

W G N A CULTURAL LANDMARK

WGN Continental Broadcasting Company is celebrating its fiftieth anniversary this year and is one of the oldest organizations to be broadcasting continuously during this time.

Radio came into being during the years 1921-1923. One of the many burgeoning stations in Chicago was WDAP started by Elliott Jenkins and Thorne Donnelly. This early programming consisted of weather reports, talks, and three concerts a week.

However, in 1924, the Chicago Tribune took possession of WDAP, renamed it WGN (World's Greatest Newspaper) and began broadcasting on June 1st at the Drake Hotel.

WGN can claim many "firsts" in radio, dating back from 1924. Both the Republican and Democratic conventions were carried on WGN. In September, the sentencing of Richard Loeb and Nathan Leopold by Judge John R. Caverly for the murder of Bobby Franks was heard by listeners.

The extensive WGN sports coverage was also begun in 1924 with the broadcast of the World Series between the Cubs and White Sox. Two weeks later, the Indiana-Michigan football game was also broadcast.

Opera was first performed on WGN in 1925 by the Western English Opera Company, programming which still continues to this day.

The concept of the radio interview was initiated by Quin Ryan of WGN. He explained it in this manner: "In order to quench their radio nervousness, I sit informally beside them at a table upon which lies an unobtrusive microphone. We smoke, we lean back, we just gossip."¹

A journalistic first was the broadcast of the John Scopes trial in Dayton, Tenn. Scopes had been brought to trial for teaching evolutionary theory to high school students. This trial was notable in that it pitted two great lawyers... Clarence Darrow and William Jennings Bryan.

In order to gain a clear channel operation, WGN purchased two Elgin radio stations in the fall of that year, and the call letters were changed to WGN-WLIB.

In 1929, WGN tested the theory of relaying police messages to detectives in squad cars and helped with the adoption of this system in police departments all over the country.

In the meantime, however, another first was taking place. January, 1928, found the first commercial program "The Radio Floor Walker" on the air. This was a musical variety program.

The Political conventions that year were covered by WGN at its own expense, thus making it the only independent station in competition with CBS and NBC.

Radio theater found a home on WGN, also. "Little Orphan Annie", "Harold Teen", and "Painted Dreams" (a forerunner of today's soap operas) were some of the serials in the 1930's.

One major cultural contribution not only to Chicago but also the rest of the world is the Auditions of the Air, co-sponsored by the Illinois Opera Guild. This is a national operatic competition broadcast series to be presented by a major broadcasting company. The auditions are produced by Dick Jones, Program Director at WGN and can include among the winners, Sherrill Milnes, leading baritone of the Metropolitan Opera, Jeanine Altmeyer, soprano of the Lyric Opera of Chicago, and Dominic Cossa, lyric baritone of the Metropolitan Opera and New York City Opera. The current Winner, Kathleen Battle, is making her Grant Park debut August 3rd and 4th.

WGN also broadcasts Metropolitan Opera performances Saturday afternoons from December to April. Following the Met broadcast is a program called "Encore" which plays mainly opera and Broadway music.

"Sunday Morning in Chicago" plays religious music from spirituals to classical to gospel to Jewish chants.

"Extension 720" is a discussion program heard from Monday-Friday evening for two hours. Some topics explored on this program are Chicago Theater, American Modern Art, Planning Open Spaces in the City, and Roots of Today's Pop Music.

In addition to all this, public service announcements are made on such various institutions such as the Art Institute, Field Museum, Chicago Public Library, and the Chicago Symphony Orchestra.

The WGN Concert Orchestra was organized in 1934 and it, along with "The Chicago Theater of the Air" broadcast operas, operettas, and concerts.

Walter Winchell began his career in 1939 and later had a Sunday evening show on WGN-Mutual.

Around this time, Gabriel Heatter, a reporter, developed the idea of news commentary.

Beginning the 40's, WGN went to a 24 hour operation and exclusively broadcast the annual All Star Football Game, the World Series, and the pro football championships.

Fans of mystery and suspense were well represented by such programs as "Murder Is My Hobby", "Murder at Midnight", "Man Hunt", "Crime Fighters", "Murder by Experts", and "Hall of Fantasy".

After the Pearl Harbor attack in 1941, WGN reported the first stages of World War II for 257 hours and 35 minutes.

Patriotic programs -- "Americans at the Ramparts", "On Stage Chanute", "War Worker Awards", and "America Unlimited" aided the war effort in the Midwest.

