



Through The Years



Finger Lakes Country!

96.1 96.9 101.9 1570

WFLR Through The Years



AMONG OFFICIALS for Saturday's program were, from left, Wilbur Shaw of Indianapolis, H. Valent of Watkins, committee chairman, and D. C. Wilson, Sports Car Club of America president.

WFLR founder Henry Valent was a prominent Watkins Glen attorney and owner and/or director of many organizations including the Watkins Glen Grand Prix Corp, Glen National Bank and Glenfield Baxter Dairy.

WFLR Through The Years

Form BC-126
June 1954 3322

BROADCASTING STATION LICENSE RECORD

Date first licensed ...9-27-56..... Call letters WFLR

Station Location: Dundee, New York

FINGER LAKES RADIO, INC. (AL gr 12/20/76 EFF: 1/18/77)
xxFINGER LAKES BROADCASTING CO., INC., (AL-9-13-65; EFF: 2-24-66)
xHENRY VALENT, tr/ as FINGER LAKES BROADCASTING COMPANY (AL-7-25-58 EFF: -1-58)

Name of licensee X THOMAS H. SHAFER AND HENRY VALENT, d/b as FINGER LAKES BROADCASTING COMPANY

Transmitter location ..Pre-emption Road & Shannon Corners Rd., N.W. of Dundee, New York
(Lic. 9-27-56)

14837
Main studio location 30 Main Street, Dundee, New York (Lic. 9-27-56)

WFLR's Federal Communications Commission 1956 license record

WFLR Through The Years



ON THE AIR—The Rev. R. Irving Diehl is shown with Thomas Shafer, station manager, as Dundee's new radio station, WFLR, went on the air. Mr. Diehl is chairman of the committee on radio and films of the Dundee Area Council of Churches.

Dundee Radio Station Goes on the Air

Tom Shafer was the first General Manager in 1956 as well as co-owner with Henry Valent. Shafer would move on to marketing/advertising in Albany, NY banking.

WFLR Through The Years



Unusual for a small market radio station because of its cost, General Manager Tom Shafer purchased RCA equipment because of its high quality. Shafer was a broadcast engineer.

WFLR Through The Years



The WFLR studios

The Dundee studio location had once been a bank building.

WFLR Through The Years

Radio Station at Penn Yan Plans February Broadcasts

PENN YAN — Radio Station WFLR of Dundee will begin operations early in February from studios and offices in Penn Yan, general manager Bob Burns disclosed Monday at the annual meeting of the Penn Yan Chamber of Commerce.

Burns, co-speaker at the Chamber session with Mayor Herbert T. Fitch of Penn Yan, said, "With the addition of new studios and business offices in Penn Yan, WFLR intends to offer greater service to the entire Finger Lakes area." The local station will be on the second floor of the American Legion Building at 110 E. Elm St. The Dundee studios are on Main St. there.

Main and Lake Sts., before "turning them back" to the village following completion of the Liberty St. arterial highway project.

He added that appearance of Main St. houses and business establishments is a problem which confronts everyone and he suggested a joint committee of Chamber members and village officials be formed to study the possibility of diagonal parking. The mayor pointed out that consideration also should be given the fact that the new thoroughfare of the village has a name problem, being Liberty St. on

one side of Lake St. and Brown St. on the other side.

Fitch discussed the garbage collection and disposal problem; the sewage disposal problem, which he said would demand action within a couple of years to meet new state requirements; the possibility of having county support or getting a fee for use of Red Jacket and Indian Pines (municipal) parks to meet rising costs and the possibility of converting one end of the free village parking lot into a skating rink, if the present Glencoe Ave. rink is not available next year.

List Memorial Books

Through the years, WFLR has had at least two other Penn Yan studio locations including in the late 50s and early 80s.

WFLR Through The Years



The WFLR transmitter and tower location near Dundee.

WFLR Through The Years



After “growing up” in Watkins Glen, Jim Whiting joined WFLR in 1956 as morning man and Schuyler County salesperson.

