

Where Is That Communications Tower?

A tower rising 150 feet above the Grand Avenue shopping center was the symbol of a new addition to Sun City's business community. Radio station KTPM-FM Stereo, with studios in the shopping center, made its broadcast debut in June 1962. The station was equipped with the first complete stereo console in the nation, according to President Paul Mullenix.

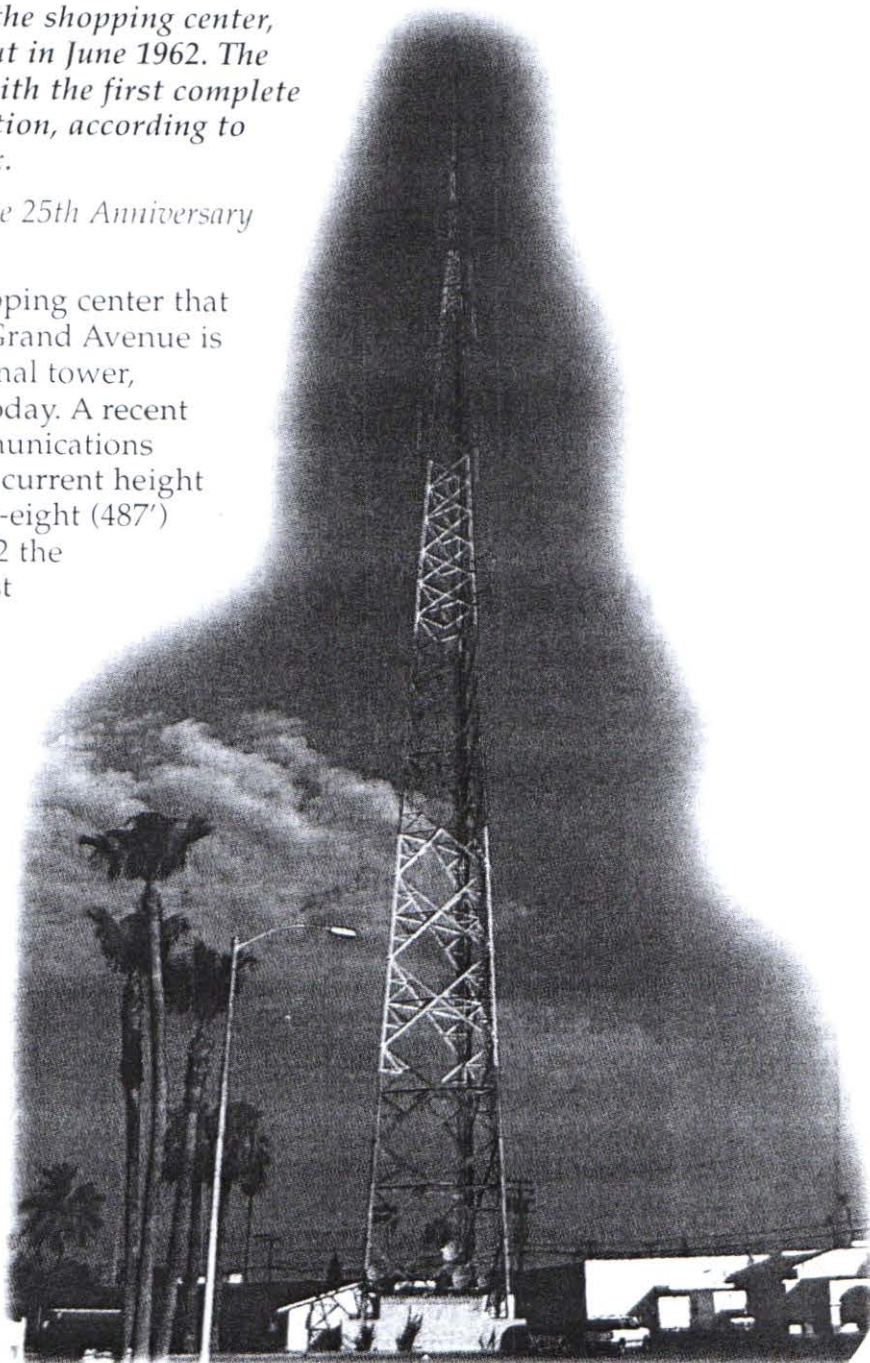
Reprinted from Jubilee, The 25th Anniversary of Sun City, Arizona

The Grand Avenue shopping center that is located at 107th and Grand Avenue is the location of this original tower, which is still standing today. A recent request to expand communications from this tower lists the current height at four hundred seventy-eight (487') feet. Sometime after 1962 the height of this tower must have been increased.

Communication towers are not new to Sun City and certainly were in use before the of existence HOA and the Recreation Centers of Sun City, Inc. It is entirely possible, considering the date (June 1962) when KTPM-FM began broadcasting, that Del Webb must have believed in the benefits of this form of communication to have permitted the construction and use of a tower on his property. Is it possible that Del Webb liked the Eiffel Tower and tried to emulate it at this location?

Regardless of the original height of the Grand Avenue shopping center tower, the current height is far greater than the fifty (50') foot tower being proposed by AT&T at the golf course maintenance yard on Union Hills Drive.

If you take the time to examine the location on Union Hills, you will notice that the nearest residence is over 300 feet from the proposed tower location.



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FRIDAY, MAY 6, 2005

Historic society recalls Sun City's KWAO radio

SUN CITY — Sun City once had its own radio station, KWAO. The station was on the air seven days a week from 6 a.m. to midnight. A variety of programs was offered, including music, interviews with local residents, sporting events and church programs. The radio tower still stands behind the Grand Avenue Shopping Center, but KWAO "signed off" in 1984.

Reminisce with Nancy Brandt, former news director with KWAO, as she shares her memories at 1 p.m. Tuesday at the Sun Cities Area Historical Society, 10801 Oakmont Drive. For information, call (623) 974-5377.

Honor shines on local service

Volunteers recognized as Point of Light

Daily News-Sun staff

PHOENIX — President George Bush chose Sun Sounds Radio Reading Service as his 665th Point of Light today.

"We're thrilled. This national recognition is a great honor to be shared by all the Sun Sounds volunteers, supporters, friends and listeners," said Dede Pearse, Sun Sounds director.

The Point of Light recognition goes to individuals or organizations who successfully address pressing social problems through direct and consequential acts of community service.

The president recognizes a Point of Light six days a week.

The Phoenix-based service has about 400 volunteers who read 264 publications to 19,000 visually impaired and physically disabled people throughout Arizona. The service provides free local, national and international news, information and entertainment to its listeners.

Many Sun Sounds listeners live in the Sun Cities, Pearse said.

Loretta Mitchell of Sun City has utilized the service for about five years.

"I miss reading very much," said Mitchell, who is visually impaired. "Sun Sounds keeps me in touch with things that don't usually get on television or radio."



Mollie J. Hoppes/Daily News-Sun

Al Lindy, of Sun City delivers two-band radios to blind folks in the Sun City area for Sun Sounds of Arizona. Sun Sounds, a reading service for the blind, is President George Bush's latest Point of Light.

One of those things is coupons and specials at grocery and department stores. Entire newspapers, including the ads, are read over the air at Sun Sounds.

"It's a very worthwhile program," Mitchell said. "I just hope that people who need the service find out that it is there for them."

Several Sun Citizens volunteer for Sun Sounds.

Sun Citizen Al Lindy has volunteered 12 years for Sun Sounds. He picks up and deliv-

ers radios in the area to Sun Sounds listeners who don't have their own.

