aspects of the operation of WRR.

Although much of the managing staff at WRR remained the same as it had been for several years, the station made some changes in the "Fun Radio" format, which proved detrimental to the station's ratings and income. However, the station's offerings continued to grow, as WRR implemented a news-sharing policy, which encouraged more coverage of city government activities and operations. WRR continued donating a substantial amount of free air time to public service organizations and activities for civic groups.

Still, the station was plagued with small problems, including a noticeable number of resignations and other personnel problems. In 1973, Durward J. Tucker, Station Manager since 1951 and WRR employee since 1933, submitted his resignation along with other old-time top staff

employees. Not only was the staff undergoing a great change, but plans were made to build new facilities for the station as a new wing to the Dallas Health and Science Museum at Fair Park.

CHAPTER V

FROM PUBLIC TO PRIVATE ENTERPRISE

1974 TO MAY, 1977

At the retirement of Station Manager Durward J. Tucker, the station had for the first time in fifty years, lost money, because of format revisions and reduced ratings that accounted for reduced revenue.¹ Edd Routt, Sales Manager at WFAA and KZEW in Dallas, was appointed WRR Station Manager in March, 1974, upon the retirement of Tucker.² At that time, WRR adjusted to a new building attached to the Dallas Health and Science Museum, as well as to a new format.

A format change was made to News Talk at Routt's recommendation, with the specific approval of Associate City Manager Jim Favor.³ Routt did not think the city would be able to compete with other music stations, especially with the indefinite half-rock, half-personality format the station maintained at the time he became Manager.⁴

¹Letter from Robert E. Stuart, researcher for City Council member Rose Renfro, from the files of WRR, May 30, 1975, p. 7.

²Statement by Edd Routt, interview, March 14, 1977.

³Robert E. Stuart, p. 7.

⁴Statement by Routt.

His interest lay in building an information format to include morning and afternoon newsblocks with news talk shows.⁵ At this time, there was not a full-time news operation in the Dallas-Fort Worth market, and it was Routt's opinion that Dallas was big enough for one.⁶ The only all-news stations were in large urban areas--New York, Chicago, Los Angeles--only twenty or thirty in the country.⁷ The new WRR format included 5:00 to 6:30 A.M., "The Great Outdoor," a talk show about fishing, hunting, camping, and other outdoor sports with news items and information, guest speakers and an opportunity for audience callers; 6:30 to 9:00 A.M., "The Morning Report," hard news interspersed with human interest features, weather reports, and sports features with the Hal Tunis "Huddle Show;" and 9:00 to 10:30 A.M., "Morning Forum," an issues-oriented talk show in which listeners could call in and participate.⁸ The show's host was Dick Forrester, assisted by consumerists Sue Goldstein and Ann Light, who interviewed guests about economy, fashion, and community problems.⁹ For example, Dr. Beth Howard, Project Director

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ Minutes of the Radio Commission Meeting, April 30, 1974.

⁹ Supplement to the Carrollton Daily Chronicle, from the files of WRR, p. 4.

of the educational rehabilitation program for the Dallas County jails, was interviewed.¹⁰ At 10:30 to 1:00 A.M. WRR broadcast "Poet's Corner," an easy listening show that provided the listener with poetry, gentle background music, and light humor, announced by Hal Tunis; 11:00 A.M. to 12:00 M., "The Do-It-Yourself Show" featured handyman Al Carrell, who explained to listeners how they could better help themselves around the house; 12:00 M. to 1:00 P.M., "The Noon Report," featured news reports of the United Press International and Mutual Network covering world, national, and local news; 1:00 to 3:00 P.M., "Talk of Dallas," featured Newsman Ed DeBuvitz, who discussed Dallas authors, politicians, art exhibits, celebrity visitors, and any notable happening around the Dallas area; 3:00 to 3:30 P.M., "The Garden Spot," was presented by John Hill, Director of the Dallas Garden Center, who discussed flora in and around Dallas county; 3:30 to 6:00 P.M., "The Evening Report," gave the third newblock of the day, as well as updates for earlier news releases; 6:00 to 7:00 P.M., "Sportsline Dallas," announced by Sports Editor, Brad Sham, often joined by KDFW-TV's Norm Hitzges, who discussed sports trivia.¹¹

¹⁰ The Dallas Times Herald, May 7, 1974, p. 11-D.

¹¹ Minutes of the Radio Commission Meeting, April 30, 1974.

WRR was the only station in Dallas that aired the entire transcript of President Nixon's White House tapes.¹²

Managing Editor Larry Todd and the WRR news staff worked in shifts of two or three for twenty-four hours and thirty-five minutes, with one person reading for an hour while another studied the transcripts for an hour before reading the next portion.¹³ The station received more than 1,500 congratulatory calls, and later sold printed copies of the transcripts for \$5.00.¹⁴

In November, 1974, Routt responded to an advertisement published in a trade journal for an all-news format listed as the News and Information Service, available by subscription. In February, 1975, Routt received a telegram from NBC, the company which offered the News and Information Service, stating that another Dallas station was interested in the subscription, but that WRR had replied first.¹⁶ It was thought that a revision of the News Talk format by adding NBC's News and Information Service would be highly successful and improve the station's low ratings and dwindling finances.¹⁷

¹²The Dallas Times Herald, May 7, 1974, p. 11-D.

¹³Press Release from WRR, from the files of WRR, undated.

¹⁴The Dallas Times Herald, May 7, 1974, p. 11-D.

¹⁵Statement by Edd Routt, March 14, 1977.

¹⁶Ibid.

¹⁷Letter from Robert E. Stuart, p. 7.

However, in May, 1975, the Dallas City Council re-evaluated its involvement in radio station ownership, as a result of growing monetary losses. Although the station was able to operate at a profit until 1970, it was progressively losing money, so that from 1972 to 1975, the station had lost more than \$400,000.¹⁸ However, the City Manager's office said that WRR had a balance from previous years that alleviated some of the current losses.¹⁹ Several City Council members were in favor of selling the station to a private investor if losses continued.²⁰ One City Councilman said he thought the city should not have entered into the broadcasting business in the first place.²¹ Thus began the controversy as to whether the station should continue under city management, and, if so, whether the News and Information Service should be purchased at \$5,000 per month.²²

The Radio Advisory Board asked the City Council to give the go-ahead to WRR's first national network contract, but most City Councilmen were more interested in a public

¹⁸The Dallas Morning News, May 18, 1975, p. 8-A.

¹⁹The Dallas Times Herald, May 18, 1975, p. 1-B.

²⁰Ibid.

²¹Ibid.

²²Ibid.

service format.²³ However, opposing City Council members pointed out that KERA and other local stations were taking care of public service broadcasting.²⁴ Others said that since no format seemed to please the public, they would just as soon avoid the controversy and sell the station.²⁵ Councilwoman Adlene Harrison said the city should not be in the radio business, especially at the taxpayers' expense,²⁶ and Councilman Dick Smith said the city should consider keeping the FM station and sell the AM.²⁷ Councilman L. A. Murr said that he believed the station had served its usefulness and that it was time for the city to start receiving bids.²⁸ City Councilman William Cothrum said the separation of municipal emergency communications from WRR in the mid-1960's took away justification for municipal ownership of the station.²⁹ Dallas Radio Commission member Rene Martinez questioned the public service content of the newly proposed News and Information Service format, since

²³The Dallas Times Herald, May 18, 1975, p. 1-B.

²⁴Ibid.

²⁵Ibid.

²⁶The Dallas Times Herald, May 20, 1975, p. 2-B.

²⁷The Dallas Times Herald, May 28, 1975, p. 1-D.

²⁸Ibid.

²⁹The Dallas Times Herald, May 23, 1975, p. 2-B.

the broadcasts were to be comprised mostly of national news.³⁰

However, Routt claimed the actual hours of local news and public service would increase, rather than decrease with the new format because the staff would have more time to concentrate on events in Dallas.³¹ Routt said the change from the Middle-of-the-Road Music format to the News Talk format as well as the costs of moving into the new facilities at Fair Park were responsible for some of the losses during the past year.³² City Council members further considered the uncertainty of a market for a municipally owned station that had suffered serious financial losses during the previous three years.³³

By the first of June, 1975, support for WRR-FM was growing, which caused the council to show more willingness to keep the FM station and sell its AM counterpart. On June 3, City Council members reluctantly agreed to sign the \$60,000 contract with NBC to provide Dallas' first all-news station.³⁴ Still, Councilman Richard Smith requested to be put on council record as opposed to the

³⁰The Dallas Morning News, May 21, 1975, p. 16-A.

³¹The Dallas Times Herald, May 28, 1975, p. 1-D.

