

A Capital Classic
since MCMXXIII

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WRC RADIO

980 am 93.9 fm

WASHINGTON, D. C.



STATION DATA

POWER - KC - AFFILIATE:

5,000 watts, 980 kc, NBC
FM: 93.9 mc

OPERATING SCHEDULE:

24 hours

WRC is the oldest radio station in the Nation's Capital, having been established in August of 1923. The station is noted for integrity in broadcasting and has wide acceptance and recognition in the unique market, center of government and major news center of the world.

STATION FORMAT: *NBC News, music, information, and public service programming. NBC Network special programming plus local public service and daily interview program with noted personalities from government, arts, business et cetera. NBC Monitor on the weekends.*

MUSIC POLICY: *Good music (not classical) derived from standard recordings in the continually updated WRC library. Good taste in selection throughout day and night program parts. No rock and roll or country and western. One classical music program each Sunday evening from 10:30 to 1:00 AM, Symphony for a Sunday Evening.*

AUDIENCE APPEAL: *Quality adult audience, middle and upper income brackets, age group of 25 and over.*



PERSONALITIES

AL ROSS—5:30-10:00 AM and 1:00-2:00 PM, Monday through Friday; 5:30-9:30 AM, Saturday

BOB KELLY—10:00 AM-12:00 Noon and 2:00-4:00 PM, Monday through Friday

BETTY GROEBLI—("Capital By-Lines")—12:15-1:00 PM, Monday through Friday

MAC MCGARRY—4:00-6:00 PM, Monday through Friday

ED WALKER AND WILLARD SCOTT—8:00 PM-12:00 Midnight, Monday through Friday

STAN KARAS—12:00 Midnight-5:30 AM, Tuesday through Sunday

NEWS: *Local news operation is part of NBC News Washington Bureau. WRC has traditionally enjoyed a superiority in news coverage in the Nation's Capital. The WRC Newsroom is part of the NBC News team—broadcasting's leader in news. Located in a major news center of the world, WRC carries on the unique function of serving both Washington and the whole nation with the latest, most authoritative news reports. The Washington NBC News Bureau, which is combined with the WRC News facilities, maintains regular coverage of the White House, Capitol Hill, the Pentagon and other divisions of Government. Combined WRC-NBC Newsroom provides all information for WRC local news, weather, sports, and documentary programs. Network News programming carried by WRC: NBC News on the Hour, Hotline Bulletins, Emphasis, World News Roundup, News of the World, news specials all featuring noted NBC News correspondents.*

PUBLIC SERVICE: *Local documentaries with emphasis on local events and problems; morning and afternoon traffic reports; Sunday classical music program presented on behalf of the National Symphony; "Capital By-Lines" from 12:15-1:00 PM, M-F, featuring interviews with noted personages; regularly incorporated public service announcements in daily programming. Religious programming from both NBC and local sources; daily inspirational message. NBC public service programs including Youth Forum, Family Living, Meet the Press, NBC Radio special programs, and the series, Toscanini: Man Behind the Legend.*



AL ROSS
Your Timekeeper

Before WRC Radio's all night programming is much past the halfway mark, Al Ross is already ensconced in his office selecting music to wake his listeners without jolting them and, to keep them awake without arousing latent morning hostilities. At 5:30 to the second, Al Ross from Studio 1 throws back the covers from another broadcast day.

He plays music in the morning mode, gives weather reports to dictate dress and thermostat, announces the time to regulate schedules and incorporates NBS News to send his audience out into the Washington world informed.

A St. Patrick's Day baby, Al Ross was born in Danville, Virginia where he was later to begin his broadcasting career as a crooner complete with ukelele. (The uke is still with him.) His first move in the industry was to WAIR in Winston-Salem where he served as chief announcer and production manager. While in North Carolina he worked on a state-wide network and was often heard over the Mutual Network. In 1942, Al switched his allegiance to WBAL in Baltimore and in six months took over "Around the Breakfast Table."

During the war, he was able to stick to his broadcasting with tenacity by serving as infantry radio operator, narrator of training films for Twentieth Century Fox and doing Ninth Service Command broadcasts. In 1946, WBAL saw the return of Al Ross and in 1947, he presented WBAL-TV's first program.

In 1955, Al Ross of WBAL became Al Ross, "Your Timekeeper," of WRC.