"It definitely feels good," he said. Lindy is on call at all times. In case a radio goes bad, he can deliver a good one and have the bad one repaired.

Sun Citizen Bob Temby is in his third year of volunteering for Sun Sounds. He reads the entire Sunday morning paper over the air every other week.

"It marks a notch in my life," Temby said. He said he is a happy person and likes to

spread joy.

"I'm a supernova. I'm just radiating warmth and generosity and am glad I can share it," he said. "I think life is great today and it will be better tomorrow and even better the next day."

Jo Stalcup, Sun Sound's volunteer coordinator, said the Point of Light designation will be good for the volunteers.

"I think it's neat. Our volunteers are very aware of the wonderful service they provide. This is nice recognition. Bush's award highlights their efforts."

Sun
Sounds

MAKING WAVES

Historical society turns back time, tunes in to Sun City radio station

MITCHELL VANTREASE
DAILY NEWS-SUN

Interviews with the likes of Bob Hope and Caesar Romero. Bingo games on the air. Live broadcasts of the Lawrence Welk show from the Sundome.

KWAO 106.3 FM — Sun City's last radio station — offered its listeners a number of news and entertainment programs.

"This little station did a lot of stuff people said we could not really do," said Nancy Brandt, former news director who recently recalled her days with the station.

If listeners turn the dial now to 106.3, they won't hear Big Bands but Spanish love songs on KOMR.

Former disc jockeys Harry Shapiro and John Marshall joined Brandt at the Sun City Historical Society for a conversation with local residents about the radio station.

"We've had so many famous talents come through this town," Marshall said.

Tucked away in a studio behind the Grand Avenue Shopping Center, the building now houses a medical office. The only remnant is the tower, which remains in use.

The 3,000-watt radio station reached audiences throughout the Sun Cities area and some parts of Scottsdale, Tempe and Glendale.

KWAO went on the air in March 1975 with announcers Ralph Warren, Mike Overstreet and Shapiro handling most of the on-air duties. Along with Brandt, there were at least two other staff members.

"I think we all wore a few hats," Brandt said.

From 6 a.m. to midnight, the radio station broadcast music from the Big Band era. It was one of the first to use this format, but looking for records caused some minor problems.

Staff combed through personal collections, attics, garage sales and thrift stores. Brandt said they scrounged for things and whatever record companies could give the station.

"The whole radio station was a throwback to what radio was like in the 1940s and 1950s," Shapiro said. "We had a lot of nostalgia."

Along with Big Band music, the station broadcast old radio serials, including two seasons of "Fibber McGee and Molly," "The Shadow" and "Mr. District Attorney."

Marshall, who took over as "morning man" in 1976, produced a show called "Listen America," which had a patriotic theme.

In 1980, the station initiated a lunch hour with disc jockey Don Jackson where scores of celebrities such as band leaders Ray Anthony, Mitch Miller and other actresses, actors, singers, musicians and politicians were featured on the air.

See RADIO, A5

OVER

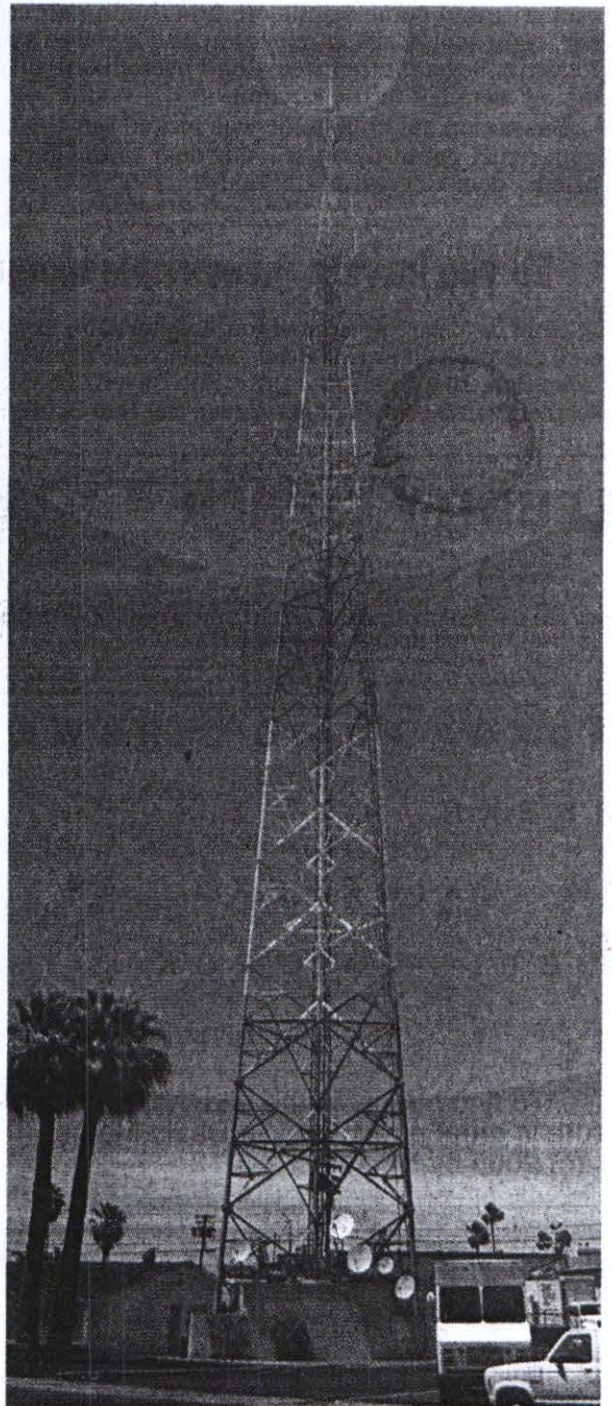


PHOTO ILLUSTRATION BY MOLLIE J. HOPPES AND TOM BLAZIER

DAILY NEWS-SUN

The first broadcast from this radio tower in Sun City was in 1962.

1962: KTPM 106.3 FM went on the air in Sun City.

1975: KWAO, which was owned by Sun City Broadcasting and managed by Ed White, went on the air and broadcast Big Band era music.

1980: KWAO initiated the lunch hour with the Don Jackson variety show, which featured a number of celebrities.

1983: Station owners pass the operation to Canyon Communications, which broadcasts light rock as KMZK.

1993: KMZK becomes KEDJ, the Edge.

2000: Station sold by New Century Arizona License Partnership to Big City Radio-Phoenix.

2005: Station plays Spanish love songs as KOMR.

RADIO: KWAO associates remember heyday

From A1

Even though the station's programming was first and foremost, Shapiro said the community always had been the most important factor to its success.

The staff often did remotes from shopping centers and other locations. Shapiro had a live show from a restaurant at 111th and Grand Avenue in Youngtown.

The station also broadcast to listeners the several fundraisers including a 24-hour radio telethon for the Muscular Dystrophy Association.

And there was a personal touch. Listeners would stop by the station and bring the staff food and gifts.

