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Walter Johnson Brown Chronology

- 1903 Walter Johnson Brown was born 25 July in Bowman, Georgia, to John Judson Brown and Captora Ginn Brown.
- 1917- Attended Tech High School, Atlanta, Georgia.
1920?
- 1921? Enrolled at Georgia Institute of Technology.
- 1924? Student in the Henry W. Grady School of Journalism, University of Georgia.
- 1925 12 April. Married Georgia Watson Lee, granddaughter of Thomas E. Watson.
- 1929 Moved to Washington, DC, and worked for James S. Vance as a journalist.
- 1930 WSPA began broadcasting in Spartanburg, SC, on 17 February, the first radio station in the state.
- 1930 Established a Washington news bureau that served newspapers in the Carolinas.
- 1931 Began friendship with James F. Byrnes in Washington.
- 1935 Georgia Watson Lee Brown died, leaving one son, Tom Watson Brown.
- 1940 Moved to Spartanburg, SC, to become Vice-President and General Manager of Spartanburg Advertising Company, owner of WORD. Company also purchased WSPA on 1 June.
- 1941 3 July. Married Ruth Taylor (1916-1990), the daughter of Alfred Brandon Taylor, President, Spartanburg Advertising Company.
- 1943 Took leave of absence from Spartanburg Advertising Company to work as Special Assistant of James F. Byrnes, Director of Economic Stabilization and War Mobilization.
- 1944 Spartanburg Advertising Company forced to sell WORD because of the FCC's duopoly rule which prohibited a company from owning more than one station in a market.
- 1945 Worked as Special Assistant for Secretary of State James F. Byrnes and was present at Potsdam.

- 1945 Organized and served as president of Georgia-Carolina Broadcasting Company and operated WTNT Augusta, Georgia, which began broadcasting 1 January 1947.
- 1946 Rejoined Spartanburg Advertising Company.
- 1947 Organized Hickory Hill Broadcasting Company, Thomson, Georgia, and radio station WTWA became operational the following year.
- 1947 17 March. Organized Spartan Radiocasting Company and purchased WORD and established WDXY-FM. WSPA sold to Liberty Life Insurance Company.
- 1947 20 June. Brown's son, James Byrnes Brown, born.
- 1953 Spartan Radiocasting Company purchased WSPA and WSPA-FM from Surety Life Insurance Company for \$400,000.
- 1956 29 April. WSPA-TV began broadcasting from studios in downtown Spartanburg.
- 1960 16 May. Fire destroyed the studios of WSPA-TV-AM-FM, but stations were back on the air the next day.
- 1961 1 August. WSPA-FM began broadcasting in stereo, the first in the southeast.
- 1966 Divorced Ruth Taylor Brown.
- 1970 Married Ann Revell Chadeayne Tindale.
- 1975 Inducted into South Carolina Broadcasters Hall of Fame.
- 1988 Appointed Chairman of the Board and Chief Executive Officer of Spartan Radiocasting Company.
- 1990 The Walter J. Brown Briefing Center was dedicated in the Spartanburg Area Chamber of Commerce's headquarters.
- 1995 April. Awarded the Neville Holcombe Distinguished Award by the Spartanburg Area Chamber of Commerce.
- 1995 September. Spartan Radiocasting Company changed its name to Spartan Communications, Inc.
- 1995 17 November. Died in Spartanburg and was buried 20 November in Thomson Memorial Cemetery, Thomson, Georgia.

Biographical Sketch

Walter Johnson Brown was born 25 July 1903 in Bowman, Georgia, the son of John Judson Brown (1865-1953) and Captora Ginn (1866-1956). Walter's father came from a long line of northeast Georgia farmers, a tradition that he continued for most of his own life; however, he also became involved in Georgia politics, first as mayor of Bowman, elected in 1910, and later, from 1917 until 1927, as Georgia's Commissioner of Agriculture. Greatly influenced by his father's career, young Walter developed an understanding of politics and politicians that stayed with him for his entire life. The Brown family moved to Atlanta in 1917 where Walter attended Georgia Tech High School; however, when it came time to continue his education, he found little to interest him in the engineering courses offered at Georgia Tech. Decades later, in a Christmas talk to his employees at WSPA, he lamented the fact that "I myself did not attain a college degree." He did spend one summer at the University of Georgia's Henry W. Grady School of Journalism where Dr. John Drewry taught him "the basic tools of journalism." While in Athens, he also wrote news stories about campus events for the local paper, the *Athens Banner*.

In 1925 Walter Brown married Georgia Watson Lee, the granddaughter of Thomas E. Watson, Georgia's maverick politician who had died in 1922 while serving in the United States Senate. J. J. Brown had long been Watson's friend and political ally, and young Walter's "boyhood admiration for the Sage of Hickory Hill" developed into a life-long campaign to keep alive the memory of the man he considered "the last intellectual to be elected to state-wide office in Georgia." It was at Hickory Hill,

Watson's home in Thomson, in 1916 that he first met Georgia Lee, the daughter of Agnes Watson and her husband Oscar S. Lee. In the years after the end of the World War, Walter was often invited to Hickory Hill, a house he described as "the most beautiful place I had ever seen," where he continued his friendship with Georgia Lee. That friendship led to courtship and marriage on 12 April 1925. Watson's two granddaughters, Georgia Lee and Georgia Watson, the latter the daughter of Watson's son John, had inherited the family estate after both Watson and his wife died in the early 1920s. For two years immediately following his marriage, Walter Brown worked for his father in the Department of Agriculture in Atlanta, but after his father's defeat in the election of 1926, Walter and Georgia moved to Thomson, and started a mail-order book business in an effort to sell the stock of Watson's books that Georgia had inherited. Also, the Browns started a monthly publication, *The Watsonian*. Brown's columns in the paper attracted the interest of James S. Vance, the publisher of *The Fellowship Forum*, in Washington, and in September 1928, Brown was hired to cover the fall presidential campaign in the South. In writing about the campaign waged by Democrat Al Smith against Republican Herbert Hoover, Brown discovered that he had found a job that he not only liked, but also one that combined his considerable skill as a writer with his strong interest in politics. For the next decade, he was a Washington-based journalist with his own news bureau. He wrote news stories for several southern newspapers, developed connections with a number of politicians who often provided timely tips, and became friends with fellow reporters and publishers. After his wife's death in 1935, Brown had total responsibility for the care for his infant son, Tom Watson Brown. Even though Brown lived in Washington, he maintained close ties with Georgia where his parents lived and where, as