WFLR Through The Years

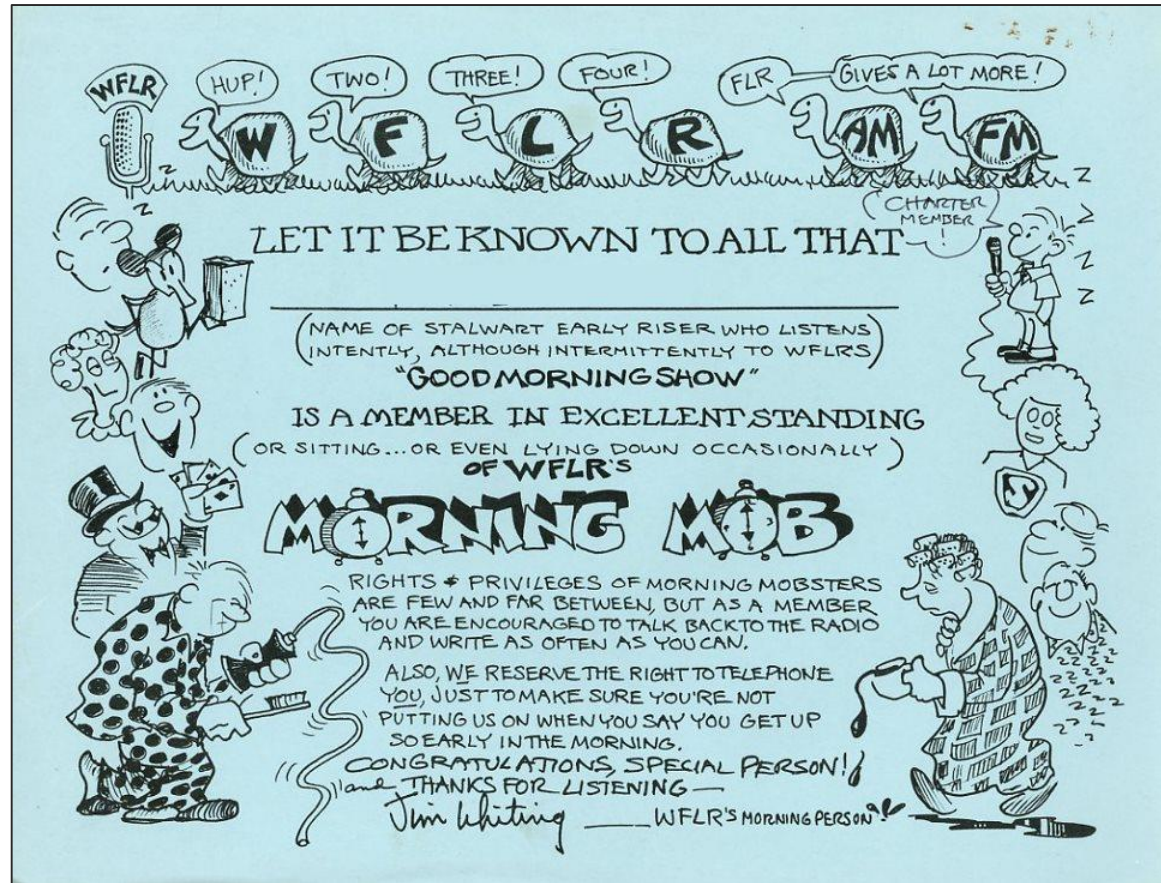
WFLR-RADIO

"The Early Worms"

Jim Whiting & Bob Burns
Music . . . Fun (Bad Jokes)
News . . . Time . . . Weather

Monday to Saturday
7:30 a.m. to 10:00 a.m.

WFLR - Radio
1570K.C. 1,000 watts
Dundee, N. Y.



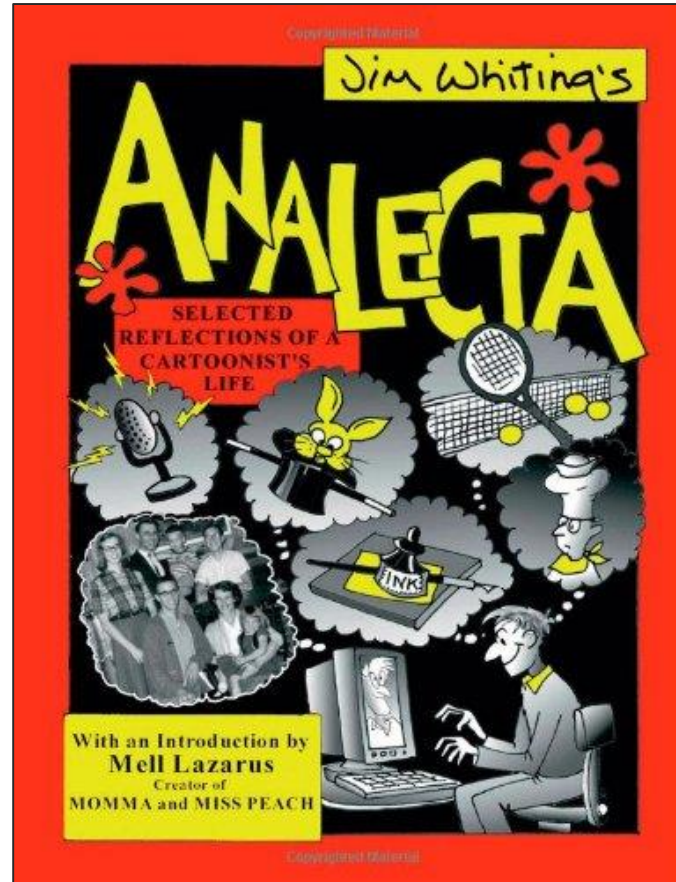
Jim Whiting's first morning show was called the "Early Worm". He would later design this certificate for morning listeners.

