



## Forty years of community service

WAVE Radio 1933    The WAVE Story    WAVE Television 1948



NB

## NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020, CIRCLE 7-4300

JULIAN GOODMAN  
President

June 15, 1973

Mrs. George Norton, Jr.  
Orion Broadcasting, Inc.  
725 S. Floyd Street  
Louisville, Kentucky 40203

Dear Mrs. Norton:

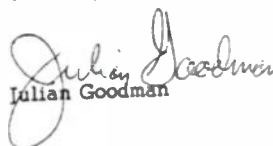
The combined anniversaries of WAVE and WAVE-TV -- NBC's Louisville radio and television affiliates -- mark a milestone in broadcasting in this country.

Few stations can claim the distinction of WAVE -- four decades of pioneering radio service to the community. Few television stations can share comparable honors with WAVE-TV -- 25 years of vital and valuable telecasting. In the quality and continuity of service, and in the excellence of management, Louisville can be proud of you, T. Ballard Morton, President of Orion, and Ralph S. Jackson, Orion's Executive Vice President and General Manager.

WAVE has been affiliated with the National Broadcasting Company since the station's entrance into network radio service in 1933, and WAVE-TV joined the NBC television family in 1948. NBC shares with the people of Louisville great pride in the accomplishments of these two stations -- their broadcasting first, their leadership in providing the finest in entertainment, their outstanding record in news and public affairs, their many contributions to the community.

We look back on two eras of broadcasting achievement, and we look forward to new years of progress under the Orion Broadcasting banner. All of us at NBC salute you.

Cordially,

  
Julian Goodman

# WAVE STUDIO READY FOR FIRST PROGRAM

**Dedication of New Station Tonight Will  
Include Broadcasts From New York,  
Chicago and Louisville.**

The air stage is set for the introduction to America tonight of WAVE, Louisville's new NBC station.

At 11 o'clock the giant tower on the Brown Hotel will start broadcasting the inaugural program.

After a one-hour dedication, the radio post will begin its job of serving an immediate audience estimated at 450,000 persons.

Last-minute preparations were being made at the Brown Hotel for

# STATION WAVE ON AIR TONIGHT

**New Radiophone to Stage In-  
augural Programme On  
940 Kilocycles.**

With Ford Bond, a former announcer for WHAS, announcing the inaugural programme, station WAVE, new National Broadcasting Company outlet in Louisville, will go on the air for the first time at 11 o'clock Saturday night for a broadcast lasting until midnight, in which stars of the NBC in different parts of the United States will take part.

Beginning at 8:30 o'clock Sunday morning the new station will broadcast programmes of the NBC and of

## The Beginning...

# WAVE ON AIR AFTER OPENING

**Auditions for All Louisville  
Artists to Continue  
Through Week.**

WAVE on the air today—a tuning point for radio sets throughout the Middle West.

For the first time in several years Louisville fans were obtaining dependable reception of National Broadcasting Company programs. First hours of operation of the new station atop the Brown Hotel, after the dedication Saturday night, had convinced listeners that they would not be disappoint-

# New Radio Station Is Dedicated In Coast-to-Coast Programme

**Mayor Congratulates WAVE and N.B.C. On City's  
Additional Link With Nation.**

WAVE, the National Broadcasting Company's new radio outlet in Louisville, was dedicated in a coast-to-coast programme Saturday night at the Brown Hotel.

Originating in the Crystal Ballroom at the hotel, the thirty-minute local programme began at 11:30 o'clock.

The station will begin regular daily programmes at 8:15 o'clock Sunday morning.

"In congratulating WAVE and the National Broadcasting Company upon this dedicatory occasion," Mayor Miller said in his broadcast, "I know that I reflect the sentiment and good wishes of the people of our city. As

Top left:  
Herald-Post,  
December 30, 1933

Top right:  
Courier-Journal,  
December 30, 1933

Bottom left:  
Herald-Post,  
January 1, 1934

Bottom right:  
Courier-Journal,  
December 31, 1933

Only those who experienced the Great Depression can fully appreciate the courage and vision required to launch a commercial enterprise in the bleak year 1933.

In that second year of the New Deal, when the resources of the Federal Government were marshaled against defeatism and despair, there were a few faint glimmers of hope, but the overall atmosphere was one of desperation. Never before in the United States, perhaps never before in the world, had there been so many jobless and so many teetering on the edge of starvation. Worldwide, the great economic machine was limping on one cylinder.

In this same year Radio Station WAVE was founded at Louisville, Ky., by the late George W. Norton, Jr., member of a pioneer Kentucky family and a man in whom was combined to a remarkable degree business acumen and inherent noblesse oblige.

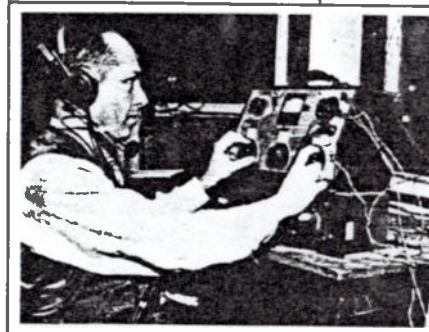
WAVE went on the air December 30, operating with power of 1,000 watts on a frequency of 940 kilocycles. (Seven years later, power was increased to 5,000 watts and the year after that frequency was changed to the present 970.) Offices, studios and control rooms were on the 15th floor of the old Brown Hotel in downtown Louisville. In charge was the first vice-president and general manager, the late Nathan Lord.

The immediate aims of WAVE, now the flag station of Orion Broadcasting, Inc., and then, as now, an affiliate of the National Broadcasting Company, were summarized in an opening statement. Signing the station on the air, announcer Burt Blackwell said:

"Louisville, gateway to the South, is on the air over the National Broadcasting Company. Station WAVE is presenting its first program. WAVE, a new station dedicating itself to the service of radio listeners, to the betterment and enjoyment of the people it serves.

"Programs of national importance, programs of local interest, music and sports information — and all the arts which are vocal — will be yours at the twist of a dial on this wave length granted by the Federal Communications Commission to the associated station of the National Broadcasting Company in Louisville . . . station WAVE."

The word "hope" was not mentioned, but in signing on the air in 1933 WAVE brought a bright message of hope to its home city. In a sense, this was WAVE's first service to its community . . . the beginning of the 40-year-old WAVE tradition of community service.



Top left: George Norton, Jr., founder of WAVE, Inc.

Top right: George Norton IV, president of WAVE at time of his death.

Center left: Kathryn Kohlepp — "Miss Kay" from the day she arrived until retirement — was WAVE Radio's first receptionist.

Center right: Louis Lau, WAVE Radio engineer, at the console in the Brown Hotel studios.

Bottom: John Heafer, early-days WAVE engineer, spins record at the Brown Hotel studios.



# Station WAVE Great Aid During Flood Conditions

With Monitor Newscasters

LOUISVILLE, Ky.—Drama in its very essence was enacted in the studios of Station WAVE here during the recent flood which inundated three fourths of the city and caused an estimated 200,000 of the population to leave their homes for temporary refuge on higher ground.

The actors in this living drama were the entire personnel of WAVE from owner to clerk, supplying the flood-stricken community with radio-cast directions for emergency rescue and relief workers, engaged in the day and night task of removing thousands of families to safety and providing them with food and shelter.

As the unprecedented emergency swept in upon Louisville when the

## "Send a Boat!"



Above:  
Christian Science Monitor,  
March 31, 1937

Right:  
The 1937 flood:  
looking west on Broadway from  
Third Street. WAVE studios were  
in the Brown Hotel, Fourth  
and Broadway.



Many Louisvillians of middle years and beyond date their affection for WAVE to a time barely three years after the station signed on the air in a flurry of congratulations and to the music of Henry Halsey's Orchestra in the ornate Crystal Ballroom of the Brown Hotel.

The Ohio River, friend and foe of Louisville since the founding of the city at the Falls of the Ohio in 1776, turned menacing in January, 1937. Swollen by cold rains upstream, it invaded Louisville, finally causing a citywide power failure on the 24th. As the lights went out in cold, wet Louisville, WAVE went off the air for three days.

