

A New Look for a New Century of Broadcasting

by John Stehr / *Broadcast Beat* Editor



When the Indiana Broadcast Pioneers set out in 1979 to preserve and protect the rich history of our state's Broadcast Industry, they settled on a look, delivered by a true pioneer. Charlie Haines was one of the first (and perhaps THE first) African-Americans to be employed full-time at a U.S. television station.

After a stint doing graphic design in radio (which was a thing in the 1940's), he moved to WTTV television when it went on the air in 1949. He later moved to WLWI in Indianapolis (which later became WTHR) and stayed through 2001, when he retired at the age of 76. He was still very much in the thick of an active career when he designed the original Indiana Broadcast Pioneers logo in the late 1970's.

Those who knew Charlie Haines, knew of his kindness, decency, and gentle nature. He was widely-respected and a mentor to countless broadcast professionals as they carved out careers in the field to which he devoted his life — particularly African-Americans, who saw in him as an example of perseverance and dignity in a business that could sometimes be difficult to young people trying to find their way.

It is fitting then, that the new Indiana Broadcast Pioneers logo be designed by graphic artist Terry Ross (see accompanying article), a man who worked with Charlie and considered him to be a mentor. Our new graphic look maintains a direct line from the old, in keeping with the Pioneers ethos of honoring the past, while carrying it forward into Indiana broadcasting's next century.

A look at Terry Ross, and his contributions to Indiana broadcast history, coming in 3, 2, 1...



TAKE ONE Terry Ross

From "Patrolling the Paint" to Working With It

by John Stehr
Broadcast Beat Editor

When he was in high school, most people around New Castle, Indiana knew Terry Ross for his efforts on the basketball court. He didn't come in as a starter, but instead backed up a guy named Kent Benson. Terry bided his time, matching up in practice every day against the future NBA number one overall draft pick.

After Benson moved on to IU, Terry moved into the starting line-up, leading the Trojans in scoring in 1974 - his senior season. After weighing Division I offers, he chose to continue his playing career at the University of Dayton, where he shot over 50% from the floor in four seasons as a Flyer. As his college career came to a close, Terry considered pursuing professional basketball overseas, but decided to follow another passion instead.

After spending years sharpening his basketball skills, Terry chose to sharpen his pencils and paintbrushes and pursue art. Specifically, graphic art. The kind that would fill a television screen — and give the station broadcasting it a distinctive, unique look. Computer-generated graphics packages hadn't come along yet in 1978. Graphics were produced by hand, using paint, colored pencils, razorblades, and art cards. It took a steady hand and an artistic flair.

Terry Ross prospered, beginning at WISH-TV in Indianapolis before moving 10 blocks south to WTHR as the 1990's came to a close. His 40-year career in broadcast graphic design ranged from the rudimentary to the hi-tech, and he was able to thrive at every stage. By the time he retired in March of 2018, Terry had produced graphics for countless news stories, a stylized "look" for dozens of programs, and left his mark on two Indiana powerhouse television stations.

The images he produced also stuck in the minds of two generations of Indianapolis television viewers. By using his talents to produce the new Indiana Broadcast Pioneers logo, his legacy will live on in the work of the retired broadcast professionals who seek to protect the legacy of our great industry.





TAKE TWO Indiana Broadcast Hall of Fame Class of 2022

The Indiana Broadcasters Association, and the Indiana Broadcast Pioneers, welcomed four (and two posthumous) new members to the Hall of Fame during the annual IBA conference in October. 2022 HOF inductees represent a cross-section of our industry, with both people on the air and those making significant contributions behind the scenes.

Here's a look at the class of 2022:



In addition to the four new members, the Hall of Fame also Before he got on television as the first African-American sportscaster in Indiana at WTHR (then WLWI) in Indianapolis, **Jerry Harkness** was well-known to sports fans across the country. Not only did he play for the

New York Knicks in the NBA and the Indiana Pacers in the ABA, Jerry was the captain of the basketball team at Loyola of Chicago, when they won the 1963 NCAA Title. Breaking barriers was common for "Hark" — who also was the first African-American salesman for Quaker Oats and a major fundraiser for the United Way of Greater Indianapolis. A life-long civil rights activist, Jerry was executive director of the Indianapolis Chapter of 100 Black Men, and worked with the Southern Christian Leadership Conference in the early 1970's. A native of Harlem, NY; Jerry is enshrined in the New York City Basketball Hall of Fame and the Loyola Athletics Hall of Fame. The school retired his Number 15 jersey. Jerry Harkness passed away in August 2021 at the age of 81.