WFLR Through The Years



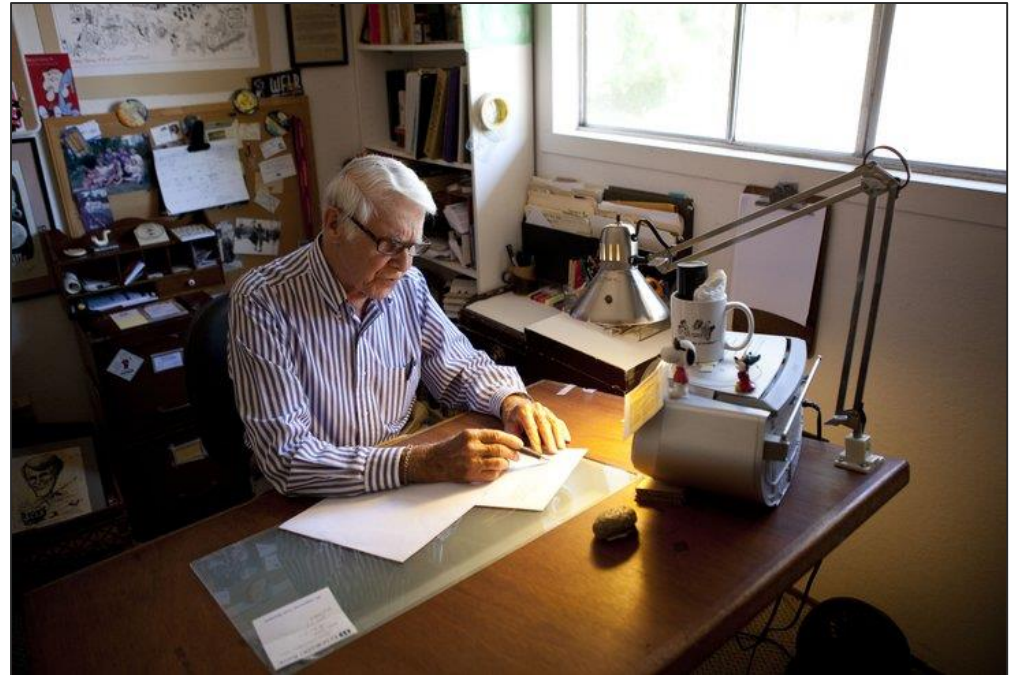
One of Jim Whiting's creative promotions to have fun in his hometown of Watkins Glens was "Fantasy Day" when people could swap jobs. Personality "Tiny Tim" made a 1981 appearance

WFLR Through The Years



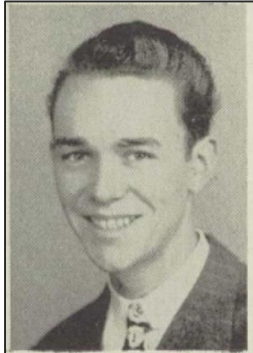
Jim Whiting's self-published book, "Analecta" includes many WFLR stories. It is available from Amazon.

WFLR Through The Years



As a noted national cartoonist, Jim Whiting created WFLR's distinctive "Little Guy" logo. After 28 years, he retired from WFLR and moved to San Diego. Station reunions were timed around his and wife Bernita's annual return to the Finger Lakes.

