

Responses are good to new WSNN easy listening format

By Mike Kane
"Easy listening is great, Viva WSNN!"

Stereo FM has made its debut in the North Country and from the early returns it appears that the management of St. Lawrence Broadcasting made the right decision when they introduced the easy listening format to North Countryans early this summer.

For many years WPDN broadcast the same programming over both the AM and FM radio frequencies. A little more than two years ago the decision was made to initiate the easy listening format. On May 24 WSNN became a reality and operates as a separate entity from WPDN.

Veteran radio personality Dave Moore has assumed the responsibilities of Director of FM programming for WSNN a role that has so far required him to learn a few new radio tricks. WSNN relies mainly on an elaborate automation device known affectionately as the Schafer 903E. This computerized affair can store more than 8,000 separate pieces of information, according to Moore. Programming for the station can be set up in advance so that different parts of the day have different formats of music. Commercials, news, weather and public service announcements are all programmed into the Schafer 903E so that in effect everything that is transmitted from the WSNN transmitters is perfect.

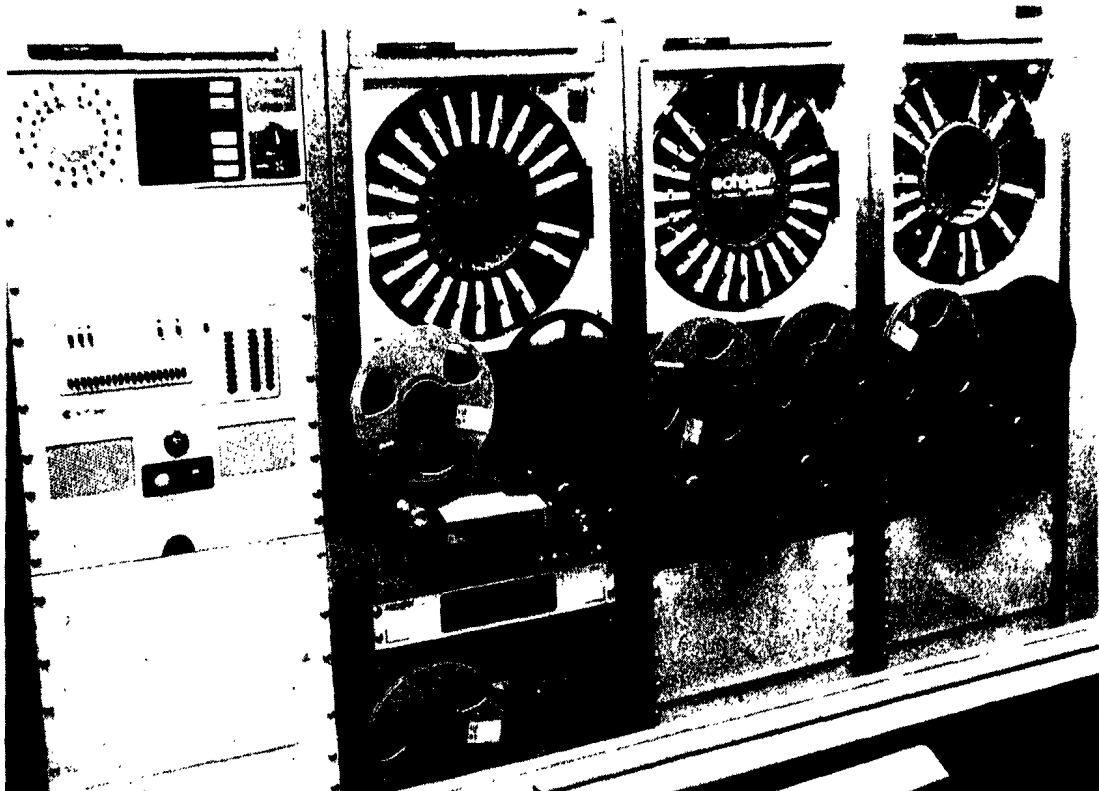
Perfection is indeed the Schafer 903's forte. "Dead air," the bane of a disk jockey's existence is virtually eliminated. The brain of the 903E, programmed to run various playback units senses when one fails to operate and switches to the next source, so that no more than three seconds of "dead air" is transmitted. The unit can control 19 different sources, although at the present time only 10 sources are being used. Three carousels of 24, 8-track like cartridges each handle commercials, public service announcements, and buffers. Buffers are transitional switches from news to music such as "Beautiful music in the North Country". Four reel to reel tape playback units handle the musical portions of the station's broadcasting. Each playback unit carries a 1 1/2 hour tape. The remaining three sources are reserved for news, weather, and network broadcasts.

