

# WWJ

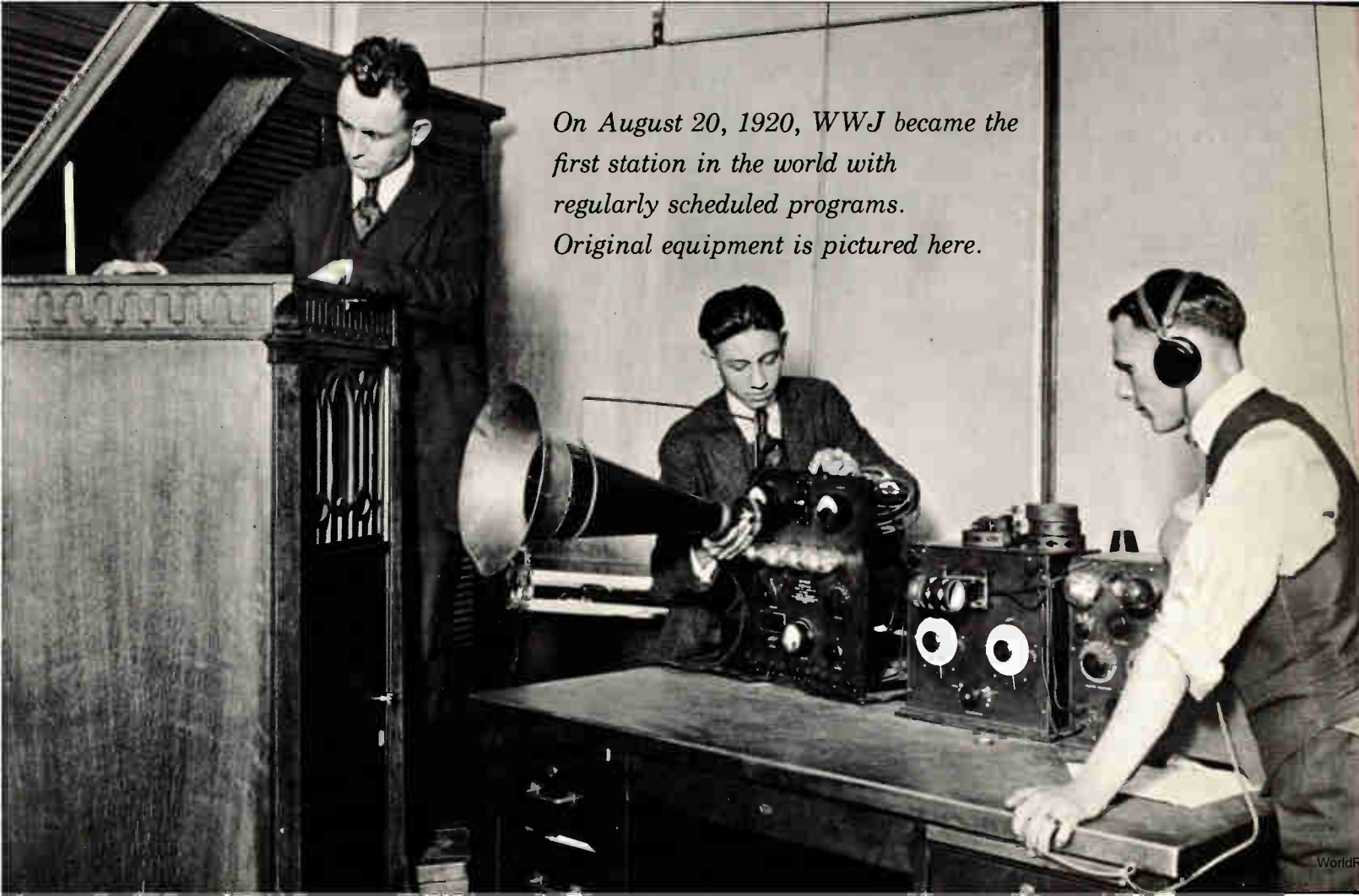
## BIRTHPLACE OF BROADCASTING ...