³²Ibid.

³³The Dallas Morning News, May 28, 1975, p. 3-A.

³⁴The Dallas Morning News, June 3, 1975, p. 2-C.

the continued city operation of a commercial radio station.³⁵
 The City Council voted 8 to 3 to approve the NBC contract
 which began June 18.³⁶

Even though the contract was approved for the new WRR
 format, dissention continued as to whether the city should
 continue ownership of the station. Strong sentiment again
 surfaced to keep the FM station, regardless of whether the
 AM station was sold. Still, Councilman William Cothrum
 argued that if the Council were going to make a philisophical
 decision not to keep the AM station, it could not find
 justification for retaining the FM station.³⁷ However,
 suggestions were made to maintain the FM station through
 voluntary subscriptions similar to public television.³⁸
 By the middle of June, Councilman Smith requested that the
 City Council authorize a study of the feasibility of
 selling the station, and most council members polled at the
 time indicated that they were ready to sell the station when
 the time was right.³⁹

City Manager George Schrader said he had received
 several inquiries from private investors interested in buying
 the station, only since the city brought up consideration

³⁵ Ibid.

³⁶ The Dallas Times Herald, June 3, 1975, p. 3-A.

³⁷ Ibid.

³⁸ Ibid.

³⁹ The Dallas Times Herald, June 9, 1975, p. 1-B.

of selling the station one month before.⁴⁰ However, Schrader said he intended to make a complete review of the station's operations before recommending a transaction to the City Council.⁴¹

WRR employees prepared to adapt to the new NBC format, which would eliminate local talk shows or trim them to fifteen-minute segments.⁴² Excited about the change, WRR employees and News Director Paul Pryor said that the switch did not mean the station would have less local news, but that, if anything, WRR eventually would have to increase its news reporting staff to handle the additional time allowed by discontinuance of some of the talk shows.⁴³ Employees interviewed at the time seemed more concerned with the NBC affiliation, than with the talk of a sale by the City Council.⁴⁴ Besides Routt and Pryor, other AM executives comprised Bill Whitley, Commercial Manager; Guy Gibson, Managing Editor; and Jim Rhodes, Chief Engineer.⁴⁵

⁴⁰The Dallas Morning News, June 10, 1975, p. 1-D.

⁴¹Ibid.

⁴²The Dallas Morning News, June 13, 1975, p. 16-A.

⁴³Ibid.

⁴⁴Ibid.

⁴⁵Broadcasting Yearbook, 1975.

Contracts and Complaints

Even before it was decided to change the News Talk format, WRR had contracted with nationally known personality John Henry Falk, who had won one of the largest libel suits in history for being blacklisted during the McCarthy era in the 1950's, to host a two-hour talk show on WRR.⁴⁶ However, because of the revision in format and other problems, Falk was released from his contract with the station after only four months on the air.⁴⁷ Falk said he had no idea why the station had brought him to Dallas and then decided to change the format; he said he was extremely disappointed.⁴⁸ However, Routt justified the change by saying he believed the new format would be more successful.⁴⁹ He said that Falk, after two or three shows kept repeating himself, required his own full-time secretary to handle his time-consuming activities outside the station, and that on many weekends, Falk would not go to the station, but would broadcast radio shows from his ranch retreat by telephone.⁵⁰ The contract between Falk and WRR was terminated by mutual agreement.⁵¹

⁴⁶The Dallas Morning News, May 10, 1975, p. 25-A.

⁴⁷Ibid.

⁴⁸Ibid.

⁴⁹Ibid.

⁵⁰Statement by Routt.

⁵¹Ibid.

Adding to the problems of the station were myriad complaints, ranging from discrimination in employment practices to biased programming content. Complaints were by telephone and letter, and all complaints were answered by Routt. One complainant accused two WRR newsmen of promoting the candidacy of one man running for Mayor in an election; Routt cleared this complaint by proving that what the complainant heard was a political announcement for the candidate and that the station, its news staff, and the city were taking no position on the election.⁵² Another complainant objected to an X-rated commercial aired over WRR, to which Routt responded that the station needed the revenue and that WRR catered only to a mature listening audience.⁵³ Still, in a meeting of the Radio Commission, it was decided that WRR establish a policy omitting X-rated commercials.⁵⁴ Another listener complained about the strong opinions aired on the Carl Stokes' Commentary, broadcast as part of NBC's News and Information Service; Routt replied that the aim of the station was to present all sides of

⁵²Letter from Edd Routt, April 14, 1976, files of the Dallas City Secretary.

⁵³Letter from Edd Routt, February 16, 1976, files of the Dallas City Secretary.

⁵⁴Letter from Edd Routt, March 8, 1976, files of the Dallas City Secretary.

various issues, and that rebuttals to Stokes' commentary were aired.⁵⁵ Routt explained that none of the commentary on the network was designed to offer the opinion of the city of Dallas, WRR, or station personnel, and that all commentary was identified as such, and delivered separately from straight news reports.⁵⁶ Another complaint accused the station of airing crude language; Routt replied that the language used in the music review in question came from the network.⁵⁷ Accusation from listeners accused the station of editing News and Information Service commentaries, sexual explicitness, and denying advertising time because of conflicting opinions between the advertiser and the station. A complaint was received regarding the attention of "inconsequential great accomplishments" paid to minorities.⁵⁸ One complainant objected to "propaganda disseminated by NBC through WRR" concerning thwat was alleged to be irreparable damage done to the Catholic church in the United States by the Pope's ban on

⁵⁵ Letter from Edd Routt, January 28, 1977, files of the Dallas City Secretary.

⁵⁶ Ibid.

⁵⁷ Letter from Edd Routt, November 11, 1975, files of the Dallas City Secretary.

⁵⁸ Letter from Edd Routt, November 6, 1975, files of the Dallas City Secretary.

contraceptives.⁵⁹ This citizen accused the station of presenting its opinion in the guise of news, in order to damage those things the network opposed, including churches, morality, and freedom, in order to advance eroticism, debauchery, and slavery.⁶⁰

One of the most serious charges made against the station was discrimination in its hiring and programming policies. Charges were made as a result of Routt's dismissal of Minority Staff Member Bob Pearson, who was fired as Production Manager because "he did not meet staff requirements."⁶¹ A similar charge was filed by Mary Lee Castro, Chairwoman of the Citizen's Advisory Committee to the "Nostros" talk show on WRR, who accused Routt of discriminatory hiring practices, as well as not providing enough minority programming time.⁶² Routt replied that WRR had the highest percentage of minority employees in the city with the exception of black-oriented situations.⁶³ Twenty-seven per cent of WRR's professional staff was

⁵⁹ Letter from W. P. Nolfe, March 23, no year, files of the Dallas City Secretary.

⁶⁰ Ibid.

⁶¹ The Dallas Times Herald, October 30, 1974, p. 7-B.

⁶² Ibid.

⁶³ Statement by Routt.

minority, and Routt said that the station had done more than most other Dallas stations to find, train, and employ minorities.⁶⁴ Routt said no other Dallas station had been willing to try programming such as "Nostros," and that host, Pete Vaca, devoted discussion exclusively to the problems of the Mexican-Americans from their own perspective.⁶⁵ Routt explained that the aim of WRR was to provide information of interest to the largest possible number of Dallas-area citizens, and that the station's programming goal was not to divide the community, but to stimulate dialogue in order to generate understanding and compassion among various community groups.⁶⁶ Routt said the discrimination charges embarrassed him and made him angry, besides the fact that there was no truth to the accusations.⁶⁷ Specifically, Routt said, no one at the station even knew Bob Pearson was Mexican-American, until he made discrimination charges upon his dismissal.⁶⁸ The Civil Service Board ruled in Routt's favor in connection with the charges.⁶⁹

⁶⁴ Minutes of the Meeting of the Radio Commission, November 19, 1974.

⁶⁵ Ibid.

⁶⁶ Ibid.

⁶⁷ Statement by Edd Routt.

⁶⁸ Ibid.

⁶⁹ Ibid.

Still Routt believed other radio stations had similar problems, but they did not get the adverse publicity that WRR received, due to the fact that the station was owned by the taxpayers.⁷⁰

Another controversy arose in 1975 after an interview was aired in which black activist Al Lipscomb said it might be time for Dallas blacks to buy bullets if rallies protesting school busing continued.⁷¹ City Councilwoman Rose Renfro, main speaker at the anti-busing rally, expressed displeasure at the broadcast to City Manager Favour, who ordered the removal of the news report.⁷² Routt disagreed with Favour and did not remove the Lipscomb story until it had run for twenty-four hours.⁷³ However, other WRR staffers said the story was removed within an hour of Favour's call.⁷⁴ As a result, Managing Editor Paul Pryor resigned, but rejoined the station at the request of Routt.⁷⁵ Later a memorandum from Favour requesting "more positive press," again caused Pryor to resign.⁷⁶ Pryor believed the city was attempting to exert control on the

⁷⁰ Ibid.

