

Luncheon every *third* Tuesday, 11:30 A.M.

This month: **APRIL 20, 2010**

Next month: **MAY 18, 2010**

Gallery Restaurant - Club Room

Fargo Holiday Inn

# MikeNotes



# Reprise

News & Memories for WDAY AM-FM & WDAY-WDAZ-TV Alumni

Web archive of all issues <http://sites.google.com/site/wdayalumni>

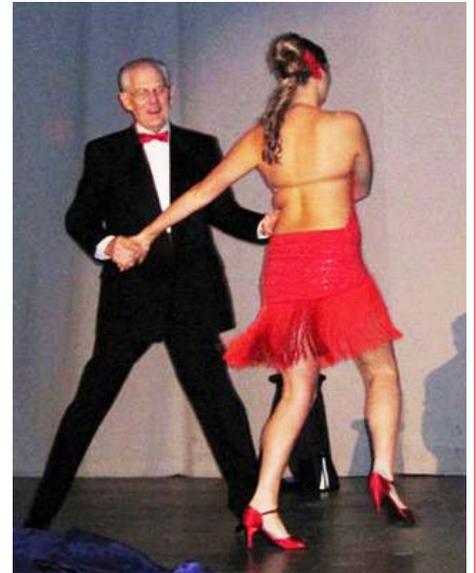
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Issue #17  
April, 2010

## It's Tello-Test Time!



**Circa 1940s**, the above photo shows a broadcast of "Tello-Test," an audience participation show sponsored by Nabisco and Royal Jewelers of Fargo. Host **Ken Kennedy** is shown talking to a listener on the phone. The caption on the WDAY archive photo identifies, by first name, those in the photo: Standing (L-R): Joe, Ralph, Frank, Les, Harry - Seated (L-R): Jeanne, Ken, Jill, Joan, Jerry, Judy.



## Jack Sand blends dance with magic!

Our own **Jack Sand** was invited to participate in the Red River Dance Company's *Dancin' with F-M's Finest Show* contest. He came through with a lively dance performance combined with a bit of magic. A video your editor saw showed a very enthusiastic reaction to both Jack's dancing and, of course, his always-well-received magic.

He tells this newsletter: "I had never danced before and I have two left feet, but I gave it a try to see what I could learn." His instructor/partner was **Laura Brunik**. Jack reports that "**Chris and John**" from BOB Radio in Fargo were there, with Chris being the emcee and John was a judge.

Five married couples and four singles were all paired with Red River Dance partners. Jack says his spouse, **Rochelle**, didn't care to participate. This writer guesses that she may have felt having one "dancing with the stars" *star* in the family is enough (chuckle, chuckle). WDAY-TV weatherman **Daryl Ritchison** and **Bill Marcil, Jr.**, and their wives, all took part in the February 13th, 2010, program.

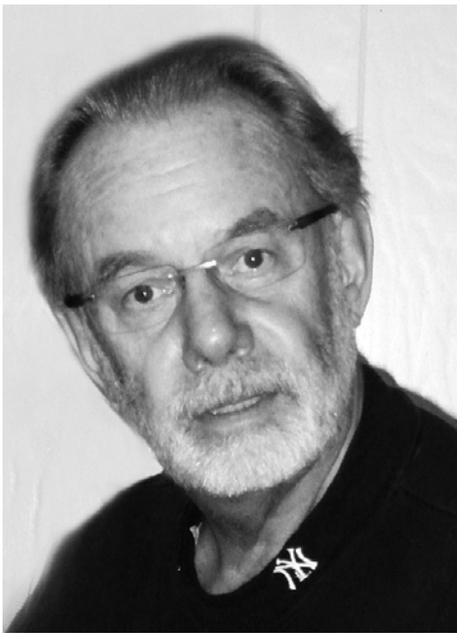
## From the Party Line "Christmas Recipe Booklet"

**DON ROSELAND** was raised in Fargo and received his formal musical education at the Concordia Conservatory of Music. After playing with various bands and groups throughout the United States he moved to Hollywood and began a career there, which came to include hotel and nightclub engagements, recordings, motion pictures, television and song writing. His own group, "THE THREE DONS AND GINNY" appeared in the top spots in Hollywood, Las Vegas and Palm Springs and recorded the original version of "Say You're Mine Again" in 1954. Currently this record is being revived and played nationally once again. Returning to his "hometown" in 1959, he began appearing on WDAY-TV. Don says, "If the people enjoy listening to my music as much as I enjoy playing, then we're all being made happy."