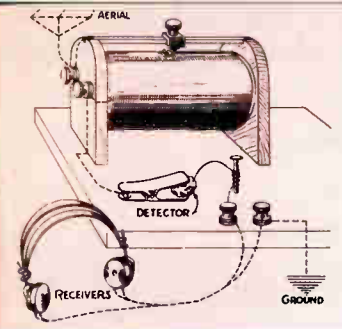
WWJ's first transmitter

THE WWJ STATIONS:

WWJ-AM • WWJ-FM • WWJ-TV



*On August 20, 1920, WWJ became the first station in the world with regularly scheduled programs. Original equipment is pictured here.*



During early 1920's, hundreds of home-made radio receivers were built from sketches like this. Known as a "crystal detector" set, reception range was about 25 miles. Parts cost \$8.00.



**Loud speakers like this brought to WWJ listeners in 1922 such daily broadcasts as:**

9:30 to 9:40 a.m. .... Hints to housewives	3:40 to 4:15 p.m. .... Market quotations
9:40 to 10:15 a.m. .... Music reproduced	5:00 to 6:00 p.m. .... Complete baseball scores, additional markets, and special features as announced.
10:15 to 10:30 a.m. .... Weather report	
11:52 a.m. to 12:00 noon .... U. S. Naval Observatory time signals	7:00 to 8:30 p.m. .... Entertainment and edification by musicians and speakers.
12:15 to 12:45 p.m. .... Music reproduced	
3:30 to 3:40 p.m. .... Weather report	



By 1932, radio receivers had become virtual necessities for every home. Families gathered around living room consoles to hear such network broadcasts as Jessica Dragonette, Amos n' Andy, Billie Jones and Ernie Hare, Pick and Pat, The Silver Masked Tenor, Rudy Vallee, Major Bowes' Amateurs, and WWJ's own local originations with The Detroit News 17 piece orchestra, organ recitals by Ole B. J. Foerch and Bendetson Netzorg, The Detroit News Players, the Tip-Topper and Co-Ed Trios, WWJ's incomparable newscaster C. C. Bradner, and Ty Tyson's broadcasts of Detroit Tiger baseball and University of Michigan football.



Crowds of baseball fans who did not yet have their own radios gathered at special loudspeakers to hear inning-by-inning accounts of World's Series games as relayed by radio over WWJ.

## EARLY BROADCASTS



From this studio in The Detroit News building, WWJ entertained audiences of the 1920's with musical programs, dramas, news broadcasts, Morning Devotions, a "Magazine of the Air," a "Women's Page of the Air," "Tonight's Radio Dinner," weather and market reports, and talks on health and safety.

WWJ sportscaster Ty Tyson broadcasts a 1927 Detroit Tiger baseball game from Navin Field. Engineer at right monitors the pick-up.



Radio sound effects were created in WWJ studios to simulate hoof-beats, pistol shots, glass breaking and myriad other effects.

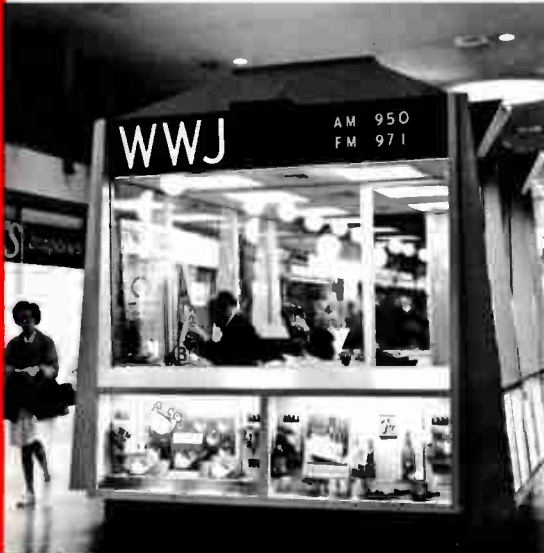
Modern radio employs actual recordings of such background sounds.





## RADIO IN THE SIXTIES

During the 1930's and 40's, radio became America's leading source of entertainment with lavish productions and great stars. In the 50's, however, television absorbed the big entertainment shows, and radio concerned itself largely with news and music. For the 60's, WWJ developed new concepts and sources of radio service to provide fresh, vital listening 24 hours a day.



Permanent studios at world-famous shopping centers allow passers-by to watch WWJ personalities in action at Northland, Westland and Eastland.



Broadcast phone conversations spark such popular WWJ features as "Ask Your Neighbor," on which listeners ask and answer questions about recipes and household problems; "Call Kendall," which sounds out callers on human interest topics; and "Phone Opinion," the public forum on hot issues of the day. "NewsLine" brings three hours of direct coverage of news and feature activities throughout the metropolitan area.

