



(RIGHT) *Rural radio* can be informal, but it's got to be geared for any emergency. Nebraska center is typical: it incorporates best of functional design, and has been backed by 5 remote studios for best access to far-flung farming region. Management reflects the continuity of radio pioneers: founder was publisher Gene Huse, who built receivers in 1912; brother Norris was developer of AP's Wire-Photo process; son Jerry now runs the station. (WJAG)

(RIGHT) *New format* was needed when tv began to assert itself. A blend of music and news was mixed by Storz father-and-son team which re-programmed an Omaha station in 1949. Mixture was introduced to Kansas City in 1954; achieved one of the early, enduring successes of 'modern sound.' R. Todd Storz and gm George Armstrong had plenty to celebrate when KC station lit 35 candles, in 1957. (WHB)



(ABOVE) *Killer's capture* in running gun battle was recorded by Chicago newsman John Chancellor on a summer night in 1955. Feat won him a national Sigma Delta Chi award. This type of on-the-spot coverage played a big part in radio's successful counter to the inroads of tv in the early fifties. The full exploitation of radio's immediacy had to await the development of fully portable recording units: decades of experiment culminated in the sturdy, battery-powered tape recorder, of which Chancellor used an early model. (WMAQ)