

**Before the Federal Communications Commission  
Washington, D. C. 20554**

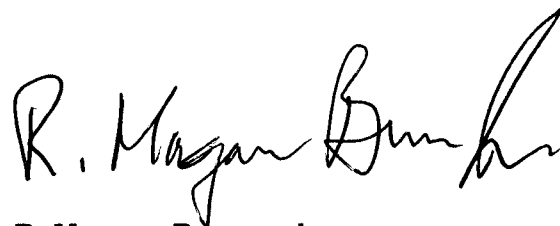
**In Re: Docket 17-106 (Main Studio)**

**Reply Comments of R. Morgan Burrow Jr.**

- 1. R. Morgan Burrow Jr. is a professional engineer regularly self employed in telecommunications practice, interference resolution, and associated areas.**
- 2. Mr. Burrow's qualifications are known to the Federal Communications Commission for over 50 years, both as a amateur radio licensee (W3MAB and previous call signs), and having prepared numerous applications for media clients pursuant to FCC regulations.**
- 3. The requirement for a fully functional "main studio" as such, located within the community of license, is outdated. There are numerous program delivery options available, both wired and wireless. A "main studio" as defined by present regulations, requiring a functional console, microphones, media playback options, etc. is obsolete. There is enough digital "horsepower" in a smart phone to originate programming, use a wired or wireless data link to transmit the program data to the transmitter, and perhaps monitor the transmitter operation simultaneously from anywhere a suitable data connection is available.**
- 4. A rarely-used "main studio" as defined by the present rules is a waste of resources, money, and time. There are better program origination and delivery options available now, even in emergencies. Hard-wired equalized program phone circuits are a thing of the past; most phone companies no longer support them. The "internet of things" certainly applies to program delivery options.**
- 5. Deleting the present "main studio" rule should not imply or suggest that licensees abandon the communities stations are licensed to. This appears to happen more and more as some stations abandon service to their communities in lieu of automated or satellite delivered programming from very distant locations. (See attachments from a local newspaper, collected over time.) Unfortunately, the 1996 Telecommunications Act permitted massive consolidation of station ownership, and simultaneously threw most public service obligations out the window. Not surprising when "wolves protect the hen house".**

6. It has been said "the most outstanding feature of the radio or TV is the OFF switch". The former FCC commissioner Newton Minow compared television to a "wasteland" in 1962. Crappy automated or poor quality programming will drive away listeners. More of my radio listening is below 92.1 MHz. There are some live, good quality programming on AM in my travels. Diversity of sources (e.g. Sirius XM, internet services, "burning" CD's at home, etc.) opens traditional radio to competition. The quality of radio needs to be there for listeners to stay tuned. If I want to listen to automation, I will "burn" my own CD's to enjoy, minus the advertising.

The main studio rule should be modified. The requirement to maintain a toll free telephone number to the station offices/studio should be retained. Some of us still have landlines and/or less than optimum wireless plans. Public service requirements, public file, and access requirements should be retained.

A handwritten signature in black ink, reading "R. Morgan Burrow Jr." with a stylized flourish at the end.

R. Morgan Burrow Jr.  
2439 French Creek Road  
Everett PA 15537  
[rmburrow@frontier.com](mailto:rmburrow@frontier.com)  
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# Altoona Mirror

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F10



WWOT-FM program director RobZ works behind the panel at Forever Broadcasting in Hollidaysburg.

## Show breaks winter blues

Home, garden event at Jaffa Shrine Center gives people preview of spring

By Ryan Brown  
brown@altoonamirror.com

Flowers are in bloom, birds are singing in the dirt, and water is trickling gently down rocks.

On Saturday, the Jaffa Shrine Center will host a home and garden tour. The tour will feature a variety of plants, flowers, and trees. The tour will also feature a variety of home decor items, including furniture, lighting, and artwork.

The tour is open to the public and is free of charge. The tour will run from 10 a.m. to 2 p.m. on Saturday, March 7.

"It's fun to look at this stuff this time of year, because you don't see it much outside."

Altoona Shrine Center nursery owner

With snowmelt marking the first of several days expected to be in the 40s, it's a treat to see the change, said a local nursery owner.

"It hasn't started yet, but it will. As it starts to warm up and some birds come, and you start to see the green, that's how spring fever" said the owner of the nursery.

Photo: Ryan Brown

## Spring Cove asks state to drop funding contractor

By Ryan Brown  
brown@altoonamirror.com

ROARING SPRING — Spring Cove School District administrators have asked state officials to drop a contractor responsible for a funding program, joining districts across the state that claim they've been stiffed for millions of dollars in recent years.

In a letter approved by the school board, Superintendent Robert

"The last two years, our funding through access is tremendously reduced. A lot of it, we believe, is due to dysfunction of the vendor the state has selected."

Spring Cove School District Superintendent Robert Varella

Varella and board President Brian Galigan expressed deep distrust in the Public Consulting Group, a contractor hired by the state to distribute money from a federal

Department of Human Services. The School-Based Access Program sends Medicaid money through the state and to schools, compensating them for medical expenses incurred for special-needs students. When a district spends money on a student's nursing care, hearing or vision help, for example, officials can seek compensation through the program.