Sportscaster Don Kremer describes University of Michigan football games to WWJ audiences. Concerts of the Detroit Symphony Orchestra are taped and broadcast to Sunday afternoon listeners.





## EARLY TELEVISION



Television came to Michigan in 1947 with all of the excitement that had greeted Radio twenty-seven years earlier. Crowds gathered around receivers in store windows, taverns featured the new marvel as a floor show attraction with daily program schedules posted on marquees, and householders with TV found themselves willing or unwilling hosts to most of the neighborhood during the limited hours of telecasting.

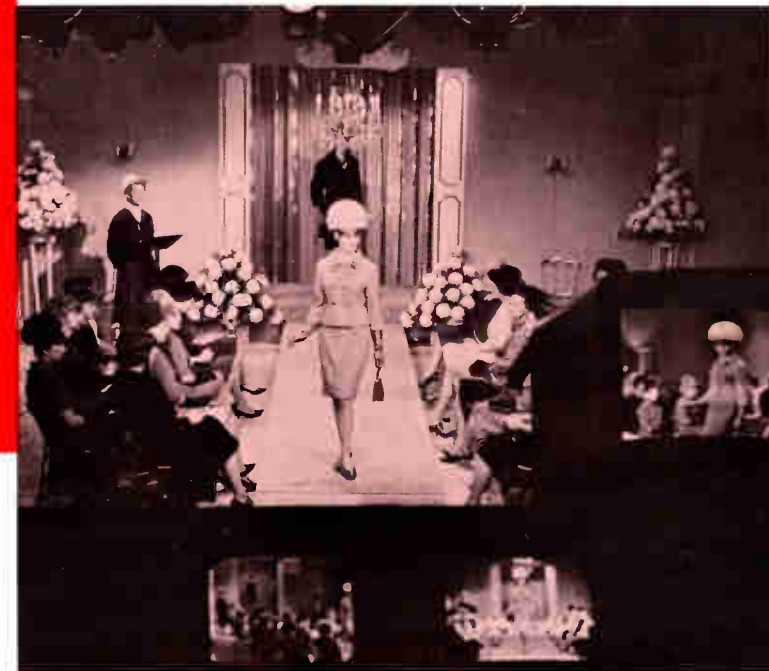
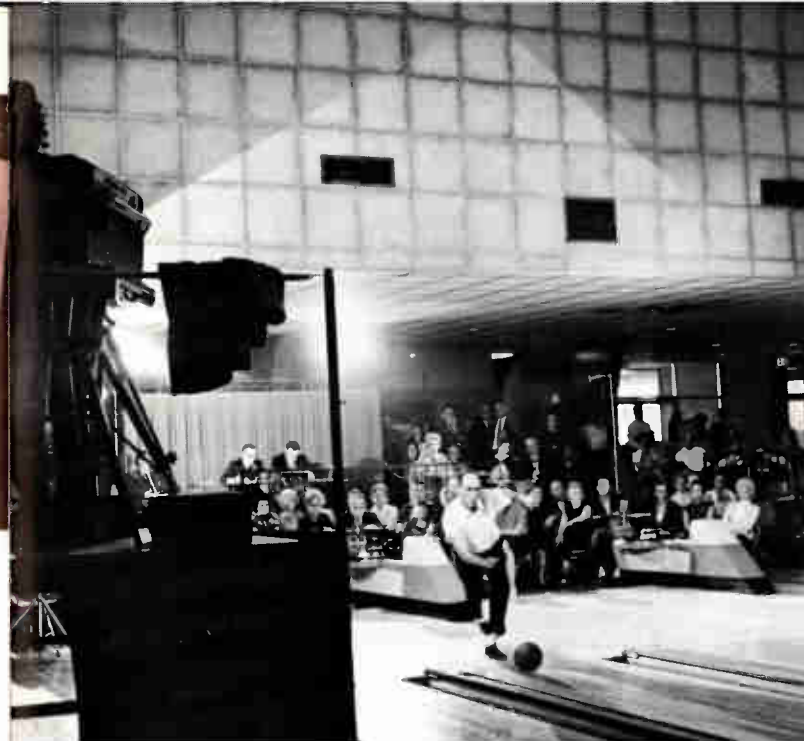
What the pioneer programs lacked in finesse they made up in ingenuity and interest on the part of all concerned. Members of the 1948 Detroit City Council came to a reconstructed radio studio (upper left) to hold their first meeting under the glare of television lighting. And the glare was considerable, for in that period of TV history studio cameras demanded bake-oven illumination in order to form a picture, and the resulting discomfort to performers became a legend.

