

POWER
for the people

WBT · AM · FM
WBTW · WBTW

JEFFERSON PRODUCTIONS

January, 1967

*"When a man assumes a
public trust, he should
consider himself as public
property."*

THOMAS JEFFERSON

POWER FOR THE PEOPLE

The year was 1922. Warren G. Harding was president. Ty Cobb led the American League in batting, Francis X. Bushman and Beverly Baine were popular movie stars and amateur radio station 4XD in Charlotte assumed a public trust. It received from the Department of Commerce a license to broadcast on a wave length belonging to the people of the United States and to collect a fee for broadcasting advertising. It was assigned the call letters WBT.

Radio station WBT started commercial broadcasts on April 10, 1922. In September, 1945 it was purchased by the Jefferson Standard Life Insurance Company. In the succeeding years radio station WBT expanded into the Jefferson Standard Broadcasting Company, owning and operating not only WBT but television stations WBTV and WBTW, FM Stereo station WBT-FM and Jefferson Productions. It also owns half of Jefferson Carolina Corporation (CATV systems).

The original license given WBT was granted "in the public interest, convenience and necessity". All subsequent grants to the company by the FCC have been on the same basis—grants of "power for the people". Thus it is true that Jefferson Standard stations are obligated to serve the public interest. However the

company's service has gone far beyond that required to retain its licenses from the Federal Communications Commission.

For example, when the Charlotte Oratorio Singers were invited to sing at the lighting of the national Christmas tree, they had no money for the trip to Washington. Within hours they had accepted the invitation because Jefferson Standard Broadcasting Company had volunteered to underwrite the expense. The Charlotte Music Club was enabled to move its annual presentation of "Messiah" from a church seating 900 to Owens Auditorium, seating 2,500, through the financial help of the broadcasting company. Top scholars in 75 high schools in the Charlotte area hear three internationally famous speakers each school year through a \$5,000 grant by Jefferson Standard Broadcasting Company. The Jefferson Standard Foundation also supplies seven college and five music camp scholarships each year for North and South Carolina high school students. Since 1946, total company and foundation donations in money have exceeded \$1,000,000 exclusive of the value of free publicity donated by the stations. The company also provides educational loans for children of employees and matches employees' gifts to educational institutions.

POWER TO ALERT AND INSPIRE

When schools are closed on account of snow, when power is out in a certain area, when a hurricane churns inland, or any disaster threatens, no means of communication even approaches the immediacy of radio and television. Jefferson Standard stations seriously accept the responsibility of alerting their listeners and viewers in times of emergency.

Jefferson Standard stations have been editorializing since March, 1963. Editorials are broadcast and telecast on a daily basis and have achieved

a large and appreciative audience. In addition the company Public Affairs Department produces many informative and provocative programs in the field of government and politics.

THOMAS JEFFERSON HIGH SCHOOL AWARD CONVOCATIONS

Below are some of the outstanding figures who have addressed area high school scholastic leaders through the sponsorship of the Jefferson Standard Broadcasting Company with the cooperation of the Charlotte-Mecklenburg Schools.

MARK VAN DOREN
Author



MARGARET MEAD
Anthropologist



JOHN CIARDI
Poet and Editor



GLENN SEABORG
Atomic Scientist



J. W. FULBRIGHT
U. S. Senator





For MASS APPEAL, no apologies...

Jefferson Standard stations take pride in broadcasting and telecasting programs that draw mass audiences. "The people" by the hundreds of thousands have given their approval by tuning in these popular programs, week after week, year by year. The stations find significance, too, in the fact that news programs rival pure entertainment in drawing appeal.



At the same time the company caters carefully to minority interests. Jefferson stations broadcast and telecast hundreds of programs each month that appeal to small but deeply interested audiences—news background and commentary, political ideology, classical music, applied theology, social problems, education, art, and many more. Thus the stations strive to use their power for all the people.

For SPECIAL INTERESTS, careful attention...