Frantic scouring of a wide area for a source of emergency power finally turned up a 100-kilowatt motor generator. Rushed to the city by flatcar, it was set up on an elevated parking area behind the hotel and cables were run up the outside walls to the 15th-floor studios. WAVE returned to the air and the lights came on again in the Brown, which could be visited only by boat.

For 10 days, relays of WAVE announcers and engineers kept the station on the air 'round the clock, assisting authorities in rescue operations. Somebody caught a fish in the hotel's flooded lobby, while outside the deep, vicious current at Fourth and Broadway necessitated use of only the most powerful motorboats.

Time and again word was passed on the air, "Send a boat!"

Commercial programs went by the board as WAVE participated with stations in Nashville, Indianapolis, Lexington and Covington in an Ohio Valley flood-relief network.

*Broadcasting Magazine* said it editorially for the grateful people of the Louisville area:

"Thank God for radio."

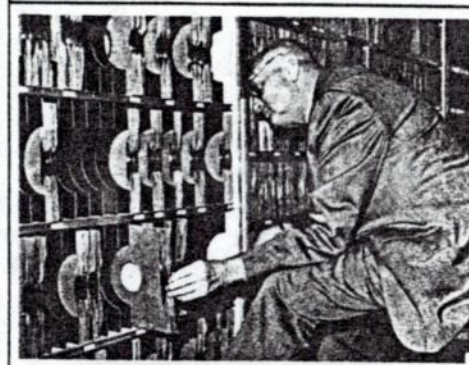
*Top left: Wilbur Hudson, now retired as chief engineer, at WAVE Radio transmitter of the 1930's.*

*Top right: Cliff Shaw, AM-TV music consultant, has been with WAVE since the day the station signed on the air.*

*Center: Mobile unit at Kentucky State Fair in 1938. Driver, Bob Graef, an engineer; man with power pack, Bernie Holtman, now WAVE chief engineer, and Bill Brundidge, an announcer.*

*Bottom left: Burt Blackwell, announcer who signed WAVE Radio on the air, interviews trans-Atlantic flier Dick Merrill for the first broadcast from new mobile unit in 1937.*

*Bottom right: George Patterson reports for WAVE Radio from Churchill Downs in the 1930's. He retired as program director of WAVE Television.*



HISTORY OF WAVE  
RADIO AND TELEVISION  
LOUISVILLE, KENTUCKY

O P E N I N G N I G H T

Radio Station WAVE, the first of the WAVE Stations, was founded in 1933, and went on the air December 30 of that year. It operated with a power of 1,000 watts on a frequency of 940 kilocycles, with a 239-foot tower atop the Brown Hotel. The station, consisting of four offices, two studios, and control rooms, was located at the northeast corner of the fifteenth floor of the Brown. The dedicatory program originated from the Brown's Crystall Ballroom, and was part of an hour-long nationwide NBC network salute to WAVE. At 10:30 PM, NBC in Chicago originated a quarter-hour program, followed by a quarter-hour from NBC in New York. WAVE originated a 30-minute program, beginning at 11 PM, with NBC announcer Ford Bond, a Louisvillian, as master of ceremonies.

Louisville's Mayor Neville Miller broadcast his greetings personally; others present included Thad H. Brown, Vice-Chairman of the Federal Radio Commission, George B. Porter, General Counsel for the commission, and Sol Taishoff, Editor of Broadcasting Magazine. Numerous telegrams of congratulations, from Federal Government officials and NBC were received. Earlier, WAVE had been honored by eight civic clubs at a dinner. Represented were the Louisville Board of Trade, the Junior Board of Trade, Woman's Club, Kiwanis Club, Lions Club, Optimists, Exchange Club, and the American Business Club. WAVE ended its first day's broadcasting with a salute to Louisville industry.

Most of the original WAVE staff was present; the late George W. Norton, Jr., President, the late Nathan Lord, Vice-President & General Manager, Charles Leonard, Secretary and Treasurer, Reginald Billin, Program Manager, Wilbur Hudson, Chief Engineer, Merle Tucker and William Bond, Announcers, Burt Blackwell, Chief Television Director, Clifford Shaw, Music Clearance Director, Thomas Riley, Continuity Writer, Geraldine Thompson, Staff Pianist, the late James Cox, Commercial Manager, and Alva Smith, Leroy Dunlap, Gilmore Hewitt, and John Ruffner, Operators.

A summary of the aims of WAVE was highlighted in the words of the station's opening statement: "Louisville, gateway to the South, is on the air over the National Broadcasting Company. Station WAVE is presenting its first program. WAVE, a new station dedicating itself to the service of radio listeners, to the betterment and enjoyment of the people it serves. Programs of national importance, programs of local interest, music, sports information...and all the arts which are vocal...will be yours at the twist of a dial on this wave length granted by the Federal Communications Commission to the associated station of the National Broadcasting Company in Louisville, station WAVE."

In 1934, VARIETY ran an article on WAVE's experiments with amateur shows on a local level; at that time WAVE was the only station in the country doing this. The programs, originating in an Indiana theatre, offered prizes to all winners.

During this period, WAVE carried these famous NBC programs and personalities: Commentator Floyd Gibbons, Jimmy Durante, Rudy Vallee, Will Rogers, Joe Penner, Ed Wynn, Lanny Ross' Showboat, the Radio City Music Hall, the A & P Gypsies, Bob Burns, The Cliquot Club Eskimos, the Happiness Boys (Jones & Hare), Eddie Cantor's Chase & Sanborn Hour, the Ford Sunday Evening Hour, Fibber & Molly, Fred Allen's Town Hall Tonight, Major Bowes and His Amateur Hour, and many others. WAVE developed a "Man On The Street" program, with George Patterson and Burt Blackwell, that enjoyed success for years.

WAVE broadcast all the big news events of the Thirties: The emergence of Hitler and Mussolini, the death of George V, the Duke of Windsor's "Woman I Love" speech, the Coronation of George VI, the Munich Crisis, and the outbreak of World War II.

WAVE had a first-hand role in the event of the Thirties which most Louisvillians remembered best - the 1937 flood. The Ohio River first crept over River Road on January 15, and continued to rise. On Sunday, January 24, all light and power in Louisville failed, and WAVE went dead. A 100- kilowatt motor generator was located in Kentucky's coalfields, and was put on a flatcar and rushed to Louisville where it was set up on an elevated parking lot behind the Brown Hotel. By running cables up outside, the generator brought power for some of the Brown's lights, and put WAVE back on the air after three days of silence. Relays of WAVE announcers and engineers broadcast 24 hours a day during the 10-day emergency, repeating over and over the phrase "Send a Boat." A volunteer intercity network for flood relief in the Ohio Valley was set up. It included stations in Nashville, Indianapolis, Lexington and Covington, and all sacrificed commercial programs in the interest of public welfare. Later, NBC and the British Broadcasting Corporation tied together about 5,000 stations and gave the flood the largest coverage in the history of radio. Incidentally, a fish was caught in the lobby of the Brown, and at the hotel's site, 4th & Broadway, the water was so deep and swift that only the most powerful motorboats could be used. The flood was radio's opportunity, and the results were radio's triumph. Said Broadcasting Magazine, "Thank God for Radio."



On November 3, 1940, WAVE increased its power from 1,000 watts to 5,000 watts, and on March 29, 1941, it changed its frequency from 940 to 970 kilocycles, and began transmitter operation from its new transmitter building on the Hamburg Pike north of Jeffersonville, Indiana. The increase in power provided middle Kentucky and southern Indiana with greater coverage and service. On November 10, 1941, WAVE moved to its newly acquired building at 334 East Broadway, known as "Radio Center."

