

W B T V

Fifth Anniversary






FROM some aspects five years isn't a very long time. It doesn't seem so long ago that WBTV was in the planning stage and there were as many opinions as to the prospects of the station as there were problems in getting it started.

But when we look at the progress WBTV has made in these five years, we feel that it has been a long time indeed. Since 1949 the number of television families served by the station has grown from one thousand to four hundred thousand. The staff has increased from fourteen to seventy-eight. The number of weekly hours of programming has grown from less than thirty to one hundred and fourteen. The quality of programs has progressed from a few hours of whatever film we could get to the finest array of entertainment and educational programs afforded by New York, Hollywood and the considerable talent resources of our own Charlotte area.

Each step in this forward progress has been made possible through the vision and support of Howard Holderness, president of the Jefferson Standard Life Insurance Company and his board of directors. I am grateful to Charlie Crutchfield and his talented staff who pitched in with little precedent to guide them and through their own energy and creative ability have made of WBTV one of the nation's great television stations.

But to the people of the Carolinas must go a large share of credit. Their purchases of television receivers and advertising time were acts of great faith in 1949 but, we are happy to believe, both are considered excellent investments today.


JOSEPH M. BRYAN
President.




FAITH, we know, moves mountains. In the case of WBTV, faith bought a mountain.

Certainly the tangible beginning of WBTV was the purchase by Jefferson Standard Broadcasting Company in 1947 of the 157 acres comprising Spencer Mountain in Gaston County. Although this acreage was first used for Frequency Modulation transmission, it was our confident hope at that time that it would be used eventually for television transmission.

The Jefferson Standard Life Insurance Company, through their first vice president, Joseph M. Bryan, showed its faith in television, and in the Charlotte two-state area, by authorizing this purchase. It subsequently authorized the spending of nearly a million dollars to provide the first Carolinas television service. Today they are underwriting a three-way expansion of our television service—into color when this becomes practicable, into the Eastern Carolinas where we are building a great new VHF area station, WBTV, with transmitter located at Florence, South Carolina, and into our new million dollar building on West Morehead Street.

As we celebrate the Fifth Anniversary of WBTV, we interpret its growth and success as a challenge to improve and widen the influence of television in the Carolinas. The lessons we have learned in the past five years must be used to make WBTV an ever more constructive factor in the life of the Carolinas community.

For our company's new station in the eastern Carolinas, we solicit the same support and assume the same responsibility to viewers which have been the critical factors in WBTV's reaching its fifth birthday and heading confidently into the future.


CHARLES H. CRUTCHFIELD
Executive Vice President
and General Manager.

KEY TO COVER PICTURES

First row (left to right): J. M. Bryan, President; Charles H. Crutchfield, Executive Vice President & General Manager; J. Robert Covington, Vice President, Sales & Promotion; K. I. Tredwell, Vice President, Program & Public Relations; C. K. Spicer, Controller & Assistant Secretary; Phyllis Safrit, Commercial Traffic; Dan D. Givan, Producer-Director; J. Nelson Benton, Jr., Carolinas News Editor; Bob Raiford, Announcer.

Second row (left to right): W. Chase Idol, Jr., Personnel & Public Relations Director; Jane R. Baucom, Secretary; J. Nathan Tucker, TV News Photographer; Clarence Etters, Music Director; N. Nadine Nanney, Promotion Assistant; Preston M. Covington, Property Coordinator; Ethne Sheridan, Secretary; Fletcher Austin, Announcer; T. E. Howard, Director of Engineering.

Third row (left to right): L. Ray Abernathy, TV Engineer; Charles B. Seward, Film Department Director; Edna Davenport, Disbursing Supervisor & Procurement Clerk; Gil Stamper, Announcer; Robert C. Carroll, Art Director; Bobbie Patterson, Secretary; T. C. Livingston, Television Engineer; Robert W. Dycus, Television Engineer; Norman L. Prevatte, Producer-Director.

Fourth row (left to right): Virginia P. James, PBX Operator & Receptionist; G. Jack Burney, Jr., Research Director & Assistant Promotion Supervisor; Jim Mahoney, Crewman-Cameraman; Melva Moore, Sales Contract Clerk; Wade G. Lawrence, Television Engineer; John Brock, Salesman; Dallas L. Robbins, Chief Accountant; Margie Miller, Secretary; Lacy Sellars, Television Program Supervisor.