Clyde McLean is MC for WBT Radio's unusual "Target" series which treats a wide range of subjects from social disease to flying saucers. Dr. Sydney Stovall was commentator on WBT-FM's series of Shakespearean plays. Leonard Bernstein directs the fabulous young peoples concerts on CBS, TV. Dr. J. S. Nathaniel Tross, Negro minister and educator has a regular program on WBT. The Reverend Oren Moore, Jr., conducts "Across the Minister's Desk" on WBT. Charlotte ministers answer questions about religion and the Bible on WBT's "Pastors Face Your Questions." Erich Leinsdorf conducts the Boston Symphony, heard each Sunday evening on WBT-FM.



POWER to persuade

All American radio and television stations contribute free publicity for religious, educational, cultural and civic activities in the communities they serve. On Jefferson Standard stations, the free time thus donated amounts to over one million dollars a year. But these stations go a step further . . . frequently giving unsolicited help, lending creative talent and even helping to secure the cooperation of other community stations.

Some of the results of this extra step in public service are reflected in these typical comments by community leaders:

"Your generosity evidences your organization's continued public-mindedness and support of the cultural endeavors of this city. We hope to be in a position in the very near future to construct a new theater."

MARK W. BUYCK, JR., President
Florence Little Theater Guild

"Thank you for the way in which you were our friends in the days of tragedy in our community, with the recent burning of the Newell Baptist Church. Your radio and television staff should be proud of such fine reporting."

DON W. SILVER,
Pastor, Newell Baptist Church

"Thank you for the wonderful job you have done for Charlotte College over the years, leading to the passage of the bill to extend the University of North Carolina to the Charlotte area. You have given complete coverage with your news reports and support with your editorials."

BONNIE CONE, Assistant Chancellor
University of North Carolina at Charlotte

". . . on behalf of the Charlotte Junior Chamber of Commerce, my sincere thanks to you. Mere words cannot express our appreciation of your support."

H. THOMAS FINLEY, JR., President
Charlotte Junior Chamber of Commerce

"Your help by broadcasting announcements unquestionably brought the fall enrollment program of the Central Piedmont Community College to the attention of many people in this area. Our enrollment increased 50%."

RICHARD HAGEMEYER, President
Central Piedmont Community College

"I wish to express my personal appreciation and also that of the Mecklenburg County Civil Service Board for the time given by your stations to the tests for positions with the county police."

W. G. MCGAVOCK, Chairman
Mecklenburg County Civil Service Board

"Your donation of the film, 'Every Day—Every Hour,' and its showing at a prime time, must rank as the finest contribution to law enforcement I have witnessed."

GEORGE STEPHENS, Chief
Mecklenburg County Police

"The recent 'Life Saving Clinics' held at eleven of our fire stations were a rousing success. We estimate approximately 2,000 people were in attendance. Thank you for the part you played in aiding us with publicity."

H. E. BLACKMON, Chief Training Division
Charlotte Fire Department

"I would like to commend you and your associates for your forthright (editorial) stand on issues of true importance. Many stations purport to broadcast editorials but these are usually little more than restatements in matters on which there would be little or no difference of opinion. You tackle matters of controversy and meaning in a splendid manner."

RICHARD BARDACH, Vice President
Foote, Cone & Belding

"Thank you very much for publicizing the annual auditions of the Charlotte Symphony Orchestra. Your stations have been most generous in their support of the symphony."

DR. RICHARD CORMIER, Music Director
Charlotte Symphony Orchestra

BUYCK



SILVER



CONE



FINLEY



HAGEMEYER



MCGAVOCK



STEPHENS



BLACKMON



BARDACH



CORMIER





A lavishly produced television show called "Newcomers" provides a showcase for the Charlotte area's talented young people. The show has won highest praise from the famous composer Alex Wilder shown here with a few members of the cast from a 1966 production.