Because television provided a new and vastly enlarged means of demonstration, many of the first studio programs featured instruction in various activities such as (lower left) televised golf lessons.

From improvised facilities and simple programming, television developed rapidly into a medium of broad-scope entertainment and information. Productions devised by dancing schools (right) were the forerunners of the elaborate TV musicals to come, and techniques unique to video were invented and improved upon overnight. *During this period, too, television's remarkable ability to transmit real-life action was providing bigger and better spectacles from the world of sports, news events, and remote programs of all kinds.*







## TELEVISION IN THE SIXTIES

Crowding its pioneering phases into a short span of years, television quickly developed into the greatest medium of mass communications the world has ever known.

WWJ-TV was among the stations forming the National Broadcasting Company's first coast-to-coast television network in 1951 which dramatically demonstrated video's far-reaching eyes and ears. In 1952, the station added a \$2,000,000, three-level television studio structure to the WWJ radio building, and in 1966 completed a \$1,700,000 modernization and equipment replacement program.

Today, from world-wide network sources, from elaborately equipped local studios and widespread remote originations—in color and in black and white—WWJ-TV's operations reflect television's ever-expanding service to the public. Pictured here are studio and remote productions.



**WWJ  
NEWS**





## WWJ NEWS IN ACTION

WWJ News serves both WWJ-Radio and WWJ-Television with 24-hour-a-day coverage of the news world-wide. Direct broadcasts are provided hourly by NBC correspondents around the globe, and exclusive stories are available from the news-gathering resources of The Detroit News.

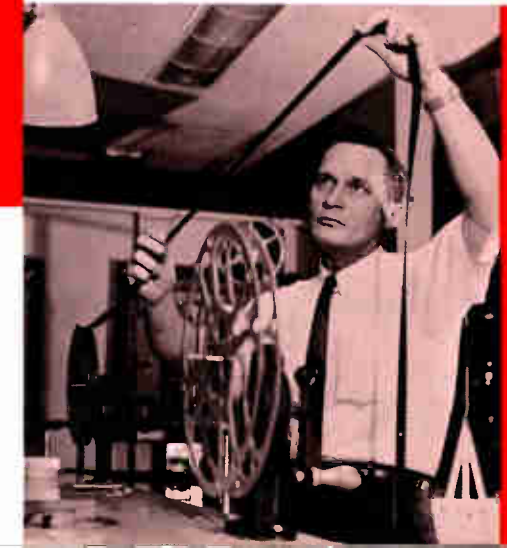
WWJ newsmen—comprising Michigan's largest broadcast news staff—cover events via mobile "NewsLiners," call in direct phone reports, record audio and video taped interviews, accompany news film crews to the scene of action and prepare stories in the newsroom. Viewers and listeners often get the news while it is actually happening.

Keeping in constant touch with events wherever they happen, WWJ News uses a battery of communications equipment with four crystal-controlled police and fire receivers, an all-band short-wave receiver, a conference line to the police dispatcher, two special "beep" telephones, and closed circuit teletype to the Weather Bureau.

For radio, WWJ News crews tape-record many important interviews daily with top headline-makers.