BOB KELLY
*Top o' the Morning and
Mainly Music*

Bob Kelly holds down weekday radio from 10:00 'til noon and from 2:00 'til 4:00 with "Top O' the Morning" and "Mainly Music" respectively. With a style of informality and a wee bit o' Irish humor, Bob Kelly presents a truly listenable program of music . . . popular standards, carefully selected current releases, plus the familiar favorites of Broadway and Hollywood. His musical selections are as appropriate for the housewife at the ironing board as for the businessman in the office.

An important segment of both Kelly shows is, of course, the responsibility of keeping the Washington audience informed on events and people in the news. This responsibility is fulfilled with NBC Radio Network News on the Hour, Emphasis broadcasts, as well as WRC Local News on the half hour.

Bob Kelly became an established Washington personality during his four year employment at WTOP and WTOP TV prior to his joining WRC. While at WTOP he hosted his own radio programs and did a television sports commentary. A native Midwesterner, Bob has been associated with major stations, including WTMJ radio and television in Milwaukee and WBBM radio and television in Chicago. Network commercial announcing, emcee chores, news and sports broadcasting were his major activities with the Midwestern stations.

With a professional commercial delivery stemming from long experience in broadcasting and a natural ability at salesmanship, Bob Kelly is a solid investment for any sponsor.



BETTY GROEBLI
Capital By-Lines

The vast space from Washington to the ends of the earth is but a source of reference for Betty Groebli's "Capital By-Lines." As hostess of the 45 minute noontime program (12:15 until 1:00), Betty Groebli manages to conjure up a trio of fascinating guests each day from all parts of the world and from all facets of life. Within the past year she has mixed Senator Paul Douglas with Charlie Byrd, Drew Pearson with the Beatles, Sister Sarah of the Medical Mission with Carol Lynley, and Santa Claus with the Smothers Brothers. The end result, as always, is an entertaining, informative and thoroughly spontaneous forty-five minute montage of names in the news.

An appearance in "Bell, Book and Candle" in Nashville was the originating point of Betty's radio career. She was seen by the manager of WLAC, Nashville, who immediately decided she was destined for radio. Consequently, under the name of Mary Manning, she conducted an interview program for WLAC for three years. Nashville television was not far behind and simultaneously signed her to appear as a performer on "RFD Nashville," a variety show.

Betty Groebli has also kept close tabs on the entertainment industry by acting in radio mystery dramas, attending the Max Reinhardt Theatre Workshop and graduating from the University of California in Santa Barbara after having acted in thirty-two productions.

From experience and the projection of a warm personality, Betty Groebli makes "Capital By-Lines" the most talked about interview program in Washington.



MAC MCGARRY
Mr. Music

Mac McGarry, alias "Mr. Music," is the commuters' companion from 4:00-6:00 weekdays, and, of course, he also finds his way into kitchens, living rooms, offices and all the places Washington radio goes in the late afternoon. An easy style of delivery, perfection in music selection, and his handling of traffic information make Mac the one for the road or anywhere.

NBC News and WRC Local News are heard on the hour and half hour respectively, keeping listeners informed on the international, national and local happenings which will become tomorrow's history.

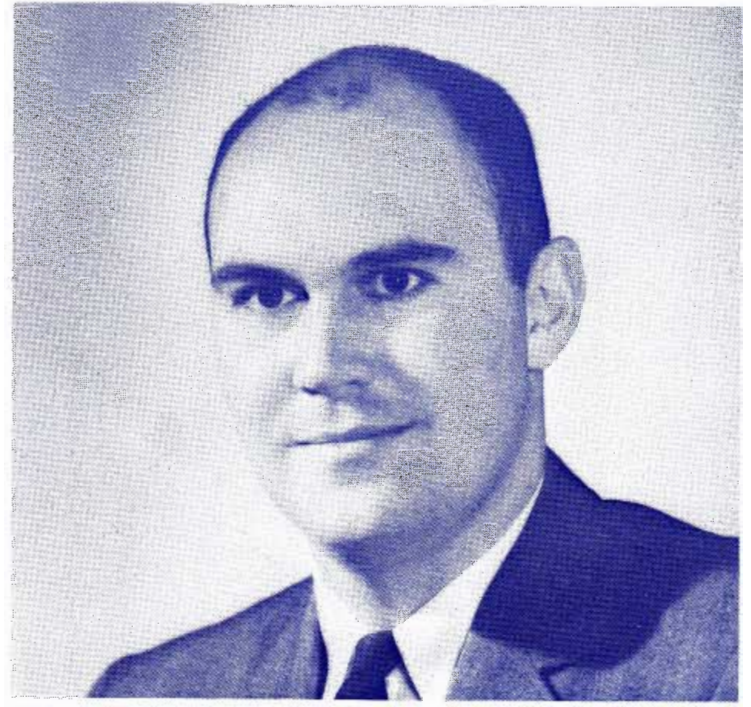
"Mr. Music" has earned wide recognition in the Washington area from his regular appearances on both WRC Radio and WRC TV. Mac's association with the NBC Network dates back to 1950 when he became the announcer for NBC Radio's "American Forum of the Air," covered Presidential Inaugural events for NBC TV and appeared regularly on NBC's "The Big Preview."

