

WLW-D SERVES AREA 13 YEARS

Dayton station pioneered in sports, received many national honors since debut in 1949

On March 15, 1962, WLW-D marked its 13th anniversary on the air. Although the telecasting license had been granted on April 4, 1947, two years passed before the station officially went on the air in 1949.

WLW-D became ch. 2 on April 27, 1953. The station became a basic NBC outlet in 1949, and on Sept. 1, 1954, also became the ABC primary affiliate in the area.

When the station first went on the air, John T. Murphy, now vice president in charge of television, was general manager. He was succeeded by H. Peter Lasker, now vice president in charge of sales for Crosley with offices

ally for its show *Spotlight on Tomorrow*, done in cooperation with the Junior Achievement group in Dayton, and has continued to win awards liberally ever since.

Sports Pioneer ■ WLW-D has consistently pioneered in the field of sports. It televised the Dayton Indians baseball games beginning in 1949, the first time a Class A team in the country was televised. It was the first station to televise automobile racing, from the Dayton Speedway.

WLW Television Wrestling marked the first time a major sporting event was carried exclusively for tv viewers, staged before a studio audience.



George Gray, vice president and general manager of WLW-D, joined Crosley Broadcasting Corp. in 1954 as national sales representative at WLW-D, and early in 1955 was appointed general sales manager of the Dayton station. In 1956, he was named general sales manager of WLW Radio, and on May 1, 1957, returned to WLW-D as general manager. He was elected a Crosley vice president in April 1961. Mr. Gray is on the educational television committee of the Dayton Chamber of Commerce, on the television advisory board of the National Foundation's local chapter, and is active in school, church and community groups. WLW-D's studio and office building is shown at left.



in New York City. The present vice president and general manager is George Gray, who joined WLW-D in May 1954. His staff numbers more than 90 persons.

WLW-D was the first station in the area to bring viewers compatible color and the first station to expand viewing hours, presenting live early-morning television as well as late late movies.

Early Honors ■ During its very first year, WLW-D received an award nation-

ally for its show *Spotlight on Tomorrow*, done in cooperation with the Junior Achievement group in Dayton, and has continued to win awards liberally ever since. It was the first station in the area to televise the University of Dayton basketball games—December 1953. Another "first" was live bowling, from one of the area's bowling alleys. Then six seasons ago, WLW-D, along with other WLW tv stations, brought viewers for the first time on television the Cincinnati Reds in both home and away games.

In February, 1955, the *Tonight Show*, then hosted by Steve Allen, made its

first out-of-town trip to originate its show at WLW-D. The yearly visit of the "50-50 Club" cast causes stampedes and traffic jams. For its special western program promotion in the fall of 1957, WLW-D received the third place award in the national *Television Age-Billboard* magazine promotion competition. With its Hollywood hoopla campaign, it was the only station in the Midwest to win an award in that category.

WLW-C FIRST IN COLUMBUS

Ch. 4 station started when area had only 88 tv families, now plays to plus half a million

Spring of 1949 was a busy time for Crosley Broadcasting Corp. people. Within three weeks, two new stations were dedicated—WLW-D on March 15 and WLW-C on April 3. Both were pioneers in their area.

The ch. 4 station in Columbus signed on the air at 3 p.m. on April 13, 1949, as ch. 3, which was changed to ch. 4 on

June 28, 1953.

When the station went on the air, there were only 88 tv families in Ohio's Franklin County; today there are 600,000 in WLW-C's coverage area. The station averaged 40 hours a week at that time; today its week's programming totals 129 hours. WLW-C was the only tv station in Columbus until the

coaxial cable came through in September 1949. At that time, WLW-C joined the NBC network for live programming from New York and Chicago.

Many national and local public service awards have been given WLW-C, including *Billboard's* public service and best local program awards, *Look Magazine*, National and Ohio Safety Council awards and many others, as well as countless merit citations.

WLW-C also excels in sports coverage, telecasting Ohio State University basketball and football, Columbus Jets baseball, and just last year signed one of the largest commercial investments in Columbus tv history with the pur-