Thanks to retired Fargo chiropractor **Tom Askland** for making available a copy of the 1963 edition of *Christmas with Party Line*, a 56-page booklet of recipes that was an annual favorite of the TV program's audience. The publication contains a wealth of photos and narrative, along with lots of tasty recipes. The above clipping about the late **Don Roseland** is from the booklet. Thanks, Tom!





## The Erling Entry by John Erling

### “Honey, I miss you”

In 1968 the *Forum* of Fargo-Moorhead owned WDAY TV, WDAZ TV and WDAY Radio (AM-FM).

**Norman D. Black Jr.** was the publisher of the *Forum* newspaper from 1944-1969.

As I remember Mr. Black (everyone referred to him as “Mr. Black”) he was an immaculate dresser, a thin, short man presenting a very striking image. When you would see him walking in downtown Fargo he seemed to be walking with purpose. This was not someone I would dare try to engage in conversation.

Mr. Black’s wife died in 1968.

In that year Bobby Goldsboro released a song called *Honey*, also known as *Honey, I Miss You*. As you may remember, it’s a song about a man who mourns his deceased lover and begins with him looking at a tree in their garden, remembering “it was just a twig on the day they planted it together,” then reflecting on their relationship before turning to the day “the angel came.”

The song spent 5 weeks atop Billboard’s pop singles chart, so it was getting a lot of air time. And on a certain day in 1968 I was playing that song.

How many times, I have wondered, did Mr. Black hear the song before he was moved enough to come to the studio. I saw him open the studio door; he stopped beside the console and said to me: “If you ever play that song again I will fire you.” He walked out and I was frozen. I couldn’t say anything. I relayed the message to

**Norm Engstrom** our program director and the song was never played again.

As I reflect on that day I imagine he was listening in his car. And on that day it upset him so much he had to do something about it. He didn’t call the radio executives to send the message down to the staff; he came to the source of the “airing” and put an end to *Honey, I Miss You* on WDAY. He could now listen again to his station without fear of hearing the song that was adding to his pain. —J.E.

*Editor’s Note: Thanks, John, for another excellent column! I, too, remember Mr. Black and I recall the song. I can still see him walking down the halls, well dressed in a conservative business suit. And, I can still see you sitting there, on duty, in AM control.*

*John was host of WDAY Radio’s first afternoon call-in show, What’s Your Opinion? that aired from the mid-1960s until 1970. He and his wife, Margaret, make their home in Tulsa, Oklahoma, where John is retired after 30 years of hosting the market’s top-rated morning show. He’s now producing an audio history project you can find on the Internet at [VoicesOfOklahoma.com](http://VoicesOfOklahoma.com).*



## Lem Hawkins

“There’s a car for you and a truck there too, at W. W. Wallwork.” Those lyrics are from a commercial jingle often sung by **Lem Hawkins** on his radio show in the 50s and early 60s.

During the 1930s, when the above photo was taken, he and his band appeared regularly on WDAY Radio, live from the 8th Floor of the Black Building in downtown Fargo. Photo is from the *Texas Ranger’s Radio Album*, a booklet published by WDAY, circa late ’30s, and made available to *Mike Notes Reprise* by **Steve Tschida**, WDAY Radio Production Manager.

## On the web:



Above is a computer screen shot from [www.VoicesOfOklahoma.com](http://www.VoicesOfOklahoma.com), a series of interviews produced and conducted by our own John Erling. His interview with the late evangelist Oral Roberts is one of many interesting encounters on this website. John interviewed Rev. Roberts on August 11, 2009 and Roberts died, at age 91, on December 15th of that year. The interview took place at Roberts’ home in Newport Beach, California. You can listen to these audio segments on your computer or download them for playing later on your iPod or other portable audio device. Complete texts of the interviews can also be viewed on this website.



## An Aronson Anecdote



by **Bob Aronson**, original host of WDAY Radio's first call-in talk show, *Viewpoint*, circa 1970s. Photo of Bob is from a 1973 *Mike Notes*. He lives in Jacksonville, Florida.

### BobServations about the South

I LIVED IN MINNESOTA for nearly seven decades. Now I live in Florida, the state that is south of the "deep south." So far my only concession to living here is that I say "y'all" once in a while even though I am not totally comfortable with it. We live in Jacksonville which is more like southern Georgia than the rest of Florida.

Sometimes I wonder where I am and how I got here, sometimes it's like a foreign country. The first time I heard "Ahmul" I shook my head and said, "huh?" You see in the south "Ahmul" is short for, "I am going to," as in: "Ahmul git me a woman."