1 or

During World War II, WAVE and NBC carried on-the-spot reports of the fighting...Pearl Harbor, the Pacific War, the European War, the atomic bomb, and the surrender of the Axis. On the walls of the WAVE building are many commendations for the role that radio...and this station... played in the war. Local programming, too, reflected the tempo of these years: "Man On The Street" moved into the studio for security reasons, and listeners phoned in questions for the Patterson-Blackwell team to answer. WAVE broadcast the awarding of the Navy "E" to Tube Turns, the Jeffersonville Boat Works, and other plants. The departure of the 138th Field Artillery, Louisville's own, for Camp Shelby, was aired. Regular Air Corps recruiting programs, and programs by Bowman Field's glider-training airmen. WAVE recorded the words of the wife of the recipient of Eddie Cantor's "Typical GI Joe" award, and originated programs about the War Housing Center. Even the station's unique "Cruising In Traffic" program, in which police in WAVE's mobile unit gave out on-the-spot traffic advice, took on a wartime aspect.

In 1946, WAVE concentrated on the younger generation, with "Making Music" in cooperation with the Louisville Orchestra, a Junior Round-table on public affairs, and a juvenile quiz show called "Healthy, Wealthy and Wise," which has had a ten-year run on WAVE and WAVE-TV.

WAVE won VARIETY's 1947 Showmanagement Award for responsibility to the community, being cited for a UN art exhibit, and for its "broadened viewpoint and local enlightenment" in connection with airing both sides of some strike situations, by bringing the labor and management spokesmen together for broadcast discussion. In 1948, WAVE again won a VARIETY award for "The American Story", a documentary series on the American Way. Also in 1947, WAVE inaugurated a series of "Reports From Congress", which have since been expanded to include weekly reports by Kentucky's Senators, and by U. S. Representatives from the Kentucky 3rd and the Indiana 8th Districts. And in 1946 and 1947, WAVE aired regular Louisville Orchestra Concerts.

In August 1947, WAVE's FM affiliate, WRWX, went on the air, broadcasting play-by-play baseball and basketball, and the best in serious and dinner music, but WRWX was ahead of its time, and it was discontinued in September 1952, and the transmitter turned over to the Louisville Public Library, where it is now used as station WFPK.

#### WAVE-TV INAUGURATED

On Thanksgiving Eve, November 24, 1948, WAVE brought television to Kentucky for the first time, when WAVE-TV went on the air. The

station's studios, offices, transmitter, and tower were located at the WAVE building, at Preston and Broadway, and WAVE-TV transmitted on Channel 5, at 24.1 thousand watts. WAVE-TV from the first was a basic NBC-TV affiliate.

The inaugural program featured many civic officials, and entertainment in a Kentucky barn party setting. The following day, the first sports telecast seen in Kentucky, the Male-Manual football game, was aired. In the initial days WAVE-TV transmitted only about 4 hours a day, all in the evening, and since the coaxial cable had not yet arrived in Louisville, all network shows were on kinescope recording.

In 1949, VARIETY and the Ohio State University Institute for Education by Radio cited both WAVE Radio and NBC for their cooperation with the University of Louisville in promoting College by Radio. WAVE did a documentary on flying saucers. NBC sent Morgan Beatty to originate his newscasts from Louisville for a week (since 1947, WAVE has averaged 12 regional news "feeds" per year over the NBC network), and James Melton broadcast his "Harvest of Stars" from the Armory. WAVE-TV in 1949 did the first telecast in the history of the Kentucky Derby - a local telecast, since there was yet no cable here.

But with 1950, came the coaxial cable, and WAVE-TV began telecasting "live" NBC programs to supplement the "live" local shows and film programs. In '49 and '50, WAVE-TV racked up other sports firsts - telecasts of the Louisville Colonel baseball games, and local high school football games, pro hockey matches, and high school and college basketball. In 1950, WAVE-TV won a national BILLBOARD award for promotion.

WAVE, in 1950, helped NBC originate "Cavalcade of America" from Louisville, with a play about George Rogers Clark. And the Louisville Orchestra that year broadcast over the NBC network. The Ohio State Institute presented WAVE awards for two documentary series, "After the Atom" and "The River Story". As during the 1937 flood, the public called on WAVE for information and services during the snow and cold emergencies of the record-hard winter of 1950-51. WAVE was at the railroad station in the summer of 1950 when Louisville's Marine Reserve unit left for the Korean War, and that conflict was covered, throughout its duration, by both Wave Radio and TV.

In 1951, WAVE helped NBC observe the network's Silver Jubilee. And this station was cited by the Ohio State Institute for its documentary "Breakdown", which demonstrated Communist torture methods of extracting "confessions." That year, WAVE commissioned Dr. Raymond Kemper of the University of Louisville Industrial Psychology staff, to conduct a survey of radio-listening and reading habits in the Louisville area. The broadcasting trade press gave the findings wide circulation.

In 1952, WAVE-TV brought viewers in Kentucky and southern Indiana their first television coverage of the national political conventions. That year, BILLBOARD awarded WAVE first place for promoting radio as a medium.

In May, 1953, WAVE-TV switched to Channel 3, on 100,000 watts, operating from a new 600-foot tower and transmitter at Bald Knob, Indiana, north of New Albany, on a hill 925 feet above sea level. This increased WAVE-TV's coverage by over 66%. WAVE-TV President George W. Norton, Jr., was awarded a special citation as "First Television Citizen" by the Louisville Wholesale Appliance Association, for his pioneering role in bringing television to Kentucky. Also, in 1953, WAVE-TV was cited by the Ohio State Institute for its "TV Opera Theatre", a locally produced opera series. And that year, WAVE-TV did the first telecast - a local one - of a University of Kentucky football game.

In the spring of 1954, Bob Hope did a five-hour Derby Eve show on WAVE-TV to raise funds for the Kentucky Rheumatism and Arthritis Foundation. BILLBOARD presented WAVE-TV another award for television promotion. And on July 8, 1954, WAVE-TV transmitted the first color TV seen in Kentucky and southern Indiana.

In January 1955, WAVE-TV inaugurated its FARM program, the only program telecast weekly from a station's own farm. The FARM program has twice originated segments over the NBC-TV network. One of the network feeds was from the farm itself, the other from the Oldham County Fair. Also in 1955, President Norton was named "Man of the Year" by the Louisville Ad Club. In March, 1955, WAVE Radio received Air Force commendation for a special series, "Louisville Target 21", on the need for ground observer and Air National Guard Volunteers. In April the same year, a WAVE staffer stayed atop the 100-foot TV relay tower atop the WAVE Building for 75 hours, until he got 1,000 letters from listeners pledging they would observe Clean-Up, Fix-Up Week (another 400 letters came from inmates at LaGrange State Reformatory, pledging to fix-up their cells).

In June 1955, WAVE installed the latest type high fidelity transmitter and turntable system, and to mark this inaugural, and the kickoff of NBC's advanced new "Monitor" program, WAVE staged a 90-minute "Color Radio Spectacular." In August of the same year, WAVE Radio introduced continuous election coverage to Kentucky listeners, staying on the air 8 1/2 hours with unbroken coverage of the Kentucky governor's primary. And in November, 1955, WAVE, at a special luncheon, introduced its new DIAL 970 format, a coordinated group of four block programs, designed to make fullest use of radio as a communications, as well as a music, medium. And at the same time, WAVE inaugurated "Operation Egghead", a plan of brief cultural inserts in regular popular programs, including book reviews, good music briefs, and short interviews on the lively arts.



In May 1956, WAVE-TV staged a 17-hour telethon, BIDS FOR KIDS, in co-operation with the Louisville Jaycees, and drew over \$150,000 in donations and auction bids on merchandise. Stars were Johnny Desmond, Helen O'Connell, Lou Busch, and Wally Cox, and proceeds went to the Louisville Children's Hospital emergency fund. In August, 1956, WAVE-TV purchased WFIE-TV in Evansville, Indiana. In September that same year, WAVE-TV for two days originated the Dave Garroway TODAY show over the NBC-TV network from the new \$16,000,000 Kentucky State Fair. And following the 1956 national elections, WAVE-TV originated a TODAY "feed" in which Garroway interviewed Senator-Elect Thruston Morton.

In January-February, 1957, WAVE and WAVE-TV covered the worst floods in the history of Eastern Kentucky. In May, 1957, WAVE-TV and Radio held the second annual BIDS FOR KIDS, turning over \$71,000 to Children's Hospital. On December 30, 1957, WAVE, Incorporated's 24th Anniversary plans were announced for a new one-floor-plan Radio and Television Center at Floyd and Jacob in Downtown Louisville.