Fifth row (left to right): Charles W. Mills, TV Engineer; Rosemary Ford, Promotion Assistant; Donald E. McDaniel, Camera & Lighting Assistant; Arthur Smith, Staff Musician; Glenn W. Johnson, Producer-Director; Leone G. Ferebee, Secretary; Robert L. Montgomery, TV Engineer; Gilbert Caldwell, Crewman-Cameraman; Sylvia Wiseman, Continuity.

Sixth row (left to right): Marilyn McKee, News Assistant; O. E. Simerly, Television Engineer; Clyde McLean, Announcer; Bill Ward, Announcer.

Seventh row (left to right): Samuel C. Zurich, Television Production Supervisor; Joan Farabow, Film Room Assistant; Shirley B. White, Personnel & Public Relations Assistant; Lewis VanLeuven, Mail Room Supervisor.

Eighth row (left to right): Fred Kirby, Staff Musician; Grace L. Lund, Administrative Assistant; Fred M. Blackwelder, TV Engineer; Maureen Powers, Traffic Service; Jim Patterson, Announcer; O. Ned Burgess, Publicity Director; Alan Newcomb, Announcer; G. B. Warren, Staff Photographer; Bob Bean, Announcer.

Ninth row (left to right): Wallace J. Jorgenson, General Sales Manager; Theron D. Houser, TV Engineer; C. Lucille Kirkland, Secretary; M. J. Minor, Chief Engineer; Robert Suttle, Crewman-Cameraman; W. Harold Huss, Promotion Production Manager; Kathleen N. Gurley, Secretary; Mark R. Rascovich, Script & Scenario Director; C. William Cook, Television Engineer.

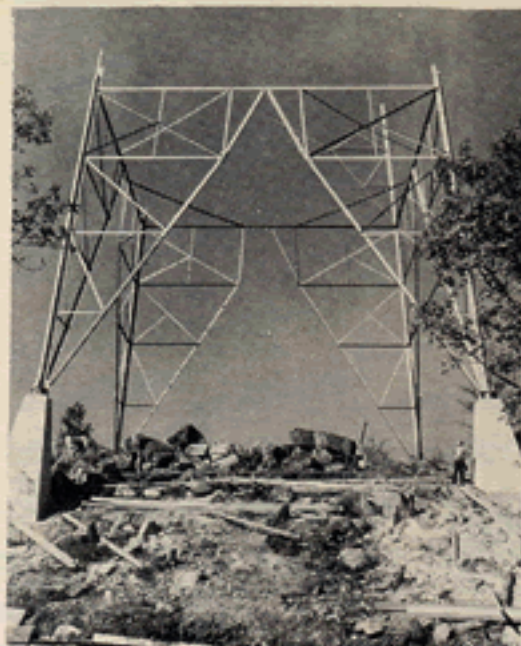
Tenth row (left to right): Thomas B. Cookerly, Salesman; Phil Agresta, Announcer; Jim Riddle, Film Editor; W. T. Bowen, Jr., Television Engineer; Dorothy McDonald, Film Librarian; Doug Mayes, Announcer; J. C. Davis, Television Engineer; Dolores Henson, Secretary; Frank F. Bateman, Special Projects Engineer.

Eleventh row (left to right): Gene P. Thornton, Promotion Assistant; Eugene A. Birke, Assistant Floor Manager; E. A. Bingham, Jr., TV Engineer; Dorris Hagler, Secretary; Sheldon W. Spence, TV Engineer; Ralph F. Painter, Supervisor of the Television Transmitter; T. Keller Bush, Television Engineer; William B. Sizemore, Camera & Lighting Director; John Henderson, Assistant Supervisor of Studio Engineers.

Twelfth row (left to right): Shirley Y. Moss, Billing Supervisor; Robert Hice, Crewman-Cameraman; T. G. Callahan, Supervisor of Studio Engineers; Paul B. Marion, Television Sales Manager; Robert W. Mellott, Producer-Director; Jenny S. Patterson, Traffic Manager; Futral C. Anderson, Television Engineer; John P. Dillon, Promotion Supervisor; Charles E. Lineberger, Floor Manager.

