

WRIB

presents

The Rhode Island
Broadcasting Company

FOREWORD

RADIO STATION WRIB is founded on a principle of service to the numerous minorities of Rhode Island and Southern Massachusetts. In this respect, it is unique in its field in Southern New England in that the so-called minorities, when added together, actually give station WRIB the biggest listener potential of any station in the area founded after 1945.

On one program alone, WRIB enjoys a share of audience, the equal of which is normally divided among nine radio stations in the market.

The policy of beaming its programs to as many as eight different listener groups each day, therefore, produces more listeners than all of the one-audience stations in Rhode Island put together. The founders of WRIB believed, and still believe, that the listening habits of the public are as varied as the scale of human emotions in itself. To assume that the majority of the listening public stays with one type of programming all day long is to assume that the majority of people live in an emotional vacuum.

Therefore, believing that the average listener in Rhode Island and Southern Massachusetts is an intelligent, discriminating person endowed with the normal capacity for change of mood and taste, the founders of WRIB set about the task of creating a radio station, which, on a local basis, would more closely parallel the distinctive adult operation of the major national chain outlets in this area.

Today, Station WRIB is more nearly representative of the complex multi-facet composition of the people who live in its transmitting radius than any other station in the same radius. That's why on WRIB a listener can tune in at any given time and find a completely different program. That's why WRIB serves so many different groups of people with so many different listening interests. The station's management believes that its service must be made available to all the people of the community, and not to one segment alone. In this way, we are better able to discharge our obligations, not only to the listening public, but to the hundreds of advertisers who use WRIB's facilities.

WRIB's record of public service is an enviable one. It was first to call to the attention of the public the dangers of unpreparedness in the face of a possible atomic attack. It was first to launch a vigorous campaign in protest against uncontrolled prices. It sponsored the first radio Christmas party for underprivileged children. It aired the first daily children's program of local origin in recent radio history. These and scores of other "firsts" in the public interest have combined to make WRIB a worthy, useful member of our community.

And, finally, people of all faiths, all creeds, all races have learned that WRIB's door is ever open to them, whatever their needs. We do not know of one person who has entered our door who has not received a warm smile, a friendly greeting and the utmost service at our command. This, we feel, is our greatest achievement.

In the following pages, we have tried to capture for you, in words and pictures, as much of this spirit of service as we could. In them you will find your favorite WRIB personalities, as well as a record of the facilities and achievements of our station.

We wish to thank the many Rhode Island business men whose cooperation has made this publication possible.

NICHOLAS RUGGIERI, *General Manager.*

OFFICERS OF STATION WRIB

Hon. Frank Rao, *President*

Hon. Harold Arcaro, *First Vice President*

Mr. John Roa, *Second Vice President*

Mrs. Antonio Pace, *Treasurer*

Mr. William Blanchard, *Secretary*

Mrs. Ines Arcaro, *Assistant Secretary*

Power . . .



Silhouetted against the steel-framed windows of WRIB'S modern transmitter building on East Water Street, East Providence, Engineer Arthur Monahan looks out upon the slender tower, jutting out from a tiny island in the middle of the Seekonk River. From this tower, emanates one of the most powerful radio signals in Southern New England. Radials laid out on the river bed, where water conductivity helps increase the station's strength, account for the remarkable signal, which can be heard as far as sixty miles from the point of transmission in some cases.



General
Manager
Ruggieri

DID YOU DRINK YOUR ORANGE JUICE TODAY?

As "Uncle Nicholas", General Manager Ruggieri is probably the best known children's program announcer in Rhode Island. Literally thousands of small fry have made Uncle Nicholas their daily Bible. From 8:05 to 8:30 every morning, Mondays through Fridays, Uncle Nicholas cajoles Rhode Island children between the ages of 3 and 10 into getting up on time, scrubbing their ears and necks, going to the bathroom, finishing their breakfast, minding their parents and their teachers, getting them off to school on time, putting on their rubbers in rainy weather, parting their hair, not biting their finger nails, not looking at television after 7 P. M., getting to bed on time, not kicking their fathers in the shins, making friends, saying their prayers, et cetera, ad infinitum. In four and one-half years of broadcasting, thousands of letters from grateful mothers attest to the remarkable influence Uncle Nicholas on his pint-size audience. In between the perennial reminders are carefully selected music and stories on records, plus simple, humorous situations, in which two other personalities figure: Fat Boy, who eats salami sandwiches for breakfast; and Fitzgerald, a mythical talking baton who leads a make-believe, all-baby band, composed of 50 diaper-clad musicians. Uncle Nicholas announces an average of 2,000 birthdays a year.



