

St. Norbert College

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### Gosz was a player in old era of local radio

Bob Lowe

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# Gosz was a player in old era of local radio

**T**he death this week of Father Isadore Michael Gosz has some longtime Fox Valley radio and TV folks reminiscing about the days when the Norbertine Fathers were major players in the local broadcast scene.

Gosz, 80, died this past week at the St. Norbert Abbey in DePere.

Gosz was a former managing director of WHBY-AM 1150, WBAY-TV Channel 2 and WBAY-AM 1360 (now WGEE) and FM 101.1 (now WIXX).

Veteran WHBY newsman Ray Waiter worked with Gosz when he came to the station in 1973.

"He was in charge of broadcast operations for the Norbertine Fathers, who launched those radio and TV stations," Waiter said.

Lewis Process, who served as general manager of WHBY at the time, said he has very vivid memories of Gosz.

"I can remember him as a very serious, hardworking individual who displayed a great deal of integrity," he said.

Waiter said Gosz worked with WHBY but was not involved with the purchase of its sister station, WAPL-FM 105.7.

Duke Wright, president of Midwest Communications, purchased the WBAY-AM and FM stations from the Norbertine Fathers. At the time, the AM frequency was country and the FM frequency was rock.

"At the time we owned two other stations, WRIG and WDEZ in Central Wisconsin and we also owned WROE in Neenah," Wright said. "We thought they were great stations in a great market and it proved to be right."

With huge corporations now controlling the bulk of the area airwaves, Gosz' passing is a reminder of how much things have changed the past two decades.

Tuning in

**BOB  
LOWE**

Post-Crescent  
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