guardian for Tom Watson Brown, he looked after the half interest in the Watson estate that had passed from Georgia Lee Brown to her son. Years later, in 1947, Walter Brown purchased the other half of the Watson property, including Hickory Hill, from his late wife's cousin, Georgia Watson Craven, the wife of Avery O. Craven, who was professor of history at the University of Chicago.

Brown, even though associated with WSPA for most of his long career in broadcasting, actually came to Spartanburg not to operate WSPA, but to manage a new radio station, WORD, that would have to compete with the older, established WSPA for the advertising business in the area. WSPA had been the first commercial radio station in South Carolina. It went on the air on 17 February, 1930, beating by a few months WCSC in Charleston and WIS in Columbia. In 1938, after watching WSPA dominate the local radio market, a group of Spartanburg businessmen applied to the Federal Communications Commission for a construction permit for a second radio station. The Spartanburg Advertising Company, organized and owned by Alfred Brandon Taylor, Donald Russell, D. S. Burnside, C. O. Hearon, and Walter Jackson, received FCC permission to proceed with the new station in May 1940, even though WSPA's owner, Virgil Evans, had vigorously opposed the FCC application. Donald Russell had known Walter J. Brown in Washington and persuaded him to move back south to become general manager of the new Spartanburg station and oversee the crucial startup phase. New to broadcasting but with twelve years' experience in journalism, Brown soon found himself in charge of two radio stations, instead of just one. Unexpectedly, the owner of WSPA offered to sell his station rather than compete with WORD. Brown negotiated the transaction and, on 1 June 1940, the Spartanburg Advertising Company completed the

purchase of WSPA; on 1 September of the same year WORD began broadcasting with both stations using the WSPA tower. Brown proved to be a very effective manager, and under his guidance both stations prospered, even in the midst of the uncertainty brought about by America's entrance into World War II. The construction of improved transmitting facilities, affiliations with national networks, and the completion of new studios at Radio Center on East Main Street in 1942 were the results of Brown's strong leadership and fiscal responsibility. "Radio Center is the showplace of Spartanburg. It is the most modern, the finest, and certainly the most beautiful establishment the city has to offer," Brown told his staff on 25 September 1942. In his Christmas eve 1942 talk, Brown reminded his staff that "those of us in radio have an important part to play in winning this war. We should be proud of the opportunity and mindful of our obligation."

When Brown came to Spartanburg in June 1940 to work for Spartan Advertising Company, he met Ruth Taylor, the twenty-three year old daughter of Alfred Brandon Taylor, the company's president, and his wife Ruth King Taylor. Taylor was a successful entrepreneur who had entered the timber business in 1915 and later established the Taylor-Colquitt Company which specialized in manufacturing and treating with preservatives wooden crossties for railroads tracks as well as utility poles, pilings, and lumber. Taylor's only daughter had attended Southern College in Petersburg, Virginia; Converse College in Spartanburg; and the New York School of Interior Decoration. Even though Walter was fourteen years older than Ruth, their friendship eventually led to their engagement and marriage. The ceremony was performed 3 July 1941 by Dr. E. Gibson Davis, pastor of the First Baptist Church, at the home of the bride's parents. United States Senator James F. Byrnes and his wife Maude attended along with other close friends and

family. Turner Catledge, Walter's closest friend from his Washington days, was best man and Donald Russell and his wife hosted a rehearsal party the evening before the wedding. The bride and groom spent the rest of the summer in Tryon, NC, before moving into their home at 157 Mills Avenue in downtown Spartanburg. Brown and A. B. Taylor severed their business relationship when the Spartan Advertising Company sold WSPA in 1947; however, Taylor did buy 60 shares of stock in his son-in-law's new company Spartan Radiocasting Company. Walter and Ruth were the parents of one child, a son born 20 June 1947 and named James Byrnes Brown to honor Brown's long-time friend.

With the stations on a sound footing and the country deeply involved in the war, Brown, in 1943, responded to an invitation to join James F. Byrnes as a special assistant after Byrnes had resigned from the U. S. Supreme Court to become Director of Economic Stabilization and War Mobilization. Brown began an indefinite unpaid leave of absence from his duties with Spartanburg Advertising Company and, on 1 April 1943, entered an eventful new phase in his life. For the next three years, Brown devoted himself to government service, but while in Washington, he stayed "in close touch" with the radio stations in Spartanburg and was clearly involved in management decisions. Before he left, he told his staff "my office will be in the White House and I will be available to help with any problems." It was not until early April 1945 that Brown returned to Spartanburg and settled back at his old desk at WSPA. His return, however, was brief. With the death of President Franklin D. Roosevelt on 12 April and the elevation of Harry Truman to the presidency, Jimmy Byrnes was appointed Secretary of State and began those duties on 3 July. Brown once again took a leave of absence from the radio station and became Special Assistant to the Secretary of State. By the middle of July, Brown was in

Germany at the Potsdam Conference. Brown spent much of September in London where Byrnes participated in the conference of the Council of Foreign Ministers. When Brown returned to Washington, he decided to leave his position at the State Department in order to resume active management of WSPA.