In May, 1958, WAVE-TV and Radio held the third annual BIDS FOR KIDS, turning over \$75,000 to Children's Hospital. The three broadcast divisions of WAVE, Incorporated, observed anniversaries in 1958; WFIE-TV its fifth anniversary on November 15; WAVE-TV its tenth on November 24; and WAVE Radio its 25th on December 30. On May 12, 1958, WAVE, Incorporated, granted the Kentucky Opera Association \$25,000 to commission and produce an original opera for the dedication of the new WAVE building in the fall of 1959. On May 26, ground was broken for the new building.

In January, 1959, American composer Lee Hoiby was commissioned to write an opera, "Beatrice", based on Maeterlinck's "Sister Beatrice", for production by the Kentucky Opera Association, marking the dedication of the new WAVE building in fall of 1959.

WAVE Radio and WAVE-TV moved into their new Radio and Television Center, at 725 South Floyd, in downtown Louisville, on Friday, Saturday and Sunday, July 17, 18 and 19. The move, made from the old building, half a block away at Preston and Broadway, took place with no interruption of radio and TV schedules. The WAVE general offices were moved to the new building at the close of business Friday, July 17. On Saturday, July 18, the music and recordings, film department, TV props and art department were moved, from 8:00 AM till about 8:00 PM. After sign-off Saturday night, electrical equipment and the news operation originated from the new building. In a series of three luncheons, more than 300 Louisville civic, business, and cultural leaders visited the new WAVE Center.

On October 23, marking the dedication of the new WAVE building, WAVE-TV and WAVE Radio originated the world premiere of "Beatrice", a 90-minute opera by American Composer Lee Hoiby. Commissioned by WAVE for the occasion, the opera was based on Maeterlinck's "Sister Beatrice", and was produced by the Kentucky Opera Association, accompanied by the Louisville Orchestra, which later issued recordings of the opera. At intermission, NBC President Robert Sarnoff

aired a filmed salute to WAVE on the dedication of its new building. Commented Variety, "The Opera impressed one as being on a par with opera performances heard over the network." The Courier-Journal commented, "WAVE is demonstrating that the commissioning process can be carried even further than the discovery of young talent and enrichment of modern music proved by the Louisville Orchestra, and it comes at a time when television and radio need a re-affirmation of their original role as primary producers of culture." This editorial was also reprinted by the Providence Rhode Island Bulletin. The New York Times also commented favorably on the opera in its music section.

WAVE-TV was awarded a plaque by the Kentuckiana Educational Television Council for furnishing studio facilities, and providing technical services for Educational Channel 15, WFPK-TV, during 1958-59, before WFPK-TV had developed facilities of its own.

On February 15, 1961, WAVE, Inc., purchased WFRV-TV, Green Bay, Wisconsin. WFRV-TV, a 100,000-watt NBC affiliate, on Channel 5, went on the air in May 1955. This brought the total number of stations owned and operated by WAVE, Inc. to four: WAVE Radio and WAVE-TV, Louisville; WFIE-TV, Evansville, Indiana and WFRV-TV, Green Bay, Wisconsin.

WAVE-TV, which had transmitted network color since July 8, 1954, became the first station in Kentucky to transmit live color on August 15, 1962. A gradual development thereafter was made in color transmission, so that by the end of 1962, these programs were regularly being telecast in color: the daily MORNING SHOW, MAGIC FOREST, the 11:00 PM NEWS, WEATHER, SPORTS strip, the weekly UNIVERSITY, the weekly KENTUCKY AFIELD, and the weekly EXCURSION, live or on videotape. Three weekly half-hour film programs were also being shown in color.

In the winter of 1962-63, WAVE Radio went to a daytime non-directional pattern, adding more than 120,000 persons to the coverage pattern, and increasing the total coverage pattern to cover about 1,320,000 persons. The change was marked with a special series of salutes to cities and counties newly added to the coverage area.

Awards won by WAVE, Inc. during the year included:

A second first-place for industrial beautification, by the WAVE Building, from the Louisville and Jefferson County Beautification League.

On July 7, TOMORROW'S CHAMPIONS observed its 8th year on WAVE-TV, and the City Recreation Department presented the station a special plaque.

Junior Achievement presented WAVE Radio a plaque for 8 years of sponsoring a JA Company, with a weekly program on WAVE.

Kentucky Civil Defense presented WAVE-TV a special award for a series of programs on local and state civil defense in the fall of 1961.

Farm Director, Jack Crouner, was presented the 1962 Kentucky Farm Bureau Federation Award for contribution to agriculture in the communications field.

1964 was a year of tragedy for WAVE, Inc., and yet also a year of rapid recovery and vigorous advance. In February, WAVE, Incorporated's founder and President, George W. Norton, Jr., died of injuries suffered several days earlier in an auto accident in Jamaica, B.W.I. His only son, George W. Norton, IV, assumed the presidency, Ralph Jackson was named executive Vice-president and general manager, and Nathan Lord, secretary-treasurer. In May, Mr. Norton, IV was killed in an automobile accident in Jefferson County.

In May, Mrs. Jane Morton Norton, the widow of Mr. Norton, Jr., and the mother of Mr. Norton, IV, became president of the company. Her daughter, Mrs. Norton Dulaney, was named president of the WAVE Foundation. In July, Mrs. Norton's nephew, T. Ballard Morton, Jr., became vice-president-finance. In August, James M. Caldwell was named station manager of WAVE Radio.

In the fall of 1964, WAVE Radio and Television expanded their news staff, and added news film, with a complete processing unit and a news van. This expansion and new equipment resulted not only in more complete news coverage, but in expanded farm and sports coverage.

From March 9 through 15, WAVE covered the third worst Ohio River flood on record. Flood waters reached 18.2 feet over flood stage, and while the Louisville floodwall for the most part held out the water, the southwestern section of Jefferson County was flooded or cut off for days. During this period, WAVE set up a "Flood Information Center," with reporters feeding information from the scene, the U.S. Weather Bureau, Civil Defense headquarters, the Mayor's office, and other points.

In July, WAVE-TV televised the finals of the Kentucky Jaycees Junior Golf Tournament from the Louisville Country Club, and in August, the Kentucky AAU swimming meet from Plantation Country Club. In September, 8 hours of TV programs were originated at the Kentucky State Fair.

At year's end, WAVE Foundation sponsored Kopek's Puppets, in a children's Christmas fantasy, at the Brown Theatre, and realized some \$2,700 for Children's Hospital.

1965 was a year of many momentous happenings for WAVE, Inc. It was the year that saw the start of great expansion of both facilities and operations, and a year that saw new faces, both in front of and



behind the cameras and microphones. The station was re-organized to some extent with the addition of new departments which had the responsibility for increasing our service to the community. A Local Program Department was set up to create and produce more local studio origination, and to improve the production and settings of the programs originating locally on the current program schedule. A Public Relations and Promotion Department was established, charged with station advertising, merchandising, and an improved relationship with the viewing public in order to better ascertain the public's tastes, needs and desires. A Special Projects division of the Program Department was given the task of developing and producing special documentary type programs to explore in depth the people, places, and events of a growing and dynamic Ohio Valley area served by WAVE.

The mid-decade also saw the unprecedented expansion of the WAVE News Department to the point where it is, at present, the largest broadcast news agency in the state of Kentucky. In August, announcement was made of the opening of the WAVE Frankfort News Bureau, consisting of complete TV and Radio facilities located in the Capitol Building and connected with the Louisville main studios by our own microwave system designed and developed by our own engineers. A former AP and Courier-Journal Newsmen, Tom Duncan, became Bureau Chief. The WAVE Frankfort Bureau made an auspicious start when it originated telecasts of the Special Session of the Kentucky General Assembly, the first time such a program had ever been offered to the viewers of Kentucky. The Bureau has subsequently scored many news beats on important stories emanating live from our state's Capital.