PIONEERING AND PROGRESS are the main themes of the WBTV story.

On July 15, 1949, WBTV first went on the air—with a picture of the American flag flying to the strains of the national anthem. The date was a significant one in the history of Carolina communications, for WBTV was the first television station in the Carolinas. And WBTV's television pioneering was in keeping with the tradition established by its sister radio station WBT, the oldest commercial radio station in the South.



Building the tower.

The WBTV story began in February, 1947, when the Jefferson Standard Broadcasting Company, owners of radio station WBT, bought the 157 acres of land comprising Spencer Mountain, 16 miles from Charlotte. Although this land was purchased as the site for an FM radio transmitter, it was hoped that the site could be used eventually for television transmission as well. In December, 1947, the Company applied to the Federal Communications Commission for permission to operate a television station. This was the first such application by any North Carolina company, and the following February the FCC notified Charles H. Crutchfield, General Manager of WBT, that a construction permit had been granted.



The first telecast.

The work of setting up the new station was immediately undertaken. Inside the handsome new FM building atop Spencer Mountain, technicians and workmen began installing TV facilities. In Charlotte, Mr. Crutchfield announced organizational plans. Radio operations of the Jefferson Standard Broadcasting Company would continue at its Wilder Building Studios in Charlotte, but all television operations were to center at Spencer Mountain. Larry Walker, Assistant General Manager of WBT, was appointed Director of Television. Television Production Manager was to be Charlie Bell. Among the WBT staff members named to continue in their same capacity for WBTV

were: Keith Byerly, General Sales Manager; Wallace Jorgenson, Local Sales Manager; Bob Covington, Promotion Manager; Jack Knell, News Director; and Kenneth Spicer, Business Manager.

When WBTV's application was granted, there were only 13 television stations in the United States, and none south of Washington. In a little over a year, the work at WBTV was so far advanced that a definite date was set for the first telecast. This date, July 15th, 1949, was announced at a dinner held on June 6 for TV distributors, dealers, agencies, business executives and press heads. By the 15th interest



Laying the coaxial cable.

was intense and widespread, and at 12 noon, the zero hour, people crowded the streets in front of TV store windows. The engineers at Spencer Mountain were tense, for pictures had never before been televised by the equipment. And in Mr. Crutchfield's office in Charlotte officials of the new station waited before the TV set with fingers crossed. However, at noon the dark screen lighted up and the picture came through, strong and clear. WBTV was on the air, and all those who had worked so long and hard to achieve this breathed a sigh of relief.