Violet
Marks

WRIB Office Staff



Evelyn
M.
Keegan

This trio of personable young ladies keep the complicated office machinery of WRIB in tip-top working order.

Violet Marks, traffic manager, is the key to the efficient maintenance of WRIB's program and advertising schedules. She maps the day-to-day activities of the program department, schedules programs and program changes, public service announcements and all other requests for service from the public and from advertisers. She keeps track of the mail each program receives, issues broadcast schedules to the daily newspapers, checks the announcers' daily logs for proper performance of the previous day's broadcast schedule. But, most important of all, she has the complicated task of seeing that the announcements and programs of some 145 sponsors, who use WRIB each week, are aired at the proper time, and on the proper days.

Joan
Moran



Evelyn M. Keegan, WRIB's bookkeeper, handles the herculean task of properly recording the financial activities of WRIB in the manner prescribed by the Federal Communications Commission. And, if you think that's an easy job, drop around some day and watch Evelyn work on allocations, commissions, billing, payroll, etc. Just for laughs, there are about 50 different kinds of allocations that a radio station bookkeeper must make each week.

Joan Moran is the station's assistant bookkeeper and secretary.

All the girls share the additional task of handling scores of telephone calls each day.

Italian Announcing Staff

Antonio Pace is the most famous Italian name in Rhode Island broadcasting history. A pioneer foreign language broadcaster with 17 years of continuous operation on the Rhode Island airwaves, Antonio Pace is the man who brought Station WRIB into being, with the support of four other prominent Rhode Island business and professional men. He is also the station's managing director, charged with the task of supervising every detail of its operation. A graduate of the Royal Italian Naval Academy, of Leghorn, who saw service aboard Italian battleships in World War I, a former public school teacher and a former newspaper editor, he started his broadcasting career in 1934 over Radio Station WPRO, moved his Italian language broadcasts to the former WFCI in 1941, and in 1947 organized the first large-scale foreign language operation in Rhode Island on Station WRIB. A



Antonio
Pace

versatile personality, of enormous energy, who has a knack for combining sound programming with sound business, Antonio Pace's Italian Radio Review holds the ears of 45 per cent of the Italo-American audience in Rhode Island, Southern Massachusetts and Eastern Connecticut. This enormous following was accumulated through years of constant analysis of listener habits and requirements. His program brims with variety, from the lilting imported Italian popular records to the lyric Italian classics, from the heavy drama of the Prince and La Rosa programs to the rollicking comedy of Pasquale C. O. D., from the terse, up-to-the-minute newscasts to the informative discussions, forums, debates and special events direct from Rome, where he maintains a special wire-recording bureau. He originated the idea of recording in Italy the voices of friends and relatives of Italo-Americans living in Rhode Island. This innovation alone brought him a wave of new popularity from grateful listeners, who, in many cases, hadn't heard the voices of their kin in Italy for as long as 50 years. His special events have included exclusive broadcasts of momentous addresses by Pope Pius XII, ceremonies of the opening

Dr.
Paul
DeCarlo



and closing of the Holy Year, on-the-spot reports of the beatification of saints at the Vatican and interviews with the highest government officials of Italy. On his frequent trips abroad for new material for his broadcasts, he has been the guest of ministers and cardinals. Here in Rhode Island, the name Antonio Pace is a household byword. Thousands of Rhode Islanders of Italian extraction flock to buy the products he advertises, because, as the saying goes, wherever people of Italian extraction congregate, "Pace said it". The most eloquent tribute to his continuing popularity is the fact that every major national Italian-language product is a sponsor of his program. But the most impressive testimonial is the fact that many of his sponsors have been with him for 17 successive years, a record which, to our knowledge, no broadcaster has yet equalled in Rhode Island.

Mrs.
Flora
Sciotti





Program
Director
Don
Rogers

MUSIC . . . MUSIC . . . MUSIC!