It was also in August, that the Dupont Company had a tragic explosion at their Louisville plant. Once again, WAVE News did an outstanding job in keeping the public informed and reports from here to all the nation resulted in letters of commendation and awards from superlative on-the-spot coverage.

WAVE's story of the November election was again fast and complete as Radio and Television combined to present a quick and accurate count with many top-notch interviews to give the story first to the Kentucky and Southern Indiana audience.

WAVE Radio scored its own coup by the introduction in November of the WAVE Trafficopter service. A Hughes two-place helicopter was leased, with Cecil Thrasher as pilot, and Lt. Jack Kley of the Louisville Police Department as observer-reporter, the traffic in the city was no longer a "jam nuisance." Radio made definite advantages in its "image" in the regional Louisville scene. A sound came from 970 that was directed to the majority in our coverage area, the young marrieds, the middle of the roaders. We left the hard rock and roll to some, and the classical music to others, and we concerned ourselves with that sound that all persons of buying age could not only live with, but would find appealing.

As 1965 came to an end, WAVE, Inc. was honored by the Award for the second "Best in Competition" in Industrial Grounds in the entire city.

The changes and re-organization which had started in 1965, continued during 1966. Among WAVE personnel, these new titles were given and responsibilities assigned. Mrs. George W. Norton, Jr. became Chairman of the Board of W.A.V.E., Inc., Ballard Morton was made President of W.A.V.E., Inc., and Ralph Jackson retained his position as Executive Vice-President and General Manager, but in addition was made President of WFRV-TV in Green Bay and President of WFIE-TV in Evansville. WAVE, Inc. Vice-President, Lee Browning, moved from Green Bay to Louisville and became Manager of WAVE-TV. Jim Caldwell became a Vice-President of WAVE, Inc. and Manager of WAVE Radio. Houston Jones was given the title and responsibilities of National Sales Manager and Wheeler Rudd appointed Local Sales Manager, both of WAVE-TV.

Personnel changes in our sister stations saw Bob Southard replace Lee Browning as Manager of WFRV-TV, Green Bay and Bob at this time was made a Vice-President of WAVE, Inc. Jim Oetken, formerly a Sales Representative of WAVE Radio moved to Green Bay and took Southard's position as General Sales Manager of WFRV-TV, and Bob DeBonville, a Sales Representative at WFRV-TV was named Local Sales Manager.

On February 1, Louisville was hit by a 12 inch snow and WAVE Radio stayed on all night to be of help and report news events to our citizens and to the rest of the country, which was watching this weather phenomenon. Both Radio and Television rendered invaluable service by reporting postponed meetings and closed places of business, information which was not available through any other media. Many of the staff spent the night of February 1 in town, some to be ready for the next day, and others because they couldn't get home anyway.

A deluge of a different sort occurred on July 23rd, when Secret Service men invaded the Falls City area to prepare the way for a visit by President Lyndon B. Johnson to Jeffersonville, Indiana. Again WAVE News, with both Television and Radio facilities in full use, covered the story live from the scene as the President and family awarded the Jeffersonville Post Office a plaque for beautification of its grounds.

Our own News operation continued to make headlines as the decision was made in the summer to send a newsman to Vietnam to report on the war which had by now escalated to a full commitment conflict. Accordingly, Dave Henderson of the WAVE News Staff left on May 14 with a list of almost two thousand names of servicemen to contact, names which we requested and which were sent to us by relatives and friends of servicemen on duty there. After a months' stay, Dave returned on June 16, having contacted many men from the Kentucky and Southern Indiana region and having sent back film and tape of not only service men, but of living and fighting conditions as well. David's trip set a precedent which was followed by other stations and the paper as well.

By this time, Channel 3 had been using color news<sup>2</sup>film in its newscasts for almost a year. It was necessary however, to have the film developed out of town, and therefore it was of little value in hard news. In August of 1966, the newsroom received its color film processor, the first one in this area, and immediately began doing most of its newsfilm, both feature and daily news material in color.

As 1966 drew to a close, David Henderson returned to Vietnam, taking with him John Nichols of WAVE News, where the two newsmen once again put together an outstanding series of news reports with a local angle. Upon their return in mid-December, announcement was made of the establishment of a WAVE News Washington Bureau with David Henderson in charge. The Bureau was opened in time for Congress' return on January 10, and Henderson began sending to all Norton Stations filmed reports of national news items with a local angle, whether it be Louisville, Green Bay or Evansville.

With the advent of 1967, WAVE expanded its operation in virtually all phases of the television and radio industry. An Indiana News Bureau was begun, staffed by John Lucy, who as an Indiana native, had a good working knowledge of Hoosier state affairs. The long awaited re-modeling of offices and studios of both WAVE Radio and Television were completed. All of radio, studios and offices, were put in the south wing of the building. Television studios were expanded, new control areas were made from old radio areas, and Television offices were remodeled and re-decorated.

An open house for agencies and friends was held in March to celebrate the new look. Open house changed to Open Housing in April when WAVE News produced a documentary on the Open Housing Crisis in Louisville. The hour long, in-depth look at a worsening situation won for the News Department an award from the Catholic Broadcasters of America.

Also in April, WAVE Radio collaborated with the Aiken Agency to present Andy Williams and Henry Mancini in concert at Freedom Hall. Advertised only on WAVE Radio, the concert drew 14,500 persons, more than double a previous Louisville record. In May, Archbishop John Floersch died after more than 40 years of service to the Archdiocese of Louisville. WAVE telecast the installation of his successor, Archbishop Thomas J. McDonough. This was a most complicated production and highly successful program which was repeated at a later time on Channel 3 for those who did not see the live installation.

On September 25, Nathan Lord, retired Vice-President and General Manager of WAVE died at his home. Mr. Lord had headed the operations of WAVE Radio since it went on the air in 1933, and pioneered in bringing television to Kentucky in 1948. Until his retirement in 1966, he had nation-wide stature in the fields of radio and television.



September, 1967 also saw six NBC News Correspondents come to Louisville under the auspices of WAVE to speak to a packed house of 1,400 at the Brown Theatre. Ray Scherer, Wells Hangen, Howard Tuckner, George Montgomery, Pauline Frederick and Peter Hackes reviewed foreign and domestic events in "A Half Year of Crisis." The various newsmen also made appearances on both WAVE-TV and WAVE Radio.

For the first time in its history, the Kentucky State Fair decided to give awards to media for coverage and promotion of the Fair. In the three TV categories, WAVE won all three first awards. Special Projects, News and Farm Departments were presented with their plaques at the KBA convention later in the fall.

WAVE Newsman, Dale Greer left for Vietnam in November, 1967 once again to tell the folks at home the story of their servicemen fighting overseas. Dale's reports carried on WAVE Radio and Television, continued until after the first of the year. Meanwhile, the news and production staffs were preparing to carry, in color, the first live telecast of the Inauguration of a Kentucky Governor. In the November election, fully reported by WAVE News, Louis B. Nunn was elected Governor, and on December 12, 1967, the parade and installation were described for WAVE audiences by Tom Duncan and Bob Kay. The end of the year also saw preparations made for live telecasts of the ensuing meeting of the General Assembly in Frankfort.

1968 saw WAVE Inc., welcome the new year with the purchase of WMT-TV, Cedar Rapids, Iowa. Included in the transaction were WMT's accompanying AM and FM Radio stations as well as a Muzak franchise. This addition increased WAVE Inc. station ownership to six: WAVE Radio and WAVE-TV, Louisville; WFIE-TV, Evansville, Indiana; WFRV-TV, Green Bay, Wisconsin; WMT Radio and WMT-TV, Cedar Rapids, Iowa.

At twelve midnight on March 17th WAVE Radio began a 24-hour operation schedule. Opening night featured a five-minute newscast, on the hour, that established WAVE as the first Louisville station with a full time newsman on duty 24-hours a day.

It was in 1968 that WAVE Radio and WAVE-TV became the first Louisville station to broadcast editorials on a regular basis.