But with the Public Consulting Group as the state's contractor, schools across Pennsylvania have complained of delayed and reduced payments.

See Funding/Page A7

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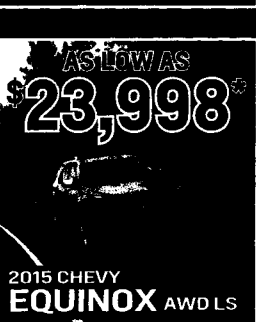
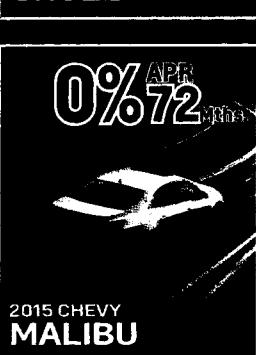
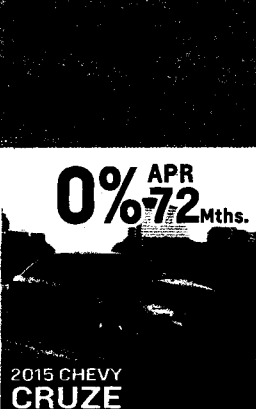
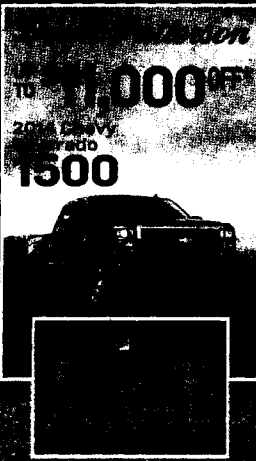
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## RADIO: Internet provides competition

(Continued from Page A1)

FM used higher frequencies, a different technique for encoding the information onto the radio wave, and each FM station was given much more bandwidth, allowing FM stations to include much more sound information in its transmission, Jackson said.

AM adapted by focusing on news, talk and other formats while FM focused on music formats, Jackson said.

For many years, WFBG set the standard for ratings on the local AM dial.

"Things were phenomenal in the 1980s. WFBG was No. 1 forever," said Dick DiAndrea, who worked at WFBG-AM and spent 33 years in radio before retiring in 2013. "At that time, WVAM and WRTA were nothing. Then Will Kemner sold WVAM to Denny Bidler and Randy Birdsall, and they got into rock and roll. They had some hitlike DJs, and the fight was on. We were always fighting for ratings. Those were the days for listeners. We were all playing rock and roll. If you got a breaking record, you were the station to listen to."

Roger Corey, a 45-year veteran of the local airwaves and now an air personality at WBRX-FM, remembers those days, as well.

"The great radio wars in Altoona between WFBG and WVAM lasted until the mid-1970s," he said. "Back then, if you were a DJ, you were a celebrity. I was at the tail end of it. It was fun. Radio was sort of an engaging media, ridiculously engaging. In those days, radio was social media. You connected with people in the local community for free."

Dave Bithell, who worked primarily as a newscaster in local radio for 38 years until 2008, said the competition at times was "cut throat."

"You had to be at your best every day," Bithell said. "There were so many good stations. It was fun. I loved going to work every day. In my 38 years, there were only a handful of days that I didn't want to go to work."

## Uncertain future

For some, that has changed, and DiAndrea is not bullish on today's industry. "I think it will do nothing but go down hill," he said. "It will be all mechanized in the next couple of years. All stations are just worried about making money. The advertisers see this and wonder if there is any audience left."

Others are more optimistic. "There are many people who are ready to start the funeral chant," WTRN-AM owner Gary Simpson said. "Those who find something worthwhile to listen to won't drop off. It is our job to find listeners' needs and focus on them."

Local radio will still survive for decades to come as more than 80 percent of the population still listens to traditional radio each week, Jackson said.

"However, as more new cars have Pandora and other Internet radio apps built in, local radio will face more competition, especially in smaller communities," Jackson said. "In big cities with long commute times, people still like to get the traffic and weather reports. Local radio is still an excellent source for local community information."

Newscasts on local radio, however, have also changed significantly over the years.

At one time, local radio stations had a dedicated news reporter, maybe even a mini-staff, and some even had 15-minute local newscasts. Now, there are no full-time radio news reporters in town, and the newscast instead is handled by on-air talent that

## Voices of the radio waves

"Back then, if you were a DJ, you were a celebrity." — Roger Corey, now with WBRX

"Corporate wants to cut back on costs and overhead, and people get swept out the door. The changes have put machines rather than paid people in the studio." — Jim Price, former part-time DJ at Forever Broadcasting

"We've heard that (dead) over the years, but we are alive and kicking. It comes down to adaptability." — K.C. O'Day, program director at WALY-FM

picks headlines from the Mirror, area newspapers and other media outlets.

"It is just headline news now," said Bithell, a former newscaster at several stations. "There is no news authority on the radio any more. You used to have sound bites with local stories. You went to the meetings or went to the fire or accident and got sound bites. You had sound with 90 percent of your stories. The newscasts became so short, you didn't have time for local sound."

Charlie Weston serves as program and news director for WFBG-AM and WVAM-AM. His duties include reading news headlines.

"News in general has changed. There are not as many people," he said. "Now we have an agreement with WTAJ-TV. They do newscasts and weather for us."