⁷¹ The Dallas Morning News, September 5, 1975, p. 1-D.

⁷² Ibid. ⁷³ Ibid.

⁷⁴ Ibid.

⁷⁵ The Dallas Times Herald, September 5, 1975, p. 8-B.

⁷⁶ Ibid.

news and he objected to government officials making editorial decisions.⁷⁷ Chairman of the Radio Commission Travis Linn said censorship was involved.⁷⁸ He believed that because much of WRR's news was about city government, the problem was more sensitive than if the station had been privately owned.⁷⁹

Routt agreed that city officials did not like complaints, and Assistant City Manager Favour continually received criticism on various aspects of WRR programming that provoked phone calls.⁸⁰ Routt believed "the F.C.C. expects radio stations to get involved with controversy and make sure that all sides of issues are exposed."⁸¹ He said this was fine for private licensees, but it was extremely difficult for a city-owned station.⁸² Still Routt said

As long as it sits there and does nothing, as long as it plays music that's not controversial, says words that aren't controversial, expresses ideas that aren't controversial, there's no problem. The problem with that kind of broadcasting is that it doesn't do anyone any good.⁸³

Finally, Dallas Radio Commission Chairman Travis Linn said he would seek guidelines to limit the amount of government

⁷⁷ Ibid.

⁷⁸ Ibid.

⁷⁹ Ibid.

⁸⁰ Statement by Routt.

⁸¹ Ibid.

⁸² Ibid.

⁸³ Ibid.

intervention in the News Department of WRR, due to the growing controversy between the station's news staff and City Manager George Schrader's office.⁸⁴ Plans were made to give more power to the Dallas Radio Commission than to the City Manager's office in governing WRR.⁸⁵ Further, it was decided that (1) a news policy and procedure manual be developed under Routt's direction, (2) the Station Manager reduce all complaints relative to WRR to writing and file them in the City Secretary's office, and (3) Routt prepare a written response to each complaint and file this with the City Secretary within seven days of receipt of the complaint.

Seeking Solutions

After considerable struggle, WRR reported a significant increase in popularity. By late summer 1975, revenue production increased 170 per cent since the station had adopted the all-news format in June.⁸⁶ The sales staff was handling as much business as it could manage.⁸⁷ One City Councilman considered the increases valuable only in

⁸⁴The Dallas Morning News, September 6, 1975, p. 1-D.

⁸⁵The Dallas Morning News, September 12, 1975, p. 4-D.

⁸⁶The Dallas Times Herald, August 26, 1975, p. 2-D.

⁸⁷Ibid.

that they would make WRR easier to sell.⁸⁸ WRR employees remained optimistic, since total revenue for August of that year was \$46,376, compared to August, 1974, when total revenue was \$45,325.⁸⁹ However, the station was still the object of speculation at City Hall, even though city officials did not plan to accept bids for the station until a report could be released early in 1976.⁹⁰ Council members did, however, adopt a resolution authorizing City Manager Schrader to pursue a plan for selling the AM operations at WRR.⁹¹ In doing so, the City Council specifically stated its intention to maintain the classical FM portion of WRR.⁹² Routt believed there were several thousand people in the Dallas area who listen to classical WRR-FM, and he believed that every one of them would descend on City Hall if the Council attempted to sell the station.⁹³

By January, 1976, it was reported that WRR's ratings had improved 35 per cent in its adult listening audience, which moved the all-news station from twentieth among Dallas stations to thirteenth in the market.⁹⁴ With

⁸⁸The Dallas Morning News, August 29, 1975, p. 1-D.

⁸⁹The Dallas Times Herald, September 27, 1975, p. 1-B.

⁹⁰The Dallas Morning News, December 22, 1975, p. 1-D.

⁹¹Ibid.

⁹²Ibid.

⁹³Statement by Routt.

⁹⁴The Dallas Times Herald, January 15, 1976, p. 9-C.

improved ratings, Routt said the station should be able to sell more advertising, which had again slumped; he predicted the station would be able to operate on a sound profit basis by March.⁹⁵ However, with a \$50,000 monthly operating budget, the station made only \$500 in November.⁹⁶ Favour said the city would not be prepared to sell the station until it was clearly operating on a profit basis.⁹⁷ Yet, more than twenty-five inquiries about purchasing WRR had been received by the city since council members expressed interest in selling the station the previous year.⁹⁸

The anticipated report was released by the end of March, which recommended that WRR-FM be retained, and offered suggestions for the AM station: (1) keep the station, which had begun to reverse its two-year trend of financial losses, and consider selling it some time in the future when the financial situation improved to the extent that its value would be higher than at that time; (2) keep the station and do not consider selling it because of its value as a public service outlet for both the city of Dallas and the citizenry; and (3) direct City Manager Shrader to begin implementing the steps leading to the

⁹⁵ Ibid.

⁹⁶ Ibid.

⁹⁷ Ibid.

⁹⁸ The Dallas Morning News, February 12, 1976, p. 41-A.

eventual sale of the station.⁹⁹ The last suggestion seemed most attractive to the Council and its Advisory Board members, particularly since Assistant City Manager Favour believed the city could realize \$2.5 million from the sale, even though the estimated worth of the station at that time was \$116,116.41.¹⁰⁰ If the third suggestion were approved, the city would solicit bids, contract for two independent appraisals of the station's assets, and receive and open those bids. Final approval for the sale would rest with the Federal Communications Commission, which could take from four to twelve months.¹⁰¹

The Advisory Board thought the sale of the AM station was attractive to prospective buyers because of the unavailability of station licenses.¹⁰² Besides the license, the city planned to keep the WRR call letters and the physical plant at the State Fair grounds, and lease the use of its AM transmitter on Flagpole Hill near White Rock Lake.¹⁰³ The Advisory Board then began the task of considering what would be a fair price for the AM station and when it believed would be a good time to sell the station.¹⁰⁴

⁹⁹The Dallas Times Herald, April 5, 1976, p. 1-D.

¹⁰⁰Ibid.

¹⁰¹Ibid.

¹⁰²Ibid.

¹⁰³Ibid.

¹⁰⁴The Dallas Times Herald, April 13, 1976, p. 6-A.

Months before the expected sale of WRR, General Manager Routt resigned to take over management duties at another Dallas station, KLIF. Routt said his decision to leave was not prompted by City Council plans to sell the station, but because the owner of KLIF, Fairchild Industries, made him "one of those offers you just couldn't refuse."¹⁰⁵ Bill Nicholson, Operations Manager of WRR, was named Acting General Manager, while city officials considered whom to name as a permanent replacement.¹⁰⁶

In August, 1976, invitations to submit bids were mailed to dozens of investors who had expressed an earlier interest in WRR.¹⁰⁷ Advertisements were placed in trade journals seeking prospective buyers; and the city planned to open bids on September 24.¹⁰⁸ Almost immediately, two bids were received for the station: \$2.5 million from Francis K. Leach, a city employee assigned to the Police Department Planning and Research Division, and \$1.0 million from the Rusk Corporation of Houston, owner of KTRH, which had an all-news and talk format similar to WRR's.¹⁰⁹ City officials were disappointed at the bids, because

¹⁰⁵The Dallas Morning News, August 26, 1976, p. 4-D.

¹⁰⁶Ibid. ¹⁰⁷Ibid.

¹⁰⁸Ibid.

¹⁰⁹The Dallas Morning News, September 25, 1976, p. 1-D.

neither came close to the \$2.7 million officials had privately estimated, and to make matters worse, the high bid had to be rejected because a bid bond check was not attached.¹¹⁰

Discouraged city officials said they might reconsider selling the station if a second round of bidding brought the same kind of results.¹¹¹ Meanwhile, the station continued to increase its revenue and ratings. In August, the station recorded a profit of \$4,738, the second time since 1973 that it had done so; the other profitable month was the previous April.¹¹² The station had climbed from twenty-second position in the Dallas-Fort Worth market to eleventh position; and, among Dallas stations, it had moved from fourteenth place to sixth.¹¹³

In October, the City Council voted unanimously to reject the bid from the Rusk Corporation, and City Manager George Schrader's staff was given six more months to seek better bids for the station.¹¹⁴ However, council members feared bids would be even lower in six months and that, meanwhile, the station would lose money.¹¹⁵ Councilman

¹¹⁰The Dallas Times Herald, September 25, 1976, p. 1-B.