More than 10,000 popular, classical, jazz, western and children's records, plus more than 5,000 electrical transcriptions, make up the tremendous musical library of Radio Station WRIB. This does not include some 6,000 Italian language records, 3,000 Portuguese records and approximately 2,000 Yiddish, Polish, Irish and Swedish records, which make up the foreign language record section. Here Program Director Don Rogers sorts out the day's musical fare, a daily chore he guards jealously, since WRIB's music is mostly his responsibility.

DIMPLE IN ONE CHEEK

This is Don Rogers, alias Fat Boy, one of Rhode Island's best-known disc twirlers. (He hates the name "disc jockey".) Don can pick more good music on record,

Don
Rogers
Dimple
In One
Cheek



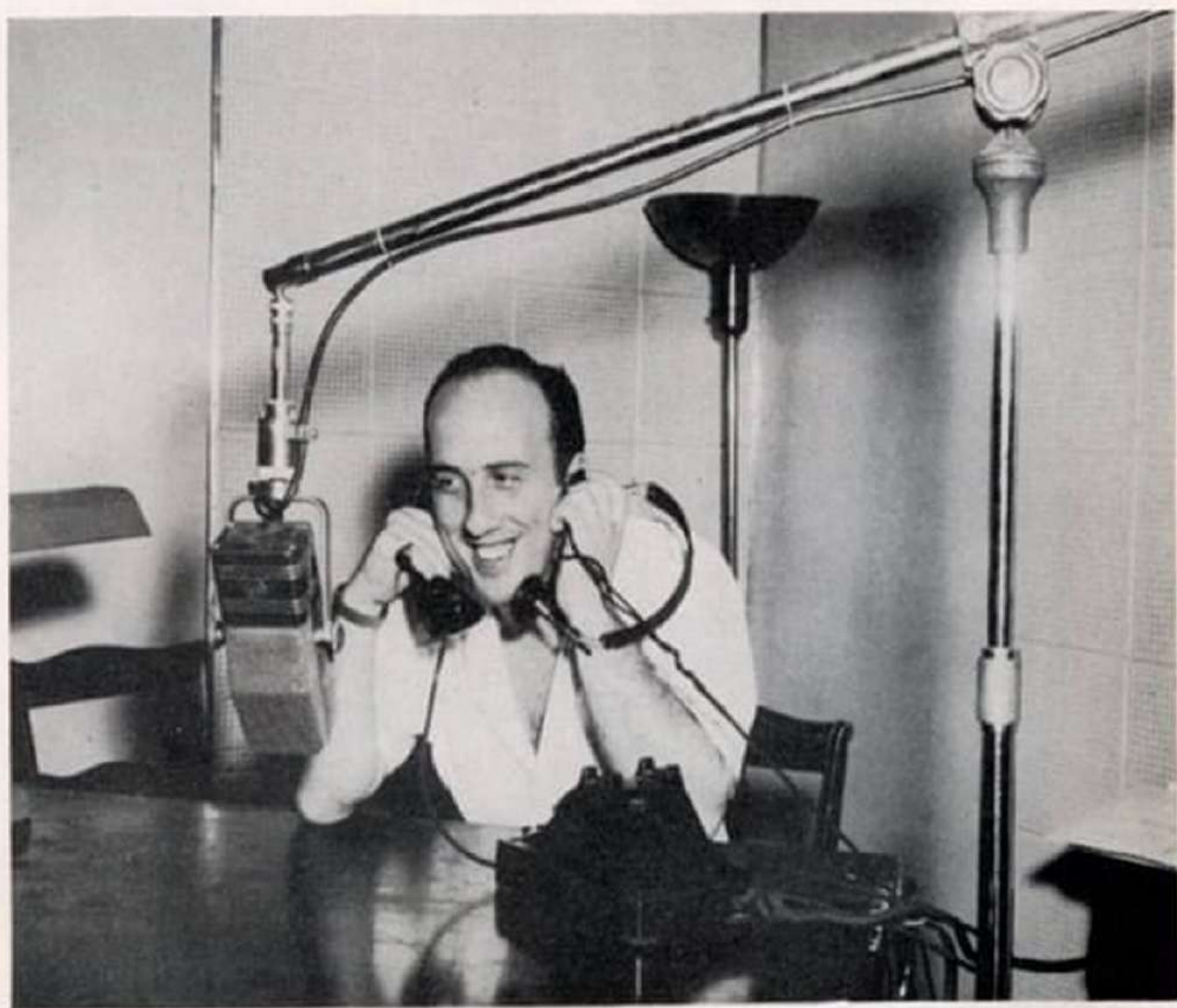
morning or afternoon, than you could pick cranberries in a Massachusetts bog. People who know say Don has the knack for balancing popular music that ranks him easily with the best network station talent on the air locally. Don believes disc jockeys are on the wane. That's why he uses a minimum of nonsensical chatter and a maximum of good popular music on his "Star Wagon", mornings from 9:30 to 11 A. M., and afternoons from 1:30 P. M. on, baseball permitting. He's the fellow with all the contests and the gimmicks; giving away thousands of theater passes, flowers and other items to delight milady in the course of a year. He is also producer of WRIB's "Concert Hour", the only daily local concert program on the air during the summer months, and has gained a degree of fame as "Fat Boy", grower of salami trees, on the "Uncle Nicholas" program.