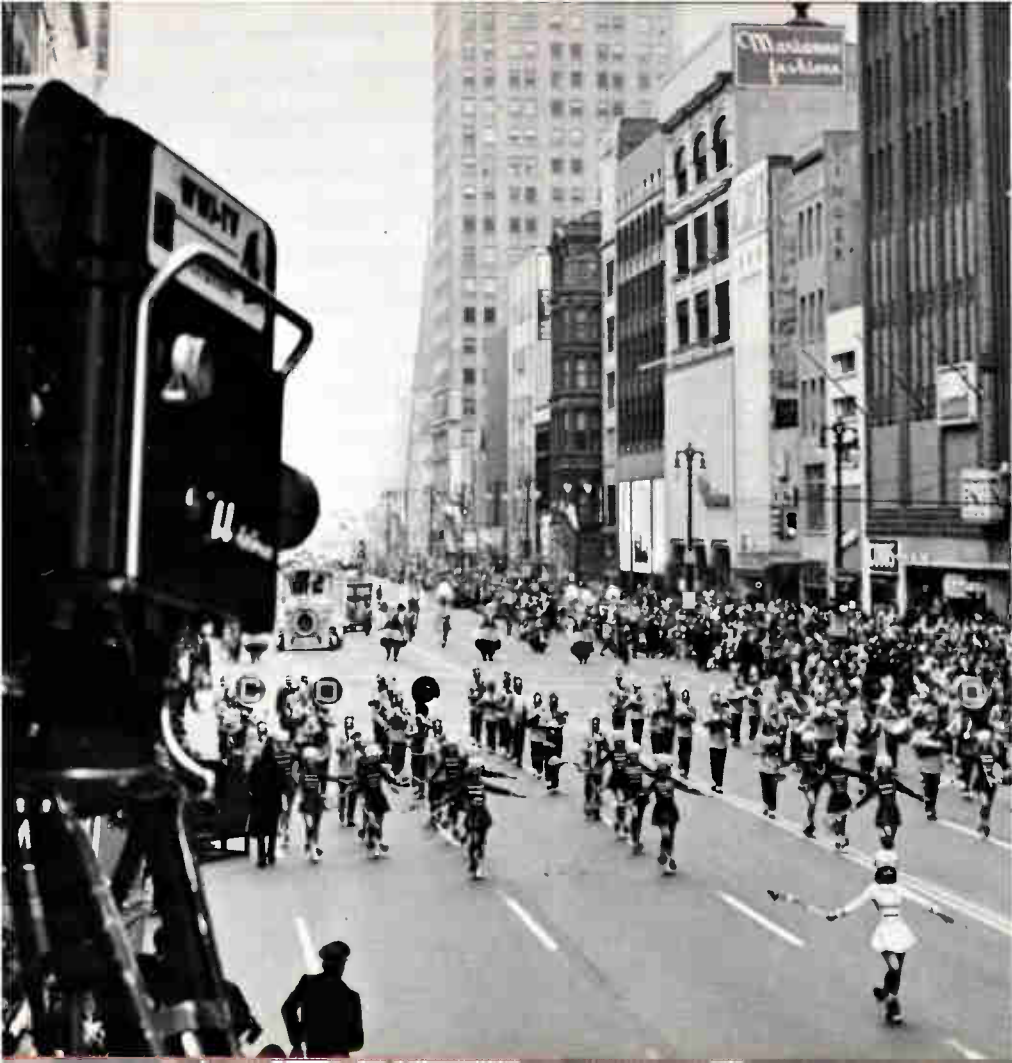


Color newsreel films used on WWJ-TV newscasts frequently are processed, edited and readied for telecast in less than an hour after being taken.



Teletypes bring a continuous stream of information to the Newsroom from Associated Press and United Press International reporters stationed throughout the United States and around the world.





## SERVING THE COMMUNITY

Coverage of traditional civic events is a typical example of The WWJ Stations' continuing service to the community.

Since 1947, WWJ-TV annually has provided live coverage of Detroit's colorful Thanksgiving Day Parade, one of the most spectacular in the nation.

Other public service features include programs produced in cooperation with various civic, educational, religious, fraternal, charitable and governmental organizations.



WWJ-TV's weekly "Traffic Court" dramatizes the steps taken by our courts to combat the rising toll of highway deaths and destruction. For radio listeners, WWJ explores the basic philosophies which affect today's "Great Decisions."



Keeping in constant touch with the community's activities and problems, WWJ and WWJ-TV survey Detroit freeways, attend conventions, cover important speeches, visit universities, attend ceremonies of all kinds, alert viewers to health hazards, focus attention on both gifted and retarded children—and even regularly visit the Detroit Zoo.