By early December 1945 Brown was back in Spartanburg, diligently working to improve WSPA. With the end of the war, electronic equipment was once again available for commercial stations and WSPA soon had new broadcast towers and was also able to increase its power to 5,000 watts, day and night. Another first for WSPA was achieved on 29 August 1946 when WSPA-FM, the state's first frequency modulation station, signed on. The expanding post-war economy had increased business activity in Spartanburg which in turn meant more advertising dollars for radio. Radio properties therefore rapidly increased in value. In 1947 Spartanburg Advertising Company accepted an attractive offer from Liberty Life Insurance Company to buy WSPA. Brown at the time owned one Georgia radio station and had formulated plans to construct another. In 1945, he had organized Georgia-Carolina Broadcasting Company and, as its president, supervised the construction of a station, WTNT, which began broadcasting in Augusta, Georgia on 1 January 1947. Also in 1947, he established Hickory Hill Broadcasting Company, secured a construction permit from the FCC, and built station WTWA in his hometown of Thomson, Georgia. Brown also wanted to continue in the radio business in Spartanburg after the sale of WSPA and, in order to do that, organized a new company, Spartan Radiocasting Company, on 17 March 1947 and bought WORD, the other Spartanburg station, effective 21 July. At his last WSPA staff meeting, Brown praised his employees: "It just did not happen that WSPA rose from a down at the heel radio station in 1940 to

one of the South's foremost radio stations in 1947. It took a lot [of] talent, a lot of drudgery, a lot of sacrifice and a hell of a lot of work on all our part.”

Brown worked tirelessly to improve WORD and to compete successfully with WSPA for local and national advertising revenues. On 14 April 1948, WDXY, Spartanburg's second FM facility and WORD's sister station, went on the air. Brown also wanted to become involved with the post-war expansion of television broadcasting. In fact, he had been present when the new technology was first introduced to the public in a significant way at the New York World's Fair in 1939. When he visited with a group from the National Press Club, he “was selected to make a talk over television...to my colleagues in a different building on the fair grounds.” In August, 1947, he consulted with Washington, DC engineer A. D. Ring about the future prospects for television, especially in small markets like Spartanburg. In 1950 he wrote: “As pioneers of radio development in Spartanburg, those who own and manage WORD and WDXY are determined that Spartanburg will stay abreast in the fast developing art of television.” In the meantime, the FCC, in 1948, temporarily “froze” new TV station construction until a plan for granting licenses for both VHF (very high frequency) and UHF (ultra high frequency) stations in a fair and equitable way could be worked out. Larger cities, under the FCC plan, would be granted VHF channels apportioned according to population. VHF channels were more desirable than UHF channels because of the larger geographic area their signals could reach. Just as with radio, the larger the audience a TV station served, the higher its advertising rates could be. The FCC had assigned Spartanburg channel 6, a VHF channel, in the 1948 allocation plan; however, in a 1949 revised version, Spartanburg lost its VHF channel and was granted, instead, two UHF channels.

In fact, neither Spartanburg nor Greenville were allotted a VHF channel while Columbia, Charleston, Charlotte, Asheville, and Atlanta all received one or more of the preferred channels. Spartan Radiocasting Company petitioned the FCC to assign a VHF station to Spartanburg and two Greenville UHF stations asked for the same consideration for that city. When a new allocation was announced in March, 1951, Greenville was assigned Channel 4, Columbia was given channels 7 and 10, and Charleston was granted channels 2, 5, and 13. Spartanburg, again, was left without a VHF channel. The City of Spartanburg, with Brown's company leading the way, launched a campaign to convince the FCC to reassign one of Columbia's two VHF channels, channel 7, to Spartanburg. Armed with technical data, population figures, and with the active support of South Carolina's two United States senators, Olin D. Johnston and Burnet R. Maybank, the Spartanburg interests persuaded the FCC to grant the request to allocate channel 7 to Spartanburg. At a luncheon honoring Senator Maybank, Brown informed the audience "that had it not been for the help given us by Senator Burnet R. Maybank, who then was Chairman of the committee which handled the FCC appropriation, we would not have received this channel and Spartanburg would greatly declined [sic] as a trading center...." On 11 April 1952 when the favorable decision was handed down, Spartan Radiocasting Company acted very quickly to file an application for a license to operate WORD-TV on channel 7. A short time later, Liberty Life Insurance Company, operating through Broadcasting Company of the South, the owner of WSPA, filed a competing application to establish a TV station on the same channel. After a year-long battle with Broadcasting Company of the South for the right to operate a TV station in Spartanburg, Brown decided that the quickest way around the impasse would be to buy WSPA from the

competing company. On 24 November 1953, Spartan Radiocasting Company paid \$400,000 for WSPA with the understanding that the Broadcasting Company of the South would withdraw its application for channel 7. The next day, the FCC granted Spartan Radiocasting Company a construction permit for a TV station in Spartanburg and once again, Walter Brown, was owner of WSPA.

Brown had won his battle for the right to build and operate a TV station in Spartanburg, but he soon found himself in a war waged by television interests in Greenville and Anderson. This time the conflict was over the location of WSPA-TV's broadcasting tower. In its initial construction permit application filed with the FCC, Spartan had indicated that rugged Hogback Mountain, about 25 miles north of Greenville, would be the site of its transmitter facilities. Brown was eager to get the new station on the air and decided that by using the more accessible Paris Mountain, six miles north of Greenville, as the transmitter location, he would be able to begin broadcasting in a matter of months, rather than in a year or so that it would take to secure electricity, water, and build the necessary facilities on top of Hogback. The FCC granted permission for WSPA-TV to operate on a temporary basis from Paris Mountain using the transmitting plant that WFBC-FM had formerly operated. In February, 1954, Sterling Telecasting Company from Greenville, WAIM-TV, a UHF station in Anderson owned by Wilton E. Hall, and Greenville Television Company, owner of a UHF station, WGVL-TV, all lodged protests with the FCC in regard to the permit allowing Spartan to broadcast from Paris Mountain. In Brown's words "This started a legal battle that plagued the station for the next 9 years."