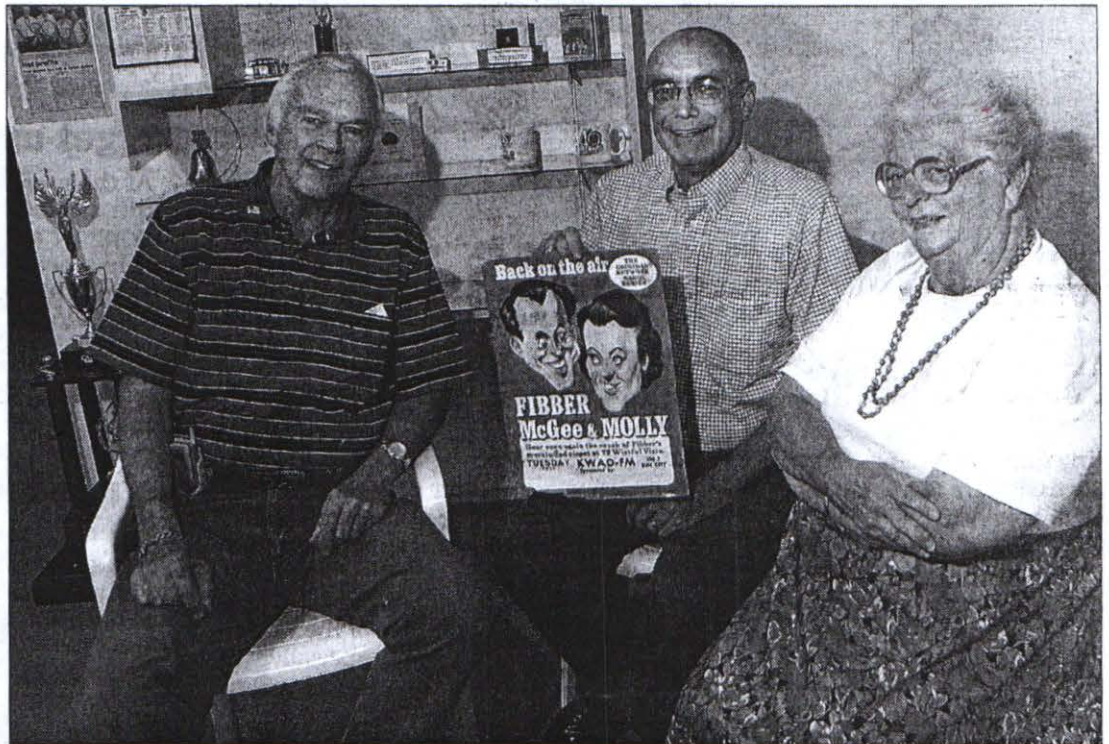
"I remember getting cookies and other stuff from people," Marshall said.

Shapiro also remembered the excitement people would have when they broadcast "radio bingo." Residents had to pick up cards from local stores to play the game.

"People were lined up outside of the stores waiting to get those cards," he said.

Although KWAO had a successful run, the station was sold to Canyon Communications and turned into a rock station.

Brandt said this angered



MOLLIE J. HOPPES/DAILY NEWS-SUN

Chatting about the heyday of radio station KWAO are from left, John Marshall and Harry Shapiro, former disc jockeys, and Nancy Brandt, former news director. Marshall, who is retired, lives in Cave Creek; Shapiro is vice president of operations for the Glendale Chamber of Commerce; and Brandt is semi-retired and lives in Litchfield Park.

listeners who called and voiced their opinions.

"You had to hold the phone away from your ears because they screamed so loud," she said.

Someone even called the station and made a bomb

threat on the staff and shopping center.

"Just because we were in Sun City didn't mean all sweetness and light," Brandt said.

Marshall said he'll always remember KWAO and has

kept recordings of his programs.

"I loved it so much and enjoyed making people happy with our programs and music," he said.

Mitchell Vantrease may be reached at 876-2526 or mvantrease@aztrib.com.

Veteran of the airwaves

Nancy Brandt remembered for work with Sun City radio station KWAO-FM

By Betty Latty
Special to Community

Few people know Arizona as well as Nancy Brandt of Litchfield Park, who has traversed the state for 33 years, by foot, horseback, motor home — and the airwaves.

Brandt, who grew up on a small ranch in the Tucson Mountains and later edited the *Wickenburg Sun*, is especially remembered in the northwest valley as a community-minded on-air personality with Sun City radio station KWAO-FM, which operated from 1975-83.

At KWAO, the popular Brandt also regularly produced and hosted variety programs and talk shows with Don Jackson as co-host, while also serving as the station's news director.

"We did a lot of remotes and got to know people pretty well," recalled Brandt, who commuted from Wickenburg.

A major remote coup for her and KWAO was a live broadcast of Lawrence Welk's show, which opened the Sundome in Sun City West. "Everyone said we couldn't do it, because of the red tape, but we went to AFRTRA (American Federation of Television and Radio Artists) and the musicians unions, got permission and did it," she said.

In its early years, Sun City attracted a lot of celebrities who were generous with interviews, and Brandt remains in touch with many of them, including the Welk family, Arizona's Rex Allen and Roger Williams, whom she regards as "a very special person."

When Brandt was 15 years old, she already was on her way to becoming a broadcast veteran, working through the radio bureau of Tucson High School, which she described as "just fantastic." She also went on the air with her own Sunday morning program on radio station KOPO, predecessor of KOLD.

By the time she was 18, Brandt had her own production company, then added television to her credits. She was among the country's first female TV producers, and certainly one of the youngest.



Peters Schwegler / Staff photographer
Nancy Brandt, former on-air personality for Sun City radio station KWAO-FM, now is board operator at stations KNNS/KEDJ in Phoenix.

"I was very lucky to have people take me under their wing," she said. "That was an important part of my life."

PROFILE

Name: Nancy Brandt.

Age: 54.

Birthplace: Dayton, Ohio.

Residence: Litchfield Park.

Education: University of Arizona.

Family: Mother, Hazel.

Employment: Radio stations KNNS/KEDJ, Phoenix.

Hobbies: Painting watercolors.

So was the ranch life she was then enjoying with her mother and father, an artist, after they moved from Detroit to the Tucson area in 1950.

"I rode a horse, and we had great wildlife," she recalled. "Deer, especially, sensed our protection, and came close to our house to avoid hunters.

"One little fox loved going on walks with us, although he didn't get too close. When he thought it was time for a hike, he would come around and bark."

The family even developed a relationship of mutual respect with javelinas, said Brandt, who stressed that hikers and hunters should never attempt to get close to these animals. "We were careful never to make fast moves even around ours," she said.

Ranch life gave way to motor home travel in the late '60s when Brandt's father developed health problems. The family toured the Pacific Northwest but agreed that "rain just wasn't for us desert dwellers," Brandt said.

The family returned to Arizona, living first in the Sedona/Lake Montezuma area, then in Wickenburg, where Brandt served the local newspaper as a writer, typesetter and editor before returning to radio when KWAO beckoned.

After the station was sold, she moved on to other stations and now serves KNNS/KEDJ as board operator and scheduler of network traffic in the former KLFF/KONC studios in Phoenix.

SC radio station changes name, format

By CAROL ANNE GAINER
View Editor

SUN CITY—If you're one of those people having trouble keeping up with the musical chairs game the Valley's radio stations are playing, take solace in knowing you're not alone.

Sometimes the stations themselves don't know what's going to happen next. Such was the case with Sun City's only radio station, KMZK (106.3-FM).

KMZK is now history.

As of Monday, said KLFF operations manager Bob Baker, the station not only changed call letters, but also its format.

This change has some unique twists to it. The new call letters are KONC, the same as those of the now-defunct Phoenix classical music radio station. And with the rebirth of KONC comes its format: classical music.

Confusing?

Not really, if you consider it's all part of the radio game, one wrought with constant changes.

The changes initially began four years ago when Canyon Communications Corp.—owner of KLFF-AM—purchased KWAQ. It became KMZK, a station with an identity crisis, going from rock 'n' roll to classical to country-western music.

"We were ill-advised then not to retain the big band sound," said Baker. "So what they did was to blow off the Sun City audience.