¹¹¹The Dallas Times Herald, September 28, 1976, p. 4.

¹¹²Ibid. ¹¹³Ibid.

¹¹⁴The Dallas Morning News, October 12, 1976, p. 4-D.

¹¹⁵Ibid.

Bill Blackburn proposed that the city hire a private broker to sell the station, since other Dallas stations had found that procedure successful.¹¹⁶

In November, the twenty-four-hour new format, which according to James Favour, was the monetary salvation of WRR, was jeopardized when NBC announced it planned to cancel its News and Information Service in mid-1977.¹¹⁷ NBC Radio Division President, Jack Thayer, said the cancellation was because of the limited number of subscriptions to the service, despite heavy promotional efforts.¹¹⁸ This left the city with yet another problem: what programming will WRR substitute for the forty-seven minutes of every hour occupied by the News and Information Service?¹¹⁹ Still, Radio Commission members voted seven to one to recommend that AM station retain its all-news format.¹²⁰ As an alternative, WRR planned to add NBC commentaries from John Chancellor and David Brinkley, the features of Gene Shalit, Bess Myerson's consumer reports, and sports features from Joe Garagiola.¹²¹ WRR planned to add a syndicated late-night

¹¹⁶ Ibid.

¹¹⁷ The Dallas Times Herald, November 4, 1976, p. 6-B.

¹¹⁸ Ibid.

¹¹⁹ Ibid.

¹²⁰ The Dallas Times Herald, November 25, 1976, p. 2-B.

¹²¹ Untitled article, from the files of WRR, undated.

talk show announced by Barry Farber, as well as regular excerpts from its "Library of Laughs" feature, which was dropped when the station went to all-news three years earlier.¹²² Further, the station planned to hire additional personnel in order to expand local news programming.¹²³

Before his resignation, General Station Manager Routt reported revenue was continuing to rise for both WRR and WRR-FM. The AM station ended October, the first month of the fiscal year, with a \$12,718 profit, compared with the previous October when the station lost \$10,000.¹²⁴ More than half of the October profits for 1976 were receipts for political advertisements, although October through December are traditionally considered revenue-producing months for radio stations.¹²⁵

Although revenue continued to increase, the response in bidding was poor, and City Council members again began to consider cancelling the idea of selling the station.

The Sale

In March, 1977, the City Council voted to hire a special broker to help sell WRR. City Attorney Lee Holt determined it was possible to do so, since public bidding

¹²²Ibid.

¹²³Ibid.

¹²⁴Ibid.

¹²⁵Ibid.

had been offered.¹²⁶ A private company, R. C. Crisler and Company, was retained by the city, and five weeks later, on May 3, 1977, a bid was accepted for municipally owned WRR.¹²⁷ The Southern Broadcasting Company, based in Winston-Salem, North Carolina, submitted a \$1.9 million offer, which was accepted by the city upon the recommendation of the Crisler brokerage, although an identical bid was made by the Bonneville Broadcasting Company, a radio chain operated by the Mormon Church.¹²⁸ Despite recommendations, Councilmen Richard Smith and John Walton voted against the approval and did not think the brokers had proved why one company should be selected over the other.¹²⁹ However, the sale of the station was approved, although the call letters and FM station were not included in the transaction. The company agreed to pay the city an additional \$2,158 per month for rent for the Fair Park station facilities for two years with an option for renewal. An agreement was made for the Southern Broadcasting Company to pay \$14,600 a year for ten years for rental of the city land upon which the antennas and transmitters were situated.¹³¹

¹²⁶The Dallas Morning News, March 14, 1977, p. 1-D.

¹²⁷The Dallas Morning News, May 3, 1977, p. 1-D.

¹²⁸Ibid. ¹²⁹Ibid.

¹³⁰The Dallas Times Herald, May 3, 1977, p. 4-C.

¹³¹Ibid.

Summary

At the retirement of Durward J. Tucker, the station began to lose money, probably because of format revision and reduced ratings. Edd Routt was appointed General Station Manager in March, 1974, and the station moved into new facilities attached to the Dallas Health and Science Museum at Fair Park. The station adopted a new format, News Talk, which Routt believed would prove more successful than the previous indefinite half-rock, half-personality format. However, by November of that year, Routt responded to an advertisement offering subscriptions to NBC's News and Information Service. The service, which cost \$5,000 per month, was approved by the City Council, and WRR's format changed again to all-news. The sudden change in format caused some dissension between the station and personality John Henry Falk, whose contract as a talk show host was cancelled after only four months.

Adding to the station's difficulties were complaints of various aspects of the format, including X-rated commercials, slanted programming, crude language, discrimination of hiring practices and programming, broadcasting designed to incite trouble. As a result, Assistant City Manager James Favour sent a memorandum to the station requesting "more positive news," which caused News Manager Paul Pryor to resign. The Radio Commission

required all complaints, as well as responses to each complaint by the General Station Manager to be filed in the Dallas City Secretary's office.

By late summer, 1975, WRR began showing a significant increase in revenue; however, the City Council held in its decision to sell the station. A report was released offering suggestions, but the City Council voted to sell the AM station only, and leave WRR-FM under municipal ownership.

General Manager Routt resigned to take a position at KLIF, only months before bids were solicited to sell WRR. Bill Nicholson was made Temporary General Manager of the station, and once again the station underwent major changes, though not by choice. In November, 1976, NBC announced cancellation of the News and Information Service, leaving WRR with approximately forty-seven minutes of each hour with time to fill. News features were added, and revenue continued to rise.

Meanwhile, a broker was hired by the city to sell the station, because public bidding presented only two interested buyers--a civil employee, who offered \$2.5 million for the station but did not attach a bid bond check, and the Rusk Corporation of Houston, who offered \$1 million, \$1.7 million less than the price the city had expected to receive. The broker, the R. C. Crisler Company turned up two more bids,

the Southern Broadcasting Company of Winston-Salem, North Carolina and the Bonneville Broadcasting Company, operated by the Mormon Church, who made identical bids of \$1.9 million.

On May 3, 1977, WRR was sold to the Southern Broadcasting Company. However, the call letters and WRR-FM were not included in the sale, although the company did agree to pay the city an additional \$2,158 per month for rent for the station's facilities at Fair Park. An agreement was made for the company to pay \$14,600 a year for ten years for rental of the city land upon which the antennas and transmitters were situated.

CHAPTER VI

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

In the beginning, WRR was only a tiny facility used for relaying Fire Department messages, a justifiable municipal function. Later, as the station grew in importance and public interest, the station began putting on the air anyone who wanted to drop by and broadcast. Soon WRR was airing regular programs, and the city stumbled into the radio business. No one planned it--it just happened. The station was permitted to go on broadcasting for several decades, until it began to lose money, and as a result, in May, 1977, WRR was sold into private enterprise.

Toward the end of the city's ownership of the station, the issue of the city's competition with private and free enterprise was examined. At that time, WRR had been separated from the communications operations of various city departments, and there was really no longer any justification for the city to be in the radio business. At first, the City Council spoke of selling both WRR and WRR-FM; however, ultimately, the vote changed in order to retain the FM station and sell the AM station. The FM station was

kept because of pressure from Dallas classical music enthusiasts and patrons of the Dallas Symphony Orchestra, who did not want to lose the city's only classical music station. WRR-FM was said to perform a public service to the city by promoting the orchestra and providing culture for the community. Because the city kept one station and sold the other, however, the philosophy that the city should not compete with private businesses in the broadcasting area was undermined.

In all, WRR tried its best to be a broadcasting station that would please all the people of Dallas. "Fun Radio" was an attempt at a format that would please the majority of listeners; however, this did not work. Because of low ratings, the format added "rock" to the adult music format, in order to attract younger listeners, but this, too, did not prove successful. The format attracted neither the younger audience of Dallas, nor the adult audience, and advertising revenue was lost, since there was really no group to which the station appealed. As ratings and revenue continued to decline, WRR adopted a new format--talk, and later news--which attempted once more to please the greatest number of Dallas listeners. Although the station did gain popularity, it attracted many complaints. Listeners complained to the City Manager, who, in turn, complained to the Station Manager and employees. Since the station was

no longer contributing funds to the city, or managing the city's communications facilities, and was, instead, a source of public complaint, WRR became more trouble than it was worth to the city, especially as it was costing the taxpayers. The station could not find one format that would please all the public, as the FM station had, so an alternative was to sell WRR.