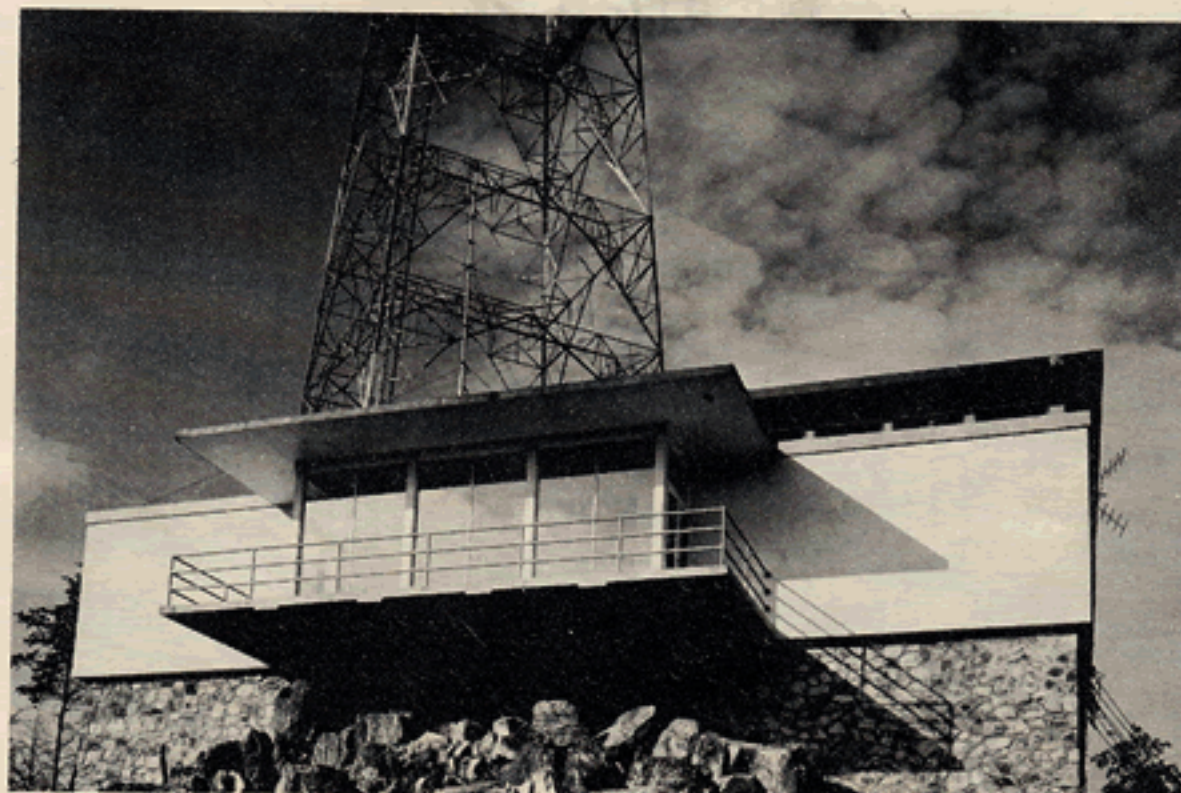
Getting the station on the air was, however, only the beginning. Officials and engineers at Spencer Mountain, who had not expected the signal to reach beyond 40 miles, were soon deluged by letters and wires reporting "perfect" reception in towns 60, 70 and up to 125 miles away.



WBTV's 1st anniversary.

And even after allowance for local pride and enthusiasm had been made, it was obvious that the foresighted purchase of the mountain transmitter site had hit the coverage jackpot. Advertisers were quick to take advantage of the new medium, and the first local advertiser was the Carolina Appliance Company through Walter J. Klein Company, Advertising Agency. Meanwhile WBTV viewers enjoyed an increasingly varied and extensive programming.

In the winter of 1949-50, films of Kukla, Fran and Ollie, Lucky Pup, Arthur Godfrey, Perry Como, Fred Waring and Hopalong Cassidy acquainted Carolina audiences



Atop Spencer Mountain, 16 miles from Charlotte, is the television transmitter building. From here programs are beamed to the two Carolinas.

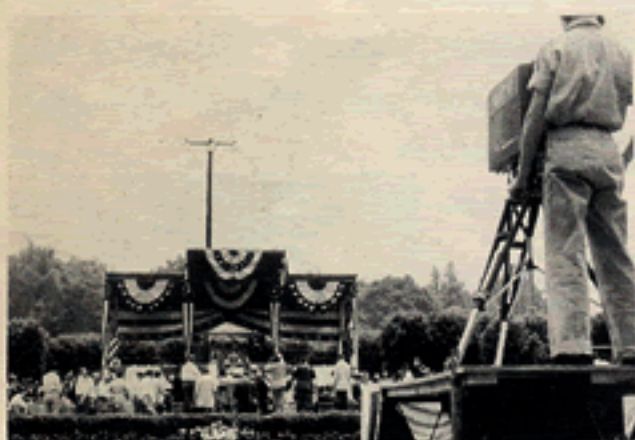


Old timers.

with network telecasting. Soon a coaxial cable was laid to enable WBTV to carry live network programs, and on September 30, 1950, WBTV viewers enjoyed the first live network program.

This program was, appropriately enough, the North Carolina-Notre Dame football game, played at South Bend, and it prompted delighted comments from thousands of viewers throughout the WBTV coverage area.

Exactly one year later, on September 30, 1951, WBTV began local live television operations. The old radio theater in the Wilder Building was converted into a TV studio, and Jim Patterson was the emcee for the first show, which presented such notables as Joseph M. Bryan, President of the Jefferson Standard Broadcasting Company, Mayor Victor Shaw of Charlotte, and Dr. George Heaton,



Televising President Eisenhower's Freedom Day speech.