Just about everyone knows **Kristi Lee** for her 35-year run on the nationally-syndicated *Bob and Tom Show*, but she has been in broadcasting, and done more than you may know, for longer than that. Before ever getting on the air, she worked behind the scenes as an engineer at WRTV in

Indianapolis — one of the first women to hold that job. She was also a technical director for the station's newscasts. Before joining (Indiana Broadcast Hall of Famers) Bob Kevoian and Tom Griswold at WFBQ in 1987, she did stints on the air at radio stations WIRE, WNAP, and WENS in Indianapolis. She has also covered several X-Games for ESPN and was a sideline reporter for the Indiana Pacers network.



If you are looking for someone who can relate to just about any job in a television newsroom, **Ted Linn** is your guy. He has been a reporter, a photographer, reporter/photographer, anchor and producer — and that was only in the first few years of his four decades + career. Ted began as

the Kokomo news bureau chief for WLFI-TV out of Lafayette. After a brief stop at WKEF-TV in Dayton, Ohio; he returned to Indiana to take the late news producer position at WISH-TV in Indianapolis, where he eventually rose to Assistant News Director in 1994. In the mid-2000's, he started running his own newsroom at WANE-TV in Fort Wayne. In 16 years as News Director, he helped launch and nurture dozens of successful careers among Indiana broadcasters, and for many others who moved to jobs in places like New York, Atlanta, and Chicago. His station had success at home too — climbing into, and maintaining, the top spot in the ratings for more than a decade. His staff also received a number of IBA Spectrum Awards, Regional Emmys and an Edward R. Murrow Award from the national organization of the Radio and Television News Directors Association. Ted retired on his 66th birthday in September of 2020.



Peggy McClelland started her remarkable television career in the 1976, rising to Production Manager at WTTV in 1987. After a few years, she left to take over as Production Manager for KFVE-TV in Honolulu, where she also taught advanced television production courses

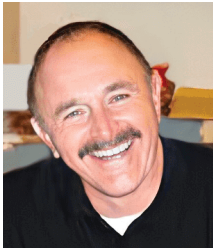
at Chaminade University. She came back to Indianapolis in the mid-90's, where she worked for WNDY-TV, then a second round at WTTV, this time as Executive Producer in charge of production. She was Executive Producer for the state-wide *Hoosier Millionaire* broadcast, which ran for 16 seasons between 1989 and 2005. It was one of the highest-rated lottery game shows in the United States. And, if all that wasn't enough, Peggy was a principal in two production and marketing agencies along the way. After creating and producing the *Indy Style Show* for WISH-TV in 2010, she became the station's Creative Services Director and is also responsible for all lifestyle content and non-news special programming.



TAKE TWO Indiana Broadcast Hall of Fame Class of 2022



John Stehr's 42-year broadcast career started while he was still in college at Gannon University in Erie, Pennsylvania doing top-of-the-hour morning radio newscasts at WJET-AM. After a few months, he switched to the company's TV station as a reporter, fill-in anchor, photographer, and producer. Competing station WSEE-TV hired him away to be the primary evening anchor when he was 21, and still in college! After graduation, he moved on to WOOD-TV in Grand Rapids, Michigan and WISH-TV in Indianapolis where he did a late night news/talk show called *Nightbeat*. From there it was on to KUTV in Salt Lake City, then New York City — where he was a founding anchor at CNBC and, later, a correspondent at CBS News and anchor of the *CBS Morning News*. He left the network in 1995 to come 'back home again' to Indiana to the anchor chair at WTHR (alongside Hall of Fame members Anne Ryder, Bob Gregory, and Don Hein). He retired in December of 2018, after more than 20 years of anchoring the #1-rated broadcasts in the market. Indiana Governor Eric Holcomb awarded him a "Sagamore of the Wabash" for public service upon his retirement.