"The first two weeks they

played hard rock and acid rock.

Then they went into golden rock (the oldies), then classical for a short period."

That is where the real trouble started.

"They (KMZK) changed at the insistence of KONC," Baker said. KONC, the Valley's only classical music station which was still on the air at that time under the call letters KHEP, was owned by Affiliated Broadcasting—"a broadcasting arm of the Boston Globe," said Baker, "so we were playing with some big guys in the business."

As is the case with many buyers, said Baker, they want both an AM and FM station. So if they have one, as Affiliated did with KHEP-AM, they were looking for an FM.

And KMZK was it. But it also had a classical music format, so Affiliated asked KLFF president Larry Mazursky to drop KMZK's format.

In a show of good faith, Mazursky changed KMZK to a country-western station. But, said Baker, about six weeks to two months later, Affiliated dropped out of their verbal agreement with Mazursky. Though not to his liking, Mazursky was stuck with the country-western format, then being used on two other Valley stations.

"We understood that, that we weren't being supported by people out here (in the Sun Cities)," said Baker. "We were going up against KJ-FM and a

giant—Buck Owens' KNIX."

Despite that, KMZK had to stand firm and try to stick it out. "What we were trying to do is establish some sort of stability," said Baker.

Meanwhile, back in the Valley, radio station KHEP, which changed to KONC, became defunct. And classical music fans were left without a station.

That's when KMZK began having second thoughts. "We wondered about KJZZ and ASU: When would they get classical, maybe three years from now?" said Baker.

So, he said, KMZK decided to "go back to what we started to do a year and a half ago: classical music. We said, 'Look, there is a dramatic need for classical music in the Valley.'

"We had the opportunity to fill a void—the only format currently not being formatted in the Valley."

Thus, KMZK returned to the classical music format it had 10 months ago. To further their cause, they applied to the Federal Communications Commission to obtain the same call letters that listeners are used to associating with classical music: KONC.

From immediate indications, Baker said, it's a go. "We are licensed to the Sun Cities. And as long as we're serving the Sun Cities and the West Valley, we want to do a job for the folks."

Knowing that so many format changes may have made the public skeptical doesn't waiver Baker's belief in the new KONC.

"We found the right format for K-LIFE (KLFF); our AM station has been stable," he said. "And our feeling is now we have something compatible and palatable (KONC) for this area and we're going to serve them.

"We have a good music supplier. And we have good talent at presenting it."

At this point, all Baker asks of listeners is an understanding of their present limitations. Not everyone in the Valley will be able to pick up the station, although some parts of Mesa are receiving the KONC signal. That, coupled with personnel problems and other immediate situations limits the

station to broadcasting only from about 6 a.m. to midnight. "... and I hope they realize our physical limitations and our limited library," he said.

He calls KONC's musical library limited only when taking into consideration the whole picture. "There's a mass spectrum of classical music out there. But these (the ones in their library) are master works. I'll stack 'em up against anybody's play list.

"The music we have nobody can fault. We offer both light and heavy classical music."

If the listeners aren't satisfied, they'll have to wait for the other classical music stations—if and when they arise in the Valley—to "provide the rest of it," said Baker.

Meanwhile, should anyone need to call in, they can use the studio hot line: 260-6767.

DAILY NEWS-SUN

24 PAGES

VOL. XXVI NO. 267

SUN CITY, ARIZONA

WEDNESDAY, JUNE 1, 1983

SC balks at KWAO switch

By LYNN NEWTON

Listener response to the changeover from Sun City radio station KWAO-FM to KMZK-FM was primarily negative, and may even have included a May 11 bomb threat. Station personnel say, however, that they were not surprised by the reaction.

"People out here don't like losing what they felt was their 'hometown' station," said Nancy Brandt, former KWAO news director. "Some people are still very upset, but reaction seems to be improving."

Mrs. Brandt now is with KLFF-KMZK.

NEGATIVE letters and telephone calls outnumbered positive comments by far, said Steve Rich, KLFF-KMZK general manager.

"People who've been here a long time responded mostly to losing 'Tradeo,' but they can pick it up on several other Valley stations," he said. "Several people complained about losing a big band station, too."

"We probably won't keep many of the Sun City listeners," he added. "They've already made the choice to move on to other radio stations geared to adult listeners."

KWAO, WHICH was purchased by KLFF, completed its changeover May 1, and call letters for the station were changed to KMZK in mid-May.

Rich said a lack of support from local advertisers was a primary reason for the station's sale.

"If the station had been making money with its format, it could have survived, but there were too many other stations in the Valley that offered the same thing," Rich said.

KMZK WILL continue broadcasting with an "adult pop" format from Sun City.

"The new format is not really a contemporary or rock 'n' roll sound. We're just hoping to draw listeners from all over Phoenix," Rich said. "Sun City listeners can listen to KLFF if they want the big band sound. We're not taking it away from them."

During its changeover period, KMZK-FM received a bomb threat, but both Rich and Mrs. Brandt believe it was unrelated to the new station.

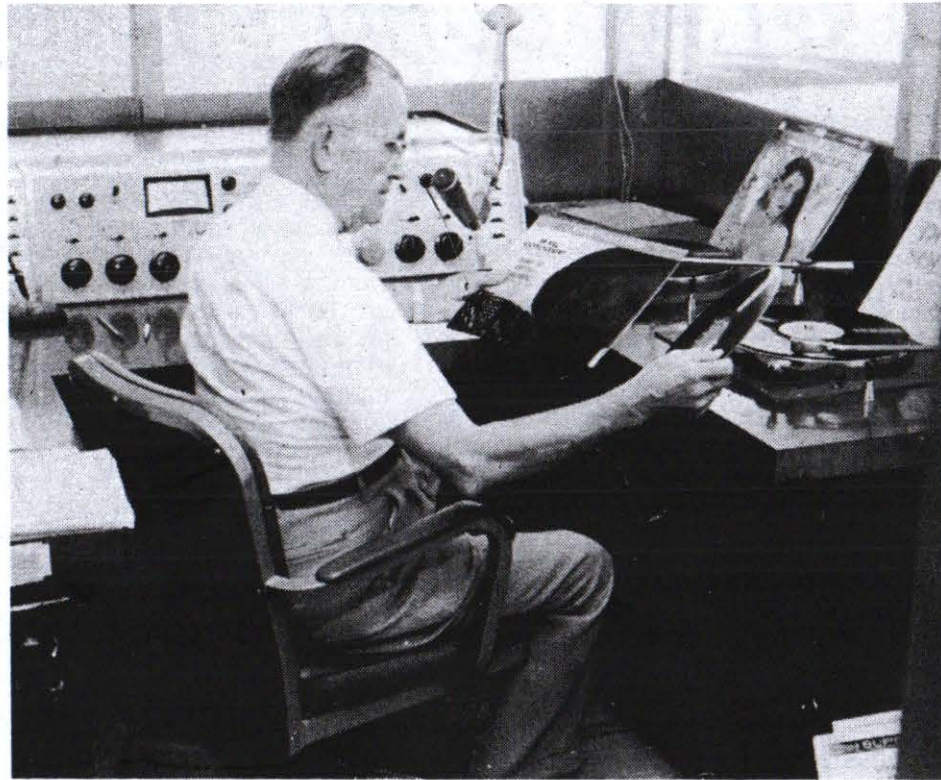
A BOMB threat telephoned into the station at about 5 p.m. May 11 required the evacuation of a small area near the building, said sheriff's Lt. Gerald Hardt.