In 1945, WGN won the Peabody award for its educational program "The Human Adventure".

WGN radio has no basic format such as all news or all rock music. It has always believed in balanced programming. For instance, the announcers all have distinctive personalities, and their programs reflect this. One could surely never confuse Wally Phillips with Bill Berg or Roy Leonard.

WGN has been steadily contributing culturally, socially, and journalistically to this city for fifty years and hopefully will continue for at least fifty more.

Tribune Company net, revenues peak

3-13-76

TOTAL REVENUES and net income of Tribune Company reached record levels in 1974, Stanton R. Cook, president and chief executive officer, announced Wednesday.

Revenues rose to \$689,094,000 last year from \$586,882,000 in 1973, a 17 per cent increase. Net income rose 24 per cent to \$30,411,000 in 1974 from \$24,465,000 in the preceding year.

Tribune Company is a diversified communications company with newspaper and broadcast operations. It also has important integration with newsprint-forest products, transportation, and other operations.

NEWSPAPERS include The Chicago Tribune, the Daily News in New York City, the Fort Lauderdale News, and the Sun Sentinel in the Fort Lauderdale area, the Orlando Sentinel Star, and the Valley News and Green Sheet, which serves Van Nuys and adjacent areas in suburban Los Angeles.

Broadcast operations include WGN Continental Broadcasting Co. and its subsidiaries,

KDAL, Inc., Duluth, and WGN of Colorado, Inc., Denver; also WPIC, Inc., New York City, and Connecticut Broadcasting Co., Inc., Bridgeport, Conn.

Principal subsidiaries in the newsprint/forest products area are Ontario Paper Company Limited and Q. N. S. Paper Company Limited. The company also owns a hydroelectric generating plant and transportation companies.

NET EARNINGS of the newspaper operations alone were down last year because of nonrecurring costs in Chicago and New York, Cook said. In New York a 17-day strike by printers against the Daily News curtailed income despite the fact that the newspaper continued to publish.

Earnings in Chicago were adversely affected by costs associated with the discontinuance of Chicago Today and the conversion of the Chicago Tribune to a 24-hour publishing cycle.

Net earnings of the newsprint, broadcasting, and other operations increased in 1974, Cook reported.

February 14, 1973

Marketing

Chicago radio revenues up 8% in '72

GROSS advertising revenues of Chicago radio stations were up about 8 per cent in 1972, a Tribune survey shows.

This estimated gain would push total revenues of the 30-plus Chicago radio stations, both AM and FM, to nearly \$49 million for the year.

Gross revenues, as reported by stations to the Federal Communications Commission, were \$45.3 million in 1971.

WGN ONCE again ruled the airwaves with an estimated \$11 million, the survey revealed.

WLS, No. 2, moved up from \$5 million to \$6 million, followed by WBBM-AM, which climbed from \$4.25 million to an estimated \$4.75 million to \$5 million for 1972.

In all cases, except WVON [which supplied its figures], revenues from stations were estimates gleaned from sources in the broadcasting industry.

WIND ranked fourth, with 1972 revenues pegged in the \$3 million to \$3.5 million range. WVON hit \$3.3 million and WMAQ-AM jumped to \$2.75 million to round out the top six stations.

The emergence of Chicago's FM broadcasters as factors in the market is borne out by the performances of W3BM-FM, and WFMT, both of which topped \$1 million in revenue last year.

George Lazarus



Revenues of Chicago Radio Stations Chicago Tribune Estimates

	1972	1971
1. WGN	\$11 million	\$10.25 million
2. WLS	\$6 million	\$5 million
3. WBBM-AM	\$4.75 to \$5 million	\$4.25 million
4. WIND	\$3 to \$3.5 million	\$2.8 million
5. WVON	\$3.3 million	\$2.8 million
6. WMAQ-AM	\$2.75 million	\$1.9 million
7. WCFL	\$2 to \$2.5 million	\$2.75 million
8. WAIT	\$2.2 million	\$2.4 million
9. WJJD	\$2.1 million	\$1.75 million
10. WBBM-FM	\$1.1 million	\$800,000
11. WGRT	\$1.1 million	\$1.2 million
12. WFMT	\$1.05 million	\$900,000
13. WNUS	\$1 million	\$1 million

Zanders joins Hunt-Wesson

Top marketing executive George Zanders joins Norton Simon, Inc.'s Hunt-Wesson Foods Division, Fullerton, Cal., Monday as group vice president in charge of sales.