In the meantime, Brown moved forward with plans to provide a television studio

and to buy equipment so the station could go on the air immediately after the legal issues were resolved. Accordingly, on 10 May 1954, Spartanburg's mayor, Neville Holcombe, broke ground for WSPA's television studio at 224 East Main Street. Another two years passed, however, before Dempsey & Koplovitz, the Washington law firm representing Spartan Radiocasting Company, managed to answer all the protests and petitions from the station's opponents. On 29 April 1956, WSPA-TV began broadcasting from its East Main Street facilities using the tower on Paris Mountain. Brown's friend James F. Byrnes, along with other local politicians, appeared on the inaugural broadcast and praised Brown for his determination and tenacity in the face of what seemed to be endless litigation. As a CBS affiliate, WSPA-TV during its first year on the air offered network programming that featured the "Phil Silvers Show," "Burns and Allen," "Our Miss Brooks," "Ed Sullivan," "Gunsmoke," Saturday and Sunday baseball games, and, in the fall, Washington Redskins football. Local programming included "Cousin Bud's Settin' Room," "an early evening around-the-fireplace-type show;" the "Jane Dalton Show," a carryover from radio where "Jane Dalton" (Llewellyn Williams Murray) began her talk show in 1940; and Cliff (Farmer) Gray, who also made the transition from radio to television with a daily, later weekly, program that continued until his death in 1979.

WSPA-TV also continued the tradition of featuring live broadcasts of local musical groups that began the first day the station went on the air. The Blue Ridge Quartet, a popular gospel group, performed on both radio and television. Don Reno, Spartanburg native, began a brief stint on WSPA-TV on 1 February 1965 where he was featured along with his Tennessee Cut-ups on "Carolina Showtime," from 7:00 to 8:00 a.m., Monday through Friday. Reno had performed on WSPA radio beginning in 1940

and had influenced the banjo style of a teenager named Earl Scruggs, who also gained some early experience on the Spartanburg station. Arthur Smith played his original composition, “Guitar Boogie,” for the first time on WSPA radio. Even though Brown had little appreciation for the music of Reno, Scruggs, and Smith and lumped it all together as “hillbilly,” he did invite Arthur Smith to the dedication of the WSPA-TV’s new building in 1979. Don Reno, who like Scruggs was a major contributor to the evolution of bluegrass music, resigned from his show after performing on WSPA-TV for only six months, citing “other commitments” as the reason for his departure.

WSPA-TV’s first studio was located adjacent to Radio Center on East Main Street, but when a fire destroyed both facilities on 16 May 1960, it was necessary to broadcast temporarily from the Paris Mountain transmitter building until a vacant building that faced North Converse Street near the burned facilities could be renovated into studio space. Amazingly, both radio and television broadcasts were resumed the morning after the fire thanks to generosity of nearby stations. “With the assistance of WBTV and WFBC remote units and the cooperation of the telephone company,” Walter Brown informed the FCC two days after the disaster, “WSPA-TV signed on at 8:00 AM May 16th with CBS network service from our transmitter on Paris Mountain....Before the day was out, we were originating local live programs.” Compounding the loss of broadcasting equipment, was the destruction of many of Spartan Radiocasting Company’s records. Brown informed his Washington attorney that “apparently all radio logs [prior to January 1, 1960] were destroyed.... All logs dated January 1st to the current date were still in the office files of the Program Department and have been saved.” The television logs fared better and all survived the fire. Many other records, however, were

lost. Brown reminded his attorney in April 1963 that “as you know, a lot of our papers were destroyed by our fire.” Most of the files that survived bear the scorch marks from the intense heat of that night.

For the next decade and a half, WSPA’s broadcast studios remained in downtown Spartanburg. With the addition of a small studio building in 1966, the existing facilities proved adequate until the mid 1970s when Spartan Radiocasting Company retained Lockwood Greene, Architects and Engineers, to “make a recommendation concerning the relative feasibility of retaining the radio, television and administrative facilities at their present location while permitting a reasonable amount of expansion required for future space needs.” Even though the firm produced a positive report with a detailed three-phase building program, the complication presented by the decision of the City of Spartanburg to realign Converse Street by cutting through the property where the proposed new construction was to occur, prompted the Spartan Board of Directors, at their meeting on 22 December 1976, to vote to acquire land outside the city. The 35-acre site selected was near the intersection of Interstates 85 and 26, about two miles west of the city limits. Clearly Brown was sensitive to the implications of WSPA’s move from the city’s center to the outskirts, especially at a time when there was a concerted effort to rebuild the city’s core. “The proposed move--which is designed for the benefit of residents of the Spartanburg area--is not intended to change WSPA-TV’s responsibilities to its principal community of Spartanburg,” Brown wrote as plans for the new construction were finalized. “It will continue to give the emphasis it has given to Spartanburg events, government activities, civic affairs and news.”

Walter Cronkite was invited to Spartanburg to join with Walter Brown to break

ground for the new building on 19 March 1977. Construction started on the new 41,000-square-foot facility in the late fall of 1977 and a year and a half later, on 1 April 1979, it was finished and fully equipped. On 16-17 June the station hosted a dedication program and open house that attracted friends from across the country. South Carolina's United States Senators, Strom Thurmond and Ernest F. Hollings, Governor Richard Riley, CBS network officials, and many of Brown's close personal friends, including Sol Taishoff, publisher of *Broadcasting*, attended.

While WSPA-TV's studios remained in or near the city's center, the station's broadcast facilities and tower were moved to Hogback Mountain in 1963. In 1960, the FCC rescinded WSPA's permit to operate from Paris Mountain in response to the complaints of the "competing TV operators in Anderson and Greenville" but affirmed the company's right to broadcast from some other location. Brown decided, after numerous surveys by Washington engineer Andy Ring, that Hogback Mountain would provide the largest coverage area for the station and, because advertising revenues were tied to the number of households served, would bring in more profit for his company than any other potential site. So, a decade after choosing Paris over Hogback Mountain for expediency's sake, Brown and the Spartan Board of Directors made the commitment to move to Hogback in June 1963; surveyors and engineers were working on Hogback Mountain in July; the tower was erected in September; and at 1:28 p.m., 21 October 1963, WSPA began telecasting with an antenna height 3,468 feet above mean sea level atop Hogback Mountain.