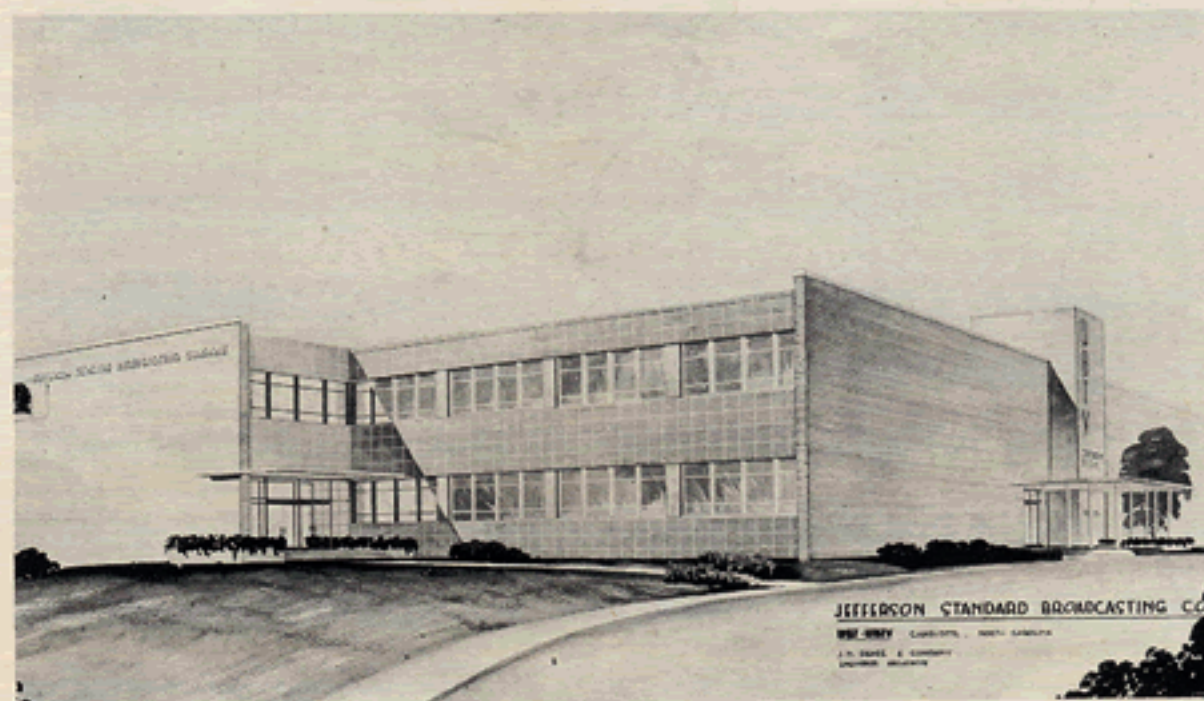
pastor of Charlotte's Myers Park Baptist Church. It was also on this show that Carolinians first saw on TV the personalities they had long loved to hear on WBT.

By June, 1953, WBTV had increased its power to the maximum allowed for channel three, 100,000 watts. Meanwhile it began to do live telecasting from locations outside the studio, one of which, the telecast of President Eisenhower's Charlotte speech on the 179th anniversary of the signing of the Mecklenburg Declaration of Independence, was made available to a Carolina network of some 8 television stations. And on May 1, 1954, the station began transmitting color test patterns, with a view to carrying compatible color telecasting as soon as this was feasible.

WBTV's achievements created a huge TV audience in its coverage area. When the station first went on the air



Clearing the land for WBTV's new building in southwest Charlotte. This is the first building ever designed especially for color telecasting.



Architect's drawing of new building, which will cost approximately \$1,000,000. WBTV will share this structure with sister radio station WBT.



A well-known visitor to WBTV's studios.

there were only about 1,000 sets within range of its signal. But by the winter of 1951-52 the 100,000th set had been bought, and today there are 403,930 sets in WBTV's coverage area. The

station's pioneering efforts also made it an example to other southeastern TV stations, and in December, 1952, at a Southeastern Television Conference held by WBTV, station personnel shared with TV applicants in the Carolinas and Virginia their experiences in setting up a new station.