The Indiana Broadcasters Association has an award named after **Tom Severino** which celebrates his leadership skills. Now, the Hall of Fame is recognizing him for his marvelous career in broadcasting. He started out in front of the microphone as the morning voice and news director at WRWR in Port Clinton, Ohio. That 2-year start, led to a 30-plus year career during which Tom worked not just on the air, but also as an account executive, sales manager, station manager, general manager, market manager, and radio group vice-president. His first venture in Indiana was as Vice-President/GM at WIRE, WXTZ, Network Indiana, and Director of FM stations for Mid-America Media. He came back to Indiana in 1994 to take over leadership at the Emmis Communications stations. His leadership extended on his own time, as he served on Boards and Committees that raised hundreds of thousands of dollars for Indianapolis non-profit organizations. Tom died in July of 2009 after a five-month battle with cancer at just 57-years-old.



TAKE THREE An Eye on the Future

An Eye on the Future

by John Stehr / Broadcast Beat Editor

The Hall of Fame was established in 1981 to "recognize individuals who have been directly or indirectly associated with broadcasting in the state, and who have made significant contributions to the industry". The mission has not changed, but the process of choosing those honored is under review. The goal is to make it simpler, more fair, more transparent, and more standardized from year to year.

Out of the tens of thousands of people who have worked in Indiana broadcasting since its beginning, the Hall of Fame includes about 200 people from all aspects of broadcasting, from all regions of Indiana, and from all backgrounds. Along with recognition here <https://indianabroadcastpioneers.org/hall-of-fame/>, the Pioneers maintain the broadcast exhibit in the Indiana State Museum. Look for an update on that display soon, as well as a new interactive exhibit at the Indiana Historical Society honoring the history of broadcasting in Indiana.





TAKE FOUR From the President

From the President

by **Dave White** / *Indiana Broadcast Pioneers President*

You've probably noticed from comments on Facebook, Twitter, and other outlets that lots of Americans say they distrust "The Media." It's sort of like the many Americans who say they mistrust politicians but regularly re-elect the same ones from their own region. Which of the media one mistrusts often reflects which media they regularly access. In some cases media outlets even portray their competitors as untrustworthy.

Over my 40 plus years in the radio and television, I have had great respect for the broadcasters around me. It seems to

In the old days news content that was opinion or represented a particular point of view was announced or titled as an "editorial" or "commentary".

me most actual journalists still honestly try to give a balanced factual accounting of the news. The problem is there are lots of

programs that deal with current affairs that are not news programs at all. They feature personalities that give their views and opinions of news worthy events in a setting that looks like a news set. Many actual news programs even feature a segment or spokespersons that deal specifically in opinion. I think the nearly 50% of viewers who say they mistrust the media grows out confusion over whether the speakers are journalists or opinionated personalities. Promoting journalists as personalities further blurs the distinctions.

Often the audience doesn't seem to detect opinion unless

something is at variance with their own views. If the speaker is clearly promoting a particular political view during a news program the audience is apt to believe they represent the views of their fellow journalists. Hence, they may perceive the outlet as biased or untrustworthy.

Here's where all of this relates back to us as Broadcast Pioneers. In the old days news content that was opinion or represented a particular point of view was announced or titled as an "editorial" or "commentary". The audience was told directly the content was opinion and the speaker may not represent the views of the broadcast outlet's management or owner. That convention was pretty much dropped at the end of the "Fairness Doctrine" era in the late 1980's. The Fairness Doctrine required equal broadcast time to opposing views and grew out of the monopoly of the three national networks had over American eyes and ears.

Today telling the audience what the speaker/presenter on a program is saying is news or opinion may seem quaint and old fashioned. The fact is the audience seems not to be as sophisticated as we've given them credit for. I'm not advocating a return to the "Fairness Doctrine" but I do think we need to help our audiences understand the nature of what they are seeing. We may be creating our own problems when we fail to inform the audience the distinctions between the types of content that comes from polished presenters sitting behind a desk.



TAKE FIVE Indiana RadioWatch(er)

Indiana RadioWatch(er)

by **Blaine Thompson** / Guest Columnist, Indiana RadioWatch

(Editor note: Blaine Thompson is a lifelong radio enthusiast, who has been publishing an online resource for Indiana radio and television stations from his home in Fort Wayne since 1995.)