While serving with NBC in Buffalo between WRC engagements, Mac McGarry received the local "Ernmy" award for best newscaster of the year. Since returning to D. C., Mac has been handling emcee chores for WRC TV ("It's Academic", second place winner of the AAUW Mass Media Awards) as well as his "Mr. Music" program on weekday afternoons.

On his evening show, Mac McGarry's special presentation of Glenn Miller's music in a two-hour tribute to the famous band leader drew one of the greatest unsolicited mail and phone responses ever experienced by Mac or by WRC.



ED WALKER



WILLARD SCOTT

Night Watch

Hectic and happy and the supreme in variety, the Joy Boys, Ed Walker and Willard Scott, take over the "Night Watch" each weeknight from 8:00 until midnight with relentless mirth and merriment. Character after character unfolds in an audio panorama of satirical skits and custom made commercials. "Night Watch" combines the flavor of old-time radio with modern topicality and better music and has the extra added attraction of being broadcast in "living color" each Friday night.

Ed Walker and Willard Scott are a unique team that started broadcasting together over WAMU while both were undergraduates at American University.

Following graduation, "The Joy Boys" held forth over another local station and in a year had become the talk of the town. Before coming to WRC, their individual part-time announcing duties included WINX, WPIK, WOL, WITH

and WCBM in Baltimore and WAVY in Norfolk for Willard and WOL and WPGC for Ed. When Willard moved on to WRC, Ed followed suit.

Together they did "Two At One" for WRC which Dave Reque, columnist for The Daily News, reported as being ". . . as funny a local radio show as I've ever heard . . . a half hour of gags, mimicry, satire, strange noises and music." Eventually Uncle Sam beckoned Willard away for service. Upon his return, "The Joy Boys" were reinstated in the WRC program format which drew from Larry Laurent, columnist for The Washington Post, the unqualified statement that this was ". . . the funniest pair in all of radio. . . ."

With music for everyone and the best in humor, Ed Walker and Willard Scott have captured the imagination and the heart of the Washington night time audience.



STAN KARAS

Night Owl

It all began upon command. WRC's "Night Owl," Stan Karas, began his radio career while serving with the Air Force Special Services in Sidi Slimane, North Africa when he was told to establish a radio station. Consequently he began broadcasting on "The Voice of the Desert" to an audience of 800,400 . . . 400 G.I.'s and 800,000 Arabs. Perhaps not so large, but certainly more rewarding is the all-night audience Stan Karas has developed from his "Night Owl" program from midnight 'til 5:30, Tuesday through Sunday over WRC Radio.

"The Night Owl" moves from the assumption that his all-night listeners are not necessarily tuned in to be "lullabyed" back to sleep; therefore, Stan Karas puts sunlight into the moonlight hours with wide-awake music consisting of big bands and ballads, the quality music that has become a tradition with WRC Radio.

Ever inquisitive as to just who is listening and with no post midnight ratings to give the answers, Stan Karas occasionally conducts his own audience surveys. One morning at 4:10 AM, he suggested that, since Al Ross, "Your Timekeeper," was celebrating his birthday that day, well-wishers might call in with greetings. The response was overwhelming. Stan managed to write down over 100 calls but finally had to rely on the jammed switchboard to handle the overflow. The calls did not desist until long after Stan had left the air.

Another morning he greeted the Washington taxi drivers at the time they were reporting for duty. Immediately there followed calls from men reporting to work all over the city wanting to be included in the greeting to early morning risers.

The warm, personable companionship of Stan Karas, "The Night Owl," is extra assurance that the nighttime audience is a receptive audience.

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