Zanders recently was group vice president-marketing at Libby, McNeill & Libby. He previously was national sales manager for both the Kool-Aid and Jello Divisions of General Foods Corp., where he worked for 19 years before joining Libby in 1969.

In his new assignment, Zanders will head up consumer, industrial, and food service



Ronco's advertising. Ronald Popel is chairman and chief executive officer of the company.

U. O. P. picks Leech

John L. Leech was promoted to the newly created post of director, corporate marketing and development at Universal Oil Products Co., Des Plaines. He formerly was vice president-marketing development at Proton, Inc., U. O. P.'s international construction subsidiary.

Personnel

Harry Hearst joined Davies Publishing Co. as Western sales manager . . . Hal L. Farris named an account executive.



Hearst [left] and Farris

Sperry-Boom, Inc. . . . Cath Winnan appointed regional contract sales director, Isabe Scott Fabrics Corp. . . . Wallace W. Dombrow named sales and marketing manager Gregg Engineering Corp. . . . Ray Beidron joined Arthur J. Wheeler as a copy group head

WGN Log for

Tuesday April 30th 1929

5253-45

Time		Name of Selection	Artist
From	To		
8:30	Turner	Filaments on	Shorted plate to ground . 222-A--Nr.1698 out of service. 233-A--Nr.2910 in service
9:06		Carrier on	
9:06	10:00	Reading Tribune	
9:15		FC-140 PV-455 M-74-35-42-62	
		35-60 PA-3 ANT-12	
		T-42 R-95 M-118 A-116 C-120	
10:00	10:30	Cooking School NBC	
10:30	10:43	Home Management	
10:43	11:00	Book Review	
11:00	12:00	Morning Musical	
12:00	12:09	WX and Health Talk	12:55 Line to Blackstone very bad. 1:50 Off 1-1/2 Min. at studio.
12:09	12:16	Cont. Musical	
12:16	12:28	Health Talk	
12:28	12:41	Childrens Program	
12:41	2:30	Luncheon Concert	
12:30		FC-140 PV-450 M-74-30-42-60	
		30-60 PA-3 ANT-12	
		T-45 R-130 M-150 A-150 C-121	
2:30	2:55	Womans Club	
2:55	5:07	Ball Game	
3:00	Matheny	FC-140 PV-450 M-72-30-42-60	
		30-60 PA-3 ANT-12	
		T-48 R-128 M-150 A-150 C-121	
5.07	5.30	Book Worm.	
5.30	6.01	Air Castle.	
6.01	6:22	Punch and Judy Show.	
6.09	Blackman	FC 140 Pv 450 M 72 30 42 60 30 60 Pa 3 Ant 12. T 52 R 129 M 152 Pa 152 C-121.	
6:22	6:34	Stocks	
6:34	6:53	Coon Sanders	
6:53	7:00 Ma	Symphony Orchestra	
7:00	8:00	Radio Floor-Walker	
8:00	9:00	Eveready Hour NBC.	
9:00	9:30	Oil-O-Matic NBC	
9:30		FC-145-PV-450-M.74-3-44-61-4-61 P-3-A-12-T65-R122-M140-P-140-C120	
9:30	10.00	Symphony Orchestra	K.O. Storm 15 Secs Fils on until 2:45 for test. <i>trying and see feed from studio to S-A getting my bad R.F. feed back W6</i>
10.00	10:09	Tomorrows Tribune.	
10:09	10.15	WGN Dance Orchestra	
10.15	10:34	German Band.	
10:34	11:00	WGN Dance Orchestra	
11:00	11:15	Dream Ship	
11:15	11:39	Coon Sanders	
11:39	12:00	WGN Dance Orchestra	
12:00	12:20	Coon Sanders	
12:20	12:30	Drake Hotel Off 12:30	

W. Jones

R.E. BAIRD

September 8, 1950

To : Frank P. Schreiber
All Departments

From: Bruce Dennis

The fall program schedule will shape up as follows:

Monday through Friday

	<u>2A</u>	<u>6 - 6:30 a.m. Farm Hour</u>
	<u>2A</u>	<u>6:30-6:45 a.m. Today on the Farm</u>
	<u>2A</u>	<u>6:45 - 7 a.m. News</u>
MC =	<u>2A</u>	<u>7 - 8 a.m. Bill Evans show</u>
	<u>5D-3A-2A</u>	<u>8 - 8:15 a.m. Robert F. Hurleigh</u>
	<u>2A</u>	<u>8:15 - 8:45 a.m. Cliff Johnson</u>
	<u>2A</u>	<u>8:45 - 9 a.m. Meet the Menjous or ? (time sold to Hirsch)</u>
	<u>5D</u>	<u>9 - 9:15 a.m. News</u>
	<u>2A</u>	<u>9:15 - 10:15 a.m. Mary Margaret McBride</u>
		<u>10:15 - 10:30 a.m. Answer Man</u>
		<u>10:30 - 11 a.m. Two Ton Baker</u>
		<u>11 - 11:15 a.m. Kate Smith</u>
		<u>11:15 - 11:30 a.m. Virginia Gale</u>
		<u>11:30 - 11:45 a.m. Tello Test</u>
		<u>11:45 - 12 noon News</u>
		<u>12 - 12:15 p.m. Cedric Foster</u>
		<u>12:15 - 12:30 p.m. Hostess House</u>
		<u>12:30 - 12:45 Market Reporter</u>
		<u>12:45 - 1 p.m. News</u>
		<u>1 - 1:30 p.m. Ladies Fair</u>
		<u>1:30 - 2 p.m. Queen For a Day</u>
		<u>2 - 2:20 p.m. Tune Test</u>
		<u>2:30 - 3 p.m. Name the Song</u>
		<u>3 - 3:15 p.m. Radio Quiz</u>
		<u>3:15 - 3:30 p.m. Tello Test</u>
		<u>3:30 - 3:45 p.m. Share the Wealth</u>
		<u>3:45 - 4 p.m. Consumers Forum</u>
		<u>4 - 4:15 p.m. Tribune Program (starts Sept. 18 or 25)</u>
		<u>4:15 - 4:30 p.m. Marshall Kent</u>
		<u>4:30 - 4:45 p.m. Two Ton Baker</u>
		<u>4:45 - 5 p.m. Singing Story Time</u>

5 p.m. Mon. Wed. Fri. Cisco Kid (Park Trail Oct. 2)
Tues. Thurs. Straight Arrow

5:30 p.m. Mon. Wed. Fri. Challenge of the Yukon
Tues. Thurs. Sky King

5:55 p.m. - 6 Tues. Thurs. Dobby Benson

6 - 6:15 p.m. Melody Five
6:15 - 6:30 p.m. Robert F. Hurleigh
6:30 - 6:45 p.m. Gabriel Heatter

REB

6:45 - 7 p.m. Fulton Lewis, Jr.

10 - 10:15 p.m. Behind the Story
10:15 - 10:30 p.m. Chicago At Night
10:30 - 10:40 p.m. News
10:40 - 10:45 p.m. Song Souvenir
10:45 - 11 p.m. This Is the Story
11 - 11:15 p.m. News

Monday

7 - 7:30 p.m. Rudy Vallee (Cisco Kid Oct. 2)
7:30 - 7:55 p.m. Crime Fighters
7:55 - 8 p.m. News
8 - 8:30 p.m. Murder By Experts
8:30 - 9 p.m. Korean War Round-Up
9 - 9:30 p.m. Hall of Fantasy
9:30 - 10 p.m. Box 13

Tuesday

7 - 7:30 p.m. Rudy Vallee (Bobby Benson Oct. 3)
7:30 - 7:55 p.m. Official Detective
7:55 - 8 p.m. News
8 - 8:30 p.m. John Steele, Adventurer
8:30 - 9 p.m. Mysterious Traveler
9 - 9:30 p.m. Mystery House
9:30 - 10 p.m. Northerners

Wednesday

7 - 7:30 p.m. Rudy Vallee (Cisco Kid Oct. 4)
7:30 - 7:55 International Airport
7:55 - 8 p.m. News
8 - 8:30 p.m. Hidden Truth
8:30 - 9 p.m. Family Theater
9 - 9:30 p.m. 2,000 Plus

Thursday

7 - 7:30 p.m. Rudy Vallee (Red Ryder Oct. 5)
7:30 - 7:55 p.m. Rod and Gun Club
7:55 - 8 p.m. News
8 - 8:30 p.m. Limerick Show
8:30 - 9 p.m. Reporters Round-Up
9 - 9:30 p.m. Favorite Story
9:30 - 10 p.m. Songs We Sing (Guy Lombardo Oct. 5)