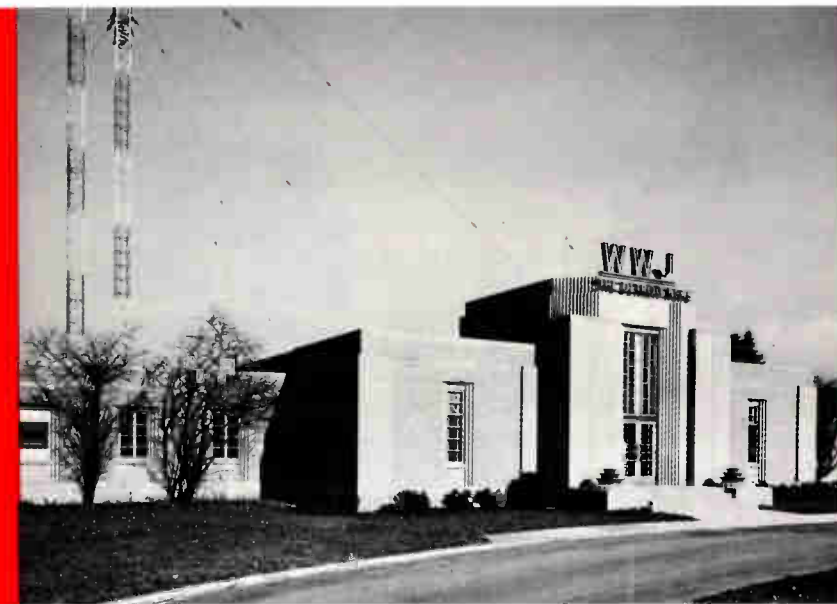


## TOWERS OF POWER

WWJ-TV's 1,063-foot tower in Southfield transmits a maximum power signal reaching over 6 million people within a 100-mile radius.



WorldRadioHistory



Both standard radio (WWJ-AM) and frequency modulation radio (WWJ-FM) signals are transmitted from a two-tower installation in Oak Park.

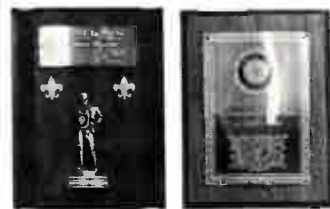




# AWARDS



*Throughout the years, the WWJ stations have acquired a notable array of awards and tokens of recognition for outstanding broadcasting service.*



9-5-0

## WWJ Firsts

- August 20, 1920** First radio station in the world to broadcast regularly scheduled daily programs. (Station 8MK, later changed to WBL, then to WWJ).
- August 31, 1920** First radio newscast: local, state, and congressional primary election returns plus general news bulletins.
- February 10, 1922** First symphony concert by radio: Detroit Symphony Orchestra, Ossip Gabrilowitsch conducting; sponsored by The Detroit Bank.
- March 31, 1922** First University courses by radio: University of Michigan extension courses in public health, public education, chemistry, and astronomy.
- April 16, 1922** First regularly scheduled religious broadcasts inaugurated with Easter service from St. Paul's Cathedral, Detroit. Broadcast of St. Paul's Sunday service has continued thereafter without interruption.

- May 28, 1922** First orchestra organized expressly for broadcasting: The Detroit News Orchestra; Otto E. Krueger, conductor.
- October 25, 1924** First University of Michigan football broadcast from Ferry Field, Ann Arbor.
- February 8, 1925** WWJ joins eleven other radio stations to present series of national programs.
- November 15, 1926** WWJ becomes an original affiliate of National Broadcasting Company as first radio network is formed.
- April 19, 1927** First Detroit Tiger baseball broadcast from Navin Field, Detroit.
- April 14, 1928** First broadcast relayed from airplane.
- September 1, 1936** Five-story radio studio building erected; radio transmission facilities installed at Oak Park.
- May 1, 1941** First FM station in Michigan inaugurates service. (Station WENA, later changed to WWJ-FM).



## WWJ-TV Firsts

- October 23, 1946** First public demonstration of television in Detroit. WWDT (WWJ-TV) telecast from the Penobscot Building to Convention Hall, three miles away.
- March 4, 1947** First television station in Michigan inaugurates service. (Station WWDT, changed to WWJ-TV May 15, 1947)
- June 3, 1947** WWJ-TV starts regular daily commercial operation. First baseball game telecast (by Ty Tyson) between Tigers and Yanks.
- June 4, 1947** First Detroit telecast of stage show — "Carnival on Ice" — at Cass Theater.
- June 6, 1947** Boxing—from Olympia Stadium.
- July 12, 1947** Henry Ford Memorial Boat Races.
- September 5, 1947** Detroit Lions' pro football game.
- September 27, 1947** College football: University of Michigan vs. Michigan State.
- October 19, 1947** Red Wings Hockey game.
- December 18, 1947** First televised bowling match in Detroit.
- March 31, 1948** WWJ-TV joins NBC television network.
- April 19, 1948** First telecast of the Detroit Symphony Orchestra.
- November 5, 1950** First complete university extension courses by television: The University of Michigan Hour.
- November 18, 1952** New \$2,000,000 WWJ-TV studios opened. Most modern production center between New York and Los Angeles.
- January 1, 1954** Michigan's first colorcast.
- November 22, 1954** Dedication of 1063½-foot tower at Greenfield and 10½ Mile Roads.