## 'Revolutionized radio'

Advanced technology has revolutionized radio, and the trend is expected to continue to change the future. For example, McKay currently works in Montana at KSPN-AM but resurfaced at WKMC-AM in 2011 as part of an arrangement, which allows him to "stream" a show without being there.

David Barger, president of Sounds Good Media, which operates WRTA-AM, WDMC-AM, WBRX-FM and WRRX-FM, believes embracing change is important.

"We don't know what radio will look like in 20 years, or even if it will be called radio," he said. "We embrace streaming. We were the first broadcasters outside of Pittsburgh to do streaming. We were doing it when people didn't know what it is."

"Every one of our stations has an app. You go to the web page and get the app to listen to each station anywhere you are. That type of technology is being broadly installed in autos so people can listen to what they want."

The Walkman, Discman, MP3 player and the Internet have added competition for local radio stations.

"The Internet offers an almost infinite choice of customizable stations plus the opportunity to listen to terrestrial stations located anywhere in the world. This huge increase in competition has reduced the size of the audience and the advertising revenue generated," Jackson said. "Listeners have many more choices for listening to music, and advertisers have many more choices for where they spend their advertising dollars, including social media, local cable and search advertising."

Social media has become a way to interact with listeners, who used to call stations by phone for music requests.

"You have to keep up with technology and social media to be relevant in local radio," K.C. O'Day, program director at WALY-FM, said.

"It is always a way to watch what listeners are doing and see what they want. We can program to our listeners better if we listen to them."

"Technology has changed how radio is delivered," Corey said. "It is like social media with an antenna."

The technology, though, has resulted in fewer full-time jobs.

Years ago, most all stations used live air personalities

(DJs), but today it is a combination of live DJs and what is known as voice-tracking, a practice of a DJ pre-recording his show combined with songs, commercials and other elements to produce a product that sounds like a live on-air shift.

"There is nothing wrong with voice tracking," Barger said. "It is done across the country. It is a live DJ who records the program. It is still a good product. It doesn't make the product less. It makes it possible for us to be more efficient with the hours our people work. The average listener can't tell the difference."

Hence, McKay does a local radio show — from Montana. Jackson wondered if the future will include even more locally-driven shows and personalities — like Sean McKay — and less music.

"I would not be surprised if some radio stations abandon automation and try to cultivate local personalities with a loyal following," he said. "If local radio tries to compete with Internet radio by just playing music, it will face an uphill battle since Internet radio is much more customizable."

## Employee casualties

The use of voice tracking and other recorded programs enables radio stations to get by with fewer people. Long-time employees such as Donna Himes, Kellie Green and Joyce Wood and several part-time employees recently left Forever.

"There are changes in every business," Forever Market General Manager Dave Davies said. "Our business is no different than any other. People leave for their own personal reasons. They all left on their own."

Not necessarily, according to Jim Price, who did his Home Grown Rocker Show on Sunday nights on WBRX-FM and was one of the part-time casualties.

"I was informed that they were sweeping away the part-time staff, and it was being done to cut costs," Price said. "I was disappointed with the moves they made, but it is the nature of the business any more, not just here but nationally. Corporate wants to cut back on costs and overhead, and people get swept out the door. The changes have put machines rather than paid people in the studio."

## Scholastic sports void

Another change has been the virtual disappearance of high school sports on local radio stations.

In November, Forever, which includes Altoona stations WALY-FM, WRRY-FM, WWOE-FM, WFGY-FM, WFBG-AM and WVAM-AM, decided to discontinue the coverage of high school basketball. Weston said the coverage of Altoona Area High School football may be discontinued this fall.

However, Davies said a final decision has not been made.

"We are still addressing the viability of high school sports," he said. "It is still under discussion."

Forever will continue to carry broadcasts of the Pittsburgh Pirates, Altoona Curve, Pittsburgh Steelers, Pittsburgh Penguins and Penn State football and basketball, Davies said.

WRTA-AM carried high school sports for many years but stopped several years ago in favor of a talk format, local and national.

"The appetite for local sports has waned," Barger said. "Everywhere people are cutting costs. They don't have the money. They didn't want to be part of a football game."

WTRN-AM continues to broadcast Tyrone Area High School football and selected Tyrone and Bellwood Antis High School basketball games and will carry the Pirates for the 80th consecutive year, Simpson said.

## Adaptability stressed

To continue to prosper, local radio must provide what its listeners want, Davies said. Each Forever station designs its programming for a different audience.

WRTA provides its three-hour talk block (8 a.m. to noon) on weekdays. Despite the changes, some believe the future of local radio is bright.

"There is no reason not to be positive," said JoJo, morning personality on WFGY-FM. "We need to cater to the people. Radio is free-form, free-social media. As long as we entertain, keep their attention and provide information, there is no reason not to be positive."

Robitz, program director for WWOE-FM, added: "I've heard people say that radio is dead. It has changed from FM always to live streaming. People listen to the radio on their iPhones and their computers. People respond to us via Facebook and other social media. It has changed."

"We've heard that (dead) over the years, but we are alive and kicking," O'Day said. "It comes down to adaptability."

## Community goodwill

While there have been changes to the on-air approach, local stations pride themselves in their tradition of community presence and the exposure they provide to nonprofit events.

