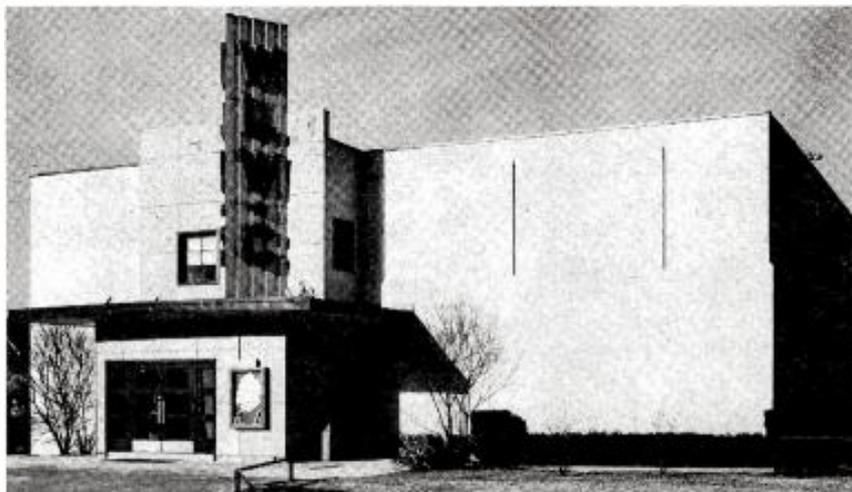


WLW-C FIRST IN COLUMBUS *continued*

chase by Kroger Co. of sponsorship of all possible Ohio State University home and away night basketball games for the 1961-62 season.

WLW-C began programming on April 3, 1949, with 40 hours on its weekly schedule. Crosley Broadcasting

network shows originating in the Cincinnati studios were beamed to WLW-C through use of the WLW-TV microwave relay system, first of its kind. On Sept. 14, 1949, all operations were consolidated in the new WLW-C building at 3165 Olentangy River Road.



James L. Leonard was general manager of WLW-C from its inception until his death June 11, 1960, and a Crosley vice president since 1952.

The WLW-C building in Columbus is modern and functional in the extreme. It houses studios and offices.



Walter Bartlett, vice president and general manager of WLW-C, was appointed general manager of WLW-C in July 1960, following the death of James L. Leonard, and was named vice president in April 1961. He had returned to WLW-C as sales manager in 1958 from Indianapolis where he had been general advertising manager of the "Indianapolis Times" since 1955. He had been a sales executive of WLW-C from 1953-1955. Mr. Bartlett was named "Outstanding Young Man of the Year" by the Columbus Junior Chamber of Commerce in January 1962, is a member of the board of directors of the Ohio Assn. of Broadcasters; member of the board of trustees of the Better Business Bureau and holds many other professional and civic offices.

24 CROSLY SUPPLEMENT (ADVERTISEMENT)

WLW-A HAS TOWER OF STARS

Atlanta station built 1,042-foot antenna in 1958; nearly three million in its area

WLW-A, ch. 11, Atlanta, began operation Sept. 20, 1951, with the call letters, WLTV. The original owner was Broadcast, Inc. and the station was then operative on ch. 8.

On March 23, 1953, the call letters were changed to WLW-A when the station was bought by the Crosley Broadcasting Corp. With the change in management came a change in channels. In November 1953, WLW-A moved from ch. 8 to ch. 11.

The station first made its headquarters in the Georgia Power Building at 15 Forsyth St., S.W. In 1954 a new million dollar building was erected at 1611 W. Peachtree St., N.E. Its ultra-modern and specially designed studios can accommodate as many as 450 people when they are needed for live shows.

WLW-A's "Tower Of Stars" received its construction permit May 27, 1958. Despite the fact that construction was delayed many times by unusual rainy weather, the tower went up in record time. Erected by the John H. Beasley Co., which has built all of the Crosley stations' towers plus the towers for the Voice of America facilities, the tower was in operation prior to the official dedication, which took place on Oct. 16, 1958.

High Tower ■ Ch. 11's tower stands



James H. Burgess, vice president of Crosley Broadcasting of Atlanta Inc., and general manager of WLW-A, had been sales manager for WLW-A from March 1957 until his executive appointment in January 1961. From 1955-57 he had been national sales representative for Crosley in Cincinnati and sales director of WLW-C, 1952-55. He is a member of the Broadcast Education committee of the Georgia Assn. of Broadcasters, Atlanta Advertising Club, and many other civic and professional groups.

BROADCASTING, April 2, 1962