Affable Affonso Ferreira-Mendes



This is Affonso Ferreira-Mendes, director of Portugese language programs on WRIB. A veteran broadcaster with 15 years of continuous programming behind him in Rhode Island and Southern Massachusetts, Senor Mendes proves his mettle any time he is challended in the public interest. His "Voice of Portugal" Program, for example, has raised more funds for Portugese charities than any comparable radio program in the United States. Last year, when disaster struck a fishing village in the far-off Azores, Senor Mendes' radio appeals in Providence brought more than \$800 in cash for the relief of stricken families. Rhode Island and Massachusetts churches and organizations besiege him with appeals every week. No feast, no fund-raising drive is complete without the traditional announcements on Senor Mendes' "Voice of Portugal", which is heard Mondays through Fridays from 11 to 11:30 A. M.; Saturdays from 10:30 to 11:30 A. M., and Sundays from 8:30 to 10 A. M. It is a safe bet that the majority of some 50,000 persons of Portugese extrac-tion in Rhode Island and Southern Massachusetts hear him every day. He's a jolly chap. And, if you can't understand him, you can always understand his lively Portugese music.

"Crazy" Carl Henry



DID YOU EAT THAT OLD SACK OF POTATOES I SENT YOU?

This is "Crazy" Carl Henry, one of the most popular jazz and jive DJ's on the air. There's no telling what Crazy Carl is going to do or say, but, whatever it is, thousands of WRIB listeners love him. He established the record of receiving the most consistent stream of telephone calls from admirers, who either want to talk to him on the air or request a number. Carl has 10 years of solid radio broadcasting experience behind him.

General Manager Ruggieri



Nicholas Ruggieri has been directing the over-all operations of Station WRIB since its founding in 1947. A former newspaper man and fiction writer, he has been active in broadcasting since 1934. Beginning as a reporter for the Providence Journal and Evening Bulletin in 1932, he piled up 17 years of experience as a working newspaperman and editor. Mr. Ruggieri is a former night city editor of the defunct Star Tribune, a former chief copy editor of the Pawtucket Times, where he worked for nine years before deciding to give his full time to radio, and has published much fiction under the pseudonym Fabian Hume in various national publications. He received much of his experience in broadcasting as an associate of Mr. Antonio Pace, and at one time during his career was news editor of Station WFCI. He was also a radio news commentator for that radio station. He is a member of the Sales Managers Club, of the Providence Chamber of Commerce, secretary pro-tem of the Providence Lions Club, a former member of the board of the Providence Advertising Club, secretary of the Holy Name Society of St. Mary's Church, Providence, and holds the rank of major in the Civil Air Patrol, U. S. A. F.