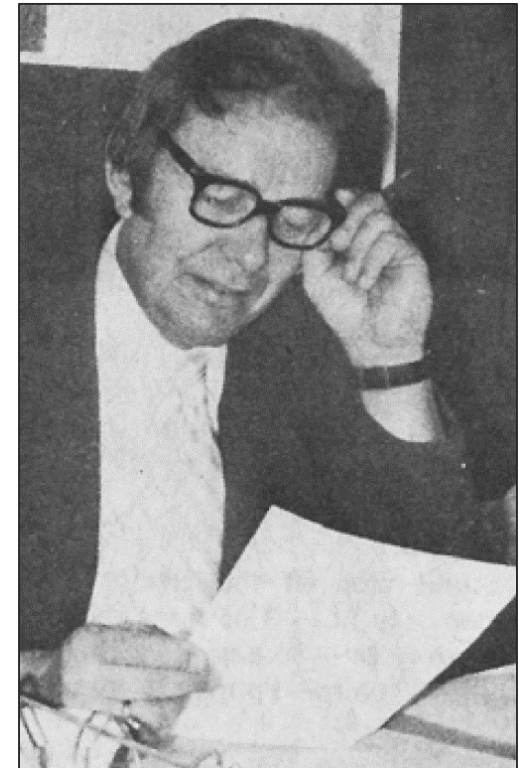
WFLR Through The Years



ROBERT N. BURNS

"Bob"

Busy B—my little brother—Navy—ready
excuses — informative — commercial adver-
tising



Bob Burns was WFLR's General Manager for 20 years. Starting in radio in his hometown of Jamestown, NY, he came to WFLR by way of stations in Philadelphia and Rochester. He would go on to manage and own other stations in NY, GA and VA. He resides in Mount Morris, NY.

WFLR Through The Years



Robert William Nenno would become WFLR's Sales Manager, handling sales in Yates and Ontario Counties. When the Olean, NY native came to WFLR (by way of managing a Geneva theater) there were too many Bobs at the station so he used Bill. While "Bill" in Yates County, he was still known as "Bob" by many in Ontario County throughout his life.

WFLR Through The Years

WFLR - Radio

Read your Sunday Papers
Enjoy a Sunday Breakfast
Instrumental favorite
Popular Music

"A Serenade For Sunday"
9:00 A.M. to 10:30 A.M.

JACK BRAXTON, your host
(Canandaigua)

WFLR - Radio
THE QUALITY STATION
1570K.C. 1,000 watts
Dundee, N. Y.

A very popular program through the years was "Serenade for Sunday", frequently hosted by Bill Nenno. It featured soft, middle-of-the-road music as an alternative to religious programming heard on other stations on Sunday morning. For most of its run, Serenade for Sunday was "brought to you with the very best wishes of the Corning Glass Company".

WFLR Through The Years



One of the advertiser promotions by Bill Nenno and Jim Whiting over the years were clocks such as these. (C. Van Dusen was the Penn Yan Western Auto dealer.)

WFLR Through The Years



RAISING THEIR VOICES in song are Jackie Roberts, Cindy Bellis and Kathy Stocking of Dundee doing "Girl Scouts Together" as Ron Tomion in the WFLR control room puts it on tape. The Dundee PTA will observe Founder's Day at its meeting today. The program to commemorate the event will be given by one troop of Cadettes and one troop of Senior Girl Scouts. They will sing Scout songs, and Gail Callander, Cadette, and Marti Murray, Senior, will show slides taken on troop trips and comment on them.



Dundee's Ron Tomion was the station's engineer for 35 years as well as an announcer. Tomion's Saturday morning "Country Music Time" 45s are shown in the picture of WFLR's newsroom. He retired from Citizens Communications after 21 years of service there.

WFLR Through The Years



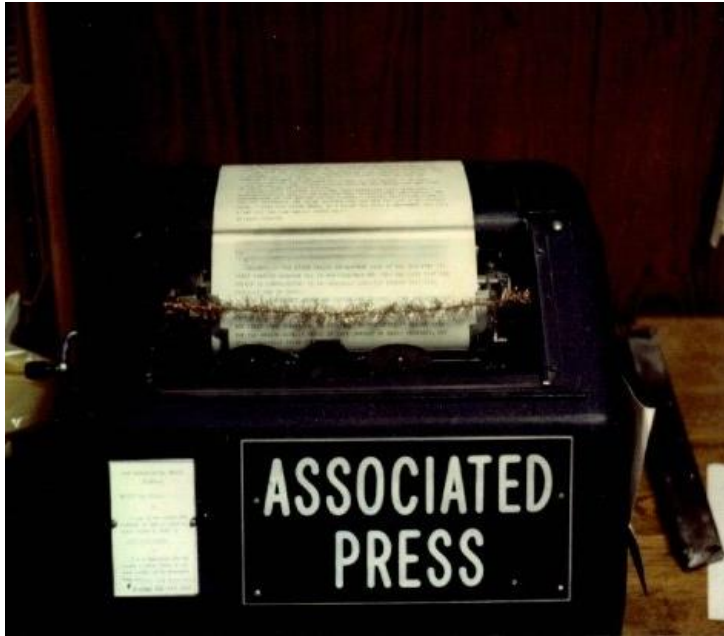
An early and later WFLR air studio.