No sooner did I hear "Ahmul" for the first time than I thought of Dave Bateman, a staunch southerner who truly believed the south would rise again. Dave was the WDAY Farm Director during my employment there. He was from Oil Trough, Arkansas, and his best friend there was a guy named Puny Bullard. It was from Dave that I learned phrases like: "The good lord willin' and the creek don't rise," meaning if all goes well things will be fine. He had a lot of expressions like that. Once, referring to a couple who were living together without the benefit of marriage, Dave said, "Them two ate supper before they said grace," it took me awhile to figure that out. He also said, "You're so ugly that when you were born I bet the doctor slapped your momma." Dave had a taped five minute radio show called, *This Business of Farming*, but he couldn't say business, he said "bidnez."

I have come to realize that Dave Bateman was somewhat representative of the south. He only sounded strange in the north. In the south I hear dozens of Dave Batemans on a daily basis and even after four years here there are some things I simply can't get used to.

• Confederate flags. They are everywhere. My God, how long can you hold a grudge? The war ended almost 150 years ago. *Nathan Bedford Forrest High School* here in Jacksonville is a great example. Forrest was a confederate

general and one of the founders of the Ku Klux Klan. There's been no attempt to change the name of the school and, yes, it is integrated.

• Southerners emphasize the first syllable of most words. UmbRELLa is Umbrella, insurance is INSurance, DuVALL county is DUvall county.

• You can easily be damned with faint praise. "Bless her heart, but she is dumber than a load of goats." Most insults are preceded with "Bless her/his heart."

• I am positive that southern cars are built without turn signals.

• Southern courtesy does not extend to the freeway. You are not allowed to change lanes; they won't let you in even if you use electronic and hand signals. They don't even move over for emergency vehicles.

• What we call "quack or crab grass" in the north is *regular* grass here. Lawns generally look like neatly trimmed beds of weeds. Those who have real grass spend exorbitant amounts of money watering and maintaining it.

• The only people who ever arrive on time are *paramedics*. If you call for a plumber, a handyman or anyone else, including the police, they will either be a day late, or will not show up at all.

• Grits. I don't know what the hell they are and they look terrible.

• Chitlins. If you don't know what they are, don't look them up.

• Every redneck joke you ever heard applies here.

• I've seen several fist fights on the shoulder of the highway. Road rage, no doubt.

• If your car ever goes off the road just sit there. Eventually a pickup truck will come along with four burly guys in it and lots of chains and ropes. They live for situations just like this.

• Nobody gets ready for anything but they are always "Fixin to." "Fixin," though, has been shortened to "fin."

• No one has cars in their garage. Garages are for storage, period!

• In Florida, if there's no room in the driveway people park on their lawns. What the hell, there's no grass anyway.

#### THE SOUTH HAS SOME GOOD POINTS, TOO:

• The highways are much better than they are in the north due to the lack of temperature extremes and, therefore, very few potholes.

• Driving at night is easier here because the highways have small reflectors embedded in the pavement. These reflectors shine brightly regardless of the weather. It would be impossible to have them in the north because the snow plows would rip them up.

• I have learned to love iced tea. You are always offered two choices here: sweet tea or "unsweet" tea. The sweet tea is much too sweet for me. No one here drinks instant tea and no one would dare serve it, people really know the difference.

• Prices are generally lower here.

• It's warmer.

• There's lots and lots of sunny beach.

• There's a cruise port here so you can hop on a ship and travel wherever your wallet will take you.

• In Jacksonville we have free garbage pick up and they'll pick up anything in any amount, even refrigerators.

So, I guess there's some balance but, short of the winters, I prefer the north. It just seems saner. My wife, Robin, is from Jacksonville and her whole family lives here. We have dinner together every Sunday at our house and I must say I am blessed to be part of such a wonderful group.

I hope this very rough missive offers readers some insight into life in the south, if nothing else am hoping you got a chuckle or two. —B. A.

*Editor's note: Great job, Bob! Thanks for the chuckles and education on the Southland. I've driven through and stayed in rural Georgia on our way to visit our kids in the Tampa Bay area. I totally understand what you're saying about northern Florida being more like their neighboring state than the rest of the Sunshine State. —L.G.*

### Addendum to Mike Notes Reprise Issue #16

In the last issue of this newsletter your editor reported on welcoming

**Barry Dresser**, son of **Don and Eldora Dresser**, to our January alumni luncheon. Besides being a Dresser family member, I didn't realize Barry was also a 10-year WDAY employee



who came aboard in August of 1979. He spent the first 7 years in Engineering, the remainder of his service was in Television Ad Sales. Barry was hired by **Jim Wayman** and worked under **Lance Lee**, **Ritch Kittilstved** and, later, under **Cole Carley** in Sales. He left WDAY for Artco Promotional Products, where is now owner and President, in February of 1989.

