

Jefferson



Standard *broadcasting company*

ONE JULIAN PRICE PLACE • CHARLOTTE, NORTH CAROLINA 28208 • 333-8833

staff memo

July 15, 1969

TO: The Charlotte Staff

FROM: Tom Cookerly

Tonight at 8:30 PM, WBTB will show a special program commemorating our 20th Anniversary. This program is a result of a tremendous amount of hard work on the part of many people -- particularly Reno Bailey and Don McDaniel.

I have screened the program and it's terrific! I sincerely hope that all employees and their families will have an opportunity to see it. This is the history of WBTB complete with pictures of the "early" days. For those of you who've been here a long time, it will bring back many memories. For those of you who are new, you can see how it used to be -- for better or worse!

For your information.

Tom
T.B.C.

TBC:ec

"WBTV AT 20 YEARS"

Produced for WBTV's Twentieth Anniversary

July 15, 1969

Written by Reno Bailey

Produced & Directed by Don McDaniel

Production Coordinator-John Hutchinson

MATERIALS USED FOR VISUALS:

- *EXCERPTS: From "Dynamic Decade"
(WBTV's 10th Anniversary Show-VTR)
- *EXCERPTS: From syndicated film shows
(Borrowed from syndication companies,
WSOC-TV and WCCB-TV)
- *STILLS: From CBS, WBTV negative file,
WBTV promotion file and copies from
book "How Sweet It Was," a
pictorial history of tv.

JEFFERSON STANDARD BROADCASTING COMPANY

APOLLO FILM: EARTH
DIMINISHES IN SIZE, THEN
LOW PASS OVER MOON
SURFACE. "SPACE" MUSIC.

FADE OUT. MUSIC OUT

FADE IN, STILL #1. MUSIC
IS SOME 1949 MELODY

STILL #2

Every year there is some special thing...
some phenomenon...to occupy our minds.
The particular phenomenon of 1969 is
man in space. It's our psychological
counterbalance to worries about inflation,
taxes and the war. It seems incredible
that man will set foot on the moon...now...
while we're living. Yet that man will
leave the earth tomorrow, July 16, on what
will become the most memorable voyage since
that of Columbus.

This was the phenomenon of 1949: the
coming of television! Its impact was
considerably greater than that of a moon
flight, for television would change the
daily lives of every one of us...and
somehow we knew it.

The old Charlotte Armory was packed on
that hot night of July 14, 1949. Twelve-
thousand curious Carolinians came to see
what "TV" was all about.

.
.
.
.
10'.
.
.
.
20'.
.
.
.
30'.
.
.
.
40'.
.
.
.
50'.
.
.
.
60'.



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

STILL #3

They visited the booths of all the set distributors, to see which sets gave the clearest pictures.

STILL #3A

What they viewed during this closed-circuit telecast were films of the New Years bowl games, musical novelties and travel films.

STILL #4

The next morning, an ad in the Charlotte Observer told the story: "Today" was the day. Beginning at noon, there would be a regular, daily schedule of television broadcasts.

STILL #6 (FILTER VOICE)
SUPER: "July 15, 1949"

This is WBTV, Charlotte, North Carolina, signing on Channel 3 television from Charlotte, the Queen City of the South... with the effective radiated visual power of 16,300 watts and the radiated sound power of 8,200 watts. This is the first television broadcasting signal in the two Carolinas. Now we present test pattern and tone for set adjustment.

10'
20'
30'
40'
50'
60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

AUDIO: 1000 CYCLE TONE,
LOW LEVEL. SUPER: "WBTV
AT 20 YEARS"

FADE TONE. DISSOLVE TO
TALENT IN INFORMAL STUDIO
SETTING.

I'm Jim Patterson. The day I read that first sign-on was absolutely wild. I don't think anyone on the staff thought we would really get on the air...that it would all work. I was to be at the transmitter at Spencer Mountain at noon for the sign-on. Everything was so up-in-the-air at the Wilder Building studios, of course, that we got a late start. I practically had to fly those twenty-six miles to get there on time. I roared out Wilkinson Boulevard--doing about 85 all the way--and made it. But it was twenty minutes after the sign-on before we realized that we ought to write down what we were doing... and when we were doing it. We had forgotten to keep a "log", the broadcaster's most important document! (PAUSE) It's hard to believe how television virtually exploded upon us. From the early twenties, ours was a nation possessed by radio.



CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

END OF ON-CAMERA PORTION.
FADE OUT/FADE IN MULTI-
SCOPE; PULL NEWS STRIP.

We were enchanted, delighted, enlightened and even frightened by the sounds we heard on radio. The personalities and characters whose programs we tuned in were old friends...some were almost part of the family. Radio had such a hold on our imaginations, that no one would have predicted that it could ever have been replaced by anything else. And the replacement came almost overnight. (PAUSE)

In July of 1949, we, who worked in radio, had no idea whether or not television would last a year. A year later, we would wonder if radio could survive.

This is how we began. This is how WBTV looked on that July 15, twenty years ago. During that afternoon, and for weeks to come, the test pattern alternated with this device, called a "multiscope". People crowded in front of store-window display sets to see the news slide across the screen. (PAUSE)

.
.
.
.
10'.
.
.
.
20'.
.
.
.
30'.
.
.
.
40'.
.
.
.
50'.
.
.
.
60'.



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

STILL #7

Those store-window viewers were probably the bulk of our audience, for within WBTV's coverage area...roughly a 50-mile radius from our transmitter...there were only about a thousand homes with TV sets.

STILL #5

WBTV's opening night schedule was filmed programs...presumably the viewer's after noon was spent adjusting his set to the test pattern. The evening began with filmed world news; "Telenews", it was called.

STILL #5A

The first entertainment show starred Cliff Edwards, or "Ukulele Ike", best known as the singer of "When You Wish Upon a Star" in Walt Disney's "Pinocchio".

STILL #5

At nine o'clock, Carolinians saw their first "Friday Night Movie", in fact, their first Any Night Movie...on television. It was the 1937 film "A Star is Born", starring Janet Gaynor and Frederick March.

DISSOLVE TO
SPENCER MOUNTAIN STILLS

(PAUSE) In those very early days, all of WBTV's programming originated at our

10'
20'
30'
40'
50'
60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

PROJECTION ROOM FILM

Spencer Mountain transmitter. There were no live shows from our studio...or from the networks. Everything seen from Channel 3 was either film or slides. These were carried to the transmitter by a messenger on a motorcycle.

10'

DISSOLVE TO STILL #5B

The network shows WBTV telecast in those days were on "kinescopes", which are simply motion pictures of a TV screen. Being used to the picture quality of today's television, you would not enjoy watching kinescopes...if you would watch them at all.

20'

STILL #5C (OPEN ON LEFT HALF, PAN TO RIGHT AFTER TITLE IS GIVEN)

Television's first cowboy...at least on WBTV... was Hopalong Cassidy. He would later ride in one of Charlotte's earliest Carousel Parades.//Some other "New Fall Shows" to appear in 1949 were "Ken Murray's Blackouts", on which Laurie Anders always used to say "Ah love the wahde open spaces".// "Kukla, Fran and Ollie," which was produced for children

30'

STILL #5D

40'

50'

60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

STILL #5E

STILL #5F

STILL #5G

STILL #5H

DISSOLVE TO STILL #8

CU WHITNEY AT DESK

ZOOM IN ON AUTRY PHOTO ON DESK

CUT TO GENE AUTRY FILM

FADE OUT/FADE IN STILL #9

but adored by many adults.// "Toast of the Town", with Ed Sullivan... He surely couldn't stay on TV very long; nobody liked him... but the people.// "The Texaco Star Theater", with TV's original superstar, Milton Berle. If, on Tuesday nights, you visited a neighbor with a TV set, it was this man who drew you there.// "The Goldbergs", starring Gertrude Berg,// and "The Fred Waring Show", whose chorus always closed the Sunday night show with "Sleep, Sleep, Sleep". (PAUSE)

In an operation so totally new as WBTV was, everything that happened was some kind of "first". This scene marked the signing of the first sponsor of an entire program.// Grant Whitney of Charlotte's Belk's Department Store closed the deal for a show featuring a singing cowboy... (AUTRY EXCERPT 1:05)

While you were watching kinescopes and local films on Channel 3, engineers and

10'
20'
30'
40'
50'
60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

crews were working feverishly to connect the television centers of New York and Chicago with the rest of the country. They were stringing out thousands of miles of underground cable. Until it touched us, we could not broadcast, nor could you enjoy, live network programs. Then one day...finally...the cable came to Charlotte!