WAVE Radio celebrated Christmas in July that year by helping the Red Cross to collect gift items for an Army Hospital in Vietnam. Earlier in the year, WAVE Radio had cooperated with the Lions Club to obtain funds for posthumous eye donations.

August 20th brought about a major personnel change at WAVE-TV, when Frank Miller made plans to leave recently purchased WMT in Cedar Rapids and accept the responsibilities of WAVE Director of Television Operations.

With autumn came a better picture for the Channel 3 audience. Improved color transmission and an increased reliability factor were the results of a new transmitter put into effect October 31st. With the incorporation of this new design, WAVE-TV became one of the few stations in the U.S. to use such a system.

Equipment continued to improve the following month when WAVE installed the first television weather radar system to be seen in the Kentucky, Southern Indiana area. By all standards, the quality of WAVE equipment was now the highest that the art of television permitted.

WAVE-TV's Special Projects Department picked up an award early in 1969 for "The Harlan Hubbard Story". This portrait of a self sufficient existence was selected to receive a "BROADCAST MEDIA AWARD" from the Broadcast Industry Conference in San Francisco.

WAVE Radio's continued involvement in the community saw WAVE Radio Deejays spend almost an entire week downtown selling flowers for the Children's Norton Hospital Fund.

A regional editorial award from the Radio and TV News Director's Association was presented to WAVE in 1969 honoring the editorials WAVE Radio and WAVE-TV began airing on a regular basis the previous year.

On the 14th of July, Tom Wills came to WAVE to serve as staff meteorologist. Carrying a masters degree from Colorado State University, Tom began preparation and delivery of weather information for the WAVE stations.

Later in July, WAVE Inc. announced a change in the corporate name. It was felt that the call letters of the Louisville stations no longer conveyed the reach of the corporation. The choice, announced by T. Ballard Morton, President of WAVE Inc., was, ORION, "a prominent and brilliant constellation."

70x69 - WSMN Escambia, Mich. (satellite for WFRV) went on air,

Within 24-hours during a week in October, two Orion Broadcasting, Inc. vice-presidents were elected to head broadcasting associations. James Caldwell, Vice-President and Manager of WAVE Radio, was elected Chairman of NBC's affiliate executive committee. The following day, Lee Browning, Vice-President and Manager of WAVE-TV, became President of the Kentucky Broadcaster's Association.

WAVE-TV broke in 1970 with yet another award for its Special Projects Department. "Listen, It May Be Your Last Chance," the story of what is being done to save local folk music from extinction, won an OHIO STATE AWARD from the Institute for Education by Radio-TV in Columbus, Ohio.

Shortly thereafter, WAVE-TV and the University of Louisville co-sponsored a national student film festival in the name of silent film pioneer, D. W. Griffith. WAVE-TV's Special Projects Department honored the occasion with a documentary entitled, "D. W. Griffith, An American Genius."

During 1969, WAVE Radio, Louisville's leading sports station, originated exclusive coverage of University of Louisville football and basketball games. 1969 was also the year that WAVE Radio celebrated the 50th anniversary of the broadcast industry.

1970 was a year of top news events and WAVE's Washington Bureau continued to provide the Orion stations with in-depth coverage of action in the nation's capitol. February 24th, Dean Norland was selected to assume the responsibilities of our Washington News Bureau. These duties included seeking out, filming and writing about events in the nation's capitol which concerned residents of Orion station areas.

Another WAVE newsman, Bob Kay, began producing Project 970 that year. This exclusive WAVE Radio program explored problems and issues on a local and regional level. It dealt with such wide-ranging topics as pollution, drug addiction, race relations, crime, and the Louisville area outlook for the coming year.

A new program premiered on WAVE-TV Saturday, July 4th. A locally produced variety show, "Music Place" featured contemporary country music. Hosted by Stu Phillips, Capital Records recording artist and member of the Grand Ole Opry, "Music Place" was number one in its time period within four months.

On the first day of February, 1971, WAVE kicked off a campaign to draw support for the Louisville Development Committee. Announced as "The Station that Believes in Louisville," WAVE Radio and TV contributed air time to make residents aware of Louisville's assets.

March 30th saw WAVE-TV's Special Projects Department win its third award in as many years. Again, it was the BROADCAST MEDIA AWARD from the Broadcast Industry Conference in San Francisco. This time, the presentation was for "Mother Earth Needs You," a thirty minute documentary dealing with the environment.

Awards were popular at WAVE in 1971. Jack Crowner, Farm Director for WAVE Radio and TV was named winner of the Kentucky Farm Bureau's 1971 Communications Award. Jack received this recognition at the annual meeting of the Kentucky Broadcaster's Association on May 11th. James Caldwell, Vice-President of Orion Broadcasting, Inc., and Manager of WAVE Radio picked up a special award in June for "services above and beyond the call of duty" as the regional director of the National Association of Broadcasters.

As usual, WAVE News was on top of events in 1971. WAVE covered everything from the eight inch blizzard that hit Louisville in February to the Kentucky Governor's election in November. 1971 also saw changes in the WAVE News operation. Rodney Ford, who had been dividing his time between editorializing and news direction, began in November to devote full time to an expanding editorial operation. Assuming the duties of news director was Roy Meyer, former news chief at WSPD in Toledo, Ohio. December 1st, John



Nichols, local WAVE government reporter, became head of WAVE's Frankfort news bureau.

March 1st was the date and Louisville's Freedom Hall was the scene of one of the largest country music shows ever. Nearly 40 of the most popular country music stars, lead by Loretta Lynn, came to Louisville to stage a benefit for 104 surviving children of the Hyden Coal Mine Disaster which claimed 38 miner's lives earlier in the year. WAVE-TV originated two hours of highlights of the performance and fed it to 22 separate television stations throughout the South. That same evening WAVE Radio broadcast two live hours of this spectacular event.

Looking to the needs of the future, and an increasing workload, WAVE-TV made the decision, in August, to install computer terminals. The Bias System began to handle the enormous amount of paperwork associated with WAVE-TV's Traffic Department. It even printed the log.

As 1971 came to an end, WAVE Radio celebrated the holiday season at The Mall with a Christmas tree and some 2,000 gifts collected for underprivileged children.

Toward the end of March in 1972, a river barge loaded with lethal chlorine gas, broke its tow and lodged itself against the McAlpin Dam in downtown Louisville. During the tense removal of the barge and the evacuation of residents in potential danger, WAVE-TV had a "live" television camera at the site in operation 24-hours a day. The use of WAVE's camera by other local stations was authorized and the entire community was kept informed of the crisis situation.

On April 4th, 1972, WAVE-TV donated three hours of prime time for the showing of an exceptional film depicting the life of Martin Luther King. This documentary, entitled, "King, A Filmed Record... Montgomery to Memphis," was offered to WAVE as the result of a large contribution made to the Martin Luther King Special Fund.

In recognition of its West Side Player's production of "Who Really Cares," WAVE-TV was presented with another BROADCAST MEDIA AWARD in May of 1972. This 30 minute program cast a new light on the age old problem of juvenile delinquency. New methods of building public awareness in continuing problems has always been a concern at WAVE. With this in mind, "Tempo," a thirty-minute minority oriented program came into being. Designed to give the public a different outlook on the issues and culture of Louisville's black community, "Tempo" aired for the first time on August 20th.

Two months later WAVE announced its participation in a summer internship program for black college students. Realizing that minorities were not receiving equal representation in the communications field, WAVE immediately began recruiting candidates for the next summer's internships.

Major corporate promotions were announced in 1972. April 28th was the day that the Orion Board of Directors elected Miss Willodyne Miller, Secretary of the corporation. Since 1948, when WAVE-TV went on the air, Miss Miller has served as secretary to various corporate officials of Orion Broadcasting, Inc. June 5th saw Willian D. Alford promoted to the position of Agricultural Sales Director for the Orion Broadcasting Group. Prior to June, Alford has been General Sales Manager for WMT-TV in Cedar Rapids.

On August 15th WAVE launched its distinctive "Part Of It All" campaign, promoting the positive aspects of Louisville. Representing eight months of preparation, original music and an investment of several thousand dollars, the campaign encouraged Louisville residents to become a part of the exciting developments taking place in their community.