The human element has not vanished according to Moore, in effect the development of WSNN has created two and one half positions. Moore, Assistant Station manager Betty Bombard, and other station personnel spend time at the control desk by eight-foot automation machine, which Moore admits, is at best a "tedious" job. News broadcasts are taped in the production studio shortly before the hourly broadcasts, and the taping of commercial announcements are done daily to keep up with the changing needs of advertisers. All of this takes time and serves to keep busy station employees. Indiscriminate musical selections are not a part of the WSNN musical format. A nationally successful format known as the Basic Bonneville Format is used at WSNN. The Bonneville format uses a

mix of different music to create moods for certain parts of the day. The morning hours are composed of one fast instrumental, followed by a fast vocal, a slow instrumental and a fast group. A transition occurs at three o'clock to a more even tempo mix followed by mood music after 8 p.m. Moore explained that besides paperwork, it takes but a half an hour to program a 15 hour day of WSNN, Stereo 99.

Jack Murphy, the general manager of the station along with Bombard and Moore are pleased with the development

of WSNN, as are a lot of area persons. The bulletin board at the station contains more than a fistful of letters and postcards praising the "beautiful music" programming. Perhaps the most graphic comment came from a Potsdam woman, "...No, suddenly, Stereo 99 and I are really "tuned in" to a concert hall while I go through the sometimes monotonous routine of performing culinary magic for six hungry members of our family." Beautiful music in the North Country... a success at WSNN, Stereo 99.



THE SCHAEFFER 903E is what makes the new addition to the station's equipment. (Mike Kane Photo). programming at WSNN tick. The machine is the newest



BETTY BUMBARD programs the Schafer 903E as part of her daily routine at WSNN.



DAVE MOORE

Graphic prints by Whistler on view in Placid

James A. McNeill Whistler is best remembered for the painting of his mother, but his genius as a master printmaker is revealed in a special exhibition opening here August 15 in the Gallery of the Center for Music, Drama & Art, Lake Placid.

"Prints" by James A. McNeill Whistler includes 35 examples that effectively telescope his long career as a graphic artist who was a seminal force in the development of the art in this country. Major highlights as well as lesser known works created between the 1850's and 1890's are included in the

exhibition, to be seen through August 31, is a presentation in cooperation with the Gallery Association of New York State, whose exhibition program is supported by the New York State Council on the Arts. The exhibition will be open to the public daily from 9 a.m. until closing.

Stereo 99
WSNN
THE DIFFERENCE IS THE MUSIC

Potsdam Humane Society Notes



By: Judy Aaraj and Florence Helbig

A SINGLE FEMALE DOG, ALLOWED TO BREED, HAS FOUR PUPPIES- AND FOUR OTHER DOGS MUST DIE.

Any animal born when there is a surplus only add to that surplus. And all surplus animals must be destroyed to make room for the continuous flow of strays brought in to the shelters. And the problem grows and grows.

AT THE END OF THE SECOND YEAR, TWO OF HER OFFSPRING ALSO HAVE LITTERS, AND THERE ARE NOW 12 MORE DOGS THAT MUST DIE.

If you had been at the shelter you would have found that many dogs were brought in because they were too big (no bigger than they would have been expected to be when fully grown), or were too hard to handle. You would see that some people do not have a proper leash; some put the choke chain on backwards; others were just tired of their pet.

THE THIRD YEAR PASSES AND THERE WILL BE 38 MORE PUPPIES, AS THE THIRD GENERATION BREEDS.

Some of the people who no longer wanted their pets seemed very nice; some cried when they left their pet behind.

FOUR YEARS, AND THERE ARE 100 PUPPIES BORN, ALL DESCENDANTS OF THAT ONE FEMALE DOG, AND 108 TO BE PUT TO DEATH.