The Cantor Smiles



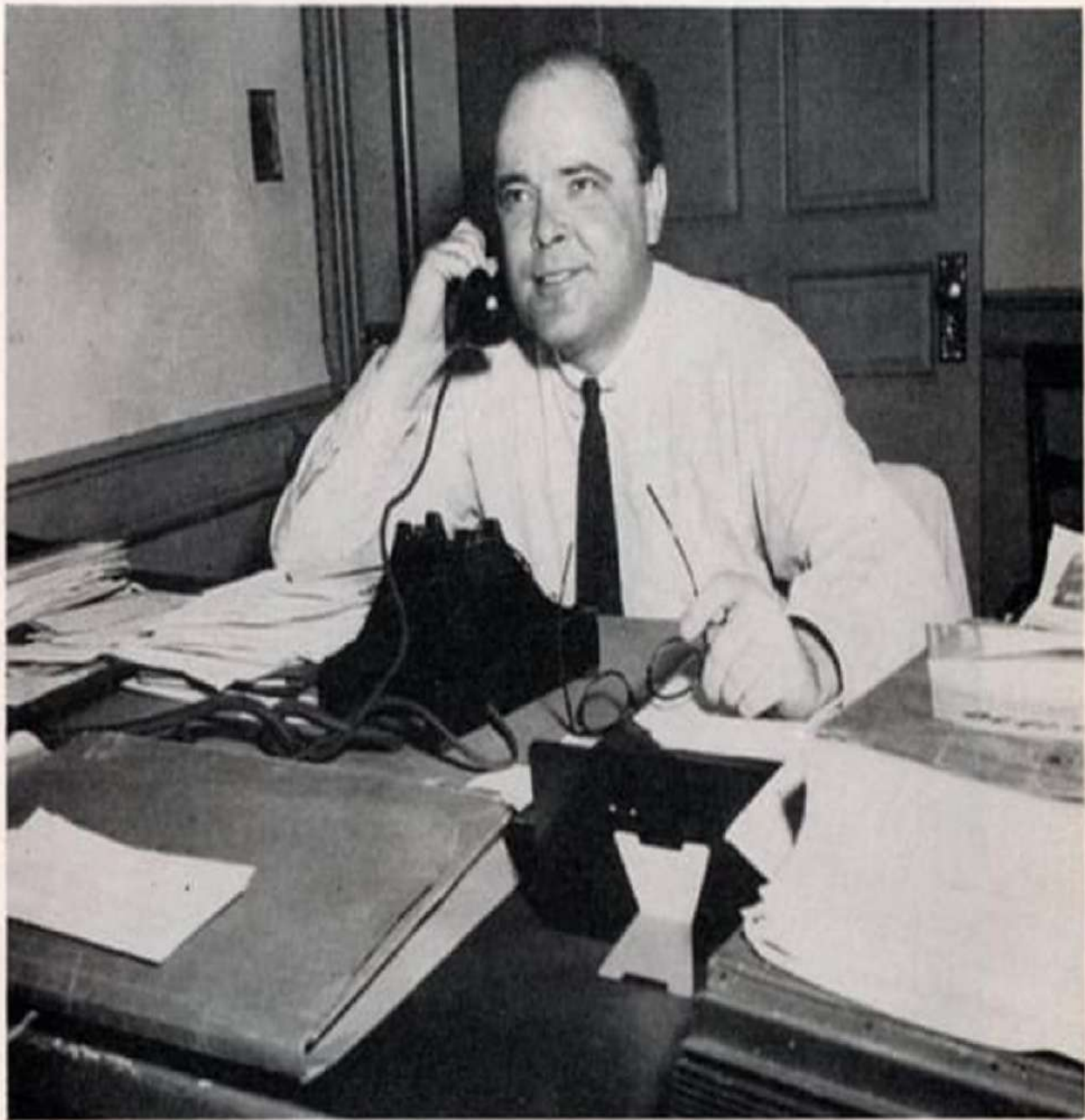
. . . And well he might, for Cantor Karl Kritz, 22, youngest Cantor in the nation, directs the highly successful Yiddish Review on Station WRIB. Apart from the entertaining, intelligently produced broadcasts of Yiddish music, readings, quizzes, news—which have won generous praise from civic and religious leaders of his faith—Cantor Kritz's particular achievement has been a remarkable record of service to the Jewish community of Rhode Island. Every Jewish organization, and every Jewish cause, has received unfailing and wholehearted support from this young and vigorous exponent of American Jewry. Cantor Kritz's Yiddish Review is heard Thursdays from 10:30 to 11 A. M. and Sundays from 10 to 11:30 A. M.