ADD TO YEAR 1969

On October 7, 1969, WJMN-TV, the Orion station in Escanaba, Mich., went on the air, as a satellite station to extend the signal of WFRV-TV Green Bay into the Upper Peninsula of Michigan. The call letters are the initials of Jane Morton Norton.

1973

Awards:

WAVE-TV: Eirst Louies (Lou Ad Club)--3 firsts, 6 merits

Award from San Francisco State U. for West Side Players producti

WAVE: Louies: 2 firsts.

AP News: 1 first, 3 seconds, 2 honorable mention

1974

April 3 was the date of Louisville's first major tornado in over 70 years. It was one of 148 tornadoes which swept the U.S. on that date, killing over 300, and injuring 5,484 others, affecting 50,000 persons, and running a total of 2598 miles on the ground. It was the worst day of tornadoes in the nation's history. Kentucky had 26 different tornadoes that date, and Indiana 17. The Louisville tornado ran for 21 miles on the ground. Three were killed in Louisville, 24 in nearby Brandenburg, 73 in Kentucky, and 44 in Indiana. WAVE ~~had been tracking~~ had been tracking tornadoes by radar most of the afternoon and warning listeners and viewers, ~~and~~ had continuing news coverage for days throughout Kentucky and Southern Indiana. Capt. Dick Tong, in the WAVE traffic copter, supervised all traffic and emergency vehicles in the tornado area, going 38 hours without sleep.

Jim Keelor was named news director of WAVE-TV and Radio.

WAVE Radio took part in Louisville's first St. Patrick's Day parade in 58 years.

WAVE covered the events <sup>around</sup> ~~in~~ the 100th Derby, including radio coverage of the first Derby Festival balloon race.

Awards:

WAVE-TV: Louies: 5 firsts, 3 merits.

Eureka award from the Art Director's Club of Louisville

A national ADDY award for promotion.

WAVE: Louies: 3 firsts, 4 merits.

AP News: 5 firsts, including a tie for best radio news operation

Promotion: 10 firsts and 2 merits in Louie competition for "Wave Country"

1975

U of L and UK reached the Final 4 of the NCAA, aired by WAVE (UL) and WAVE-TV (both). In the NCAA regionals WAVE-TV aired a classic game in which UK defeated Indiana to advance.

WAVE's Pat Murphy was grand marshal of the St. Patrick's Day parade, viewed by an estimated 35,000; Pat later led a trip to Ireland, where the "Wave Country" banner was carried in the Dublin parade.

Ralph Hackson was elected secretary-treasurer of the NBC affiliates' Board of Delegates.

WAVE Radio became the first Louisville station to acquire its own hot



1975 (cont'd)

School busing for desegregation purposes began in Louisville and Jefferson County, with outbursts, covered by WAVE and WAVE-TV.

Orion Broadcasting established a Research Department, headed by Doug Clemensen, formerly of Frank Magid & Associates, and a Retail Department, headed by Ron Foth, of Columbus, on a consultant basis.

Awards:

WAVE-TV: Louies: 7 firsts, 3 merits.

A national Broadcast Promotion Assn. award for "Wave Country"

A national ADDY award.

A Freedoms Foundation award for a documentary on amnesty.

WAVE: Louies--1 first, 3 merits.

AP News: 2 firsts, 2 seconds, 2 honorable mentions.

1976

Indiana won the NCAA and UK the NIT, both ~~covered~~ <sup>televised</sup> by WAVE-TV.

Mary Shands was elected vice chairman of Orion Broadcasting, and David Jones replaced Arthur King, who retired as director.

Lee Browning was appointed president of WAVE-TV, and Jim Caldwell president of WAVE.

WAVE Radio broadcast its initial Leukemia Radiothon, and again covered the St. Patrick's Day parade.

WAVE-TV began use of ENG tape news cameras.

The WAVE balloon won the first State Fair Race for Kentucky balloonists, and in the fall WAVE acquired a new specially made balloon, 7 stories high.

Eighteen stations formed LARS (Louisville Area Radio Stations) to advance radio in commercial and public service areas. Jim Caldwell was elected president, and was also named vice chairman of the NEC Radio Affiliates Committee.

Awards:

WAVE-TV: Louies--8 firsts.

A national TV Program Executives award.

A national ADDY.

Retail Advertising Conference--2 firsts, 1 second, 1 third.

AP News--8 firsts, including best news operation, 1 second.

WAVE: Louies--4 firsts, 2 merits

AP News--1 first, 4 seconds.

2 CLIO awards for commercials, in national competition.

Retail Advertising Conference--1 first, 1 second.

Harold Culver was appointed Chief Engineer of WAVE-TV and AM, succeeding Bernie Holtzman, who assumed duties as Orion Director of Engineering.

1977

January and February saw the return to Old Fashioned Winters, with heavy snows and cold, and the Ohio River frozen over for the first time ~~in years~~ in years. WAVE-TV and Radio kept thawed out and covered it.

In April, WAVE and thousands of listeners and viewers said farewell to "Uncle Ed" Kallay, who had brought up several generations with his Magic Forest and radio and television sportscasts. Ed died of a heart attack, shortly after he characteristically had braved ill health to be grand marshal of a Heart Fund Day parade.

WAVE began broadcasting Reds baseball, and added a Marti "Live Mike" unit to its news-gathering equipment. Joe McDevitt was named Radio Sales Manager after Tom DeMuth left to become promotion manager of the C-J & Times.

There were a number of promotions in Orion. Kelly Atherton became General Manager of WMT-TV and Radio, and Conrad Cagle succeeded him as General Manager of WFIE-TV, which began operations from a new tower and transmitter. Jim Keelor was named WAVE-TV Program and Operations Manager, Larry Pond WAVE-TV News Director, and Brian Rublein WAVE News Director.

The U of L football team was invited to the Independence Bowl in Shreveport, which was ~~covered~~ <sup>telecast</sup> by both WAVE-TV and Radio.

WAVE completed a number of public service projects in 1977: the second Leukemia Radiothon, a "Merry Kiss-mas" promotion which raised \$1,000 for the Cerebral Palsy School; the WAVE Christmas Tree at Bashford Manor Mall which collected 2,000 gifts for underprivileged kids, and the loan of the WAVE copter to the Urban League to land Santa.

#### Awards:

WAVE-TV: Louies--13 firsts  
AP News--5 firsts, 2 seconds.

WAVE: Louies--4 firsts, including best overall news  
AP News--2 firsts, 4 seconds.  
2 national CLIO commercial awards, and one ADDY.

1978 ~~(to be continued)~~

The Second Old Fashioned Winter in Louisville saw: 1) a record 17.5 inches of snow on January 16-17, and 2) a blizzard on January 25-26, with winds gusting to 65 miles an hour, and a wind chill factor of 60 below, another record. WAVE-TV and Radio set another record for Most Staff Members Kept Downtown in Hotels the Most Nights. Both TV and Radio stayed on the air extra hours and gave continuous weather coverage. The WAVE traffic copter was the only one which flew in the blizzard, and helped send aid to stranded motorists. The stations handled closing notices for over 1,000 businesses and public service agencies.

WAVE's Third annual Leukemia Radiothon, from the Mall, raised \$12,000.

WAVE covered U of L's progress to the NCAA, and WAVE-TV telecast UK's progress to the Wildcats' NCAA championship, as well as U of L's NCAA games.

Mary Shands was elected Orion Chairman of the Board, and Jane Norton became Honorary Chairman. DAVID GRISSEM REPLACED DAVID JONES AS AN ORION DIRECTOR.

Louisville began observance of its 200th Anniversary, and Claude Wayne played George Rogers Clark in the opening ceremonies.

1978 (Cont'd)

During 1978, WAVE-TV began operation of Unit 3, a documentary unit. And in October 1978, WAVE-TV inaugurated an hour-long local newscast, consisting of two segments, 5:30-6pm and 6-6:30pm.

