

WBAY 70: Turning a profit

BY KRIS LEONHARDT
EDITOR-IN-CHIEF

Part II in our series

St. Norbert College (SNC) brought the station and the call letters "WTAQ" to Green Bay from Eau Claire.

"It means 'Where tires are quality,'" explained Ted Miller, WBAY web manager/digital director and station historian.

"They never made a profit with the radio stations and the Norbertines were like, 'you know we love having this radio station (but) we'd like to make a profit.'

"So, they hired this guy Haydn Evans; he worked in New York radio. He created the 'Pot O' Gold' game show. This is the first radio game show, and you'll recognize - it's such a cliché now - a person answers the phone like, 'Hey, who is this?'"

"It's Jim."

"You win \$1,000."

"That was the game show. And that was the first game show, and they invented it."

They would pick a random phonebook; then they would pick a random page; then they would pick a random person. Whoever answered that phone won \$1,000. That was it. That was the game.

"And Haydn Evans was the creator of that. He was an ad guy; he was a sales guy."

So, SNC brought Evans in to run the two stations.

"My introduction to WTAQ was on a murky afternoon in early October 1939. Our offices were on the ninth floor of the Bellin Building,



Haydn Evans guided St. Norbert's two radio stations to profitability. Wisconsin Broadcasters Hall of Fame photo

And our two studios were on the floor above, in the so-called 'penthouse,'" Evans recalled in a memoir.

"I had come up from Chicago to apply for the job of general manager. I wanted a straight percentage of the profits."

"And he's like, 'I'll do it for 20% of the profits.' And they laughed like, 'We don't make any profits. That's why you're here.' So, he's like, 'Okay, I'll do it for 20% of profits and you pay me like \$50-60 a week stipend,'" Miller added.

"He used that money to go out and schmooze. He took the salespeople out. He took business owners out, and he would schmooze them and get them to buy into the radio station and say 'What do you like on radio? What do you enjoy?'"

"And he started getting a feel for what people want. He shook up the staff, he shook up the radio. They started doing local plays on radio; they started doing local murder mysteries; bringing in local entertainers, local talent."

The station operated the two radio stations out of the same control room, with a small announcer's booth for each station.

"We usually only had one announcer on duty," explained Evans. "He would give a station-break announcement for WTAQ, then hop across the room to the other booth and announce, 'This is WHBY, Green Bay.'"

Under Evans' watch, the stations were profitable within a year.

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was primarily working with men. Sometimes it was hard then because you would have an idea and it wouldn't get a hearing or be acknowledged...It was a privilege, it was a challenge, it was a way to have ongoing learning and growing. It's a wonderful thing to have been a part of," she said.

"St. Norbert is the only Norbertine college in the whole world, and it's extraordinary and amazing to see it originate as a seminary for young men preparing for priesthood and then become a place that enabled women at a time when it was a difficulty to achieve that education. It was a gift in the local area for women to pursue higher education."

During her nearly five

decade-long service at SNC as an educator, administrator and the college's first associate academic dean, Brickner was instrumental in the development of the college's Peace and Justice minor, something that she said was started by her and a couple of colleagues as an interdisciplinary minor focusing on topics pertaining to human rights, justice and peace while also looking at it through the lens of Catholic education.

As well as celebrating 70 years of women in education, the campus is also celebrating 50 years of Title IX, the civil law that prohibits discrimination on the basis of an individual's gender.

"I want to commend SNC and the Norbertines as they observe this anniversary and look forward to bigger and better things that will be

achieved by people here. My congratulations to the college, and to this observance of 70 years of women and 50 of Title IX," said Brickner. "We just need to continue to be grateful and provide these opportunities those within the local community."

The commencement will be held Sunday, May 14, at 11 a.m. with Baccalaureate Mass held Saturday, May 13, at 4 p.m. in the Mulva Family Fitness Center.

Green Bay Packers President and CEO Mark Murphy will serve as commencement speaker, and will also be awarded an honorary doctorate.