Taylor-Made In Newport



This is the chap who tailors his news broadcasts exclusively for Newport on WRIB. Jerry Taylor, young ex-newspaperman and Navy veteran (naturally), is Rhode Island's pioneer in radio community news. "Mile-a-minute" Taylor they call him in Newport, because Jerry can cram more news in a 20-minute broadcast than the full staff of a newspaper can squeeze into one eight-column page. More than that, his pioneering editorial barbs have caused more than one Newport politician to squirm uncomfortably behind his cigar. As a result, Jerry can lay claim to a lot of important reforms and improvements in Newport city government, not to mention the many odd jobs he performs for the Newport public in general—like raising funds for the fire department, and both raising funds for and organizing single-handed via his broadcasts the city's Fourth of July celebration this year. His wife, Adelle, has a hand in producing the Newport broadcasts, which take as much as eight hours a day to prepare. Jerry is heard Mondays, through Fridays, from 7:45 to 8:05 A. M.

Edward Galligan, Account Executive



WRIB IS YOUR BEST ADVERTISING MEDIUM

Ex-Army Major Edward P. Galligan, account executive, eats, sleeps and lives this slogan day in and day out. On the telephone, on the streets, in business establishments, his job is to build confidence in WRIB as one of the finest advertising media in Rhode Island. Ed personifies the philosophy of full service to the advertisers, which is in every-day practice at WRIB. Ed has been in broadcasting since World War II.

Floyd Keesee, Sales Manager



IDEAS ARE HIS BUSINESS

Sales Manager Floyd Keesee furnishes much of the thinking that helps boost WRIB's sales audience. Among the many ideas he has originated to help promote station popularity is WRIB's Goodwill Wagon. Floyd is the man most of our clients call upon for sound advertising suggestions. With many years of sales and management experience behind him, he always comes through with the kind of advice that means more direct results and more cash in the tills of WRIB's advertisers. Floyd is also WRIB's "Mike Morley", the smooth down-to-earth sportscaster, who ranks the best in the business in Rhode Island.

Don Rogers, Harold Pace, Al Bowen



PRODUCTION IS OUR JOB

Time out for a look at the photographer from the busy task of producing WRIB's many and varied programs. Production is a by-word in the everyday operation of WRIB. Program Director Don Rogers, Production Assistant Harold Pace and Engineer Al Bowen are putting together one of Rogers' popular "Star Wagon" broadcasts.

ENGINEERING STAFF

Richard I. Buckley, Chief Engineer



THE CHIEF LOOKS THINGS OVER

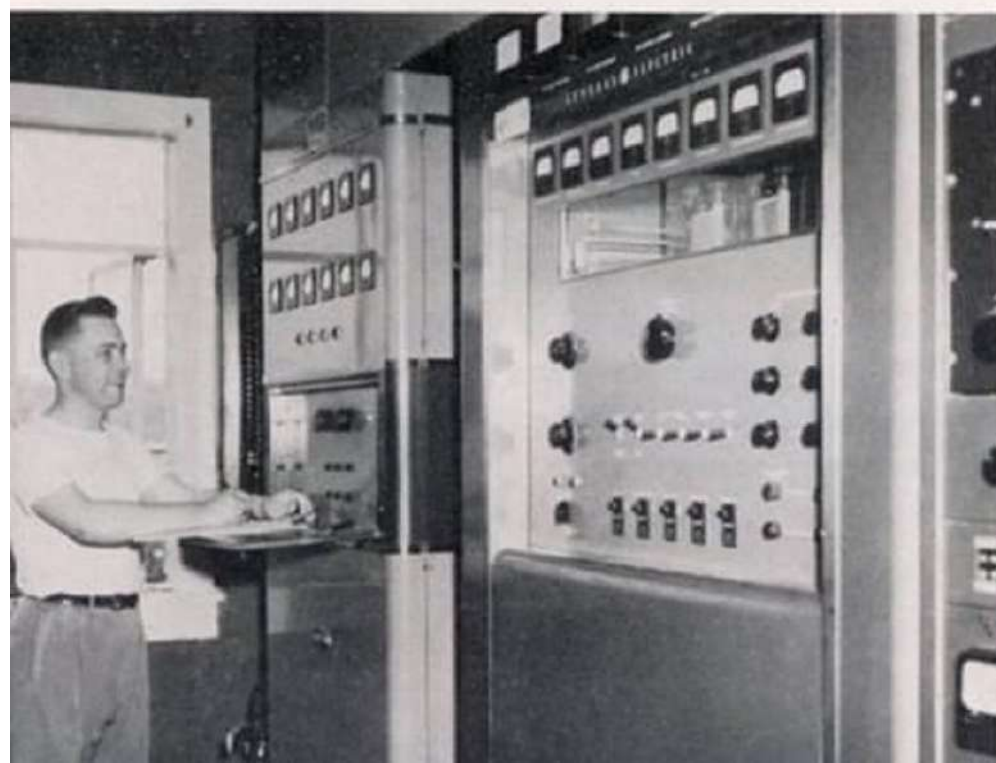
Chief Engineer Richard I. Buckley, of Pawtucket, is the key to the smooth technical operation of Station WRIB. A Veteran Navy and police communications expert, Dick has the job of insuring the technical perfection of every piece of equipment used in WRIB's daily broadcast operations. He directs all technical personnel as well. Furthermore, Dick is one of the key men in Rhode Island's Civilian Defense communications.