WFLR Through The Years



Penn Yan native Bob Penrod heard Bob Burns speak at a civic club meeting when Penrod was in high school and it sparked his broadcasting career. After starting out doing an early-early WFLR morning show in the summer, Penrod went to work in Utica and Rochester before he returned to WFLR as its news director. He went on to manage and/or own stations in Cobleskill, NY, Bath and Brooksville, FL where he retired.

WFLR Through The Years



WFLR subscribed to UPI (United Press International) or was a member of AP (Associated Press). State, national and world news was provided by teletype. Stories for future use would be stuck to nails on the wall.

WFLR Through The Years



VINE CITY PLAY — Anne Green (seated at telephone) and Robert Martin listen to a telephone conversation while Jared Kresge tries to comfort Penny Millard during a scene from "Ten Penny Tragedy," one of the plays planned for Tuesday night at 8 at the Hammondsport Central School. It will be the open house night of the Glenn Curtiss Chapter, State Historical Society.



Hammondsport native Bob Martin joined WFLR after military service becoming its program director. Martin would go on to work at stations in Seneca Falls, Waterloo and Rochester.

WFLR Through The Years

Penn Yan SHOPPING GUIDE Septe.



Announcing ...

**A NEW SOUND
A NEW SERVICE**

BOB BURNS

WFLR-FM

95.9 on your FM DIAL

Starting Sept. 16 6 A.M. to 11¹⁵ P.M.

NIGHT LIFE 7:00 to 11:15 P.M.

- GREAT MUSIC
- FINGER LAKES AREA NEWS

JIM WHITING

BOB MARTIN

BILL NENNO

RON TOMION

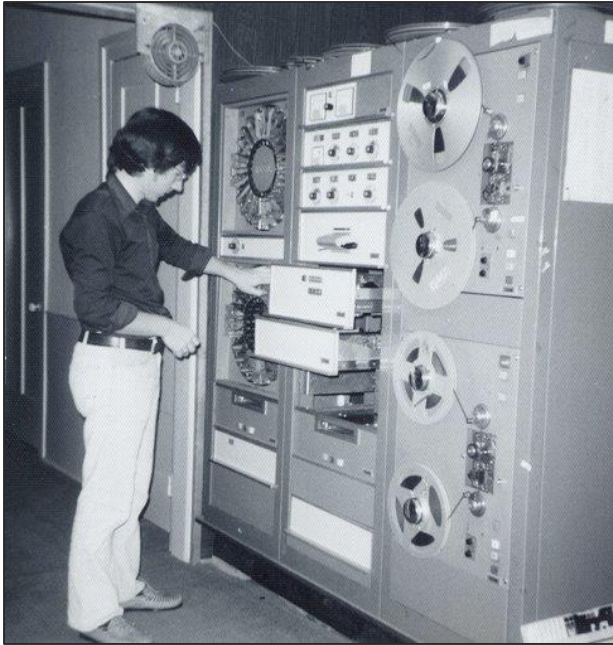
COFFEE CLUB 9:15 to 11:00 A.M.
- featuring Connie Turnbull -

THE COUNTRY SOUND . . 11:00 to 12:00 A.M.

HOT LINE 12:35 to 1:30 P.M.