Local radio is as strong as it has ever been with community involvement," said Tommy Edwards, program director at WRRY-FM.

"We need to find ways to serve the public. We try to be above all, absolutely sincere," Simpson said.

Public service will always be a goal for the Forever and Sounds Good Media stations.

"More organizations are coming to me to suggest what they can do to raise more money. We will be more embedded in the community in 10 years than we are now," Davies said.

For example, WALY Warmth just completed its 27th year.

"We have raised tens of thousands of dollars over the years. We take 20 children a year to get warm winter clothing. We have been able to grow a bonafide charity, and we are proud of it," O'Day said.

"We promote drug and alcohol-free prom night, we've been doing it over a decade. We go to 10 to 12 high schools a year to talk to kids, we meet them face to face before and promote having a safe prom," Robitz said.

Barger said his stations work with hundreds of nonprofit organizations.

"We do Drive By Giving each Christmas. We work with the Red Cross at blood drives. Two years ago, there were 400 different organizations that we helped. We provide free promotion to them for things like house sales and fundraisers," Barger said.

"We want to be good stewards of the broadcast time and want to make sure they are serving the community."

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TUESDAY

November 11, 2014

## City manager: Raise taxes by 6.3 mills

Council remains split on proposal

By WILLIAM KIMBLE  
wkimble@altoonamirror.com

Interim City Manager Peter Marshall on Monday proposed a 2015 budget calling for a property tax hike of 6.3 mills and an addi-

tional \$5 in per capita tax to build up a contingency reserve. It's not clear whether a City Council majority will approve the proposal as a tentative budget on Wednesday.

"You're in a hole," Marshall told

councilmen. "Unless you want to slide backwards, you have to raise revenue."

Raising the contingency reserve to \$3.1 million, coupled with a \$1 million operating surplus by the end of next year would be nice, according to Councilman Bruce Kelley.

But he couldn't "in good conscience" add five mills of property tax just to swell the reserve, when that means no additional police, firefighters, street workers or code officers, Kelley said.

By contrast, Councilman Michael Haire would likely follow the Marshall plan, "the fiscally

sound thing," with the potential to beautify the city to make it attractive for job-creating business development, he said.

"But politically, can you sell it?" Haire asked rhetorically.

He'd be willing to talk about a \$0-50 compromise.

See Taxes/Page A3

## Blair weighs tax hike

Early budget shows 2.5-mill increase, \$2.26 million deficit

By KAY STEPHENS  
kstephens@altoonamirror.com

HOLLIDAYSBURG — Blair County commissioners have started reviewing a 2015 draft budget showing a 2.5-mill increase in real estate taxes and a \$2.26 million deficit.

The county has enough money in reserve to reduce or eliminate both the deficit and the tax increase, Finance Director Robert Kuntz said Monday.

But Kuntz is recommending commissioners levy the 2.5-mill increase to generate about \$1 million more in revenue to support a \$47.2 million budget.

If commissioners use reserve money to cover the 2015 deficit and make no change in taxes, Kuntz said the county's reserve will fall to about \$2.4 million by the end of 2015.

"And that may not be enough to get us through 2016," Kuntz said.

If commissioners increase real estate taxes by 2.5 mills for 2015, Blair County will be at the 30-mill maximum levy for general fund real estate taxes, an amount set by the state's County Code.

The reassessment process initiated this year will permit the county to recalculate tax levies after new property appraisals are certified in 2016.

New tax calculations won't be ready for use until 2017, based on the reassessment's timetable.

Kuntz provided commissioners on Monday with 2015 budget projections, based on information he collected from department heads and elected officials. At that meeting, commissioners reviewed budgetary changes between 2014 and 2015, including ones showing an increase of \$100,000 or more.

The largest came in at \$741,524 for hospitalization, putting that expense at \$6.16 million in 2015. A year ago, the county budget estimated 2014's hospitalization would cost \$5.8 million, but spending projections show it coming in under budget, at \$5.4 million.

See Budget/Page A4

## WORK GETS UNDER WAY



Mirror photo by Patrick Walsman

Scott Hite (left) and Barry Gummo of BCS Construction of Altoona begin renovation on the main entrance to the Blair County Courthouse on Allegheny Street in Hollidaysburg on Monday.

## Prison's closing to force sewer rate increase

Residents could pay \$20 to \$25 more per month

By KELLY CROCKETT  
kcrockett@altoonamirror.com

CRESSON — The impact of the State Correctional Institute at

Cresson's closing is more expensive than borough officials originally thought.

Last month, Cresson Borough officials said residents could expect sewer bills to increase between \$5 and \$14 a month, with the prison no longer around to pay its share of the bills.

But at a Monday meeting, council President Joseph Pupo said that number is going to be higher if nothing is done.

"If we go by what the state is willing to pay ... it could increase every customer's sewer bill between \$20 and \$25" monthly," he said.

See Rates/Page A2

## Forever ending scholastic coverage

Basketball off radio for winter; football in limbo

By WALT FRANK  
wfrank@altoonamirror.com

Charlie Weston has been broadcasting local high school sports for 33 years.

He isn't ready for that to end.