Since its inception, WRR had been a public service outlet for the citizens of Dallas. During the time that WRR attempted to achieve a format pleasing to all and still maintain a self-sufficient budget, the Dallas radio market had become crowded with private competitors. In order to compete in the commercial market, but not necessarily to make a great profit, WRR provided Dallas with its first all-news format. This attempted to give Dallas accurate, informative, educational, and factual reports about people in the metroplex area, as well as from around the world. The station's talk shows and news features were designed to inform and stimulate new ideas in Dallas citizens. WRR contributed thousands of dollars worth of free broadcast time and advertisements to civic organizations and charitable causes. It provided radio contests in which listeners could participate in games that promoted worthy causes, such as the Governor's program on traffic safety.

Public service broadcasting on WRR was handled with skill, professionalism, substance, and an attitude toward the importance of education within entertainment.

Throughout its history, WRR was never a strong competitor with the growing private stations. City governments are not entrepreneurial in nature, and the City Manager was always reluctant to provide necessary funds for promotion. The station did, however, make money during most of its existence, and it supported all of the city's communications needs. The station was able for many years to serve another useful economic function by providing low-cost advertising to the small-and medium-sized businessman. Advertising logs required by the Federal Communications Commission revealed that WRR was often the sole outlet for the marginal businessman who could not afford higher costs on more popular media.

WRR was consistently used as a training ground for reporters and new talent in the Dallas area, including students who were trying to break into the industry. An intern program was in operation at the station for the benefit of beginners.

The city-owned station was an innovator in the broadcast area. Not only was it the first radio station west of the Mississippi River, but it also was the first metroplex station to broadcast regional college football games, high

school football games, and other sports events. WRR innovated affiliation with Mutual Broadcasting System and the regional Texas State Network. WRR was the first station in the broadcast area to begin block programming, as well as the top forty format. WRR started personality radio with announcers who came to be more than just disc jockeys, but area personalities. The station innovated the concept of going to the news scene with a two-way news unit that later became known as the mobile news unit. This later contributed to the area's first all-news station, WRR. The changes that WRR created in Dallas radio programming were numerous, even from the beginning of radio broadcasting in Texas.

Conclusions

Throughout its history, WRR was primarily concerned with pleasing the citizens of Dallas. WRR searched for a format which would please the majority of its listening audience, since still making money for the city and the station as it had done in the past. However, WRR was overcome by the growing metroplex and increasing number of area broadcasting stations; eventually, the city-owned station found it extremely difficult to compete in the commercial market. WRR, which had once contributed to road repairs, garbage collection, and supplied all the communication needs for the city, found itself in debt to the point

where it had to be subsidized by complaining Dallas taxpayers. Citizens overlooked WRR's historical significance and past contributions to the community, when they realized that they were having to return money to the station through taxes which the station had once given to the city.

Instead of selling the valuable radio license and historical landmark, WRR could have been used for educational purposes in the same way as the public library and other city-owned radio stations. Or, it might have provided alternative programming on a contributing subscription basis in the same nature as public television with comedy radio programming such as "Library of Laughs," one of the station's most successful shows. WRR should not have continued to compete in a commercial market that was already crowded with news, music, and talk show formats.

Recommendations for Further Study

Since this thesis is the only in-depth study written on municipally owned station WRR, the field is open for further investigation. Research should be conducted on the difference between the operations of WRR as a municipally owned station as compared to the same station under private ownership. A comparison could also be conducted as to the operations and problems which WRR experienced in comparison with other municipally owned stations. Still another study

could be conducted on the history and experiences of WRR-FM, especially since the new owner of WRR will be sharing the same facilities as the classical station, just as WRR had done previously.

EPILOGUE

Although WRR was sold to the Southern Broadcasting Company on May 3, 1977, that company had to relinquish its right to purchase the station because of a merger with the Harte-Hanks newspaper chain. Federal Communications Commission rules restrict the number of media properties that may be owned in any one area, and both the Southern Broadcasting Company and the newspaper chain already owned outlets in the metroplex area.

Second highest bidder, the Bonneville Broadcasting Company of Salt Lake City, Utah was assigned the right to purchase the station, and the company accepted the same terms of sale agreed to by the Southern Broadcasting Company.

APPENDIX A

APPENDIX A

INTERVIEW SCHEDULE

Hartline, Fay, Secretary WRR, WRR-FM, April 14, 1977

Hill, Eddie, Manager WRR-FM, February 22, 1977.

Nicholson, Bill, Station Manager WRR, WRR-FM, April 14, 1977.

Routt, Edd, former Manager WRR, March 24, 1977.

Tucker, Durward J., former Manager WRR, WRR-FM, March 16,
1977.

APPENDIX B

APPENDIX B

INTERVIEW DATA

Name _____ Age _____ Sex _____

Current Business Address _____

Current Business Telephone _____

(or home address and telephone number where you may be reached and hours available)

Please list dates and corresponding positions held at WRR

(Specify whether you were/are employed by WRR or WRR-FM or both.)

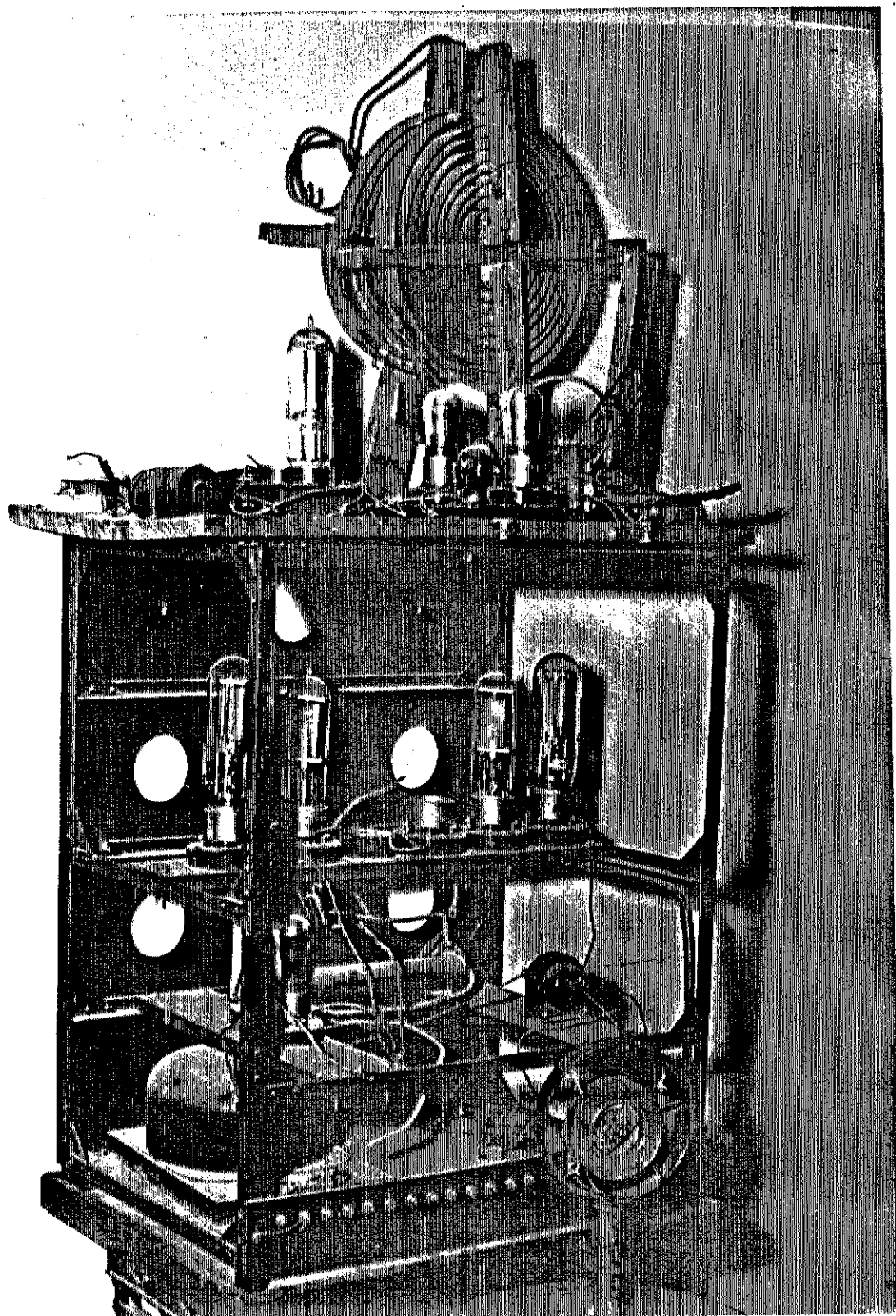
Years	Position
_____	_____
_____	_____
_____	_____

List your work experience before and after your employment with WRR. (Be specific about any other contact you have had with radio broadcasting.)

Note major changes or events that occurred in connection with the station during your employment at WRR. Use separate pages as needed.