"We called in several people to check the building over and evacuated people from the back of the shopping center on Grand. It wasn't too big a thing," Hardt said.

Agreeing with Hardt, Mrs. Brandt said, "It really wasn't any big deal. We were off the air a couple hours. None of us took it too seriously."

Rich added that it could have been a "disgruntled" listener, but the threat didn't mean too much to the operation of the station. It is the only threat the local station has ever received.

A6 NEWS-SUN THURSDAY, DECEMBER 1, 1983



Announcer Otto Highfield spins records at KTPM-FM radio in 1962. Members of the Sun City History Committee would like information about the station and its location. Anyone with information to offer may call Information and Referral Service, 974-4713. A member of the committee will then call you.

Did you know?

—A full-course dinner at the Del Webb Hiway House (1960) cost \$1.35?

—That the man who won the contest to name Del Webb's Sun City was from Oregon and that his prize was a two-bedroom house and lot? (And that he never came back to live here?)

—Del Webb's "nationally famous community for active retirement" offered homes starting at \$9,150?

—It was several months after people moved into their homes before direct mail service began?

—The advertised income comfort level in Sun City was \$300 a month?

News-Sun 9/8/82

Telethon tops \$8,000

By LORAIN TOWNE
Staff Writer

It was a labor of love to help "Jerry's kids" at the KWAQ-FM studios Labor Day weekend.

More than 100 volunteers banded together to successfully present Sun City's first telethon pledge center for the Muscular Dystrophy Association.

The volunteers help raise more than \$8,620.

THE TRADITIONAL fishbowl, set up in the parking lot for drive-in donations, was manned by Sun City celebrities and Posse members.

Charles Moran, a muscular dystrophy patient, co-coordinated the telethon with his wife, Aileen.

Some 81 volunteers from the Saguaro Life Member Club Telephone Pioneers manned the telephones, verified pledges, tabulated totals, ran errands and maintained the refreshment kitchen.

CHARLES WAS persuaded to leave the excitement indoors to join Margo Barron at the fishbowl for a photograph.

Margo, a popular Sun City entertainer, wore an old fashioned, pastel-checked gingham dress. She twirled a ruffled cotton parasol over her flower-trimmed straw hat. Her high button leather shoes are a collector's item.

Marge McMillan, chairman of the TPA volunteers, organized them into seven shifts of three

TOWNE TALK

hours.

EVERY ONE of her volunteers reported for work on time. She remained at the center the entire time it was open.

Peggy and Bob Blair conversed with Marge and Ed Gottschlich before the telephones began to ring with pledges.

"This is the first time I've worked on a telethon," said Ed, a member of the Sheriff's Posse. "It's my job to keep the subtotals up to the minute."

Justin "Jed" Smith was a welcome arrival. He volunteered transportation for the food.

HE CARRIED several boxes of pizzas and with the help of other volunteers, they brought in quantities of appetizing refreshments.

Monday morning began with a \$500 telephone pledge. This was a good omen and spirits ran high.

So did the pledges.

George Seldin, a vice-president of Saguaro Life Member Club TPA Sun City, took time off from his volunteer job to tell about the organization.

"THE PIONEERS are people who have worked at least 18 years for the telephone company or an affiliate. We are classified as life members. Saguaro covers north of Bell Road and Sun City West.

"The primary purpose of the TPA is to provide a

service to the community.

We raise funds in a variety of ways. We had some left over last year so we gave \$500 to the Sun City Transit Service," added Seldin, who is involved with the Handi Van project. "My job here is to take pledges on the telephone and I better get back to work."

Ron Nix, the Valley's well-known stunt man, manned the fishbowl with Ed Taylor. Ed has worked on telethons for 17 years.

Bill Brooks swerved his flashy motorcycle right up to the fishbowl and presented them with a check.

SOMEONE ASKED Bill to do a stunt on his motorcycle for Ron. "I'm lucky I can just ride it," he replied, laughing.

Dutch Schultz drove his van up to the fishbowl, and with the help of his Posse friends, constructed an instant roof to provide shade. Dutch is a popular Sun City singer.

"I am giving a copy of my record to anyone who donates \$25 or more to the fishbowl," he said. "One side is 'Sun City Posse' and the other side is 'Sun City Prides.'"

Jerry Foster was scheduled to arrive at 1 p.m., but the whirring of helicopter blades at 12:30 alerted everyone he was early.

NANCY GREETED him

in the parking lot and they hurried to the shade of Dutch's awning.

Don Jackson, mike in hand, welcomed and interviewed him briefly. Jerry brought news of other areas he had just visited.

Moran introduced him to Marge McMillan who flashed him a winning smile. "May I be your Sun City grandmother?" she asked Jerry. Jerry kissed her spontaneously and Marge beamed all afternoon.

Other KWAQ staff members who volunteered their time included Bob Lunn, Ed Buente, Ed White, Bob Chipley, Gary Gately, Jeanne Nix, Jack Charles Wagner and Bill Ledbetter. Non-staffers who volunteered were Dr. Randall Erick and Gary Charlson.

The following firms donated supplies: McDonald's, Hickory Farms, Dunkin Donuts, Hadley's, Pizza Inn, Millie's Pantry, Earl's, ACRO TV, Alphagraphics, Safeway, Freeds Furniture and First Federal.



Nancy Brandt, news director for KWAQ-FM, welcomes television newsman Jerry Foster during his visit to the Sun City MDA pledge center.

Radio show raises Christmas spirit

By LORAIN TOWNE
Staff Writer

Don Jackson's Christmas Day luncheon in Ramada Inn raised the spirits and touched the hearts of a capacity crowd.

Nancy Brandt, producer of the regular Don Jackson Friday luncheon broadcasts on KWAQ-FM radio, told one guest, "JoAnn Castle has brought her son, Billy, and her daughter, Joanie. They will both play a piano solo on the program.

"Big Tiny Little has brought his Honky Tonkers from the Arizona Biltmore. They are Dennis Fellrod on the drums; Kenny Hillman, clarinet and trumpet; and Richard Green, sax and trombone.

"Jack Charles Wagner of the Chicagoans will play the trumpet and drums and sing for us. He played with Harry James.

"JOHNNY McCLIAN, a popular performer throughout the Valley, will also entertain today. Parnell Grina, one of our regulars on the show, plays bass today. This gives us three former Lawrence Welk performers—JoAnn, Tiny and Parnell.

"Dorothy Kazmaier will play the organ, and Ed White, vice president and general manager of KWAQ, will be at the controls."

Steve Violante sported an oversize white necktie

imprinted with "Merry Christmas" in red. He and his wife, Dorothy, hosted 65 Sun City guests. "Per the Sun City custom of 'Dutch treat,'" he said. "It started with my thinking of people who were alone—widows, widowers or couples who had no body here."

"I am retired and partially disabled as a result of diabetes. One thing I am trying to get done is to get a diabetes club started. Anyone who is interested should drop me a note and I'll contact them."

HIS 65 guests were scattered at different tables throughout the dining room. He continuously passed among them to joke and refill their glasses from a bottomless bottle of pink champagne.

Ben and Fran Deci expressed their enjoyment of the program when Fran said, "This is a wonderful Christmas party."

Earle and Alice Esner shared a table with their daughter and her husband, Judy and Archie Neill, and Boynton and Lenora Jones. Earle is manager of the senior baseball team of Sun City.

"We all live in Sun City," said Alice. "Archie and Judy have the Neill Travel Service."

LENORA SAID, "I am also affiliated with the Neill Travel Service as fashion consultant. My

counseling is at no charge and is not limited to travel wardrobes."