Arthur
Donahan
Engineer



EVERYTHIN' KICKIN' OKAY?

Engineer Roger Sherman logs meter readings from the spic and span transmitter in East Providence. The lot of a transmitter engineer is a lonely one, but vital. For the transmitter is the very heart of broadcasting. A dead transmitter means a dead radio station. Hours of painstaking checking, rechecking and maintenance of the delicate, complicated mechanism are required to keep a transmitter in tip-top operating condition, under the supervision of first class technicians licensed by the Federal Communications Commission.



Roger
Sherman
Engineer

TRANSMITTER WITH A SMILE

This giant 1,000-watt General Electric transmitter is but a part of the complicated mechanism that keeps WRIB on the air from its nerve center at the transmitter building in East Providence. The smile belongs to Engineer Arthur Monahan. Together, man and machine typify the combination of elements that make WRIB one of Rhode Island's most popular radio stations: Power and personality. In addition to the 1,000-watt transmitter, WRIB keeps a 250-watt transmitter in stand-by operation, thus assuring its listeners of maximum efficiency in broadcasting.

Al
Bowen
Engineer
Control



BUTTON, BUTTON, WHO'S GOT THE BUTTON?

There's plenty of buttons on that control board in the WRIB studios in the Narragansett Hotel. But they don't phaze Control Engineer Al Bowen. He knows exactly what to do with them. Blindfolded, he can give you any microphone, ear-phone, loud speaker, amplifier or turntable. Al is seated in the elevated control room, overlooking Studio A directly in front, and Studio B to his left. Al's smile is also part of the WRIB equipment.



Pat
Romano

SMILIN' PAT

This is Pat Romano, the dulcet-voiced staff announcer, who obliges you with request tunes and solid pops each day on his "Platter Parade". He is also the voice of the summertime series of Concert Hour programs, heard daily on WRIB, which pulled approximately 1,000 pieces of fan mail in two weeks this summer.

Main Corridor



Main corridor outside WRIB studio and control room leading from business offices to music library. WRIB is located on the seventh floor of the Narragansett Hotel in downtown Providence, one of the city's oldest historic structures.

The Big Voice . . .



D. J. Carl Henry and Sales Manager Floyd Keese

The cannon-bearing trumpet you see between D. J. Carl Henry and Sales Manager Floyd Keese is nothing but one of two giant amplifiers on the roof of the Narragansett Hotel, in downtown Providence, which stop traffic, pedestrian and vehicular, on the hour. From 9 A. M. to 8 P. M., the powerful voice booms out the correct time for the convenience of downtown shoppers. Hundreds of wrist watches are set by WRIB's "Big Voice" every hour.

WRIB Goodwill Wagon



Goodwill Wagon, Nicholas Ruggieri, General Manager

Here is a new twist in station promotion. Sales and service personnel use this truck in their many daily calls. You may have seen it yourself many times in our downtown streets. Part of the Goodwill Wagon's job is to greet newcomers to the City of Providence and introduce them to the various services of WRIB's many sponsors. Oftentimes, the wagon is turned into an agency of public service. It is available to various agencies of mercy in times of disaster or emergencies.