At the conclusion of Friday night's broadcast of the Altoona vs. Pine-Richland football playoff game on WFBG-AM, Weston said, "Forever does not plan to broadcast basketball this year and will not broadcast next year's football season. However, I will not let this go and will try to get games on the air for you."

Forever Broadcasting Market General Manager Dave Davies said Monday the decision has been made not to broadcast high school basketball this winter, but the door hasn't been closed on broadcasting football games next fall.

This fall, Forever Broadcasting carried Altoona Area High School football games on WFBG-AM and Bishop Guilfoyle Catholic games on WVAM-AM.

In past years, Forever would carry most of the Altoona High basketball games, boys and girls, and add Bishop Guilfoyle Catholic games once the playoffs started, Weston said.

The decision to eliminate high school sports coverage is a matter of economics.

"We have lost money on high school sports for the last several years," Davies said. "High school sports is an expense for us. It has to stand on its own when it comes to a business model. Advertising revenue on high school sports hasn't been there. We have seen a steady decline over the past several years."

Broadcast quality also has been an issue at times.

"At some of the away games, Charlie has been doing the games via cellphone," Davies said.

See Limbo/Page A4

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**BUDGET:** Plan under review

But at this time, Kuntz said he

**Mirror Staff Writer Kay Stephens is at 946-7456.**

Stephens is at 546-7400.

## Man gets up to 30 years

**WILKES-BARRE** — A man has been sentenced to 15 to 30 years after pleading guilty to third-degree murder in the September 2013 shooting death of his wife. Forty-nine-year-old Vito Aiello was sentenced immediately after entering the plea Monday in Luzerne County Court as part of an agreement with prosecutors.

Prosecutors said he killed 47-year-old Jane Aiello in their Wilkes-Barre home before turning the gun on himself in a failed suicide attempt. Authorities said she had filed for divorce two weeks earlier.

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## LIMBO:

High school sports not profitable

"The communication lines are open as far as next year's high school football," Davies said. "We are in the preliminary stages of those conversations. I am sensitive to the community's needs. We are part of the community."

**"High school sports is an expense and is not profitable for us to keep going on with the same model we have."**

"It is just not a change I am ready for," he said. "I won't be doing this forever. I will be 65 next year, but I would like to be the one who decides when to stop doing it."

## Shoplifting suspect wanted in Virginia captured in Bellwood



cooperated with officers but after gathering medical attention he needed before heading to Blair County Prison. Buckmaster blurted out a expletive and said, "You will have to shoot me, before he fled out the back door of his house, police noted in his arrest papers."

Bellwood officers unsuc-

Buckmaster with a Taser and he jumped a fence and ran down an alley. State police and sheriff's deputies joined in the search for

late Friday charges related to a run-in with officers and Blair County. A fine of \$25,000 will be set by

Buckmaster is expected to appear in Tyrone court on Friday for preliminary hearings on the charges.

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# OPINION

A11

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Altoona Mirror

SUNDAY, APRIL 5, 2025

## OUR VIEW

### Easter brings time of hope, assurance

It's Easter.

Today, Christians will attend church in praise of God and his victory over death through the resurrection of Jesus Christ.

Many will attend sunrise services because it was at sunrise that the women who followed Jesus found the tomb empty and were told by the two angels that he had risen from the dead.

The sunrise services are only one of many traditions associated with the holiday that are symbolic reminders of what occurred more than 2,000 years ago to bring freedom to mankind.

The bunnies, lambs and eggs are all fun for kids to enjoy, but they have a deeper meaning behind them.

The chocolate-shaped lambs and maybe a white chocolate cross in the kids' Easter baskets are reminders that Jesus was crucified on the cross for everyone's sin and offenses against God. His sacrificial death provides a way for mankind to be forgiven and have newness of life on earth as well as into eternity.

The lamb is also a tie to Jesus who was called "the Lamb of God who takes away the sin of the world" by John the Baptist before Jesus began his ministry.

After Jesus was baptized, the Holy Spirit descended upon Jesus like a dove. For the next three years, Jesus went on to perform many miracles such as healing the sick, feeding thousands with a few loaves of bread and fishes and calming a storm by speaking to it.

The plastic eggs filled with jelly beans or the colored hard-boiled that kids will search the house or lawn to find speak of eternal life because they are considered a symbol of immortality.

They also symbolize newness of life that can occur spiritually as well as naturally.

Spring, when Easter is celebrated, is a natural rebirth, a reminder of the spiritual one. Trees are budding and crocuses and daffodils are blooming. Animals that were in a winter survival mode begin mating. Migrating birds return from the south to build nests and begin a new cycle of life.

While nature is putting on its spring show, families perform one of their own by getting all decked out in new outfits for the holiday.

Boys are attired in suits with pastel bow ties, and girls wear floral or pastel dresses adorned with ribbons and lace. The outfits are a way to announce the new season.

The bunnies that pop up everywhere are a symbol of abundant new life, a promise that Jesus gives in John 10:10.

It says: "The thief does not come except to steal, and to kill, and to destroy. I have come that they may have life, and that they may have it more abundantly."

