

WITT – FM – 93.5

Although FM broadcasting was invented in the 1930's, it did not develop into a viable broadcast medium until after W II. By the late 1960's there were enough FM stations on the air, and enough receivers reaching the ears of listeners, to enable FM stations to compete successfully for an audience. Frederick W. Seibold, born and raised in Tuscola, had listened to WDZ as a child. After returning to Tuscola from service as a Navy communications office, he applied to the Federal Communications Commission in December, 1967, for an FM broadcast station construction permit for Tuscola. After the permit was granted, he applied for the call sign WITT, because it could be used as a pronounceable word in station promotions. WITT began broadcasting in September 1970. The programming consisted of local news, farm markets, and a variety of music. WITT broadcast hundreds of Tuscola High School ballgames, Tuscola City Council meetings, and helped promote many Douglas County community events.

Two significant individual community services the station rendered were live broadcasts – for several years – of an Illinois Pollution Control Board hearing which threatened employment of hundreds of chemical plant workers at what was then “USI.” A few years later, WITT worked very closely with the Douglas County Farm Bureau to defeat the Lincoln Reservoir project south of Charleston. The project would have ruined the farm drainage in much of Central Douglas County had it been built.

WITT broadcast the Sunday morning services of Immanuel Lutheran Church for many years.

Seibold sold WITT to Fred Rogers from Champaign in 1983. Rogers did not operate the station, later selling it to the Tuscola cable TV franchisee. WITT was subsequently sold to the first in a series of absentee owners, who moved the transmitter to Pesotum and operated the station as a Champaign-Urbana station, with various call signs and programming formats, not unlike WDZ's numerous format changes in Decatur over the years.