As WBTV improved and expanded its service it began to outgrow its old quarters in the Wilder Building, and plans were laid for a new building to house both the radio and television services of the Jefferson Standard Broadcasting Company and to allow for future expansion. This building, now under construction in Southwest Charlotte, is a symbol of the progressive spirit of the Jefferson Standard Broadcasting Company, for it is the first in the country to be specially designed for color telecasting.

WBTV began with a mountain-top site—and a handful of people who believed in the future. There were no plans to guide these people, for television was new, then, and every step in setting up a station was still problematic and experimental.

But with courage and foresight, skill and intelligence, hard work and inspiration, these devoted men and women met each problem as it arose, and surmounted it. From the selection of a site to the installation of color equipment, WBTV has led in the Carolinas. And in the expanding future of television, WBTV will continue to march with the leaders—growing and improving—and demonstrating anew that "the Pioneer Station is still pioneering."



The color television equipment arrives.

TOP-NOTCH TALENT

has entertained and informed WBTViewers since first telecast



Agresta

Phil Agresta edits *Sports Final* every week-day. New Jersey born, he's been with WBTV over four years. Has two children. Favorite sport: fishing.

Fletcher Austin is seen on *Strietmann Playhouse*, *Shop by TV*, *Yesterday's Newsreel* and the programs of Cecil Campbell and his *Tennessee Ramblers*. Hailing from Washington (D. C.), he's been with WBTV since its inception. Hobbies: reading, swimming, carpentry.



Austin

Bob Bean, host at *Backstage Studio* and on *Vacationland*, has been with the station over four years. A native of Lexington, N. C. he has a daughter. Favorite recreation: golf.

Betty Feezor, seen on *The Betty Feezor Show*, has been with the station since 1953. Arkansas born and bred, she has one daughter. Hobby: sewing.

Dorris Hagler, a newcomer to WBTV, appears on *Man Around The House*. A native of Spartanburg, S. C., she likes cooking, water skiing, and swimming.

Cathy Haines, who appears on *Shop by TV* and *Doing It Yourself*, is a native Charlottean who spent much of her childhood in Washington, D. C. She has two sons, David and Daniel. Hobbies: fishing, reading, knitting.

Dr. George D. Heaton, pastor of the Myers Park Baptist Church, grew up in Kentucky. He has one son. In addition to his ministerial duties he does personnel work in industry.

Fred Kirby, who presides over *Junior Rancho* and *Cartoon Carnival*, has been with WBTV since its beginning. A native Charlottean, he is father of three. Off work, he likes swimming, baseball, and taking care of his horse "Calico."

Susie McIntyre, who demonstrates *Carolina Cookery*, came to WBTV as Home Economist in 1951. Mother of one, she claims to be allergic to work, but finds time for dress designing, rug hooking, gardening, bridge, golf and fishing. Home town: Clinton, N. C.

Cecil Campbell and his *Tennessee Ramblers*, seen on *The Hitching Post* and *The Old Corral*, are (oddly enough) North Carolinians one and all. Most of them have been with WBTV since 1953. Cecil himself, who is from Danbury, N. C., has two daughters. His hobby is collecting stamps. Roy Lear, the *Rambler* from Lexington, likes to hunt and fish in his spare time. Jimmy Lunsford from Waynesville has been with the *Ramblers* on WBTV since 1954. Father of five, his favorite sports are baseball and football. Millard Pressley, from Monroe, has two children. He fishes and writes songs when he's not busy with the *Ramblers*.

Loonis McGlohon, a newcomer to the station, appears on *Nocturne*. A North Carolinian by birth, he has two children. Hobbies: photography, fishing.



Ramblers



McGlohon



Bean



Feezor



Hagler



Haines



Patterson



Stamper

Clyde McLean appears on the *Weatherman*, *Johnny's Hobby House* and with *Arthur Smith and the Crackerjacks*. A native of Greensboro, he has been with the station since its beginning. Among his hobbies are sports cars, model railroading and fishing.

Doug Mayes, seen on *Esso Reporter*, *Movie Matinee* and *Synopsis*, is a Tennessean by birth. He has been with the station over three years. Children: two. Hobbies: golf and music (he plays bass viol).