Brown's correspondence illustrates the multitude of issues and problems that faced broadcasters who were operating within the smaller geographic markets in the

country. Ratings were an essential measure of a station's audience and Brown constantly sought ways to increase the audience size of all WSPA stations. Brown reminded his staff at the 1973 Christmas party that "one of our goals [for the year] was for WSPA to be the number one station in our market in radio and television. Today we are number one in prime time in Nielsen. In radio we are number one in the morning in AM, and our FM is the most listened to station in the Greenville-Spartanburg-Asheville Metro Area."

Brown used technology to increase the number of viewers who could receive WSPA-TV's signal. Even with a transmitting tower on one of the highest peaks in the area, there remained in western North Carolina "a few pockets behind high mountains on line with Hogback which did not have ghost free...reception...." To improve signal reception in the Asheville area, Brown in 1963 began an ambitious program to place translators, transmitters with local coverage up to 20 miles, in fringe reception areas. A 1972 marketing map located these translator sites and touted "now-19 translators, now-greater penetration into western N.C. to generate the retail dollars."

Brown also found other ways to attract new WSPA-TV viewers and WSPA-AM-FM listeners. In 1964, WSPA-FM began broadcasting from a new transmitter and tower on Hogback Mountain which allowed the station to "serve an area extending from above Asheville to Columbia, S. C., and from Charlotte to Gainesville, Georgia." On 4 July 1965 WSPA-TV became "the first station in South Carolina...to originate local color programming," Brown announced in a news release. "Color is unquestionably the greatest dimension ever added to electronic broadcasting. Not only does it make the programs more entertaining and informative, but it also enables television to become the greatest advertising media ever developed for selling services and moving merchandise,"

he concluded. And with seventeen CBS programs scheduled for colorcast, Brown predicted “that color broadcasting will come into its own during the 1965-66 season.”

Walter Brown also fought battles other than the ones for increased audiences. In 1968, as the nation experienced the violent aftermath of Dr. Martin Luther King’s assassination and the reaction against American involvement in Southeast Asia, Brown initiated a frank exchange of views with Dr. Frank Stanton, president of CBS, and Richard S. Salant, president of CBS News. Brown complained to Stanton that “I am quite concerned over the new role apparently the networks are carving out for themselves; and that is, attempting to shape history rather than to report news and events factually and objectively.” To Salant, he wrote: “The breakdown of respect for law and order in this country is the most shocking thing that has happened in my lifetime. I cannot help but feel that television has been a contributing factor this this situation.” Brown’s also expressed his displeasure over specific television programs that offended WSPA-TV viewers. After a Greenville viewer wrote that “on Sunday night Oct.27th [1968] the Smothers Brothers Show was the most sacrilegious thing I have ever seen on T.V.,” Brown wrote Bill Lodge, CBS Vice President of Affiliate Relations, enclosed a copy of the letter, and added: “I do not feel any network should permit comedians or anyone else to broadcast programs which will offend the religious beliefs and sensibilities of a vast segment of our people.” Lodge responded with the hope that “the boys are going to act more businesslike in the future.”

Even though Brown turned sixty-five in 1968, he showed no signs of slowing his pace or delegating some of his authority as president of Spartan Radiocasting Company to someone else. All the department heads reported to him, and Brown kept in touch with

his staff through his frequent memos. For example, on 4 November 1975, he wrote seven memos to members of the staff. By this method he would provide specific direction, ask questions, check on the status of a project, or demand accountability: “During October I have two memos that were not answered by you: One on October 21 with reference to the appearance of the FM studios and another on October 27 with reference to promotion of Grand Opera.”

An organizational chart from about 1970 illustrates the chain of command for Spartan Radiocasting Company. Walter Brown as president managed and directed the company’s operations with the consent of the board of directors. Vice-President and General Manager Charles R. Sanders, who had joined Spartan Radiocasting Company in 1961 as the president’s assistant, became vice president and general manager in 1965. He reported to Brown, while the TV managing director, AM station manager, FM station manager, Technical manager, and sales manager reported to him. In 1974, the board consisted of Brown; his son Tom Watson Brown, an Atlanta attorney; Dunklin S. Burnside, a friend since 1940 who had served as secretary and treasurer of Spartan Radiocasting since 1947; Broadus R. Littlejohn and Henry Gramling, both local businessmen and friends of long standing; and Charles R. Sanders, Vice-President and General Manager of the company. By the early 1980s, Sanders had retired and K. James Yager became second in command with the title executive vice president and general manager. Brown, however, continued his active role as president of the company. After Jim Yager retired in 1987, Nick W. Evans, Jr., president of WAGT Television, Inc., of Augusta, Georgia, was appointed executive vice president and general manager of Spartan. The next year, after Brown was named chairman and chief executive officer at

age 85, he turned over most of the daily responsibility for company operations to Evans while he and Mrs. Brown spent more time traveling the world. Even after his 90th birthday, Brown remained active and involved with the management of Spartan Radiocasting Company.

When Brown died in November 1995, Nick Evans speaking as president of Spartan Communications, Inc., praised Brown as “a pioneer in every sense of the word.” Senator Strom Thurmond issued a statement in which he remarked that “no one could ask for a more loyal friend or valued advisor than Walter Brown.” “I will miss the wise counsel that Walter provided--not only politically, but on a full range of communications issues,” Senator Ernest F. Hollings, wrote in the *Congressional Record*. Charles R. Sanders, WSPA’s general manager for sixteen years, perhaps captured best the relationship that existed between Brown and his work: “WSPA will always mean ‘Walter Brown’ to a lot of people.”