Millions of dogs and cats each year are abandoned-dumped like garbage by their owners. The fate of these animals is even worse because they often do not make it to the shelter before a long period of suffering, and some die in the streets from starvation or freezing.

FIVE YEARS, AND THERE ARE 324 DOGS, ALL BECAUSE OF THAT FIRST LITTER, WHICH CONTINUED TO BREED.

Some people should not be allowed to own a pet. What kind of people are they? Some are like your friends and neighbors, and some may be your friends and neighbors.

THE SIXTH YEAR PASSES AND 972 HOMELESS DOGS MUST BE DESTROYED.

For many of them death is merciful because they suffered torture and mutilation and do not want to live. Why didn't the owners at least bring them to the shelter?

IN THE SEVENTH YEAR, 2,916 PUPPIES WILL BE BORN AND THAT MANY MUST DIE.

The total put to death in just this seven-year period is 4,372. They would have been spared the senseless loneliness and suffering if that first dog had not had four puppies.

Cat figures are much higher. One

unspayed female cat in her lifetime with her offspring can produce 10,000.

Do you realize now the importance of spaying or neutering your pet? Many of these animals never have known kindness or love; not even the touch of a human being. And there is no time to comfort them before they die-there are too many others waiting. Isn't it better, and much kinder, to curb the population by birth control-spaying and neutering?

Through ignorance, selfishness, or indifference, pets are allowed to breed, adding to the existing surplus and causing the destruction of more animals. IF YOU OWN A PET THAT IS NOT SPAYED OR NEUTERED, WE ASK YOU TO HAVE IT DONE. YOU WILL BE HELPING THE ANIMALS. WHAT IS SPAYING?

It is a simple operation performed on the female to remove the ovaries, making reproduction impossible. A complete spay includes removal of the uterus and Fallopian tubes as well. The operation takes 15 to 30 minutes to perform and recovery is complete in a few days.

WHEN SHOULD I HAVE MY PET SPAYED?

As soon as possible after the age of six months. The operation is not recommended during the heat period.

ARE THERE ADVANTAGES TO SPAYING OTHER THAN THE OBVIOUS BIRTH CONTROL?

Yes. There are no messy heat periods to contend with and no need for the close supervision during this time. Also there is less chance of breast cancer in spayed females and if a complete spay is done the dangers of uterine infection are eliminated. The false pregnancies common to the unspayed female are less likely to occur. The pet will be more content with people in the human environment.

WHAT IS NEUTERING?

Neutering is an operation performed on the male animal to sterilize him. The more common method is castration-removal of the testicles.

WHEN SHOULD NEUTERING BE DONE?

A male cat should be neutered after he is nearly fully grown. Cats neutered too young have a tendency to develop cystitis if they are allowed to run loose. Male dogs may be castrated after the age of six months.

WHAT ARE THE ADVANTAGES TO NEUTERING OTHER THAN BIRTH CONTROL?

The animal is usually less likely to roam, and happier in the human environment. The constant stimulations from females in heat will not cause a state of agitation.

LOWER COST SPAY/NEUTER PROGRAM

The Potsdam Humane Society wants to help you neuter or spay your pet, if you need help. We have a lower-cost neuter-spay program in operation now for people in financial need. For information about this program please call 265-8288.

PURINA WEIGHT CIRCLES

The Potsdam Humane Society Animal Shelter is saving Purina Weight circles. Because we are a non-profit animal shelter we are eligible to receive a cash refund from the Purina Company for weight circles. Will you help us and save your Purina weight circles? Send them to: Pat Crist, Bayside Lodge Route 1, Clarkson Ave., Potsdam. Send any weight circle...five pounds, 100 pounds, 25 pounds etc. Help us help the animal. You can send weight circles from dog food or cat food.

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It's easy to get a loan in Potsdam
There are lots of reasons for taking out a loan. Maybe you're shopping for a new car, or planning a dream vacation. Or you have a lot of little bills that you'd really like to get out of the way. Whatever your reason, we can give you the money you need, with payments individually tailored to your income. You couldn't go to a better place for a loan in Potsdam. So stop in at Marine Midland. We're right in your neighborhood.
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