APPENDIX C

PHOTOGRAPH OF THE ORIGINAL TRANSMITTER USED BY WRR



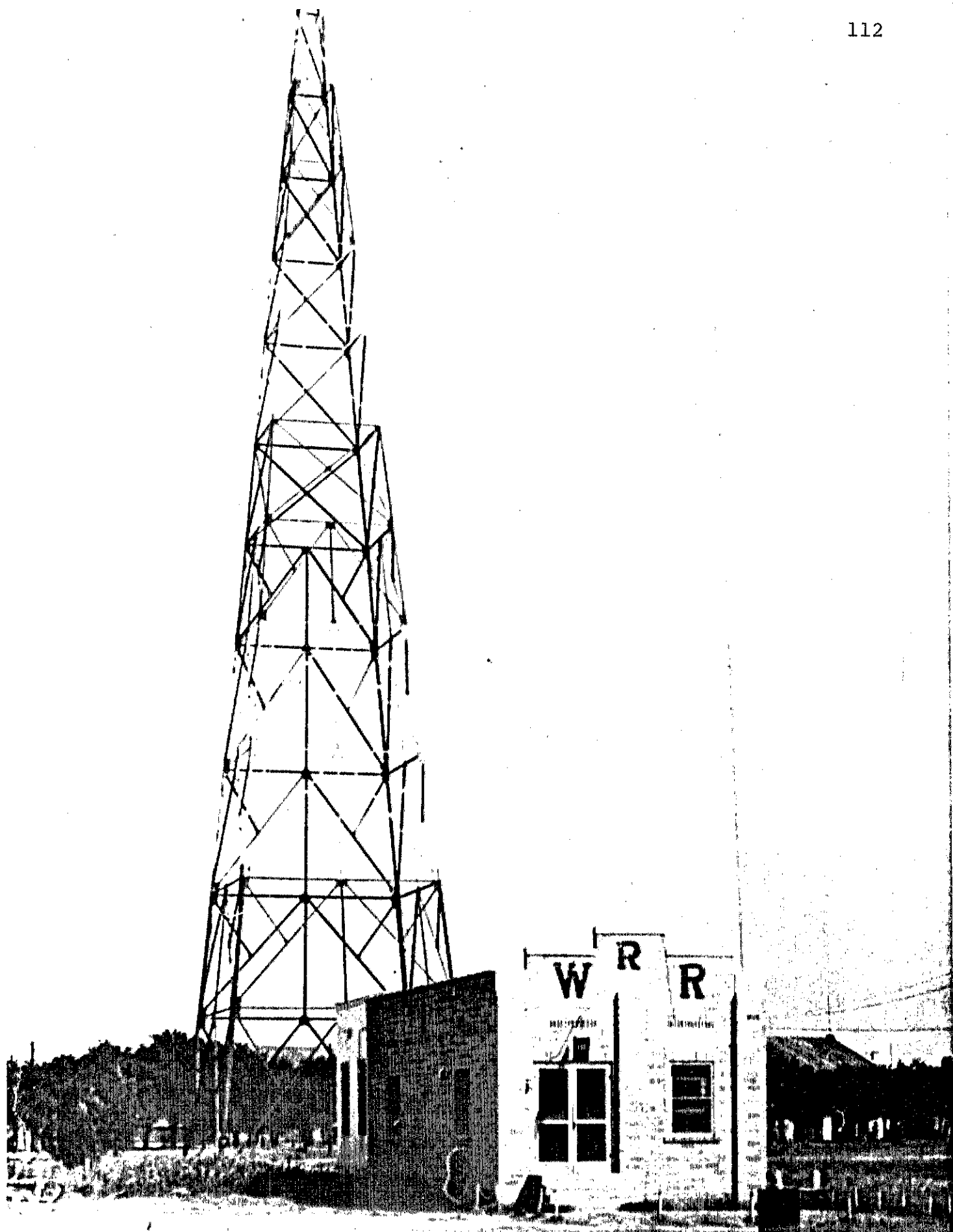
APPENDIX D

PHOTOGRAPH OF EARLY WRR MOBILE "NEWS TRUCK"



APPENDIX E

PHOTOGRAPH OF EARLY WRR TRANSMITTING TOWER



APPENDIX F

PHOTOGRAPH OF DISC JOCKEY JIM LOWE



AL JOLSON and OSCAR LEVANT

THE BICKERS!
LAMECHE and FRANCES L...

THE PHILIPPS

APPENDIX G

PROVISIONAL

213

LICENSE FOR LAND RADIO STATION

CLASS LIMITED COMMERCIAL

DEPARTMENT OF COMMERCE
BUREAU OF NAVIGATION
RADIO SERVICE

Pursuant to the act to regulate radio communication, approved August 13, 1912,

CITY OF DALLAS (POLICE AND FIRE SIGNAL DEPARTMENT)

a citizen of the State of ~~.....~~, a company incorporated under the laws of the State of TEXAS, having applied therefor, is hereby granted by the Secretary of Commerce for a period of ONE YEAR on and subject to the restrictions and conditions hereinafter stated and revocable for cause by him, this License to use or operate the apparatus for radio communication (identified in the schedule hereinafter) for the purpose of transmitting to and receiving from ship stations and other land stations public correspondence, Government and service correspondence, and distress signals and messages, at rates of compensation not in excess of those fixed by the international agreement to which the Government of the United States has adhered, which have been submitted to and approved by the Secretary of Commerce, as included in the schedule hereinafter, or for the purpose of conducting experiments for the development of the science of radio communication or the apparatus pertaining thereto, to carry on special tests using any amount of power or any wave lengths, at such hours and under such conditions as will insure the least interference with the sending or receipt of commercial or Government radiograms, of distress signals and radiograms, or with the work of other stations, the purpose of the station being designated by the classification at the head of this License.

1. Public correspondence or limited commercial correspondence authorized by this License shall be limited to certain stations, ships or lines of ships named hereinafter, which designation is authorized in view of the nature of the service and is independent of the radio system employed.

2. The use or operation of apparatus for radio communication pursuant to this License shall be subject also to the articles and regulations established by the International Radiotelegraphic Convention, ratified by the Senate of the United States and amended to such public by the President, and shall be subject also to such regulations as may be established from time to time by authority of subsequent acts and treaties of the United States, as they apply to the class of station included by this License.

4. The authority conferred by this License is subject to the provisions of the act of February 1, 1887, entitled "An Act to regulate commerce," as amended by the act of June 18, 1910, so far as the License may be within the operation of said act, and except as provided in the act of August 13, 1912, or in the International Radiotelegraphic Convention and regulations made part thereof, the station shall transmit all messages offered by those who tender lawful rates on equal terms without discrimination, whether as signals rates, rates of transmission, or otherwise.

5. The Licensee shall render to the Secretary of Commerce such accounts as the Secretary of Commerce shall direct in respect of all charges due or payable under the International Radiotelegraphic Convention in respect of messages exchanged between the station hereby licensed and other stations and shall pay to the Secretary of Commerce, at such times and in such manner as the Secretary of Commerce shall direct, all sums which shall be due from the Licensee under such accounts.

6. The apparatus shall at all times while in use and operation be in charge or under the supervision of a person or persons licensed for that purpose by the Secretary of Commerce, and the operator of the apparatus shall not willfully or maliciously interfere with any other radio communication.

7. The station shall give absolute priority to signals and radiograms relating to ships in distress; shall cease all sending on hearing a distress signal; and, except when engaged in answering or aiding the ship in distress, shall refrain from sending until all signals and radiograms relating thereto are completed.

8. The station shall use the minimum amount of energy necessary to carry out any communication desired, except in case of signals or radiograms relating to vessels in distress.

9. The station shall not use a transmitter during the first 15 minutes of each hour, local standard time, except for distress signals, whenever the Secretary of Commerce by notice in writing shall require it to observe a division of time, pursuant to the Twelfth Regulation of the act of August 13, 1912.

10. The President of the United States in time of war or public peril or disaster is authorized by law to close the station and cause the removal therefrom of all radio apparatus or may authorize the use or control of the station or apparatus by any department of the Government upon just compensation to the owners.

11. The Secretary of Commerce and Collectors of Customs or other officers of the Government authorized by him may at all reasonable times enter upon the station for the purpose of inspecting and may inspect any apparatus for radio communication of such station and the operation and operators of such apparatus.

12. The apparatus shall not be altered or modified in respect of any of the particulars mentioned in the following schedule, except with the approval of the Secretary of Commerce.