For more information, visit <http://www.snc.edu/commencement>.

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dive into developing student-created labs using the GRR technique."

The Gradual Release of Responsibility (GRR) technique provides instruction to move students toward independence.

"We start off with creating an 'I do' lab as a class - exploring the science of a scary short film, testing lighting, audio, or other variables to test the frightening experience of the viewers (just in time for Halloween)."

"Next is a 'we do' lab where students develop their own questions targeting how their mobile devices can distract their measured reaction time (a life lesson for students in the dangers of texting and driving)."

"Finally, we reach the 'you

do' part where students ask any open-ended question they want to design and test."

"Students' labs are a sight to be seen, ranging from cleaning methods and bacterial growth to paper airplane designs, to testing students from younger grades on labs removing one of their five senses in taste tests, or heart rate experiments.

"Students create a lab poster of their results to display in the hallway throughout the year to share student accomplishments and get students excited about what is great in science.

"I love how eighth graders remember being tested in sixth grade and how excited they are to now be the scientists doing the tests."



The event was jointly hosted by the Wisconsin Department of Justice Office of School Safety, the U.S. Secret Service, Northeast Wisconsin Technical College and the Green Bay Police Department. File photo

Public safety event works to prepare community for school violence

BY PRESS TIMES STAFF

GREEN BAY - On March 16, Green Bay was the site of training to assist schools in deterring, preventing, mitigating and responding to school violence.

The Wisconsin Department of Justice (DOJ) Office of School Safety (OSS) presented best practice recommendations for "Best Practice Recommendations for Multidisciplinary Behavioral and Threat Assessment Management (BTAM) Teams" to local law enforcement, public safety professionals, fire and EMS, school personnel and other public services workers in the Green Bay area.

The afternoon presentation was part of an all-day event, which also included a morning session on "Threat Assessment: A Behavior-Based Approach to Preventing Targeted Violence," jointly hosted by the DOJ and the U.S. Secret Service, Northeast Wisconsin Technical College and the Green Bay Police Department.

"The presentation is part of an all-day event that focuses on threat assessment and a behavior-based ap-

proach to preventing targeted violence," a DOJ release stated.

"Acts of targeted violence continue to impact the safety and security of our communities. These acts of targeted violence are not impulsive or irrational; rather the perpetrators of these incidents decide to commit violence and often undertake clear processes of planning and preparing in which threats or potentially concerning behaviors can be identified."

"OSS regularly supports Wisconsin schools in preparedness, which includes creating Behavioral and Threat Assessment Management teams," said Wisconsin Attorney General Josh Kaul. "While OSS primarily focuses on schools, they are able to share their knowledge and best practices with other community members as well."

The presentation focused on the opportunity for schools to be proactive, institute processes and appropriate responses.

OSS also offers a free eLearning module titled "Foundations of Targeted Violence Prevention" open

to all community members.

It is available at www.doj.state.wi.us/office-school-safety/training-opportunities.

The course was created in partnership by OSS, the Wisconsin Department of Public Instruction, and the Department of Homeland Security Office of Intelligence and Analysis, National Threat Evaluation and Reporting Office to educate the public on "threatening or potentially concerning behaviors and where to report them, providing an opportunity for intervention to prevent targeted violence from occurring."

"OSS was initially supported by more than \$2 million in federal grant funding from the U.S. Department of Justice Bureau of Justice Assistance. OSS is currently supported by more than \$1.8 million in American Rescue Plan Act funding which will end in December of 2023. Wisconsin DOJ has requested the legislature permanently fund OSS in the next biennial budget," the release added.

A similar event will be held in Waukesha in May.

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the start of our school year. Early labs have been developed to scaffold expectations on getting and returning lab equipment, cleaning up, quality measurements, collecting, organizing and graphing their data.

"By the end of this unit, students know independent and dependent variables, constants, controls and modeling lab design.

"All of this is done using the topics of motion with a summative assessment at the end that really surprises students. The surprise is that students didn't realize how much they learned while doing these labs.

"Once the stage is set, we