Earlier today, I was hanging up some radio station t-shirts that I had accrued over the years. It reminded me both of current and former radio station formats, and reminded me that next year will be 25 years since I first started observing the Indiana broadcasting industry and writing about it.

Most of my Indiana RadioWatch content comes from broadcasters e-mailing me a tidbit or a story to ‘check on’.

My publication *Indiana RadioWatch* started on the old Internet Usenet; the founder of that broadcasting forum encouraged people from around the U.S. and abroad to write about what was going on in their local radio markets, all using the “RadioWatch” moniker. Very few of these publications survive; I’m pleased to cite my great friend Scott Fybush’s NorthEast Radio Watch as one stalwart publication that continues to this day. Mr. Fybush writes about the northeast US, and the eastern half of Canada, along with publishing a yearly ‘Tower Site’ calendar. Need a gift for your engineering friend? Google him and order a calendar!

As the legendary Tom Griswold quipped at this year’s IBA conference, “This isn’t a sponsored..”

I first started writing about local radio and TV here in Fort Wayne in the mid-1990s. It was and is a labor of love, documenting all the changes: staff, ownership, radio formats, and so on. Being from Fort Wayne, I caught the radio bug as a child from 1190 WOWO; my parents took me to Disney in the mid-1980s, and we listened to the incredible late legend Bob Chase calling Fort Wayne Komets hockey from more than a thousand miles away! Clear channel. After dusk (something the demographic of people reading this can surely understand)!

Most of my Indiana RadioWatch content comes from broadcasters e-mailing me a tidbit or a story to ‘check on’. I have broken a few stories over the years, which has pleased some, and angered others. When I met my now spouse, early on, she asked where I enjoy vacationing. I cannot imagine she thought ‘visiting local radio and TV stations’ would be on the list. Perhaps I should have fibbed, and just said ‘The beach.’ (follow-up: She has visited several local radio station on-air studios.)

I have a website, which does need a bit of updating: Indianaradio.net. It’s rather bare bones, since content matters more than anything. I’ve attempted to document much of radio’s past and present, along with a complete archive of my written work. You can also subscribe to Indiana RadioWatch by putting your e-mail address into the blank box on that website, or you can e-mail me: irw@well.com





TAKE SIX "Because it's on TV"



"Because it's on TV"

-George Costanza / September 16, 1992

by John Stehr/ Broadcast Beat Editor

Fans of the iconic NBC television show "Seinfeld" will recognize the following dialog, which was part of season 4, episode 3:

George Costanza : What did you do today?

Russell Dalrymple : I got up and came to work.

George Costanza : There's a show. That's a show.

Russell Dalrymple : How is that a show?

Jerry Seinfeld : Well, maybe something happens to you on the way to work.

George Costanza : No, no, no! Nothing happens!

Jerry Seinfeld : [Pointedly] Well, something happens.

Russell Dalrymple : Why am I watching it?

George Costanza : Because it's on TV!

In the episode, Jerry and George were pitching a new show to fictitious NBC President Russel Dalrymple. The joke was that it was a parody of the Seinfeld Show itself — famously, a "show about nothing"... one of the most-watched and successful situation comedies in television history.

It may be hard to believe in a world with multiple options for news and entertainment programming, this was not an unreasonable argument when the episode first aired 30 years ago. If it was 'on TV', programmers could reasonably expect that at least some people would watch. In the pre-internet world, even the lowest-rated network programs had viewership numbers that executives would be turning cartwheels over today.

Talk to any long-time broadcaster, and they will tell you about the lowest-ranked newscast or local program in the market getting ratings equal to **10% of the potential audience**. Their top-rated competition was pulling ratings of 35 or 40 — every day! As my college professor put it to his impressionable students in the mid-1970's: "owning a broadcast station is a license to print money."

For broadcasters of an earlier generation, that meant freedom. They could afford to take some chances by staging elaborate remote radio broadcasts like those involving Indiana Broadcast Hall of Fame inductees Bob Kevoian and Tom Griswold and their crew in the Bahamas and airing daily television talk shows in front of a live audience like the one fronted by Hall of Famer Dick Wolfsie from Union Station in downtown Indianapolis on WTHR in the 1980's. Sure it cost the stations a lot, but they made back their investments — and then some.