# A tribute to Al Aamodt

by Dave Aamodt

*EDITOR'S NOTE: As most of you know, Al Aamodt is no longer employed by WDAY due to a change in direction by management. Many of us worked with Al and regard him as the consummate professional who loved his work and did it with plenty of passion. Your editor also worked with Al's brother, Dave Aamodt, when he was an intern in the WDAY radio sales service department during the summer of 1971. Dave returned to the station in 1973 and served until 1980. He left to become sales manager at KQWB-AM in Fargo-Moorhead for two years (1981-1982) and then returned to WDAY Radio as General Sales Manager from 1983-1985. He joined Ingstad Broadcasting as General Manager in Fargo, serving from 1986-1987. While with the Ingstad company, he transferred to Yakima, Washington in late 1987 and remained with the Ingstads as General Manager through 2000. He still resides in Yakima and now works as an independent radio consultant. In the following letter to Mike Notes Reprise, Dave offers a tribute to his brother, Al:*

## To my fellow WDAY Alumni:

My brother, Al Aamodt, worked at WDAY for 35 years. But that was in calendar years. When you arrive at work by 5 a.m. and don't leave for home until around 6 p.m. and do that for years—make that decades—Al probably notched 45 years of service with WDAY.

The Northwest Broadcast News Association awarded Al the Mitchell Charnley Award for Broadcast Excellence (an award also won by the likes of Tom Brokaw and Erik Sevareid) and he was—and still is—a newsman for all seasons. Al's covered floods in the spring, chased tornadoes in the summer, reported on elections in the fall, and read countless numbers of school closing and road reports in the winter. He has served the viewers and listeners of the Fargo-Moorhead area tirelessly and is a



Dave Aamodt



Al Aamodt in WDAY news studio at The Forum, 2009

proven leader by example both in the newsroom and by serving as a coach and mentor to countless young people just entering the news business.

When WDAY Radio asked him to do a talk show, he tackled the challenge, even though he had never done talk radio before. And Al wanted his version of a "talk show" to be different from the shrill talking-point-circuses that are so prevalent on radio and television today.

My brother Al was always proud of WDAY-TV and Radio. It's where he always wanted to be, the *only* place he wanted to be. He turned down opportunities to move up and move on when he was young.

Whatever station or broadcast news organization hires Al for the next phase of his outstanding career, they will be gaining a real asset to deal with the challenges of today's changing media. He remains one of industry's most experienced and dedicated news professionals. And, besides that, he's a wonderful brother I will always look up to.

Sincerely,  
David Aamodt  
Yakima, Washington  
aamodtdb@aol.com



# Marine Corps League looking for a "few good men!"

DALE CHILSON, retired member of the broadcast and advertising community in Fargo-Moorhead, is also a long-time member and officer of local Detachment #435 of the Marine Corps League. Dale welcomes any Marines in the WDAY alumni group to join them on the **3rd Thursday of every month at TNT's Restaurant in West Fargo. Meeting time is 1900.** Stop by and meet the Marines who attend and check out this outstanding organization that provides service to The Corps and the community. For more information on joining the Marine Corps League call Dale at 701-277-0335.



Although not a Marine myself, for several years your editor was proud and privileged to produce a monthly newsletter for Detachment #435. It was called *Scuttlebutt*. Through working on it, with the help of Marine **Dan Schwandt** of Moorhead, I not only learned a lot about the tremendous service and sacrifice of the Marine Corps, but I also discovered that, even though discharged, there is no such thing as an *ex-Marine*. Once a Marine *always* a Marine! The Marine Corps League heartily and warmly welcomes all Marines. Semper Fi!

## Note from a reader:

"Thanks for sending the *Mike Notes Reprise* issues. I really enjoy seeing all the old pictures and reading-up on everyone. Wishing you lots of good luck for the following year.

— Greetings and love to all, Grace  
(Mrs. Jack) Lester, Naples, Florida

**Editor's Note:** Thanks, Grace for your welcome feedback and the \$10 you sent for the ink and postage fund!

All issues of *Mike Notes Reprise* are archived for viewing, downloading and printing at  
<http://sites.google.com/site/wdayalumni>

**APRIL, 2010 LUNCHEON:**  
Tuesday, April 20, 11:30 a.m.  
Fargo Holiday Inn