H. Stevens
UNC
Chapel Hill

F. Mitchell
Brevard
Music Camp

D. Reynolds
Gaston
Tech

J. Witmer
USC
Florence



S. Miller
Camp
Sky Ranch

P. Carey
(Student
Loan)

Cunningham
UNC
Charlotte

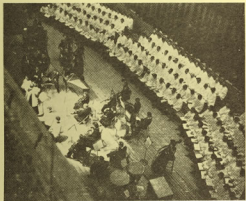
D. Hinson
USC
Florence

Jefferson Standard Foundation scholarships, granted annually since 1952, have provided college and music camp education for scores of the area's brightest young people.



To honor the hard work and unselfish service of Charlotte's community-minded women, WBT instituted in 1955 an annual "Woman of the Year" award. Nine previous recipients honor the 1966 winner, Mrs. Luther Kelly, curator of the planetarium at the Charlotte Children's Nature Museum.

Twenty-five hundred people pack Owens Auditorium on the first Sunday in December each year for the annual performance of Handel's "Messiah" sponsored by the Charlotte Music Club and Jefferson Standard Broadcasting Company. A free-will offering taken at these performances is the principal source of money for the music club's scholarship program.



POWER to seek out,
to train, to organize
talent in many fields.

For six years, Charlotte's vigorous neighborhoods have been eligible to compete for WBT's "Community Pride Award", represented by a silver loving cup and a \$1,000 check. The honor is highly coveted and the money has been used to construct playgrounds, remodel community buildings and aid in beautification projects.



VERBATIM

"The Oratorio Singers wish to acknowledge a great debt of many years standing to the Jefferson Standard Broadcasting Company. They have given us without charge full publicity for all of our programs. They have sponsored a telecast of Christmas music by the singers, provided the services of Robert Reed as narrator for "King David," made possible our trip to Washington to sing at the lighting of the National Christmas Tree. They have set a standard of support of the arts in Charlotte that would be difficult to match anywhere."

FRANCES W. SHAFER,
Executive Secretary
Charlotte Oratorio Singers



SHAFER

"Heartiest appreciation for the honor and service you have rendered Lenoir Rhyne College in the production and presentation of the 30-minute documentary program. We feel your staff is to be commended for the splendid manner in which they sensed the spirit of Lenoir Rhyne."

VOIGHT R. CROMER
President



CROMER



COLLINS

"Your very fine editorial entitled 'The Image of the Red Cross' . . . has just come to my attention. It is an accurate interpretation of Red Cross objectives and accomplishments and should help greatly in building public understanding."

JAMES F. COLLINS,
President
National Red Cross

"The help of your company has inspired our students and helped us maintain high academic standards in both class and laboratory instruction in broadcasting."

WESLEY WALLACE, Chairman
Department of Radio, Television and
Motion Pictures, University of
North Carolina at Chapel Hill



WALLACE

"Your staff are to be commended for the magnificent way in which the installation of Bishop Fraser was telecast. It was truly an impressive service . . . to the viewing audience in this area as well as video tapes to the stations throughout North Carolina."

MARTIN R. TILSON,
Rector
St. John's Episcopal Church



TILSON



WASILEWSKI



WILDER

"All of us at NAB are grateful for the concern and action you are demonstrating in serving both your community and the broadcasting industry through your excellent scholarship program. Your industry leadership in this area serves as an example to broadcasters throughout the country."

VINCE T. WASILEWSKI,
President
National Association of Broadcasters

"You 'Newcomers' most definitely have dragged the sun out from behind very dark clouds. I can offer you only profound thanks, respect and a token of both in the form of a new piece of music which I've already started writing."

ALEX WILDER

"Secretary Connor has asked me to express his personal thanks to you for your generous support of the Advertising Council campaign to inform the public about the nation's balance-of-payments program. The Department of Commerce has found gratifying evidence of your station's backing among requests received for the booklet 'Keeping the American Dollar Strong.'"

JAMES G. MORTON,
Special Assistant to the Secretary of Commerce



MORTON