Alan Newcomb is seen on *Atlantic Weatherman*, *Man Around the House*, *Spin To Win* and *Doing It Yourself*. Clinton, N. C. is his home town, and he has been on WBTV for a year. He has one child. His hobby (or so he says) is quitting smoking.

Laura Owens seen on *Nature Museum*, is Director of the Charlotte Children's Nature Museum. A native Charlottean, her work is her hobby.

Jim Patterson appears on *The Hitching Post* and *News Final*, and has been with the station five years. Asheville's his home town, and he has one child. Hobbies: stamp collecting, cabinet making.

Bob Raiford is seen on *Coffee Break Playhouse* and *Nocturne*. He has two children, and commutes to work from his home town Concord. Favorite diversions: golf, tennis, hunting, record collecting.

Gil Stamper appears on *Story Painter* and *Community Affair*. A native of Salisbury, he has two children. His activities include Sunday school teaching and church work, public speaking and emceeing, civic affairs and reading, with lots of time for children.

Arthur Smith and the *Crackerjacks* are featured on *Wee-TV*, *Cabin by the River* and *The Arthur Smith Show*. Arthur himself comes from Kershaw, S. C., and has been with WBTV since its beginning. He has three children, and likes to fish and hunt. Tommy Faile, the *Crackerjack* from Lancaster, S. C., has been with the station going on four years. He has two children—twins—and loves fishing. Don Reno, another *Crackerjack* from Spartanburg, has been with the station since 1952. He has three children. Hobbies: hunting and fishing. Ralph Smith, one of the original Kershaw *Crackerjacks*, has been with WBTV since its beginning. He has three children. Likes all sports and outdoor cooking. "Sonny" Smith, another of the hunting and fishing, original Kershaw *Crackerjacks*, also has three children.

Bill Ward seen on *Sports Beat*, recently came to WBTV from Columbia, S. C. He has one child. Hobbies: golf, fishing, after dinner speaking, sleeping, eating.



McLean



Mayes



Newcomb



Owens



Raiford



Ward



Crackerjacks

BEHIND THE are over one hundred work that puts WBTV



Planning a program.



The film department in action.



The program department at work.



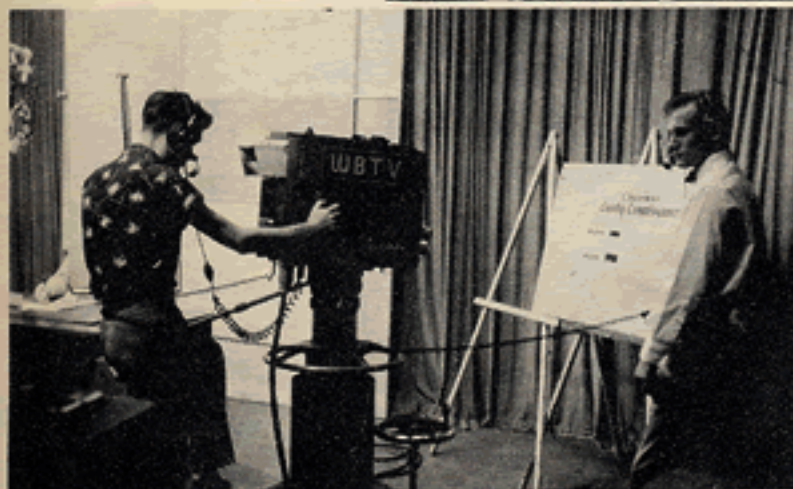
Scenery is built in the art shop.