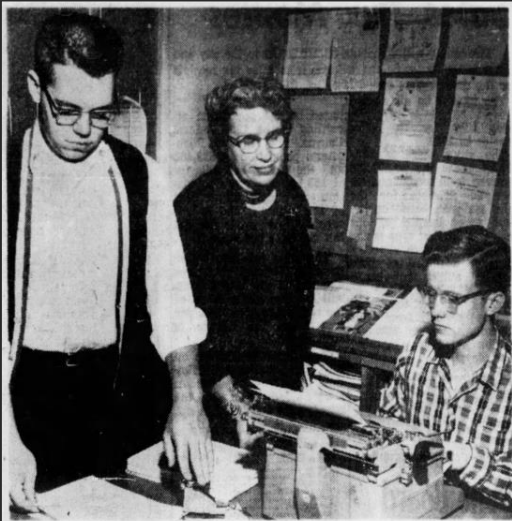
In 1968, WFLR-FM was added to the AM, allowing the station to broadcast before sunrise and after sunset.

WFLR Through The Years



Helping to cover extended operating hours made possible by the addition of the FM, WFLR utilized a program automation system. Commercials were played from tape cartridges in “Carousels” and songs were played from large reels of tapes. The system was frequently expanded and updated.

WFLR Through The Years



HIGHER EDUCATION—Mrs. Frances Young, general chairman of Higher Education Program to be held at the Marion Central School next Monday, goes over material to be handed out to parents informing them of the program. Checking with her are John Ganze, student chairman, on left, and Jack Clancy, seated, a teen reporter for *The Democrat and Chronicle*.



Wayne County native Jack Clancy started working at WFLR when he was in college. In 1976, he and Penn Yan businessman Don Stork bought WFLR. Later, Clancy would own other stations in NY and FL. He continues to live in Penn Yan after retiring as Finger Lakes State Park Commissioner.

WFLR Through The Years



Dundee native Phil Mann began his career at WFLR. He later became a meteorologist for TV stations in Santa Barbara and Rochester. He lives in Keuka Park in his retirement.

Older brother Paul also began at WFLR. He went on to work at other stations, was a White House Correspondent and is retired from Humboldt State University in CA.

WFLR Through The Years

ROCHESTER DEMOCRAT AND CHRONICLE Monday, October 8, 1973 3B

His Name Is Paul Mann

'Voice of Grand Prix' Belongs to Falls Man

By DICK EISENHART
WATKINS GLEN — More than 100,000 fans around the track at the start of the United States Grand Prix here yesterday heard, along with the roar of the cars, the voice of a young man who started his broadcasting career as a part-time radio announcer while attending high school in Dundee.

Paul Mann, an articulate 26-year-old radio program director now living in Seneca Falls, is the official track announcer for the race events at the Watkins Glen circuit.

It was after the death of veteran Glen announcer John Duval that race officials here considered a number of candidates. Mann won the job.

He began his professional

radio career as a 15-year-old high school student, working part-time for the 1,000-watt station, WFLR in Dundee.

Mann had written some news articles for a weekly paper, snaring a couple of Keuka College High School writing awards, but developed an interest in radio work.

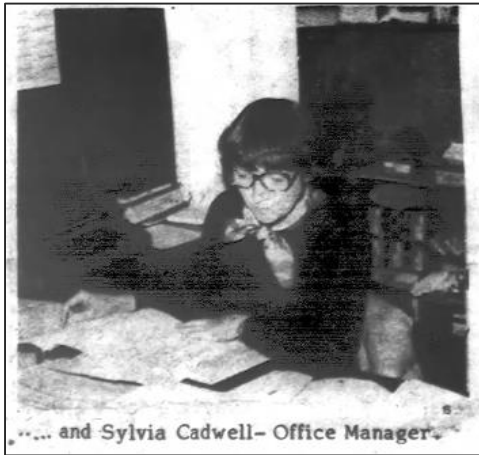
He went to the State University of New York at Albany where he received a



1971 GRAND PRIX OF THE UNITED STATES
WATKINS GLEN, NEW YORK, U.S.A. — OCTOBER 3

Watkins Glen Grand Prix Corp President and WFLR owner Henry Valent would ensure that WFLR was the only station in the region to broadcast continuous race coverage. For many years, the track announcer was Paul Mann.

WFLR Through The Years



Dundee's Sylvia Cadwell was WFLR's Office Manager for many years before becoming General Manager in the 1980s. She later earned her Registered Nursing degree and works at Soldiers & Sailors Hospital.

Dundee's Connie Prior was office manager until her retirement in 2004. She was active in her church and many civic groups.