WAVE Radio began a nightly TALK SPORTS call-in program with Radio Sports Director Gary Hahn and sports personalities interviewed from wherever they might be in the U.S. Also, WAVE began monthly call-in programs, ASK THE MAYOR, ASK THE COUNTY JUDGE/EXECUTIVE, AND ASK THE SCHOOL SUPERINTENDENT. ~~Ired Karp was appointed Radio Sales Manager in November when Joe Melovitt resigned to go to a new station.~~

WAVE became the Louisville outlet of the <sup>70</sup>~~70~~-station Kentucky (News) Network, and fed U of L football and basketball games to up to a dozen stations of the network.

Awards won during 1978 by WAVE Radio:

Louies: 4 firsts, including best ~~of show for radio~~ and 2 seconds.  
AP News: 6 firsts, ~~one second~~, including "Kentucky's best radio news operator."  
International: CLIO for commercials  
Regional: ADDY for commercials

Awards won during 1978 by WAVE-TV:

Peabody--"Whose Child Is This?" child abuse documentary by Al Shands Prod.  
Int'l CINE Council: "Whose Child" and "Maestro," another Al Shands production about Kentucky Opera producer Moritz Bomhard.  
Milan Film Festival: For "Whose Child."  
Iris (Nat'l Assn of TV Program Excess)--"No Way to Treat a River", a Unit 3 documentary about Ohio River pollution.  
American Film Festival: "Craziest Thing You Ever Saw," Al Shands prod.  
Gabriel (Catholic Assn Bdcasters): for "Whose Child" and "School's Out Forever," a Unit 3 documentary about dropouts.  
Ohio State: "New Day in the Mountains," a Unit 3 Appalachian documentary.  
Mott (Education Writers Assn): for "School's Out"  
Aviation Space Writers Assn: "How Safe the Skies" WAVE-TV News series.  
AP News awards: 3 firsts, 3 seconds.  
Louies: 6 firsts, 5 seconds, one "best of show."

At year's end, WAVE Radio again collected toys for underprivileged kids, lent the WAVE copter to Santa to land at a community center, and raised money for the Cerebral Palsy school with a "Merry Kissmas" promotion.

Orion transferred Doug Clemensen to WFRV-TV as program director, and he was succeeded by Tom McNulty as director of Orion Research. *(of the Magic organization)*

Growth continued in Louisville in 1978, with the opening of the new Hyatt Regency downtown, and the new Natural History Museum in a renovated iron-front building on Main Street.

1979

In March, Jim Merkhham, manager of KCKC San Bernardino, Cal., ~~was named general manager of WAVE Radio, succeeding Jim Caldwell, who took on duties as a vice president of Orion.~~ was named general manager of WAVE Radio, succeeding Jim Caldwell, who took on duties as a vice president of Orion.

In March, U of L returned to the NCAA tournament, and the games were carried by WAVE and WAVE-TV.

In February, WAVE held its 4th annual Leukemia Radiothon from the Mall, raising \$16,500.



## 1979 (Cont'd)

In June, Jim Keelor was appointed station manager of WAVE-TV, reporting to Lee Browning, President and General Manager of WAVE-TV.

Awards won during 1979 by WAVE-TV:

Louies: 4 first places--

- Best community service program for drug documentary, "School Daze."
- Best public affairs program, "Second Rate Interstate."
- Best educational program, "Part of This World".
- Best entertainment series, "Dan Royal's Bits and Pieces."
- Best investigative reporting, "Marble Hill."
- Best sports program, "A Blend of the Best."
- Best human interest story, "Royal's People."

Associated Press: 4 firsts, 1 second.

Best television news entry.

~~Best human interest story.~~

~~Best editorial.~~

Best regularly scheduled news program.

Best news documentary.

Best human interest story.

Second best for excellence of photographic journalism.

ADDY advertising awards: 1 silver, 1 bronze, 1 merit.

Awards won during 1979 by WAVE Radio:

Louies: 3 first places--

Best regularly scheduled local sportscast.

Best editorial.

Best human interest story.

Associated Press: 5 firsts and 1 second:

Best local regularly scheduled news program six minutes or less.

Best local regularly scheduled news program more than six minutes.

Best local regular sports program.

Best human interest story.

Best editorial.

Second best coverage of a breaking spot story.

In October, John Shine, of WWT-TV, was appointed program director of WAVE-TV. In the fall of 1980 he left to become program director of NBC's owned and operated TV station in Cleveland. *Ann Coleman succeeded.*

Houston Jones, national sales manager of WAVE-TV, retired at the end of the year, continuing as a consultant during 1980. Wheeler Rudd was appointed to the newly created position of WAVE-TV general sales manager, and John Karem was named national sales manager. Anne Coleman, of Oklahoma City, was named WAVE-TV marketing manager.

## 1980

In March, WAVE Radio held its 5th annual Leukemia Radiothon, raising \$15,000, and bringing the five-year total to over \$53,500.

In March, U of L won the NCAA basketball tournament. WAVE and WAVE-TV filled Freedom Hall for a simulcast "Welcome Home Champs" event, and WAVE Radio put together an album of the Cards' championship year for sale through the ULA's.

Jim Keelor was appointed President and general manager of WAVE-TV, and Lee Browning took over corporate duties as a vice president of Orion. Jim Markham was appointed president as well as general manager of WAVE.

*Joe McDevitt succeeded Markham in December when Markham resigned to return to California.*  
On June 6, an agreement in principle was made between Orion and Cosmos Broadcasting of Columbia, S.C., to sell Orion to Cosmos for \$110,000,000, approximately, subject to FCC approval. Four stations, WAVE-AM, WMT-TV, WFRV-TV, and WJTN-TV, are to be spun off to other owners. After necessary ascertainment and other legal work, application to the FCC was expected to be made in late 1980, with FCC approval sometime in 1981. Orion President T. Ballard Morton had issued a statement on April 4 that "Due to the long-range inheritance tax situation, WAVE's owners are looking into the possibility of selling or merging their stations." On June 6 he stated: "We are delighted with this new association and look forward to working with the people of Cosmos to create the finest possible broadcast organization." The Chairman of Cosmos, Charles A. Batson, said: "Orion will operate as an affiliate of Cosmos, with headquarters in Louisville. Key operating management of Orion will continue." *Transfer final 1982.*

Cosmos Broadcasting is owned by the Liberty Corporation of Greenville, S.C., a holding company with interests in the insurance, broadcasting, and savings and loan industries. It owns and operates WIS-AM-TV Columbia; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio; WDSU-TV New Orleans, and WSHZ-FM, Sarasota, Fla.

On July 30, Ed Godfrey, formerly of WSB-TV Atlanta, became WAVE-TV news director, replacing Larry Pond, who had resigned to go with Frank Marid Associates, a consulting firm. Tyler Cox became WAVE-AM news director.

Livingston Gilbert retired on November 26 after 39½ years as an announcer and newscaster with WAVE and WAVE-TV. On the 6 to 7 pm newscast, on which he made his last appearance, many former news colleagues and competitors had sent taped tributes to "Mr. Gil." Afterward a reception was held for him in the studios, and his three daughters came in from New York, *New Haven Conn.*, and New Orleans for the occasion. The event was held on Thanksgiving Eve, the 32nd anniversary of WAVE-TV's inaugural telecast. *Died Jan 81.*

Awards won during 1980 by WAVE-TV:

Iris (National TV Program Executives)--for "School Daze" documentary

(1980 AP)

Sigma Delta Chi - 3 firsts (best newscast, investigative reporting, documentary)

1981

*Spinoff stations sold to Gannett (WMT-TV), WCCO (WFRV), <sup>WSAN</sup> Hensons (WAVE-AM).*  
*Transfer 1982.*

1982 AND AFTER

*The Henson family operated WAVE-AM (with call letters changed to WAVE) in its same studios in the WAVE Building from 1982 to 1989.*

*In 1989 the Hensons sold WAVE and their FM station <sup>(WVRS)</sup> to Tony Brooks, who operated both stations at the WVRS studios in the 800 Building. In 1992 Brooks sold WAVE to Charles Jenkins, who owned and operated WXVW in Jeffersonville IND. Jenkins moved WAVE operations to the WXVW studios.*