Television and radio stations still make money, but it's harder now and their profit margins are not nearly what they were when broadcasting was the newest form of media. They had two main income streams then. The networks paid local stations to run their programming, and the locals would get a few available commercial slots to sell in prime time. Stations had their own programming to run the rest of the day — either self-produced or purchased through syndication, and they often controlled all the available commercial time. They may not have been actually printing money, but they had a lot of it coming in to count.

Broadcasters could afford to take chances, because people looking for information and entertainment had limited choices. They had no cable, no streaming, no internet. Just what they could find with a click of the tuner or a spin of the radio dial.

As Indiana's broadcast industry embarks on its second century, it is by any measure a "mature" business. The old ways just don't work anymore. The present ways are fading. The future belongs to the innovators, and those willing to take new chances. As journalist John Naughton famously wrote: "Nostalgia isn't a business model".

"Because it's on TV" may have been good enough 30 years ago, but it's clearly not going to cut it in Indiana broadcasting's second century.



TAKE SEVEN In Memoriam

IN MEMORIAM

Thomas Oakley, 89, died in Quincy, Illinois on April 13th. Tom served a stint as an Air Force pilot in the 1950's, before joining the family-owned Quincy Media Group in 1958. He rose to President and CEO in 1969, and led the company as it grew to include radio and television stations in three states, including WSJV-TV in Elkhart and WPTA-TV in Fort Wayne. More on Oakley's life and long media career here: <https://www.legacy.com/us/obituaries/whig/name/thomas-oakley-obituary?id=34280777>

David Smith, 92, died in an Indianapolis retirement home on May 9th. Dave had a long and varied career in broadcasting, appearing on WTTV and WISH television in Bloomington and Indianapolis, respectively; as well as WTTS, WXLW, and WXTZ radio. He also taught communications classes at Ball State University for more than two decades. David Smith was inducted into the Indiana Broadcast Pioneers Hall of Fame in 2005. You can find a video on his remarkable life and career here: <https://www.facebook.com/IBPHOF/videos/685979832373704/>

Myron Rainey, 69, of Bedford died at the St. Vincent Heard Center in Carmel on May 31st. Myron worked at WBIW radio in Bedford for four decades before retiring from full-time announcing in 2000. He entered the local government, and stayed on the air part-time until 2020. Read more about his life here: <https://www.wbiw.com/2022/06/02/obituary-myron-d-rainey/>

Ken Bode, 83, died June 2nd at a care center in Charlotte, NC. Ken's career in journalism and education was long and fruitful, reporting on Presidential campaigns for NBC News, making documentaries for CNN, and moderating "Washington Week" for PBS. He also taught journalism at DePauw University in Indiana, where he founded the Center for Contemporary Media. He was inducted into the Indiana Journalism Hall of Fame in 2005. More on his many accomplishments here: <https://www.washingtonpost.com/obituaries/2022/06/06/journalist-ken-bode-dead/>

Paul Dean Ford, 96, died at his home in West Terre Haute on June 2nd. Paul began working in radio stations in his teenage years, and when he joined the US Navy in 1944. In the 1960's, he and his wife started and ran two radio stations of his own - WPFR-FM in Terre Haute and WKZI-AM 800 Casey, IL. More on Paul's life here: <https://obituaries.tribstar.com/obituary/paul-ford-1085391305>

Andrew Lee (known professionally as Drew Lee), 49, died unexpectedly June 25th in Minneapolis, MN. Lee was program director of News/talk WXNT-AM in Indianapolis in the mid-2000s. More recently, he was doing morning radio at WTLK in Minneapolis. More on his life and career here: <https://www.thefocus.news/celebrity/andrew-lee-minnesota/>

Chad Silveus, 45, of Winona Lake, died July 22nd at his home from congestive heart failure. In the late 1990s, Chad Swas a DJ at what was then Alternative-music-format WEJE-FM in Fort Wayne. His obituary can be found here: <https://www.mchattonsadlerfuneralchapels.com/obituaries/Chad-Christian-Silveus?obId=25519823#/celebrationWall>