10'

20'

COAX SEGMENTS...SUPER
"September 30, 1950"

(COAX EXCERPTS 4:00)

30'

VOICE OVER FOOTBALL FILM: Ironically, the first live network program showed the defeat of UNC by NotreDame, but viewers who were Tar Heel fans could try to forget ...by watching "Howdy Doody", "I Love Lucy" "Burns and Allen", or "The Cisco Kid".

40'

SHOW EXCERPTS

(EXCERPTS: HOWDY DOODY, I LOVE LUCY, BURNS AND ALLEN, CISCO KID 6:00)

50'

STILL #10

There were already over 75,000 sets in the area by May of '51, when there occurred one of the first really historical events to be seen by the WBTV audience.

60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

STILL #11 CU SWITCHBOARD
THEN PULL OUT

STILL #12 - OPEN WIDE,
MOVE IN TOWARD FURN. STORE

MACARTHUR STILLS

STILL #13

STILL #14 SUPER:
"Sept. 30, 1951"
STILL #15

STILL #16

STILL #17

The Channel 3 switchboard was jammed with calls prior to the telecast; viewers confirming to themselves its scheduled time.

Large crowds gathered in stores with TV sets to watch the famous address to Congress of General Douglas MacArthur.

(AUDIO TAPE EXCERPT :45)

In the fall of 1951, it was announced that Channel 3 would begin live programming. Viewers were eager to see those people whose voices they had only heard on WBT radio.//The guests and officials were introduced, including//Mayor Victor Shaw,// Dr. George Heaton,//Jefferson Standard Broadcasting President Joseph Bryan//and WBTV Station Manager Larry Walker.

The audience got their first TV glimpse of Kurt Webster, for many years a radio personality.//They saw Arthur Smith and the Crackerjacks, already well-known from their records, personal appearances and



CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

STILL #18 CU FRED ONLY

DISSOLVE TO STILL #20

STILL #18 CU BUCKSHOT ONLY

STILL #19

STILL #19A

FILM OF STUDIOS

BEGIN MONTAGE OF LOCAL SHOWS WITH MUSIC UNDER

radio programs.//Fred Kirby, our resident cowboy, was on the first live show.//At the Carousel Parade the next year, Fred got louder applause from the kids than Hopalong Cassidy.//And there was "Uncle Buckshot", who in real life was newsman Jack Knell. For months to come, he was to host programs of vintage western films.// Also introduced was Bonnie Garris, WBTB's first cooking show hostess. Others seen that night were Phil Agresta, Grady Cole// and Clyde McLean, who, in the next week would be tagged with the nickname "Cloudy".

(STUDIO FILM 2:45)

There were more local live shows in early television for several reasons://There was more time to fill. The networks provided fewer programs than today.//And, compared with today's production costs, these early shows were fairly inexpensive. There were quiz shows, comedies, musicals, interviews, kid's shows, audience participation shows,

10'
20'
30'
40'
50'
60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

HOLD MUSIC TO END OF MONTAGE

COVER OF TV GUIDE

CU TOP OF PAGE 8

CU AD ON PAGE 6

NETWORK STILLS OVER MUSIC OF EARLY FIFTIES

how-to-do-it shows...there was nothing we didn't try. We had no pressure from the ratings system, very little fear of failure...and a lot of guts. (PAUSE)

MONTAGE OVER MUSIC

November, 1951, saw a brand new magazine on local newstands. Fifteen pages of TV articles and information.//In this 1952 issue, there were listings for only two channels.//If you subscribed, they'd send you a free, 5 x 7 black and white autographed photo of Lucy and Desi! Imagine that!//By now the networks were learning the law of the jungle: "Survival of the fittest." Some of the earlier shows were falling by the wayside...for this new mass audience was showing it had preferences. But if one show was cancelled, there was always another to take its place. So many programs have come and gone. Over 20 years, there must have been thousands of them.

10'

20'

30'

40'

50'

60'



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

FADE OUT/FADE IN STILL #22

STILL #23

STILL #24

IKE REMOTE.
SUPER DATE.ROGERS, BROOKS, BLACKIE,
MARGIE EXCERPTSSTILLS #25A THROUGH 25F
CARRY THROUGH TO STILL
#26

(MONTAGE EARLY NETWORK SHOWS :50)

On March 9, 1953, Doug Mayes, our Esso Reporter, threw a switch during his newscast that increased WBTV's // visual power from about 16,000 to 50,000 watts. Three months later it was increased again...to 100,000 watts; enabling the station to provide service to many new viewers in distant areas.//Meanwhile, a very important person was coming to town, and WBTV had its cameras ready.