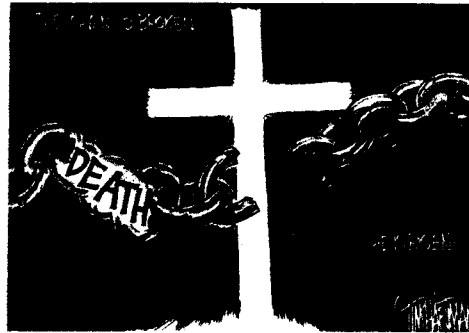
The Easter lilies that adorn church altars and family homes symbolize the purity of Jesus who knew no sin. Their trumpet shape is considered a reference to when the seventh trumpet sound is heard in heaven establishing the millennial kingdom of Christ.

It is as recorded in Revelation 11:15: "The kingdoms of this world are become the kingdoms of our Lord, and of his Christ, and he shall reign for ever and ever."

When families settle down to their Easter dinner, candles on the dining table are lit to reflect Jesus being "the light of the world" as recorded in John 8:12.

Easter is a time of assurance and hope — assurance that God cares for mankind and hope that no matter what, his presence is with those who trust in him. Because he lives, Christians have hope and believe in everlasting life.

It is a time of joy and expectation. May it be so in your household. Happy Easter.



## SHOP TALK

### Retiring custodian piled up goodwill

The Mirror has been blessed — how's that for an appropriate verb today? — with wonderful staff contributions since our inception in 1989.

Larry's a special character about putting out the edition every Sunday, and then setting the clock a couple hours after the last track exits the building.

It requires people to gather and design news, sell and display advertising, run the press, master distribution and delivery, and, oh yeah, don't forget to load altoonamirror.com.

Anyone who has worked here or at any other paper knows that in the this industry, things have a tendency to pile up.

Like newspapers, Larry Bradford has been our lead custodian and thrived in that role since arriving in 1970, or a few days removed from his graduation from Altoona Area High School.

Where those 45 years have gone, Larry's not sure. None of us are. What we are sure of, and share, is the admiration for someone who did the dirty work and conducted his business efficiently with a smile and a kind word daily.

Taking the lead of the late Frank Polito, many would stand when they saw Larry and dump their own trash



Mirror photo by Gary M. Barrows  
Larry Bradford, retiring after 45 years at the Mirror, hugs coworker Becky Felton.

So it wasn't surprising Thursday when Larry's going-away gathering, a surprise to him, drew a standing-room-only crowd in the Mirror training room. This weekend marks the first of the rest of Larry Bradford's life.

He's looking forward to enjoying his family, doing some fishing and watching the Pirates.

"I guess my wife wants to spend more time with me," he said with his usual smile, "because she got a fishing license, too."

#### Notable ...

■ Here's hoping you are still digesting our annual People & Progress edition, published Tuesday. It features 96 pages and focused on what many of our region's businesses would resem-

ble 10 years from now. Some of you over 50 might remember the song, "In the Year 2025" (Zager and Evans, 1989). We figured doing "In the Year 2025" was the closest we'd get.

■ This is the season for recognition, banquets and annual fundraisers. The headline act for the Blair County Arts Foundation's "A Night for the Mashed" was "Capitol Steps," a six-person political spoof that has been touring nearly 35 years. Highly recommended.

■ Our Life Department today launches a new monthly series, "Hit the Road with Charlie Hicks," aimed at one-tank getaways. The first one showcases Blair County attractions.

■ If you're a daily subscriber, you're entitled to a free all-access edition of the Mirror. Nearly 5,000 have already registered. Just click on the super right corner of altoonamirror.com and walk through the instructions. When you're traveling, or if you want to extend the service to a family member out of town, or even a serviceman, it's a pretty cool tool.

■ Condolences to loved ones of community activist John D'Andrea, who passed away Thursday at 90. Anyone who was ever a guest on his Altoona Public Access show "We the People," which ran here for years, knows he and his program were unique.

■ Enjoy your Easter and Passover holidays.

Mirror Managing Editor Neil Rudek can be reached at 946-7527 or [nrudel@altoonamirror.com](mailto:nrudel@altoonamirror.com).

## LETTER TO THE EDITOR

### Senior citizen's request: more easy listening radio

Why do the majority of the Altoona area FM radio stations continue to try to torture senior citizens?

Don't they know that we aren't even listening? Seniors like myself have our radios tuned to WKMC-AM 1370 Roaring Spring.

Too bad it only reaches the Altoona area during the daytime, when it is on full power. The transmitter and antenna are below Roaring Spring, and the studio is in Altoona. If you want to listen to some wonderful, inspiring music, all of you insomniacs can tune to the FM station 92.7 WJSM-FM Martinsburg, Altoona.

Their music is the type of music that should be played at night — soft and soothing.

It is nothing like the music that Altoona radio stations (FM in particular) inflict on people, horrible rock from today, where lyrics don't make sense and sound like a foreign language.

Here we go, back to Johnstown where there is a full power FM station that plays the oldies (songs of the 50s, 60s and 70s — my generation) which those of you readers who are old enough to remember was much less hectic than today's music and nowhere near as explosive, with rapes, murders and everything evil

going on in our culture today. The AM stations are nothing but pure boredom. Why doesn't the Altoona area get something that everyone wants to be?

This is 2015, where more than 70 percent of the people who patronize the Altoona stores are over 50. Compared to other cities our size where radio is concerned, Altoona is still in the dark ages. There is no regard for the people who shop and keep the city alive. I am among the more fortunate seniors who have a "superadio" that I treasure.