Ronald Elberger, 77, died July 31st in Indianapolis after a long illness. Born in Newark, NJ; Ron arrived in Indiana in the early 1970's where he eventually became the vice president and general counsel for Emmis Broadcasting. He also excelled in entertainment law, with notable clients such as David Letterman and a number of local television news employees. As a young lawyer, he clerked for US Supreme Court Associate Justice Abe Fortas. For more on his impact on Indiana and broadcasting: <https://www.legacy.com/us/obituaries/name/ronald-elberger-obituary?id=36126207>

Jackie Walorski, 58, died August 3rd in a car accident in Elkhart County, Indiana. Jackie represented Indiana's 2nd congressional district in the U.S. House of Representatives from 2013 until her passing. Prior to that, she served six years in the Indiana House. Before entering politics, she was a reporter and photographer at WSBT Television in South Bend. More on her life and service here: <https://www.palmerfuneralhomes.com/obituary/Jackie-Walorski>

Douglas Housemeyer, 66, died August 22nd in Carmel from injured suffered in a car accident five years earlier. After graduating from Ball State in 1977, Doug went to work for the Indiana Pacers, Washington Square Mall, Indiana Promotions, and several Indianapolis broadcast facilities. He was best known for his 20-year stint with University of Indianapolis radio station WICR, where he worked with students and hosted a daily show featuring smooth jazz. He retired in 2020. More on Doug's life here: https://legacycremationfuneral.com/obits/douglas-w-housemeyer/?fbclid=IwAR3wf3i_QTW4qAD96UGZCGNMgkrip03RUEOKBvMpktyyhDaYMLqpoi_-Jo



TAKE SEVEN In Memoriam

Mark Driscoll, 72, died August 22nd at his home in West Palm Beach, Florida of injuries suffered in a fall. Mark's storied career included on-air jobs in New York, Philadelphia, Los Angeles, Miami, and Detroit. Driscoll also had a highly recognizable voice, that was heard on network television and at broadcast stations coast-to-coast. He also was Program Director at WZPL in Indianapolis in the mid-1980's. More on his legendary career here: <https://www.rbr.com/veteran-radio-programming-imaging-figure-marc-driscoll-dies/>

Kurt Lahrman, 46, Died August 23rd after a long battle with cancer. Kurt graduated from Ball State University in 1998 and filled many shoes at WLFI-TV in West Lafayette. He was Creative Services Director, Production Manager, Public Service Director, and Operations Manager since 2007. More on his life's journey here: <https://www.hippensteelfuneralservice.com/obituaries/Kurt-Lahrman?obId=25697557#/celebrationWall>

Christ Drossos, Jr. (known professionally as Chris Michaels), 67, of Bloomington died September 16th at IU Health Bloomington Hospital. Christ was a disc jockey at WTTS-FM and WCGL-AM in Bloomington. He also announced the Little 500 Bike Race at Indiana University. Read more about his life here: <https://www.allencares.com/obituaries/Christ-Drossos/#/Obituary>

Walter "Butch" Bates, 73, died in Columbus, Ohio on September 22nd after a long illness. Butch was the longtime chief pilot for WTHR in Indianapolis, flying "Chopper 13" for more than two decades. He was a decorated veteran, who served in Vietnam and spent many years in the Ohio National Guard. He earned four distinguished flying crosses during his active duty, and was known for his strict adherence to safety standards as the captain of his aircraft and inspiring confidence for all who flew with him (including President George H.W. Bush). More on Butch's life here: <https://www.snyderfuneralhomes.com/obituaries/Walter-L-Butch-Bates?obId=25949636>

Albert "Al" Primo, 87, died at his home in Connecticut September 29th of cancer. Primo was never directly employed in Indiana, but his work extended to our local markets through his invention of the "Eyewitness News" format in 1965. He was also credited with being a trailblazer in hiring women and people of color in television news in an effort to make newsrooms look more like the communities they covered. More on his life, and impact here: <https://www.inquirer.com/news/al-primo-obituary-20220930.html>

Scott Galloway, 56, passed away in Savannah, GA on October 12th. Scott started his journalism career at WFIE in Evansville in the late 1980's and worked as a photographer, assignment editor, assistant news director, and news director. Scott was also news director at WTOG in Savannah. More on his life's journey here: <https://foxandweeks.com/obituaries/o/9304/Scott-Galloway>

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