Scope and Content Note

Walter J. Brown, started his professional life as a newspaper journalist in Washington, DC, in the late 1920s, then moved to Spartanburg, SC, in 1940, where he began a broadcasting career that spanned more than half a century and resulted in the expansion of his company, Spartan Radiocasting Company, from an organization that had one small station in 1947, into a telecommunications giant, Spartan Communications, Inc. At the time of Brown's death in 1995, the company owned television stations in Georgia, Florida, Iowa and Kansas as well as WSPA-TV and WBTW-TV in South Carolina. Brown's will provided for the preservation of his papers with those of a political nature designated to go to the Robert M. Cooper Library at Clemson University, already the home for the collections of his friends James F. Byrnes and J. Strom Thurmond; the University of Georgia was named the repository for the Walter J. Brown Media Archives; and the University of South Carolina's South Caroliniana Library now houses Brown's business archive. The Brown Collection at USC consists of correspondence to and from Brown dating from 1940 and continuing to 1995. In addition, there are memos, reports, speeches, studies, WSPA editorials, newspaper clippings, and photographs.

Series I and II, Correspondence and Papers, include business correspondence and memos primarily from the early 1950s through the late 1970s, the years that Brown actively managed and directed WSPA-TV. Additional material, however, does exist from his early days in Spartanburg beginning in 1940, but the bulk of WSPA-related

information dates from the purchase of that station by Spartan Radiocasting Company in 1953. There are also correspondence files related to Brown's radio stations in Thomson, Georgia, 1947-1991, in the collection. Even though the letters and memos are business-related, often Brown's business associates were also his personal friends, and many of the letters reflect those friendships. Sol Taishoff (1904-1982), long-time editor and owner of *Broadcasting* magazine, later *Broadcasting-Telecasting*, began a friendship with Walter Brown that lasted from the 1930s until Taishoff's death. They met when Brown, as a Washington, DC journalist, wrote a number of articles that were published in Taishoff's magazine. Andy Ring, a Washington, DC engineer, frequently wrote reports and compiled studies for Spartan Radiocasting Company, but he also was a good friend and frequent correspondent over a period of forty years. Dana Pratt, an engineer with RCA, also became a friend and continued to do occasional consulting for WSPA-TV into the early 1990s. Others with whom Brown corresponded include United States senators J. Strom Thurmond, Richard Russell, and Sam Nunn; CBS president Dr. Frank Stanton; journalists Lowell Thomas and Charles Kuralt. Legal issues necessitated frequent correspondence with the Washington law firms representing Spartan Radiocasting Company: Dempsey & Koplovitz until March 1963 and Covington & Burling after that date.

Series III consists of speeches, statements, and others writing by Brown from 1940-1990. Particularly useful in chronicling Spartan Radiocasting Company's history, especially during the 1970s, are the copies of the talks that WB gave at the company's annual Christmas parties. There are also printed versions of several talks that Brown delivered, including his keynote address to the South Carolina Broadcasters Association

Convention in 1961.

Series IV, Topical, retains many of the headings from Brown's filing system and incorporates a variety of material. For example, thirty-one volumes of the *Official Report of Proceedings Before the Federal Communications Commission at Washington, DC, In the Matter of: The Spartan Radiocasting Company, Spartanburg, SC, Docket No. 11314* document Brown's struggle to provide television service to Spartanburg in the face of opposition from television owners in Greenville and Anderson. The surviving miscellaneous records of Spartan Radiocasting Company are included in this series.

Series V, Brown's newspaper clipping files, reflects his strong interest in politics with folders on presidents Jimmy Carter, Gerald Ford, and Richard Nixon. He also saved material that he thought might be useful in writing editorials for broadcast over WSPA-AM-FM and WSPA-TV.

Series VI, photographs, includes a variety of images from parties, celebrations, and anniversaries. The largest component documents the dedication of WSPA-TV's new building 16-17 June 1979.

Series VII contains the legal size documents from the topical series.

DESCRIPTION OF SERIES

Series I. Correspondence and Papers, Spartan Advertising Company, 1940-1947; Spartan Radiocasting Company, Spartanburg, SC, 1947-1995.

Box 1, folders 1-74

Box 2, folders 75-157

Box 3, folders 158-228

Box 4, folders 229-309

Box 5, folders 310-386

Box 6, folders 387-471

Outgoing and incoming letters with attachments and enclosures; memos from and to Brown and from and to other company personnel.

Series II. Correspondence and Papers, Hickory Hill Broadcasting Company, Thomson, Georgia, 1947-1991.

Box 7, folders 501-535

Outgoing and incoming letters with attachments and enclosures; memos from and to Brown and from and to other company personnel.

Series III. Speeches, statements, and other writings by Brown, 1940-1990

Box 7, folders 536-589

Christmas talks, anniversary speeches, and other addresses delivered or written by Brown.

Series IV. Topical. Arranged alphabetically, conforming to Brown's filing system; also see legal size box 15

Box 8, folders 590-701

Box 9, folders 702-843

Box 10, folders 844-896

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Box 12, folders 1003-1090

Box 13, folders 1091-1181

Series V. Newspapers clippings and entire issues.

Box 13, folders 1182-1185

Box 14, folders 1186-1215

Series VI. Photographs.

Box 14, folders 1216-1317

Series VII. Legal size [FCC proceedings and US District Court case]

Box 15, folders 1318-1364

CONTAINER LIST

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2	75-157	1956-1963
3	158-228	1964-1966
4	229-309	1967-30 June 1970
5	310-386	1 July 1970-28 May 1974
6	387-471	3 June 1974-1983
7	472-500	1984-1995

Series II. Correspondence and Papers, Hickory Hill Broadcasting Company, Thomson, Georgia, 1947-1991.

7	501-535	1947-1991
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Series III. Speeches, introductions, statements, and other writings by Walter Brown [WB].