Ed and Marion Pabst sat at a nearby table. Marion said, "This is our first time to come to one of these Friday luncheons. I think this Christmas Day luncheon is a great idea."

With microphone in hand, Don Jackson cruised through the audience to jest with guests. He stopped at J.W. and Delta Arnold's table to congratulate them on their 43rd wedding anniversary.

Later they were seen doing a lively polka in the hallway while JoAnn and Tiny played the "Beer Barrel Polka" on their pianos. Several other guests joined them.

Don interviewed Mrs. Santa Claus who arrived onstage. He asked her questions submitted from the audience, one about the ERA.

SHE REPLIED, "I think the great thing is to be appreciated and recognized for the things we do." She received a hearty round of applause.

She added, "I think the ladies here today are very up to date in their fashions." She began to demonstrate some fashion tricks to bring Mrs. Santa up to date.

The band spontaneously started playing "The Stripper" as Mrs. Santa slyly began a mini-strip tease which took Don by complete surprise. She removed her granny cap, wig, spectacles and apron to reveal the popular Margo Barron. Many Sun Citians have enjoyed her club act, "Costume Magic."

"Blue" Barron, Margo's husband, enjoyed her performance from the back of the room where he sat with Norm and Dorothy Smith. Dorothy owns Boutique 99.

JOHNNY McCLIAN played piano and sang a gospel number, "Go Tell It on The Mountain That Jesus Christ is Born." The audience joined him and clapped their hands in unison. Johnny has performed with Duke Ellington and before the Queen of England.

Stephanie Harris, who helps produce the "PM Magazine" show on Channel 3, sat with Nancy Little, Tiny's wife. "We come out to Sun City quite a bit. We did a story about this show a few weeks ago. We have also worked at the rec centers," Nancy said.

Nancy said, "I'm sometimes in the PM show. I'm mostly in the background, or do impromptu things for them. I'm a professional pianist, but when you're married to someone like Tiny—why bother to play the piano yourself?"

Stephanie was equipped with her TV camera and almost climbed into the keyboards with it when JoAnn and Tiny played duets.

JERRY HANSEN appeared in a military uniform that depicted a Canadian Mountie. Jerry is the multi-talented producer of the Ala Carte Players' productions. Don informed the audience, "This is the only dinner-theater in the Phoenix area. Their next show opens the second weekend of January."

"My uniform is really that of a 'Royal Canadian dis-mounted police,'" Jerry said, and announced, "Our next musical will be, 'Jeanette and Nelson, Move Over.'"

Sue Singleton made her entrance costumed in a bouffant blue ball gown. She and Jerry sang "Sweetheart."

The band played a soft rendition of "Silent Night." Jack Wagner and his petite daughter, Michelle, sang the carol and the audience joined in.

At its conclusion, beautiful Michelle leaned towards her audience with a radiant smile and said, "Merry Christmas to everyone."

OVER



Don Jackson, left, sings "Happy Birthday" to Nancy Little while Nancy's husband, Big Tiny Little, accompanies on the piano.

(News-Sun Photos by Loraine Towne)



Mrs. Santa Claus (actually Margo Barron) and Steve Violante visit during the luncheon show Friday.

—March 12, 1975—SUN CITY CITIZEN & YOUNGTOWN RECORD



Photo by Ron Hickman

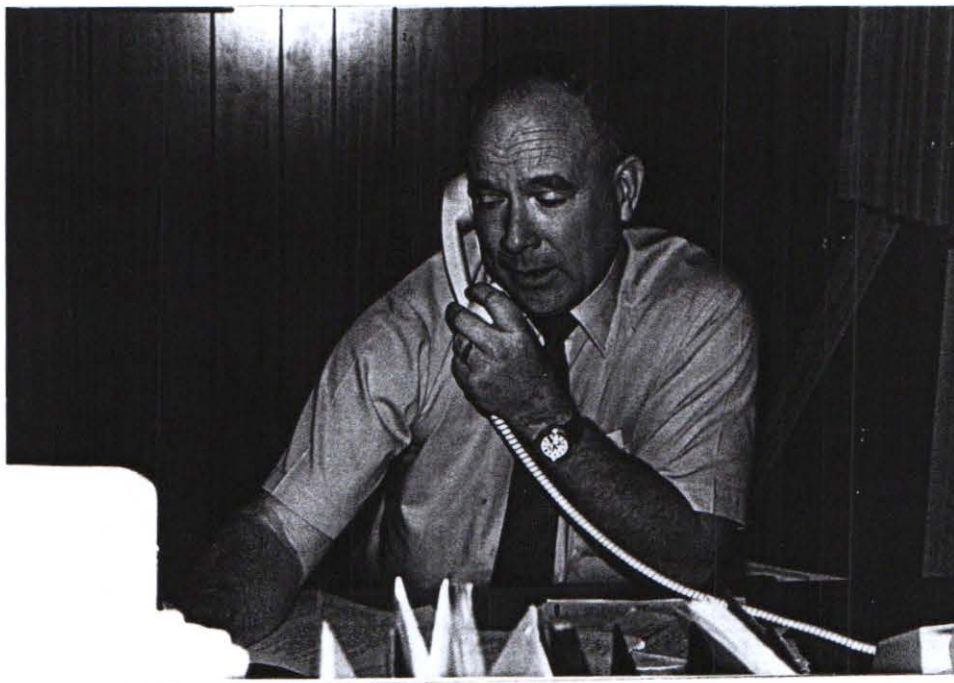
Voice of Sun City—

Ralph Warren broadcasts on KWAQ, 106.3 FM, last Friday, the first day the station went on the air. A local station, KWAQ will play music of the twenties, thirties and forties and do public service announcements. The station is located behind Grand Center, 10820 Oakmont Dr.

Announcer 1975
Ralph Warren



DJ Show Host
Don Jackson



ANNOUNCER 1975
Harry Shapiro





10820 Oakmont Drive
Sun City, AZ



Mr. Ed White
General Manager
KWAQ



1975
Mike Overstreet
Original air personality

WEDNESDAY

Copyright 1997, News-Sun Inc.

Sept. 10, 1997

Vol. 41 No. 38

4 sections, 24 pages

Serving th



Steve Chernek/Daily News-Sun

Sun Cities Television Production Club members Vera Keeler, left, directs while Ralph Ventura runs the lights and sound during taping of a talk show at Cox Communications studio in Glendale Tuesday.

Home town channel

Sun City TV club starts 10th year of programming

By DAVID MILLER
Staff writer

"Hold it, hold it. You're hot," says Sun City West's Vera Keeler, examining faces on a video monitor. Leaning over a microphone, she directs a cameraman to zero in on a particular face.

But while Keeler is happy with the shot, another voice barks out behind her: "His hair doesn't look too good."

"There's nothing we can do," director Keeler informs the critic without losing a beat, calmly maintaining her rein over the TV production.

Keeler is a member of the Sun Cities Television Production Club, and she's in the middle of two taping sessions of the group's public access TV show.

Taping at Cox Communications' public-access production studio on West Glendale Avenue, the group is soon to be in its 10th year providing honest-to-goodness news, debate and the odd country warble.

While much of what airs on public

access smacks of religious fervor or political fanaticism, the Sun Cities club gives decidedly different fare.

This week's "F.Y.I." shows, set to air from 5 to 7 p.m. next Wednesday on public access Channel 22, focus on a Sun Health fund-raiser and an upcoming Sun City West variety spectacular.