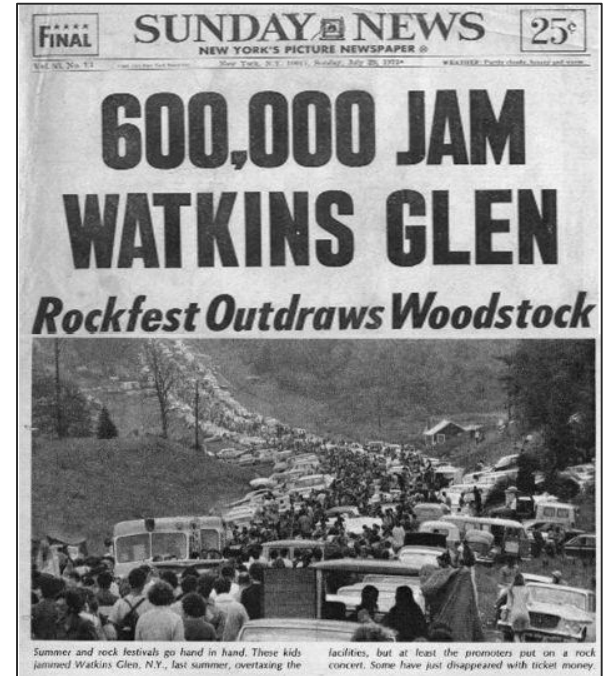
WFLR Through The Years



Hector's Criss Onan joined WFLR at the tender age of 17 as an announcer during college breaks then an engineer after graduation. He went on to a career in broadcast equipment and software sales including at iHeartMedia.

Penn Yan's Brian Burns began announcing when he was in middle school. He is now a news reporter at a Corpus Christi TV station.

WFLR Through The Years



In the summer of 1975, WFLR and Watkins Glen Grand Prix owner Henry Valent made it possible for a Summer Jam rock concert to be held at the race track. Brian Burns was “embedded” in the estimated 600,000 people that descended on Watkins (2,000-pop.). In addition to Brian’s reports, GM Bob Burns provided aerial reports from a local pilot’s plane.

WFLR Through The Years



Deb Clancy, a Yates County native, sold advertising for WFLR for many years. She continues to be active in Finger Lakes marketing and sales as does Rich Basler who started at WFLR as a Penn Yan Academy student. He became the station's Sports Director, News Director and then Sales Manager.

WFLR Through The Years



**LISTEN!
YOU'RE GOING TO
HEAR THINGS
YOU'VE NEVER
HEARD BEFORE.**



Tonight join Larry King and millions of listeners on Mutual Radio. Listen as he probes the feelings, thoughts and desires of his famous and infamous guests.

Larry's guests—who range from Sophia Loren, Danny Kaye, Barbara Mandrell and Gerald Ford to political activists,

sports stars, authors, doctors and esthetic experts—are in front of the microphone, live, for as long as two or three hours.

About midway in the interview, Larry throws the phone lines open for you to call in to talk to him and his guest. Imagine yourself talking one-to-one with Bob Hope at 2 AM!

After Larry's guest departs, fans continue to call in to give opinions and to debate with Larry. The Larry King Show puts you in touch with the mood of the country before it appears in the polls. The show is probably the best gauge of the nation's temperature and what people are really thinking.

Spend the night with Larry, Monday through Saturday. Check your local listing for the station in your area that carries The Larry King Show. We promise you...you're going to sit up and listen until the dawn's early light.

Call Larry King, on the air, at (703) 685-2177 tonight!



MUTUAL BROADCASTING SYSTEM

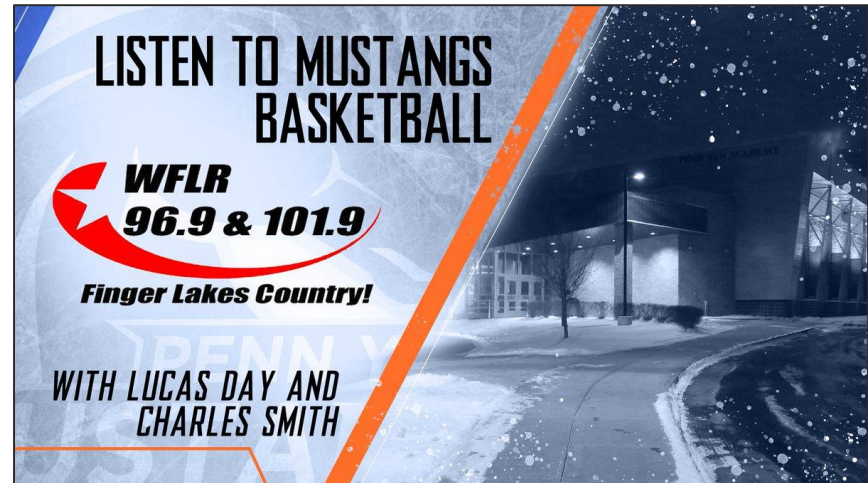
In the early 1980s, WFLR became among the first stations in the country to have national news and programming delivered by satellite. This improved the audio quality and provided multiple channels of news and entertainment programming from the Mutual Broadcasting System including The Larry King Show.

