

In the life of Sanford A. Schafitz W3AB a Youngstown product. Who would know that in the Schafitz amazing career there would be a scrape with the U.S. Supreme Court!

A young Sanford Schafitz *1926-1979* a Youngstown Ohio native, noted at an early age of electronic and electric skills. With a B.S. degree from Purdue in Engineering. He became quite a business man, in and about the Mahoning Valley and even instigated TV45 WXTV Independent, long before PBS, then started a broadcast station with lots of legal problems in Lorain Ohio.

The state of the art; in a conversation with W3NU Charles Ring Jr 31 May 04 --The original founder of WFAR was Sanford Schafitz W3KWO and later W3AB He (Schafitz) had top grade licenses in commercial radiotelephone and telegraph and amateur extra. He was an engineer at WPIC in Sharon until he built WFAR circa 1952, the 3 tower transmitter site is not far from where I live, Ring said. It has had so many call signs that I cannot count them. It then was a satellite fed Catholic religious station and I do not think it has any local studio. Several times it has been off the air for months and it was doubtful it would ever be revived. Then operated by Beacon Broadcasting in a simulcast.

When a station shuts down, it may be rebuilt or consolidated, its record collection is almost always trashed, this usually is true even when a station survives when ownership changes. My efforts to save broadcast history have been met with derision by modern managers. One said "I am not going to run this place as a museum!" and gave me an incredulous look when I said he should consider saving the Gates tube xmtr as a standby when the newly designed gear arrived. The business is quite weak now and getting worse every year; the mind set is simply money and that only in the Wall Street sense. Look what Wall Street has done for us (Author)

WFAR AM 1470 is a good study of dwindling a.m. radio services over the long haul and in these times. WFAR commenced operations from a residential area in Farrell, date 1954, Sanford A. Schafitz was the owner/operator. Power authorized was 1 KW day and 500 watts night. - The station had a decent run until 1986 and became WMGZ; in 1989 the station became WOJY; then in



1991 became WRQQ, then 1996 WICT; 1997 WPAO and finally in 2003 WLOA - Schafitz expired in 1979, I doubt he would believe the station would change hands that often. WLOA was a no studio, satellite feed. Quite a change from Schafitz's days.

Schafitz pictured here (K8CX foto) branches out in 1958 and founded WWIZ a modest 500 watt daytime only, on 1380 kc the second a.m. station in Lorain County, the first to directly serve the city of Lorain, Studios were set up in Lorain's downtown area and transmitter was built in adjacent Sheffield Township, Continued on page two.

Among the early hosts at WWIZ were Bob Lockwood, Alan Mink, Jeff Baxter who doubled as program dir. Bob Lee and Bob BJ Sellers, later known as Polka King. Umpa pa. --WWIZ signed on in Oct 26, 1958 but one month before the station signed on the air –

Schafitz arranged a deal with the Journal in Lorain, the Journal as it turned out, was a party that actually tried to get the station assigned in the first place via a complicated straw-man transaction designed to circumvent the legal requirements which prevented Journal Publishing from holding a license. This likely came about after the parent company of the Journal's chief competitor, the Elyria Chronicle-Telegram, acquired Elyria-Lorain Broadcasting months earlier.



Schafitz pictured in 1951 as Purdue Grad., in engineering. To make a long story long, WWIZ A.M. became under the ownership of Harry Horvitz chief owner of Journal Publishing, purchasing the station 20 Jun 61 - Both WEOL and the FCC soon objected to the move as neither was properly notified of the previous action. WWIZ's license was put up for immediate renewal by the FCC in march 1962, after a lengthy court fight, the renewal was denied in April of 64, appealed before the Supreme Court and revoked in late 1966, the station then operated under a temporary permit until being ordered off the air entirely on 14 July 1967. This would not be the end of WWIZ!

Because WWIZ's license had been revoked and placed in a trusteeship, any reactivation of the station was treated as a new station application. Therefore, WWIZ and it's successor are considered separate stations. The license was open for bidding during the next year, with Lorain Community Broadcasting CO., emerging as the new license holder. Intending to give WWIZ a new and fresh start, the call letters were changed to WLRO ie. Lorain, Ohio - the staff was named and became operational with none other than Norm N. Nite the music director. Norm Nite went on into the Cleveland, Pittsburgh and NYC scene.

The problems were not over with WLRO, it morphed into WRKG, WELI and finally WDLW. Things just don't seem to end well in the a.m. sell out era. Where are the broadcasters that know how to manage? If you can come up with a personnel reduction plan, you can make money.

A hint for these troubled owners, first put your money into an FM outlet, yes, FM is noise free, Armstrong was no dummy! operate it when you have an audience. Simulcast 3 or 4 stations if necessary. Use the best equipment available, FM capability for outstanding quality is something the listener can really appreciate. Never cheapen out on the antenna. Will the interest ever return in the AM/FM media, not hardly as today's people are glued to the big screens and surround sound and cable movies! It was over long ago, but I keep hoping!

The rest of the story; My main subject in this file, The Schafitz WWIZ dream still exists and located here in the Valley. Operating on FM - WWIZ-FM City of License, Mercer Pa, serves the Youngstown area on 103.9 - Is one of 7 stations in the Youngstown market owned by Cumulus Broadcasting. W3AB would be pleased one of his namesake's is still on the air. Partially scripted Wikipedia.org/WDLW - some comments by W3NU, Charles. Foto's by www.hamgallery.com