3

SCHEDULE OF STATION AND APPARATUS

Name of owner. City of Dallas Police and Fire Signal Department
 Location: State. Texas County Dallas
 City or town. Dallas State Main Date 1922

Geographical location: Latitude, $32^{\circ} 45' 00''$; Longitude, $96^{\circ} 47' 00''$

This station is licensed for communication only with the following land stations, ships, or lines of ships:

Police and Fire Signal portable stations, general communication and
 broadcasting with amateur stations.

Specific hours during which this station must to open to service (local standard time):
 may

No specific hours

Power: Transformer input, variable

Normal day range in nautical miles, 200

Time and method, if any, of sending time signals and hydrographic and meteorological radiograms:

Call letters, W R R

..... Coast charges: per word,, minimum per radiogram

..... Coast charges: per word,, minimum per radiogram

..... Coast charges: per word,, minimum per radiogram

Radiotelegraphic system employed, Composite, radio telephons, CW and ICW.

Characteristics of transmitting system:

Type of spark gap,

Approximate spark frequency,

Wave length range of receiving system: From 180 meters to 18,000 meters.

Antenna: Number of masts, 1 Height,

Type of aerial, Inverted L

Wires: Number, 6 Size and kind, #9 H.D. copper

Essential dimensions: Maximum height above water, 135 feet; Length of horizontal part,

100 feet; Length of vertical part, 74 feet; Total length measured from apparatus,

174 feet; Length of ground connection, 30 feet; Fundamental wave length, 350 meters.

WAVE LENGTHS

The normal sending and receiving wave length shall be 600 meters.

If the station be classified as a coast station it shall be prepared to transmit or relay distress calls

messages using the distress wave length as provided by the International Radiotelegraphic Convention in force.

In view of special conditions the station is authorized to use for communication exclusively with stations licensed by the United States the following additional wave lengths under 600 or over 1,600 meters:

Meters, 375; Meters, 400; Meters, 450; Meters, 500

The energy, if radiated by the transmitter in two or more wave lengths as indicated by a sensitive wave meter, shall not in any one of the lesser waves exceed 10 per cent of that in the greatest; and the logarithmic decrement per complete oscillation in the wave trains shall not exceed two-tenths, except when sending signals or messages relating to vessels in distress.

SENDING WAVE LENGTH	ANTENNA CURRENT (AMPERES)	LOGARITHMIC DECREMENT	READING OF WAVE METER INDICATING INSTRUMENT*	
			PRINCIPAL WAVE	WAVE NEXT IN ENERGY
300 meters	300 and 600 meters to be used as required in regulations 42 & 44.			
600 meters				
375 meters	375 meters for relay or other communications.			
400 meters	Transmitter to be used at such times and under such conditions as			
450 meters	to minimize interference with other stations.			
500 meters				

* Type of indicating instrument.

The station engages rapid exchange with land wire stations at

(Company) _____ (Location telegraph office) _____
 (Agency) _____ (Location telegraph office) _____

in the following manner

Inspection proof has been furnished that the station was actually operating August 13, 1912.

This License will expire on the 4th day of August, 1922.



[Signature]
 Assistant Secretary of Commerce.

[Signature]
 Commissioner of Navigation.

Washington, D. C.

August 5,

1921.

INSPECTIONS

DATE

REMARKS

REMARKS

Form 512

APPLICANT'S DESCRIPTION OF APPARATUS

DEPARTMENT OF COMMERCE
BUREAU OF NAVIGATION
RADIO SERVICE

213
821
W.H.D.

W.R. 52.70

The following form of description of apparatus will be filled out in duplicate and forwarded to the radio inspector by each applicant for a license for apparatus for radio communication on a vessel (ship or land), except at radio stations (coast or restricted) for which Form 700 is provided. The inspector, if necessary, will then proceed for an inspection of the station, or, when feasible, the inspector may accompany the applicant and make the inspection during the filling of this form.

NOTICE—This Form Must be Submitted in Duplicate to the Proper Radio Inspector.

GENERAL SPECIFICATIONS OF STATION.

Name of applicant: City of Dallas, Police and Fire Signal Dept.
Address: 2012 Main St., Central Fire Station.
A citizen of the State of: Or a company incorporated in the State of:
Name and address of owner of radio apparatus: City of Dallas Police and Fire Signal Dept.

If Ship Station—Name of ship: Owner of ship:
Type of vessel: Official number: International signal code letters:
Home port (where permanent document issues): Average speed of vessel (nautical miles):
Number of persons in crew: Number of passengers vessel is licensed to carry:
Is vessel subject to the Act of June 24, 1910, as amended by the Act of July 23, 1912?

If Land Station—Coast or inland? Inland Location—State: TEXAS
County: Dallas City or Town: Dallas Street: Main No. 2012
Exact Latitude, North: 32° 46' Longitude, West: 96° 47'
Class of license desired (see regulations): Limited Commercial Nature of service: General Broadcast
Specific hours open to public service: None

If limited station—Corresponds only with (state names of land stations, names of ships or lines of ships):
Transformer input (normal conditions): K. W. 20 Watts C.W.
Approximate day-transmitting range (nautical miles) with average ship: with similar land station: 100 Miles

PRIMARY SOURCE OF POWER SUPPLY.

Engine—Type and horsepower:
Electric power—Source and available K. W.: 110 V 60 CY Is power continuously available? Yes

SHIP OR COAST CHARGES.

(State class of service, such as North and South American or Transoceanic.)

per word: minimum per radiogram:
per word: minimum per radiogram:
per word: minimum per radiogram:
Relay charges:
Make and type of radio system to be used: Composite, radio - phone, C.W., I.C.W. & Buzzer
Type of spark gap (plain, rotary synchronous, quenched, etc.):
Approximate spark frequency (pitch of note) per second:
Type and make of receiving apparatus (conductive or inductive coupling, etc.): Westinghouse R A Det. 2 Stage
Type of detector: Vacuum tube
Wave length range of receiving system: From 180 meters to 2500 meters.

ANTENNA.

Type of antenna (Y, T, umbrella, fan, etc.): Inverted L
Make: Number: One Steel or wood? Steel Tower, Other supports: 7 story Bldg.
Maximum height above ground or water: 135 ft. Length of horizontal part: 100 ft.
Length of vertical part (including lead-in): 74 ft. Total length measured from apparatus: 174 ft.
Length of ground connection: 30 ft. Fundamental wave length: 350 meters.
Other vertical dimensions:
Number of wires: 6 Size and kind of wire used: #9 H. D. Copper Spacing between wires: 4"
Material: Porcelain strain Sizes: 502, 504.
Location: Tower top, Municipal Bldg to W.U.T. Bldg.
Ground connection: Type: 6 #8 copper wires soldered to water pipe on third floor
Lighting protective switch: Type: 300 Amp knife switch Location: Terminal of aerial
Remarks: Antenna system provided by provider of land station and of 8 ft. P. U. Two pairs of

This form, when used, is subject to the provisions of the Act of June 24, 1910, as amended by the Act of July 23, 1912, for operation and radio accounts, and the Act of October 3, 1917, for the construction and operation of stations.

AUXILIARY APPARATUS (IF SHIP STATION).

Type and make: Wave length: meters.
Source of power: Normal day range (nautical miles) with ships
Plain aerial or coupled circuits? Condenser in aerial circuit?

NORMAL WAVE LENGTH AND OTHER WAVE LENGTHS APPLIED FOR. (UNDERSCORE NORMAL.)

Table with columns: WAVELENGTH, ANTENNA CURRENT, LOGARITHMIC DECREMENT. Includes handwritten entries for 360 meters and 1.3 amp.

If public service coast station, the station insures rapid exchange with land wire stations as follows:
Company: Place: By direct wire or telephone?
Number of operators required: First grade: Second grade: One Others:

POWER SUPPLY TO TRANSMITTER.

(a) Motor generator: Motor. Generator.
Voltage: A.C. or D.C. and cycles: A.C. 60 CY. Volts (rated) and cycles: 600 volts
H.P. (rated): Speed: 1750 K.W. (rated):
Location: Beside table on stand. K.V.A. (rated): 300 watts

(b) Meter-measuring instruments:
Type, make, range, etc.: Weston, volt. 0 to 450. Gen. Radio H.W. 0 to 2 1/2 amp
Meter starter—Direct or distant control? Direct Are motor field rheostat and generator field rheostat provided? Gen. only

(c) Storage battery:
Make: U.S.I. Type: 6 volt 60 A.H. Location: on table near set.
Capacity (ampere hours): 60 Number of cells: 3

(d) Internal combustion engine:
Make: Type:
K.W. of generator (rated): Location:

RADIO APPARATUS.

