

# WBAA

• WHAT MATTERS •

AM 920 WBAA.ORG 101.3 FM

Public Radio from Purdue  
part of the  digital network

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## **WBAA Former Student Spotlight - WBAA's "Renaissance Man," Larry Myers**

*Larry Myers generously contributed the following story, with minor editorial provided by WBAA.*

There were no academic paths to a career in broadcasting when Larry Myers matriculated to Purdue University to study chemical engineering in 1939. By the end of a very successful first semester, he simply decided he wanted to add some extracurricular activities to his schedule. Having enjoyed being a public address announcer in high school in Hartford City, Indiana, he decided to visit the university radio station, WBAA, which was then located on the fourth floor of the electrical engineering building.



*\*Larry Myers, far right of (front) row one, along with WBAA's Radio Class of 1943. Other notable names include John DeCamp and [Chris Schenkel](#). Chris did network sports for WBAA and in an earlier Purdue publication attributed his success to John and Larry.*

The station was holding auditions to offer successful applicants the opportunity to join the operation, so Larry thought to himself, "Do I want to audition? Sure!" He took his seat and was quickly confronted with what he later learned was a 44BX microphone and given a document to read with commentary for classical music programming. With a gulp he did his best, thanked them, and went to his dorm. Two days later, he received the phone call. He had passed! He was asked to come to the station at two o'clock and was given his first assignment: to read the station break between programs – "THIS IS WBAA, THE VOICE OF PURDUE."

Fortunately, Larry was both blessed with and cultivated what is known as a “radio voice;” that is, he had good basic pitch, nice variety and emphasis in speech, excellent articulation, good breath control, and more. In short order, he was no longer assigned to station breaks, but had public service announcements and full music programs as part of his station duties. By his sophomore year he was conducting interviews on “Heard in the Hallway” - a daily fifteen minute program that emanated from the basement of the Union Building - and he served as moderator for the “High School Guest Hour,” a half-hour, Saturday morning program that featured various musical groups from schools in the area, interspersed with interviews.

One of the biggest breaks for Larry came at the beginning of his junior year when well-known WBAA reporter, [John DeCamp](#), became the lead sports reporter and Larry became his assistant. The two collaborated on producing and announcing a daily sports show as well as handling all duties related to broadcasting football and basketball. However, Larry reached his zenith during his senior year when the Manager of the station, Gilbert Dunbar Williams (Gibbs), appointed him as Director of the prestigious dramatic program, “Radio Stage.” Originated by Gibbs, he would sit and listen and then call Larry to critique every nuance. In turn, Larry would convey the comments to the members of the cast. Eventually Larry was given the opportunity to develop his own program and he created “Strange Styles in Story and Song,” which culled stories from various sources and played primarily French jazz. As a senior announcer, he also covered events on campus, interviewing famous people like the violinist, [David Rubinoff](#) and motion picture star, [Dorothy Lamour](#).

In addition to his studies and work at Purdue, Larry served as President of the Radio Guild and of the Midwest Federation of Campus Co-ops and the Purdue Student Cooperative Association. Larry graduated from Purdue in December 1942 and was immediately sent by the army to Ft. Sill, Oklahoma and assigned as a Gunnery Instructor. Then, to Europe, as an artillery forward observer (The Battle of the Bulge) with the 106<sup>th</sup> Infantry Division. After service he decided that his future should be in broadcasting rather than chemical engineering so he pursued additional academic work to add to the professional experience that Purdue had given him in excellent measure.

He applied to Syracuse University, where a unique Master’s program was devised for him and he received a Graduate Teaching Assistantship in radio production, based on his work at Purdue and post-war work in Europe. In 1948 he was promoted to Instructor and put in charge of the new low-power radio station that General Electric developed to allow several colleges and non-profit organizations to get involved with radio. The Federal Communications Commission approved and WAER – Always Excellent Radio – became the first of several hundred stations to serve the public.

Myers continued his education, earning a PhD in Applied Statistics in 1956 and he was eventually promoted to Assistant Professor. Ten years later he became Professor and Chairman of the Radio-Television-Film Department. During his tenure, Dr. Myers taught courses in Research Methodology and in Public Broadcasting, amongst numerous others. He ended his career as Interim Dean of the S.I. Newhouse School of Public Communications, retiring in 1991.

The legacy that Larry Myers cherishes the most, however, is one that he first received through WBAA – serving as a teacher and mentor and inspiring other students. Upon his retirement, Larry was most proud that throughout his career more than 100 students went on to teach and hold positions as faculty members at other universities and colleges.

And it all started by reading into a microphone: “THIS IS WBAA - THE VOICE OF PURDUE.”

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## Leave a Legacy of What Matters

If you are concerned about how your investments are performing in today’s financial markets, you are not alone. Many of our friends tell us that they would like to help support our mission this year, but they are uncertain about what to do in the current economy. We want to let you know about a way that you can help us and create a more secure future for you, your children and your grandchildren, regardless of how the economy fares. It’s called a charitable gift annuity and it is a way for you to help us this year and receive fixed income for the rest of your life.



SAMPLE GIFT ANNUITY RATES	
AGE	RATE
70	5.1%
75	5.8%
80	6.8%
85	7.8%
90	9.0%

### How Can a Charitable Gift Annuity Help You?

A charitable gift annuity is a contract with WBAA that benefits you. When you transfer cash, CDs, stock, or other assets to us, we promise to make fixed payments to you (and/or another person) for your life. A portion of the gift annuity income could be tax free and you will receive a charitable deduction for making a gift to us. A gift annuity is a wonderful way to help us while we help you!