I bought it at Gable's Department Store back when Altoona had a downtown. We had an excellent choice of radio stations: WFBZ-FM: beautiful music in stereo; WVAM-FM: music of Italy and John Kozak's Polka Party on Sunday afternoon. AM had its greets, too: WRTA, the Big 120 WFBZ and WVAM all played "good rock" of that era.

Now to get any of the good music of a wonderful bygone era, I have to tune to 790 AM WPM from Windsor, Ontario, which advertises itself at covering all of Canada and 28 states in the USA.

In closing, I would like to say to anyone out there reading this, radio is not dead. You need a good quality radio and a strong receiver and search for good music on AM and FM.

Joseph M. Mangiacarne  
Altoona

### Election letter deadline May 1

Letters concerning the May 19 primary election or candidates running in the election must be received in the Mirror's newsroom by 4 p.m. Friday, May 1.

To be considered for publication, election-related letters cannot exceed 150 words and must include the author's name, complete home mailing address and home and daytime telephone numbers for verification purposes.

Only one letter concerning the election will be accepted from the same individual in each election cycle.

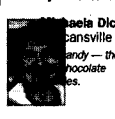
The Mirror reserves the right to edit or reject any letter. Letters can be submitted online at [vnr.altoonamirror.com](http://vnr.altoonamirror.com), mailed to Altoona Mirror, P.O. Box 2008, Altoona, Pa. 16603; emailed to [opinion@altoonamirror.com](mailto:opinion@altoonamirror.com); faxed to 946-7540; or dropped off in person from 9 a.m. to 4 p.m. Monday through Friday.

LETTER  
TO EDITOR

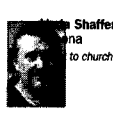
## SUNDAY VIEWPOINTS

The question: What is your favorite part of Easter Sunday?

Janis Helsel  
Wells Tannery  
Attending church



Mark Yeckley  
Patton  
Partaking of traditional foods from a Byzantine Catholic Easter basket.



Shaffer  
Patton  
To church



## WEB POLL

What is your forecast for the Pittsburgh Pirates this season?

They'll make the playoffs again. They'll be over .500 but miss the playoffs. A dropoff and a sub-.500 mark. This is the year. They're going the World Series. I really don't care.

Web poll results: It's a day to spend in prayer and in devotion of Jesus Christ — 211 of 450 (47 percent); Easter dinner with the family — 152 (34 percent); It's a sign that spring is finally here — 68 (15 percent); That's easy: the candy — 19 (4 percent)

To  
AltoonaMirror.com  
votes,  
go to  
Making It Happen For You. Online.

Police said the homicide took place at 177 Tulsa Road in Southampton Township and listed the incident time about 7:30 a.m. A 911 dispatcher said it took place at a cabin, and that emergency medical responders were called in about 7:35 a.m. under a "special assignment."

See **Homicide**/Page **A3**

Altoona police Detective Sgt. Chris Moser agreed the use of naloxone is good in that it saves lives, but he said there should also be something in the law to address the long-term issues with addiction so it's not simply a repeating cycle.

"Now, we can't do that,"

See **BIII**/Page **A3**

Officers noted in the search warrant that they arrived to find the man once again unresponsive, half on top of a mattress on the living room floor. He was overdosing on heroin again. This time, it was AMED personnel who brought him back with a dose of naloxone,

# Local radio icon Jay Randyll signs off, recalls career highlights

BY WALT FRANK

wfrank@altoonamirror.com

Another familiar voice is missing from the local airwaves.

Jay Randyll — his real name is Randy Ketner — retired from local radio when he put away his headsets June 23 at Forever Media Altoona.

For the last 10 years, Randyll worked the 3 to 7 p.m. shift at WRKY-FM and for the last two years he was co-host of WFBG-AM's morning talk show with Steve Clark.

"I would say he was a radio icon in these parts. He was one of your friends that you tuned in to listen," said Tommy Edwards, WRKY-FM program director. "He

## MONDAY Spotlight

- PERSONALITY PROFILE ■ Q&A
- OVERCOMING ADVERSITY
- ON THE JOB
- COMMUNITY TREASURE

Suggestions for Monday Spotlight subjects can be sent to Mirror Managing Editor Neil Rudel at 946-7527 or nrudel@altoonamirror.com

in 1980 and received an associate degree in business administration from the Altoona School of Commerce in 1982.

A longtime Pittsburgh Pirates fan, Randyll said his dream job was to be a baseball play-by-play announcer.

"My dad and I listened to Bob Prince and Nellie King on an old Zenith radio. I once wrote a letter to Lanny Frattare (Pirates announcer) after a Memorial Day game with the Dodgers. He called me one day. He arranged for me to do three innings of a game against the Mets. It played in the stadium boxes," Randyll said.

See **Randyll**/Page **A4**



Mirror photo by Walk Frank

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Legal notices	<b>B8</b>
Obituaries	<b>A5</b>
Opinion	<b>A7</b>
Puzzles	<b>A8</b>
Sports	<b>B1-6</b>
Sudoku	<b>A10</b>





# RANDYLL: 'I was first voice at Froggy'

(Continued from Page A1)

He said over the years he had opportunities to leave Altoona — he was once offered a job to broadcast Helena Brewers games — but spent his entire radio career in Altoona.