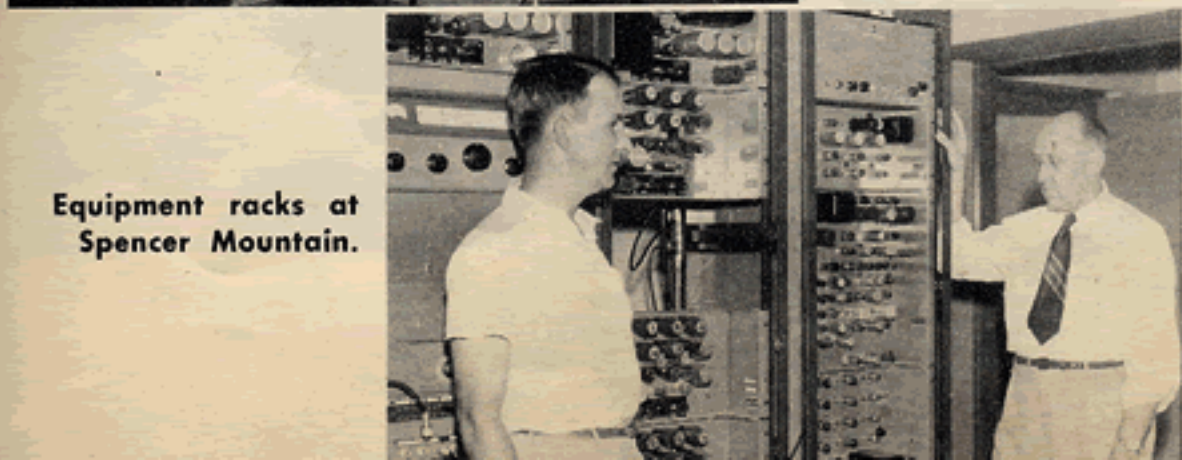
Televising a live show.



The control room during a live telecast.



Covering an election.



Equipment racks at Spencer Mountain.

WBTV's Program and Production Departments may aptly be described as the operational hub of the station, for it is their job to provide viewers with uninterrupted programs which start early in the morning and do not end until after midnight.

The Program Department plans and puts together each day's presentation. Programs originate both locally and from studios in New York and other television centers. In addition, there are films and kinescope presentations, some locally made and others from the networks or film companies. The Program Department deals daily with network requests for WBTV time, serves clients who purchase spot announcements, and processes over 125,000 feet of film a week.

The actual production of local live programs is a separate function handled by the Production Department. From the conception of the local show idea through formating and writing the show, creating the art work, planning the lighting, camera and microphone work, to the actual rehearsal and shooting of the show, the Production Department is in charge. This department also includes WBTV's News and Special Events section, which specializes in bringing up-to-the-minute Carolina news to WBTV viewers.

The next step in getting programs to the viewer's receiver is the job of the Engineering Department. This department supplies the necessary technical personnel and electrical equipment for converting visual picture material and sound into a suitable electrical signal, and for transmitting the signal to the sets of WBTV viewers. In WBTV's Charlotte studios, the engineering operation centers in the main control room.

Here the various pictures and sounds that the viewer will receive are mixed and modulated to insure the best reception, and from here the electrical signal representing them is sent by microwave transmitter and telephone lines to WBTV's main transmitter on Spencer Mountain. The Spencer Mountain transmitter is the second center of the engineering operation, and from here the picture signal is beamed to the television receivers in WBTV's coverage area. The engineering personnel also operate the station's mobile television unit, and are responsible for the maintenance of all television equipment.

V SCREENS

People, doing the programs on the air.

Many of the programs enjoyed by WBTV viewers are paid for by advertisers, and it is the job of WBTV's Sales Department to sell time to these advertisers. Sales in Charlotte and the two Carolinas are handled directly by the Sales Department, and national sales are handled in cooperation with CBS Television Spot Sales, which maintains offices in the principal cities of the nation.

The function of the Promotion Department is to assemble and disseminate information about WBTV which will help secure more viewers and advertisers for the station and greater support from retailers for products advertised on the station. This department is really a small advertising agency, and in telling the WBTV story it uses all the standard advertising media, as well as the news columns of regional newspapers and national trade journals.

The Business Office is the center of WBTV's business operations. Accounting, auditing, billing and disbursing—these are among the many and varied functions of this department. The Business Office also performs such services for all departments as handling mail and operating the station's private branch telephone exchange.

The Property Coordination Department is charged with maintaining the station's property and buildings. From repairing a typewriter to guarding the Spencer Mountain transmitter, this department is in charge.

The Personnel Department is responsible for employee procurement and employee relations. In addition to screening applicants for jobs at the station, this department supervises WBTV's many employee benefit programs.

The front office.



Mapping out a sales campaign.



Inspecting a new promotion piece.



"Photographs by Hank Warren."



Hard at work in the business office.



The mail room is seldom quiet.



A conference in the personnel department.