Perky hosts Lynn Reed and Jan Rittmaster are chatting up their guest. Suddenly Rittmaster, last year's Miss Senior Arizona, is bursting into song. "Shall We Dance?" she belts out as the camera zooms in. Then it's back to chat in the smallish TV studio.

Most shows are like that, said club mainstay and former president Robert Hart.

Hart, a Sun City West resident, shows a production calendar listing wildly different topics and names, from a makeup session with artist Anne Delo to a tent city talk with Maricopa County Sheriff Joe Arpaio.

During the shoot, Hart debates bringing back another popular guest from 1991, then House of Represen-

tatives Speaker Jane Dee Hull.

And while he can't say how many viewers actually watch the program — "That's a good question," he remarks — he knows the club is serving a vital purpose.

The question of numbers comes up again later in the day, after a mistake is noted on a taping machine.

"We add the mistakes to see if anybody's watching," said Club President Norm Houstmann of Sun City West.

And in 10 years of putting together this impressively professional production, a few mistakes have doubtlessly been made. But a core group of 15 to 20 continues to keep the show running smoothly, though Hart said they could use more help.

In its 10th year, the show continues true to its roots. Begun as a community service in 1987, that remains its focus today. Until 1994, shows were broadcast on the Valley's west side, until Cox (formerly Dimension Cable) began running them across Maricopa County.

Tune in Channel 24

by Michelle Young

TV SHOW BIZ

Production Club members learn skills that are practical, delightful

What can be more exciting than walking onto a set in a television studio, taking a seat reserved for the news anchor person, staring into the bright, bright kleig lights near the cameras, and awaiting the cue from the director to begin the program?

You are Walter Cronkite ("And that's the way it is," he concluded each newscast in prime time on CBS—remember?), or perhaps Dan Rather, tight lipped and scowling into the camera, or boyish-looking Tom Brokaw of NBC.

Behind the scenes, you can operate one of the cameras used in that prime time newscast, handle the console as masterfully as a pianist playing a concerto, or perform other technical tasks requiring split-second timing and expertise honed by months and years of experience.

The glamour and drama of television lured Sun Cities residents to the TV Production Club, an organization members believe is unique to retirement communities in America. The club was born in a meeting a few years ago involving George Herzog and Robert Hart, two Sun City West residents, and Craig McCrystal, then the general manager of Republic Cable Company.

Republic offered to provide orientation training, air time, equipment, video tapes, and studio space for members to develop, produce, and direct their own shows seen on Channel 24.

The club attracted people like Ruth Welsh, a former Californian



PHOTOS BY MICHELLE YOUNG AND GEORGE MATHERS



TOP, Eunice Bergbower, floor manager, gives a cue during a show produced by the Sun Cities TV Production Club. Extreme left, Ruth Welsh operates a camera and, left, Bill Meyer of Republic Cable Company assists Jim Pryor on controls.

who confessed to "absolutely no background in media or the theater." In fact, Welsh simply wanted to learn how to operate her home video camera. She was promptly swept up in the wonderful world of TV production, and, while she never learned to operate her home video camera, she moved on to more complex and compelling tasks.

Today, she matter-of-factly operates not only the TV cameras, but also the character generator which creates the graphics and special effects seen on many of the "Sun Cities Showcase" programs. She is learning how to handle camera switchers which move the picture from one camera to another.

TELEVISION, Page 16

Like other members of the club, Welsh learned TV production "from square one." Mike Tarr, a retired dentist from New York, brought to the club plenty of enthusiasm and a lot of inexperience, but before long he was operating cameras and an audio unit called a VTR. His wife, Jeanne, loves her work as a floor manager. Vee Traylor, a former Illinois resident, learned how to operate the character generator, and Ralph Ventura, ex New Yorker, fulfilled a life-long dream to be a camera operator.

"Everyone who joined the TV Production Club was thrilled to death about the marvelous opportunity to learn skills on camera and behind the scenes," said Elsie Pryor, a club member from Sun City. "When some members became aware about the abilities needed for technical jobs, they felt they wouldn't be able to qualify. But, they persevered and did, indeed, become proficient in operating sophisticated equipment."

Despite their hectic schedules, club members must attend a workshop after they join the club. Conducted on two consecutive Mondays each month, the workshop gives new members 10 hours of orientation training. Upon completion of the training, members are certified to operate equipment Republic owns.

"We try to give TV Production Club members an understanding of our general operation and an introduction to our equipment," said Bill Meyer, community program coordinator for Republic.

"One person shouldn't do a task indefinitely," Meyer said. "I think it's good in TV production to have one do an assignment until he can handle it routinely."

Commenting about how the TV Production Club benefits Republic, Don Bowen, Sun Cities development coordinator for the company, said the number of subscribers will increase along with their satisfaction over programming.

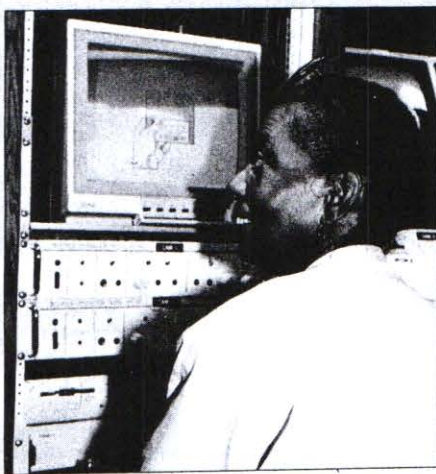
Meyer reflected on how much club members have learned about TV programming, commenting, "They've come a long, long way in the past months. They're a thousand times more advanced in producing, directing, scripting, and all-around technical skills. Their progress will continue—no question about it."

"And that's the way it is at Channel 24," as Cronkite used to say.

Stay tuned and watch these amateur production people have fun while becoming more professional in the creation of excellent programming for the Sun Cities area. **SL**



MIKE TARR adjusts lights for a show produced by the Sun Cities TV Production Club.



VEE TRAYLOR operates the character generator before the start of a program.

GEORGE MATHES PHOTOS

Cameras Roll With A Sun Cities T.V. Production

By Kay Glass
Staff Writer

Watching the taping of a T.V. show is an experience in itself, watching one produced and directed by our own Sun Cities T.V. Production Club is indeed a thrill.

And it so was — on Meeker Mountain last week, when a crew of club

looking T.V. tape promoting the Pointe/Del E. Webb Arizona Classic — Senior PGA, which begins here at Hillcrest on March 14 through the 20th.

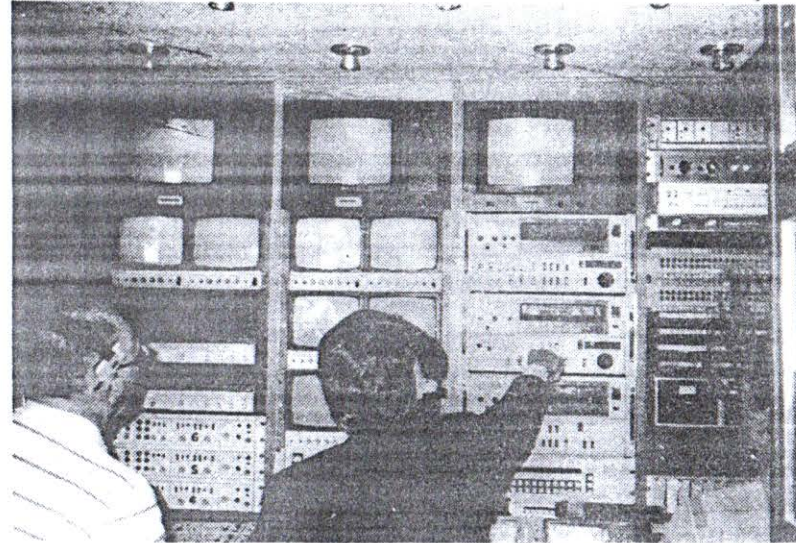
Bill Untch was up on the hill, where the action was taking place, looking very professional with his ear-



Members of TV Production Club prepare for interview with AZ Classic Panel.
(Photo by K. Glass)

members, and Republic T.V. cable personnel focused three cameras on four guests and an interviewer and put together a great

phones and mouth piece — he was listed as Producer — Director, while Lu Urdang, as Ass't Producer spent his time in front of the moni-



Watching the taping from the monitoring booth & calling the shots is Lu Urdang (L).

tors in the Republic T.V. Van, calling the shots and information from the parking lot of the filming site. Bill Meyer was the Technical Director, and the cameras were manned by Larry Games, Bryson Amos and Max Ansten.