7	536	Remarks on Move to Radio Center, 25 September 1942
7	537	Notes for staff meeting, [September 1942?]
7	538	A Christmas Message, 24 December 1942
7	539	What Is Good Publicity? [1942?]
7	540	Introduction to Cameron Morrison, [1942?]
7	541	[Notes for speech before leaving for Washington, March 1943?]
7	542	[Notes for speech, 1943?]
7	543	Last WSPA Staff Meeting, 21 July 1947
7	544	<i>Spartanburg Wins Television Fight...</i> 14 April 1952
7	545	<i>Television: A Talk Before the Inman Rotary Club</i> , 9 December 1952
7	546	“WORD Requests FCC Expedite VHF Television For Spartanburg Area,” 4 March 1953
7	547	“How Much Longer Will Greenville Owners of WSPA Seek To Fool Spartanburg About TV?” 8 March 1953
7	548	[Introduction to Claude R. McMillan, 16 June 1953?]
7	549	Notes W. B. Luncheon, [1953?]
7	550	Introduction of Commissioner [Robert T.] Bartley, [29 January 1954]
7	551	Report of W. B., President, SC Association of Radio and Television Broadcasters, to Annual Meeting at Clemson, S.C., 29 January 1954
7	552	Memorandum to Members of the Staff - WSPA, 16 March 1954

- 7 553 Memo Department Head Luncheon, 23 June 1954
- 7 554 WB's statement concerning discussions with FCC Commissioners and his
knowledge of letters written by Strom Thurmond and James F. Byrnes,
[ca. 1959]
- 7 555 S. C. Broadcasters Speech, [1961] draft #1
- 7 556 S. C. Broadcasters Speech, [1961] draft #2
- 7 557 S. C. Broadcasters Speech, [1961] draft #3
- 7 558 S. C. Broadcasters Speech, [1961] draft with ms. changes
- 7 559 S. C. Broadcasters Speech, [1961] draft with ms. changes
- 7 560 S. C. Broadcasters Speech, [1961] draft with typed changes
- 7 561 S. C. Broadcasters Speech, [1961] draft with typed changes
- 7 562 S. C. Broadcasters Speech, [1961] copy for Sol Taishoff [not sent]
- 7 563 *Keynote Address Delivered by Walter J. Brown at South Carolina Broadcasters
Association Summer Convention, 17 July 1961, Myrtle Beach, S.C.*
- 7 564 Review of Spartan Radiocasting Company's Efforts for Spartanburg Television,
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- 7 565 Review of Spartan Radiocasting Company's Efforts for Spartanburg Television,
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- 7 566 Review of Spartan Radiocasting Company's Efforts for Spartanburg Television,
1947-1963, copy 3
- 7 567 WSPA-TV [history 1948-1963]
- 7 568 WSPA-FM Dedication Statement, 3 December 1964
- 7 569 [Statement to mark beginning of local broadcasting in color,] 12 September 1966
- 7 570 [Remarks concerning requested CBS rate increase, 1966?]
- 7 571 "Across the President's Desk...", 3, 20 November 1967; 8, 25 January; 3 June
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- 7 572 Notes for Christmas Talk, 1968
- 7 573 *A Visit Behind the Iron Curtain*, July 1969
- 7 574 Statement ...to the Sub-committee on Communications of the Senate Commerce
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- 7 575 Remarks re: Jane Dalton, 13 October 1970
- 7 576 WSPA's 40th Anniversary Talk, 1970
- 7 577 Remarks ...at WTHO AM-FM Dedication, Thomson, Georgia, 21 February
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- 7 578 Christmas, 1971
- 7 579 Christmas, 1972
- 7 580 South Carolina Peaches and Georgia Pecans, [1972]
- 7 581 Memorandum to: The Staff, 4 January 1973
- 7 582 Christmas Party Staff Meeting, 1973
- 7 583 Statement... to the People of Thomson, McDuffie County and the Growing
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- 7 584 Christmas Notes, 1975
- 7 585 [Christmas Notes, 1977]
- 7 586 Tribute to Clifford Dalzell Gray, 18 January 1979
- 7 587 Christmas Notes, 1980
- 7 588 30th Anniversary Remarks, WSPA-TV, 29 April 1986
- 7 589 Dedication Ceremony, Walter J. Brown Briefing Center, Spartanburg
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Series IV. Topical.

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- 8 590 *Public Interest Campaigns*, April, 1954
- American Kennel Club**
- 8 591 Registration Certificate for Kathy's Tiki, 26 August 1970
- 8 592 Registration Certificate for Upland Marsh Guale Molly, 24 October 1973
- 8 593 A Tribute to a Dog
- American Research Bureau**
- 8 594 *ADI Television Market Rankings, 1971-72*
- 8 595 *Audience Estimates in the Greenville-Spartanburg-Asheville ARB
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- 8 596 *The Greenville-Spartanburg-Asheville television audience*, November
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- 8 597 *Radio Circulation Report: Spartanburg and Laurens Counties, SC,
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- 8 598 *Station Audience Index*, June 1965, 2 copies
Television County Viewing Share Study, Coverage/69
- 8 599 *Georgia County Report*
- 8 600 *Kentucky County Report*
- 8 601 *North Carolina County Report*
- 8 602 *South Carolina County Report*
- 8 603 *Tennessee County Report*
- 8 604 TV Market Report Status Report, June 1970
- 8 605 *Yourtown: The User-Oriented Audience Measurement Service, 1970-71*
- 8 606 *Anderson Independent*, 1954, 1955
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- 8 607 Cooperation with NAB Researchers, 13 May 1968
- 8 608 FCC Docket No. 18179: Geographic Exclusivity for Syndicated Programs
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- 8 609 FCC Geographic Exclusivity Rule..., 16 August 1973
- 8 610 First There Were 85..., 19 November 1973
- 8 611 Minutes of the Annual Meeting of the Membership, 2 April 1968
- 8 612 MST Comments on the Report of the Advisory Committee for the Land
- 8 613 MST's Response to OTP Study, 20 November 1973
- 8 614 New Translator Rules, 14 June 1968
- 8 615 Petition for Reconsideration on Satellite Broadcasting, 17 August 1973
- 8 616 Sports Blackout Legislation, 6 September 1973
- 8 617 United States, *et al.*, v. Southwestern Cable Co., *et al.*...13 June 1968
- 8 618 *Why Maximum Service Telecasting?* [nd]
- Atco Company, Inc.**
- 8 619 Annual Report, 1961
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- 8 620 Annual Report, 1968
- Bethany Broadcasting Company: WTHO AM-FM**
- 8 621 Dedication Program, 1971
- 8 622 Fifth Anniversary, 1976
- 8 623 News releases, 1970-1972
- 8 624 Newspaper clippings, 1971-1975
- 8 625 Program schedules, 1971
- 8 626 Rate cards, 1971