WFLR Through The Years



Dick Evans ably succeeded Jim Whiting as WFLR morning man and became the station's General Manager. In his retirement, he is the Lay Pastor of the Burdett Presbyterian Church.

WFLR Through The Years



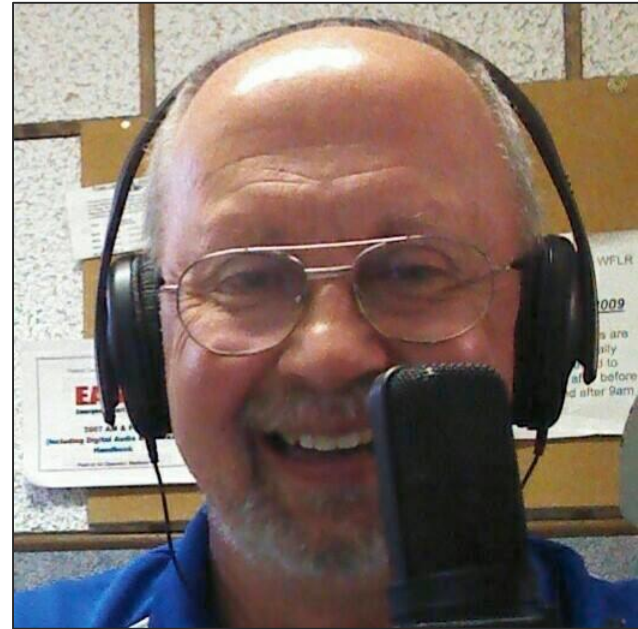
Penn Yan Academy's Chris Petersen started his career announcing at WFLR including doing sports play-by-play. WFLR has consistently broadcast local high school sports throughout its history. Petersen became a WFLR General Manager in the 80s and is currently CEO of a product branding and marketing consulting firm in the Tampa, FL area.

WFLR Through The Years



Waterloo native Jim Schreck started working at a Seneca Falls radio station when he was in high school. He later became WFLR's morning host and Program Director. He is now Production Director for the Finger Lakes Radio Group as well as Morning Show Co-host of WNYR.

WFLR Through The Years



Vine Valley native Mike Smith joined WFLR as engineer and announcer after he graduated from college. Mike has also worked at stations in Seneca Falls, Waterloo, Geneva and Rochester. He is currently Morning Personality and Program Director of WFLR.

WFLR Through The Years



Prattsburgh native Lucas Day is WFLR News and Sports Director as well as morning show co-host. He joined WFLR after graduating from college. He has received an award from the NYS Broadcasters for his reporting.

WFLR Through The Years



Dundee native John Wiedemer is WFLR's Senior Account Executive handling advertising sales. He attended Corning Community College and served in the Navy before joining WFLR.

WFLR Through The Years



One of the newest members to the WFLR staff is mascot “Wiffler”. Wiffler relocated to the new Penn Yan studios just fine.

WFLR Through The Years



WFLR is a part of the Finger Lakes Radio Group. Owner Alan Bishop heads up several stations in the Finger Lakes and Western NY. Bishop started in radio as a teenager, growing up in a small town in ME. He moved on to other stations in New England, Detroit, Rochester and even a pirate radio ship off the coast of England! His wife is a Finger Lakes native. He has been recognized as a national General Manager of the year by an broadcasting trade publication.

WFLR Through The Years



Over the years, WFLR has participated in and done remote broadcasts from countless community activities. Not that it's all been work though...

WFLR Through The Years



Picture credits include:

- Canandaigua Daily Messenger
- Chronicle Advisor
- Criss Onan
- Dundee Observer
- Elmira Star Gazette
- Finger Lakes Times
- Ithaca Journal
- Mike Smith
- Penn Yan Shopping Guide
- Rochester Democrat & Chronicle

Thanks to the Yates County Historical Society for key newspaper clippings.

Researched and designed by Criss Onan