(a) Transmitter:
Is proper means provided for reducing the range of the station as required by the London Convention?
Condenser in aerial circuit for: 360 meters.
Coupling—Inductive or conductive? Type of primary condenser:

(b) Receiver:
Is secondary circuit tuned or untuned? Untuned Are complete duplicate receivers installed? Yes
Are tuning positions for 200 meters and 600 meters plainly marked on apparatus?
Method used for disconnecting receiver when transmitting (hand switch or automatic "break"): Hand
Was the station in actual operation on or prior to August 13, 1912? No

Signature of applicant: City Of Dallas. Police and Fire Signal Dep't.
By: [Signature]
Supt Police & Fire Signal Dep't.

INSTRUCTIONS TO RADIO INSPECTORS.

Send out this form in triplicate—one for the applicant's files if he desires it. When received back, fill in the following; preserve one copy for your records and forward the original to the Commissioner of Navigation with report and recommendation.
Received by (inspector): Theodore G. Deiler, New Orleans, La. Date: Feb. 6th., 1922.
Date of inspection of station: not inspected. Inspected by:

REPORT AND RECOMMENDATION.

It is recommended that provisional station license be issued.

[Signature] Theodore G. Deiler, U. S. Radio Inspector, New Orleans, La.

This license, when approved by the Secretary of Commerce, will be forwarded to the Inspector for delivery to the applicant. The Inspector will date this license the following on his file copy:
Serial No.: Date of delivery to applicant:
For signature of applicant, if the applicant is a vessel, it is to be signed by the commanding officer.

BIBLIOGRAPHY

Books

- Archer, Gleason L., History of Radio to 1926, New York, The American Historical Society, 1938.
- Barnouw, Eric, A History of Broadcasting in the United States, Vols. I-III, New York, Oxford University Press, 1960.
- Broadcasting Yearbook, Washington, D.C., Broadcasting Publications, Inc., 1940.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1942.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1960
- _____, Washington, D.C., Broadcasting Publications, Inc., 1964.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1966.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1968.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1969.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1975.
- _____, Washington, D.C., Broadcasting Publications, Inc., 1976.
- "History of the Dallas Police Department," Police Department Yearbook, Dallas, 1972.
- Hutto, Nelson A., The Dallas Story from Buckskins to Top Hat, Dallas, 1953.
- "Tucker, Durward J.," Who's Who in Texas, Austin, 1968.

Articles

- Baudino, Joseph E. and John M. Kittross, "Broadcasting's Oldest Stations: An Examination of Four Claimants," Journal of Broadcasting, XXI (Winter, 1977), 62-63.
- Rewlands, David D., "City-Owned Radio Broadcasting Stations," Public Management, XXIII (July, 1941), 204.
- "WRR Nets \$2795 First Month," Dispatch, I, from the files of WRR, n.d.

Reports

- American Petrofina "Traffic Reports," Dallas Morning News reprint, 1962.
- Cullum, A. Earl Jr. and Associates, Report to Dallas City Council Regarding City Communications, May, 1968.
- Smith Investigator Service, Report of the Radio Commission, Dallas, 1959.

Public Documents

- City Ordinance, October 2, 1925.
- _____, May 12, 1969.
- General Budget, Ordinance 810, June 12, 1922.
- License for Land Radio Station, Department of Commerce, Bureau of Navigation, Radio Service, 1921.
- Minutes of Radio Commission Meeting, July 28, 1964.
- _____, October 21, 1969.
- _____, June 22, 1970.
- _____, February 23, 1971.
- _____, April 30, 1974.
- _____, November 19, 1974.

Municipal Radio Station WRR: Statement of Profit and Loss,
September 30, 1940.

_____,
September 30, 1946.

Municipal Radio Fund Balance Sheet, September 30, 1951.

_____, September 30, 1961.

_____, September 30, 1966.

_____, June 30, 1970.

_____, September 30, 1971.

Routt, Edd, Letter in response to complaint, November 6,
1975.

_____, Letter in response to complaint, November 11,
1975.

_____, Letter in response to complaint, February 16,
1976.

_____, Letter in response to complaint, March 8, 1976.

_____, Letter in response to complaint, April 14, 1976.

_____, Letter in response to complaint, January 28,
1977.

_____, Letter in response to complaint, March 23, n.d.

Unpublished Materials

"A Brief History of WRR and WRR-FM," unpublished document,
September, 1971.

American Guide Series, "Dallas Guide and History,"
unpublished document, Vol. II, Dallas, n.d.

Glick, Edwin, "WBAP/WFAA--870/820--Till Money Did Them Part,"
Denton, Texas, October 5, 1976.

"History of WRR," from the files of WRR, 1952.

"History of WRR: 50 to 5,000 Watts," from the files of
WRR, n.d.

Hunter, Charles Forrest, "A Historical Study of Radio Station KSUB and Its Cultural and Economic Implications as They Affect Iron County, Utah," unpublished master's thesis, Department of Journalism, Brigham Young University, Salt Lake City, Utah, 1964.

Lowe, Jim, former Disc Jockey WRR, Interview Data Questionnaire.

McDonald, W. S., office memorandum, May 9, 1969.

"Modern Broadcasting Unit Grows from Spark Transmitter," from the files of WRR, November 11, 1939.

Papajohn, John N., attorney, letter from Booth and Lovett Law Offices, Washington, D.C. to Durward J. Tucker, 1966.

Press release, from the files of WRR, January 16, 1958.

Promotional brochure, from the files of WRR, 1957.

"Radio Station WRR," from the files of WRR, n.d.

Scher, Saul Nathaniel, "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962, unpublished doctoral dissertation, Department of Speech and Theatre, New York City University, New York, 1965.

Stuart, Robert E., letter to City Councilwoman Rose Renfro, May 30, 1975.

"The Growth of WRR," from the files of WRR, n.d.

Tucker, Durward J., letter July 23, 1977.

Untitled document, from the files of WRR, n.d.

"WRR," from the files of WRR, n.d.

"WRR-Cabell's Safety Tag Patrol," from the files of WRR, n.d.

WFAA brochure, June 26, 1922.

Watson, Gaylon H., "A History of KWTO, Springfield, Missouri," unpublished master's thesis, Department of Journalism, University of Missouri, Columbia, Missouri, 1964.

Newspapers

Carrollton Daily Chronicle, supplement, from the files of
WRR, n.d.

Chicago, Oil Daily, March 28, 1962.

The Dallas Morning News, April 17, 1925.

_____, October 16, 1927.

_____, November 22, 1928.

_____, November 24, 1928.

_____, May 27, 1930.

_____, September 23, 1933.

_____, March 13, 1934.

_____, May 29, 1934.

_____, November 1, 1940.

_____, October 14, 1942.

_____, December 16, 1945.

_____, April 26, 1947.

_____, May 19, 1947.

_____, August 14, 1947.

_____, November 19, 1947.

_____, March 6, 1948.

_____, November 25, 1959.

_____, May 10, 1975.

_____, May 18, 1975.

_____, May 21, 1975.

_____, May 28, 1975.

_____, June 3, 1975.
_____, June 13, 1975.
_____, August 29, 1975.
_____, September 5, 1975.
_____, September 6, 1975.
_____, September 12, 1975.
_____, December 22, 1975.
_____, February 12, 1976.
_____, August 26, 1976.
_____, September 25, 1976.
_____, September 28, 1976.
_____, October 12, 1976.
_____, March 14, 1977.
_____, May 3, 1977.
The Dallas Times Herald, September 27, 1925.
_____, February 20, 1962.
_____, August 23, 1972.
_____, September 27, 1972.
_____, June 29, 1973.
_____, May 7, 1974.
_____, October 30, 1974.
_____, May 18, 1975.
_____, May 20, 1975.
_____, May 23, 1975.
_____, May 25, 1975.

_____, May 28, 1975.
 _____, June 3, 1975.
 _____, June 9, 1975.
 _____, August 26, 1975.
 _____, September 5, 1976.
 _____, September 27, 1975.
 _____, January 15, 1976,
 _____, April 5, 1976.
 _____, April 13, 1976.
 _____, September 25, 1976.
 _____, September 28, 1976.
 _____, November 4, 1976.
 _____, November 25, 1976.
 _____, May 3, 1977.

Variety, November 30, 1960.

Interviews

Hartline, Fay, Secretary WRR, WRR-FM, April 14, 1977.
 Hill, Eddie, Manager WRR-FM, February 22, 1977.
 Nicholson, Bill, Station Manager WRR, WRR-FM, April 14, 1977.
 Routt, Edd, Former Manager WRR, March 24, 1977.
 Tucker, Durward J., Former Manager WRR, WRR-FM, March 16,
 1977.
 _____, telephone conversation, August 8, 1977.
 _____, telephone conversation, August 23, 1977.