(REMOTE EXCERPTS 1:30)

Special telecasts, such as this one, were what the name implies...special, for the staple diet of the viewer was, and is, situation comedies, westerns and detective stories.

(FILM SHOW EXCERPTS 6:24)

There is usually a great deal of work involved in readying equipment for a remote telecast.//But sometimes there's

CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES



JEFFERSON STANDARD BROADCASTING COMPANY

no trouble at all.//In June 1954,
Charlotte's Southern Railway Freight
Station burned//...and WBTV provided live,
// on-the-scene coverage from our own
roof-top. Then, and since, the Channel 3
news staff has distinguished itself time
and again in reporting the disasters,
events and just-plain-news of the
Carolinas. (PAUSE)

DISSOLVE TO STILL #26

They came...often by the busload...and
they saw. What we saw was that there was
simply not enough room...for personnel,
for new equipment//or for props, which
do not fit neatly in any space. This
staff member, incidentally, is Mark
Rascovich, who was later to write the best-
selling novel, "The Bedford Incident".

STILL #27

(MOVE TO NEW STUDIOS EXCERPT 2:30)

MOVE, SUZIE, CONTROL FAX

TRANSPARENCY, CU CAMERA

A year and a half before, WBTV had begun
transmitting color...only test patterns at
first, then color film, and, later,
network color shows. Now they were to be



CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

CHC INTROS HEATON PGM
SUPER "December 1955"

SPECTRUM TRANSPARENCIES

GRAHAM, 1ST VTR, PERSON
TO PERSON REMOTE

GOLDEN INTERVIEW,
SUPER "February 1959"

CIRCUS COVERAGE FOR ABC

DISSOLVE THROUGH SERIES OF
STILLS OF LATER LOCAL SHOWS

produced in our studios.

(FIRST COLOR SHOW EXCERPT 1:15)

Six months later, in May of '56, there appeared on Channel 3 the first regularly scheduled local-live color production in the Carolinas. The program was "Spectrum", and featured Jim Patterson, Barbara Bender and pianist Ziggy Hurwitz. It was 30-minutes of music, travel tips and gardening hints...all done before our only color camera.

(DYNAMIC DECADE EXCERPT 1:20)

(GOLDEN INTERVIEW 2:10)

(DYNAMIC DECADE EXCERPT :25)

By the sixties, Channel 3, and the rest of television, had pretty well achieved the "look" you're used to today. The programming patterns had been established. The audience's viewing habits and preferences had been scrutinized, analyzed and practically memorized, and the



CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES

JEFFERSON STANDARD BROADCASTING COMPANY

programs were scheduled to their best advantage. The days of the "firsts" were over; few things were left that had not been done before. The answer, then, was "quality". "Whatever we do, let's do it better". So, throughout the sixties, WBTV applied this standard, both to its day-to-day schedule...and to a long list of special telecasts, including several which won national recognition.

EXCERPTS:

Nights of Nights	1:55
Parson of the Hills	1:40
ABC's of Democracy	1:45
Battle of Kings Mountain	1:13
Signers for Liberty	1:34
Duty, Honor, Country	2:40
Who is Tampering	:51
Newcomers	2:56

DISSOLVE TO FILM OF EARLY
PLANES.
SOUND EFX AND MUSIC

The story of television...and WBTV...lends
itself to a comparison with the history of

CLIENT

DATE

PRODUCT

AIR

WRITER

MUSIC

CREATIVE SERVICES



JEFFERSON STANDARD BROADCASTING COMPANY

CUT TO APOLLO BLASTOFF

CREDITS & TITLE TO END OF MUSIC

flight. Both were products of experimenters, men whose curiosity fed their dreams of great potential...for the flying jenny and the cathode tube. Their dreams fed their determination...to "Get it off the ground". (PAUSE)

Television is just beginning. We're on a threshold that promises marvels not yet imagined. We're as awed by the future now as we were two decades ago. Our past has been a part of your past; our future will be a part of your future. (PAUSE)

We at WBTB will begin our second 20-years ...after station identification.

.
. .
10'.
. .
20'.
. .
30'.
. .
40'.
. .
50'.
. .
60'.



CLIENT	DATE
PRODUCT	AIR
WRITER	MUSIC

CREATIVE SERVICES