"After buying my parents' house, I wanted to raise my children in Altoona, give them the same upbringing I had. I am an Eldorado boy. Altoona is a good town, a good city," Randyll said.

He started his career at WFBG-FM in 1981 at the age of 19 and spent most of his 36-year career at stations under the Forever umbrella.

"I was the first voice at Froggy, they called me Jack Jumper," Randyll said.

He said he most enjoyed hosting the "Top 9 at 9" on WFBG-AM, the highest-rated hour in Blair County radio at the time.

"Kids would call in and vote for songs, it was incredible the amount of attention I got from that. This was my big deal," Randyll said.

Randyll had the opportunity to work with many of the big names in local radio — Dick DiAndrea, Roger Corey, Charlie Weston, Steve Kelsey, Sean McKay — and others during his career.

"I couldn't believe I was working with them, they were teaching me how to do radio," Randyll said.

One of Randyll's role models, DiAndrea recalled working with the announcer.

"He could do any kind of show, any kind of music. He was one of the nicest guys in the world, he couldn't say no to anyone for anything," DiAndrea said. "He always called me Mr. DiAndrea. He said I was his hero and he wanted to be like me. I tried to discourage that. He took my advice and didn't turn

out like me."

McKay also remembers working with Randyll.

"He was a good kid, a good worker and gained quite a popular fan base when he did the six to midnight and of course the Top 9 at 9," McKay said. "I have nothing but pleasant memories of working with him."

Randyll said the highlight of his career was when he won a Mercury Records song writing contest and got to meet his favorite band "Kiss."

"I met Gene (Simmons) and Paul (Stanley); it was really cool," Randyll said.

Randyll said he was lucky to meet many other big names during his radio career.

"I also got to meet and know Ted Nugent, Ozzy Osborne, Metallica and Jon Bon Jovi. I made a lot of friends in the rock industry. I stay in touch with Ted; he is as good dude," Randyll said.

Randyll said he was always intrigued by radio.

"With radio, you can be anywhere at anytime with anybody. You can tune in while cutting the grass if you have a headset, while taking a shower, making dinner or in the car. It is very intimate, that was what always intrigued me," Randyll said.

Randyll admits local radio is not the same as it was years ago.

"It has lost a lot of its luster. It used to be very personal. There were just a handful of us left; we don't do the job the way we used to do the job. Most of the time we are pre-taped. You used to do your show prep and answer the phones to talk to your listeners. They became like family and friends; that has been

## The Randyll file

**Name:** Jay Randyll aka Randy Ketner

**Age:** 55

**Education:** 1980 graduate of Altoona Area High School, 1982 graduate of Altoona School of Commerce

**Position:** Retired from Forever Media

**Family:** Daughters: Samantha Heise, Reston, Va., and Madeline Ketner, Alexandria, Va.; son: James, a student at Penn State Altoona; dog: Willie.

**Quote:** "I've always tried to respect the listeners, that is why I lasted so long. They know I am legit, they know I am real. When I say something on the air, it is from the heart."

impacted because of technology and computers," Randyll said.

He started thinking about retiring a couple of years ago when Forever decided not to carry Bishop Guilfoyle Catholic High School football games, right after the team won the Class A state championship.

"They didn't feel it was important enough. That is when I started thinking about the job. Do I want to do this the rest of my life? The beauty of local radio is it should be local, you shouldn't have a guy on a satellite talking to you in the afternoon," Randyll said.

The recent deaths of several of his former co-workers — Steve Kelsey and Charlie Weston among them — also played a role in his decision.

"They were all people I

loved working with, they are gone. I didn't want to do it that way. I wanted to go out on my own terms," Randyll said.

Randyll will leave Wednesday for his new home in Myrtle Beach, S.C. He is not sure what he will do.

"I always wanted to be a bartender. Maybe I will take a bartending class. Maybe I will start a small business. I have a dear friend down there who owns a Yum Yum Shop. I may scoop ice cream for a while. I will see where the Good Lord takes me," Randyll said.

Randyll hopes he will be remembered favorably.

"I hope they remember me as somebody that could put a smile on their face if they are having a rough day. I was real; a lot of people put on fronts. People knew when they heard me that was who I was. I am just an Altoona kid that got to do what I loved and people got that," Randyll said.

"I know how much people loved him and respected him when he was on the air," said DJ, morning host on Q94 and former co-worker with Randyll at Forever.

Randyll said he does not plan to get back into radio.

"Some fellow broadcasters have told me they are taking bets on how long it will be before I put headsets on in Myrtle Beach. I am telling them that I am done," Randyll said. "Jay Randyll is on a longtime hiatus. Randy Ketner will see where the Good Lord takes him. My faith is very strong. ... God has been in the middle of this. God has got it. I just have to pay attention, it will work."

Mirror Staff Writer Walt Frank is at 946-7467.

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## Coroner: Crash victims believed to be local men

The Associated Press

ERIE — A coroner says he believes he knows the identities of the three people killed when their sport utility

the victims had identification, and descriptions of their clothing will be used to confirm their identities. Erie police are seeking

Open House

WED. JULY 12TH