As time approached for the taping, the interviewees were asked to take their places and made a most attractive panel as they donned their bright green Classic jackets and sat in the brilliant Arizona sunshine. The line-up consisted of (in seating order) Don Heyl, General Chairman;

Debi Tuffs who is Executive Director, then came Art Hassel who was the Host and interviewer. On Hassel's other side sat Jerry Hein, Marketing and Sales and Dick Rolls, Tournament Director.

The tape which also carried some interesting shots of last year's event, is approximately a half hour — give or take, and covers the responsibilities of each person on the panel as well as their comments on the tournament itself, comments in answer to a list of questions presented by the host Hassel. Though the questions were familiar to

the panel, their answers were extemporaneous.

Watching Urdang giving his signals to the guests and host; the cameramen intent on their subject, eyes glued to the lens; hearing the hushed sounds emanating from Urdang in monitoring station and being able to see the scene as each of the three cameras saw it —

made for a most interesting assignment.

Showing of this tape was aired on March 2, and March 9 at 6 p.m. Both will have passed before this reaches publication, but there is one more opportunity to view the results of this combined effort on March 16 at 6 p.m. on Sun Cities Showcase TV Channel 24 Republic Cable T.V.



L-R Don Heyl, Debi Tuffs, Art Hassel, Jerry Hein, Dick

NEWS-SUN Thursday, August 26, 1982 -View- 3

MDA-TV expands

Outlying cities—including Sun City—are offering unprecedented support for this year's Jerry Lewis Labor Day Telethon Against Muscular Dystrophy.

So says Ken Coy, KPHO-TV's Arizona host for the program.

Charles Moran of Sun City, a volunteer and himself a muscular dystrophy patient, echoes those sentiments.

Moran, coordinator for activities in the Sun City area pledge center, has issued a call for volunteers and has outlined some of the local activities, centered at KWAQ-FM.

"This is the first time we've had a pledge center in the Sun City area," said Moran.

KWAQ will take pledge calls at phones 972-8181 and 972-8182.

Some 15 to 20 volunteers will take telephone

calls for pledges, verify pledges, tabulate them and work at other administrative duties, he said.

The radio station will have its own fishbowl in front of the offices, with visits from celebrities. The Sun City Sheriff's Posse will provide security.

"We can use any number of them (volunteers)," said Moran.

The pledge center will serve the entire Northwest Valley, he added, rather than just Sun City.

Prospective volunteers may call Nancy Brandt at the radio station, 974-3681, Moran suggested.

The Sun City pledge center for the MDA telethon will open at 5 p.m. and continue to midnight Sept. 5 and open at 6 a.m. and continue to 5 p.m. Sept. 6.

The 17th annual event will be aired on KPHO-TV beginning at 6 p.m.

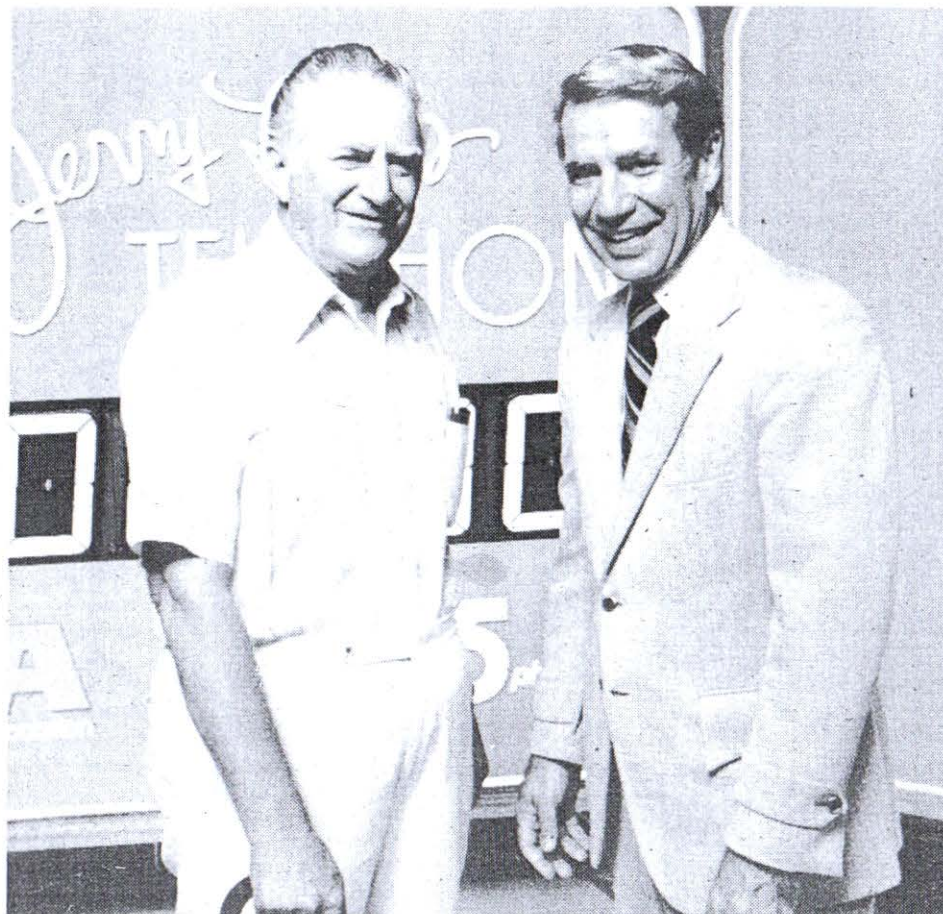
Sept. 5 and continuing until 4 p.m. Sept. 6, with live broadcast segments from its Phoenix studios.

A variety of community-wide special fund-raising events are planned locally, in Phoenix and a host of small Arizona cities. An estimated 2,000 volunteers will be involved in coordinating upcoming activities.

Telethon contributions fund the Muscular Dystrophy Association's service programs.

These include nine free Arizona muscle disease clinics, a complete medical service program and purchase of necessary orthopedic appliances, seven major research grant projects at the University of Arizona on muscular disorders and the MDA's annual summer camps.

All MDA services are provided free to patients and their families.



Coordinator: Sun City resident Chuck Moran, left, stands with KPHO-TV's Ken Coy, who will be host for the Arizona part of the Jerry Lewis Labor Day Telethon Against Muscular Dystrophy. Moran will coordinate activities for Sun City's first pledge center at KWAQ-FM.



'Naow yere this—'

Highlight of community life in Sun City's early days was an annual Western Day. Everyone turned out in suitable costumes, heard Western stars play Western music—and took part in such local activities as the Amateur Radio Club, pictured here in 1962. Its volunteers provided public announcements and other audio entertainment.