## Why Create a Charitable Gift Annuity?

There are a number of reasons why you might find a charitable gift annuity attractive. Here are just two reasons for you to consider:

1. You are looking for secure retirement income
2. You want to increase your CD income

If you are like most of us, you are tired of watching your retirement account fluctuate with the markets. If you are looking for a more secure source of income, a charitable gift annuity is a way for you to make a tax-deductible charitable gift and create fixed income for your lifetime. Because the payment rate is fixed based on your age, your income will never change and a portion of your payment could be tax free.

If you own low-performing CDs that are maturing, you might consider transferring your CDs to us for a higher paying charitable gift annuity. The payments will be fixed for your life at a rate based on your age and a portion of your income could be tax free.

**If you have questions, please contact us by [email](#) or by phone at (765) 496-7794. We would be happy to share with you a an illustration with your potential payout.**

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## Program Updates

WBAA Classical has added two new programs on Sunday nights featuring music and conversations with living composers. Brad Cresswell of WGTE-FM in Toledo hosts ***New Music From Bowling Green*** at 9:00 p.m., which features audience-friendly modern works introduced by their composers, including Jennifer Higdon, Shulamit Ran, Christopher Theofanides and Michael Daugherty. Then at 10:00 p.m. WBAA Classical presents ***Relevant Tones with Seth Boustead***, an informative and engagingly down-to-earth weekly program that presents contemporary classical music as a diverse art form with a storied history that is alive and thriving in the 21st century.

Beginning September 21<sup>st</sup> and continuing the third Sunday of each month at 3:00 p.m., join us for broadcast concerts by the **Lafayette Symphony Orchestra**. Soloists will include guitarist Chaconne Klaverenga, pianist Shijun Wang and Project TRIO. The LSO will also be featured on the *WBAA Arts Spotlight*, Wednesday, September 3<sup>rd</sup> at 8:49 a.m. on WBAA News (AM 920) and at 6:21 p.m. on both WBAA News (AM 920) and WBAA Classical (101.3 FM).

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## WBAA Launches Two New Local Programs

This summer, WBAA was thrilled to launch two new local programs – *Ask the Mayor* and *Off the Field with Morgan Burke*.

***Ask the Mayor*** airs live on Thursdays at noon, on WBAA News (AM 920) and is rebroadcast the same evening at 6:00 p.m. on both WBAA News (AM 920) and WBAA Classical (101.3 FM). In this weekly program, WBAA's news team chats with a mayor from a West Central Indiana community, discussing the most pressing civic and social issues of the day. Citizens not only get a chance to know their elected leaders a little better, but also have the opportunity to ask questions they might have by emailing [ask@wbaa.org](mailto:ask@wbaa.org) or tweeting [@wbaanews](https://twitter.com/wbaanews).

Listen to past programs on [WBAA's website](#) at any time or click on the following to be directed to our most recent programs.

1. [Crawfordsville's Todd Barton](#)
2. [Frankfort's Chris McBarnes](#)
3. [Lafayette's Tony Roswarski](#)
4. [West Lafayette's John Dennis](#)

***Off The Field With Morgan Burke*** will begin airing on August 29<sup>th</sup>, and is a bi-weekly program that airs on Fridays at Noon on WBAA News (AM 920) and at 6:00 p.m. on both WBAA News and Classical (AM 920 and 101.3 FM). This sports talk show will tackle some of the biggest issues in sports, as well as how they relate to West-Central Indiana and Purdue University. Each show will focus not on the statistics and the play-by-play of sporting events, but on how teams, coaches and players affect a larger discussion about sports and society.

Listeners also have the opportunity to ask Morgan Burke questions and can do that by emailing [news@wbaa.org](mailto:news@wbaa.org) or by tweeting [@WBAANews](https://twitter.com/WBAANews).

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## This Quarter's WBAA Arts Spotlight

Miss one of this month's features on the *WBAA Arts Spotlight*? Have no fear; you can listen to them anytime online at [WBAA.org](http://WBAA.org)! This quarter, learn more about:

[Round the Fountain Art Fair](#)  
[Indiana Fiddlers Gathering](#)  
[Purdue Convocations](#)  
[Pianos Along Main Street](#)

Arts organizations to be featured in the *WBAA Arts Spotlight* in upcoming months include Lafayette Symphony Orchestra, the Bach Chorale Singers and Purdue Musical Organizations.

The *WBAA Arts Spotlight* airs the first Wednesday of each month on WBAA News (AM 920) at 8:49 a.m. and on both WBAA News (AM 920) and WBAA Classical (101.3 FM) at 6:19 p.m. If you have any events, exhibits or other information that you think might be of interest to this program, please let us know by contacting us at [arts@wbaa.org](mailto:arts@wbaa.org) . You can also always submit your event to our [events calendar](#), which is visited frequently by our listeners and from which WBAA draws its public service announcements.

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## "Hey, I Remember That!"

Didn't get a chance to read the story your friend heard on WBAA? Or just looking for a way to re-read some of your favorites? Refresh your memory with a compilation of some recent WBAA stories in, "Hey, I Remember That!"

1. [An Art Two-fer: Playing Pianos After Painting Them](#)
  2. [West Lafayette Budget Offers Raises, Forecasts Big Insurance Increase](#)
  3. [Drowning Prompts Frankfort To Write Safety Rules For City Pool](#)
  4. [Monthly Conversation With Mitch Daniels: GE Groundbreaking, Lobbying and 'President Daniels'](#)
  5. [GE Breaks Ground On \\$100 Million Engine Plant](#)
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## Follow WBAA in Social Media

Don't miss the latest news and updates at your favorite public radio station, WBAA! Follow us on Twitter [@wbaaradio](#) and like WBAA on [Facebook](#) or click "Get Notifications" to know every time WBAA posts a new story. You can get notifications by hovering over the "Liked" button with your cursor and clicking "Get Notifications" so that you don't miss a post!

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