- 8 627 Broadcast Computer Services, 1970
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- 8 628 Machine Accounting, [1955]
- 8 629 The Top 50 Agencies in Radio-TV, 1970
- 8 630 **Building Digest**, November, 1954
- 8 631 **Burns Media Consultants, 1979**
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- 8 632 CATV Copyright Reprieve, 17 April 1967
- 8 633 Special Report: Copyright Ruling Analysis, [June 1967?]
- 8 634 **CATV: Weekly News Service of Cable Television**
Vol. 1, No. 46 (24 June 1968)
- 8 635 **CBS Foundation, Inc., News releases, 1969**
- 8 636 **CBS: A Great Company, A Great New Building, A Historical Publishing Undertaking, 1965**
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- 8 637 Criticism of "The Selling of the Pentagon," 30 November 1971
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- 8 638 1965
- 8 639 1967
- 8 640 1968
- 8 641 1969
- 8 642 1970
- 8 643 1972
- 8 644 1973
- 8 645 "The Savage Heart - A Conversation with Eric Hoffer," CBS News
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- 8 646 Commercial Schedule, 1972
- 8 647 "Dallas Townsend and Robert Trout have been to more Republican
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- 8 648 Affiliates Convention, 1972
- 8 649 Memoranda: 1970
- 8 650 Statement of Richard S. Salant..., Before the Subcommittee on Rules of
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- 8 651 *CBS Sports Calendar and Personal Diary, January-April 1972*
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- 8 652 *Among the 1968-69 Headliners on the CBS Television Network*
- 8 653 *Among the 1970-71 Headliners on the CBS Television Network*
- 8 654 *Among the 1973-74 Headliners on the CBS Television Network*
- 8 655 "Broadcasters, Advertisers, Citizens:" Remarks of John A. Schneider,
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- 8 656 *CBS Television Clients & Programs*, January 1955
- 8 657 Remarks of Robert D. Wood, President, CBS Television Network,
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- 8 658 Statement by John A. Schneider, President CBS/Broadcast Group, Before
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- 8 659 Affiliates Directory of Frequently Called Offices, [1968; nd]
- 8 660 Agenda, General Conference, May 1965
- 8 661 Board Meetings, 17-19 November 1964; 20 November 1968; 17
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- 8 662 By-Laws of the CBS Television Network Affiliates Association, 1 May
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- 8 663 District Membership, 22 April 1970
- 8 664 Frank Stanton to John O. Pastore, Chairman, Senate Subcommittee
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- 8 665 *Is Taste Obsolete?* An Address by Richard W. Jencks, President
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- 8 666 [Maps of station locations], 1 May 1968; 22 April 1970; 1 May 1973;
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- 8 667 Memoranda: 1972
- 8 668 Remarks by Richard S. Salant, President, CBS News, [to the] General
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- 8 669 Remarks of Frank Stanton, Vice Chairman, Columbia Broadcasting
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- 8 670 Remarks by John A. Schneider, President CBS/Broadcast Group, [to the]
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- 8 671 Remarks by John A. Schneider, President CBS/Broadcast Group, [to the]
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- 8 673 Talk by Robert D. Wood, President, CBS Television Network, Before the
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- 8 674 *This Tiny, Noisy Minority* by Charles H. Crutchfield [1970]
- 8 675 Ticket Requests, 1968-1970
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- 8 676 22 July 1969
- 8 677 14 August 1969
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- 8 680 8-18 May 1970
- 8 681 19 May-19 October 1970
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- 8 682 Clemson University *1970 Football Guide*
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- 8 683 "A Look at Proposed FCC Regulations 'To Foster Competition in
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- 8 684 *CBS Editorial* by Frank Stanton, 26 August 1954

- 8 685 CBS Statement on Pay-Television by Dr. Frank Stanton.... 19 May 1955
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- 8 697 Remarks of Frank Stanton...Before the Advertising Council, Inc., 15 December 1969
- 8 698 "The Selling of the Pentagon," 21-30 April 1971
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- 8 700 Statement by Frank Stanton, President, CBS, Before the National Commission on the Causes and Prevention of Violence, 20 December 1968
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9 706 13 June 1974 [Amendment of the Communications Act]
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- 9 709 CBS Radio Network Affiliates Convention, 1968
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9 711 CBS Radio Network Affiliates Convention, 1970
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9 713 CBS Television Network Affiliates, General Conference, 1969
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9 715 CBS Television Network Affiliates, General Conference, 1973
9 716 Maximum Service Telecasters, [nd]
9 717 National Association of Radio and Television Broadcasters, 1955
9 718 National Association of Broadcasters Annual Convention, 1965
9 719 National Association of Broadcasters Fall Conferences, 1965
9 720 National Association of Broadcasters Annual Convention, 1968
9 721 South Carolina Radio & Television Broadcasters Association Annual Convention, 1954
- 9 722 TvB Annual Meeting, 1968
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- 9 726 New Proposed Programming Form For Television Applications, 2 January 1964
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- 9 728 Memorandum, 1 October 1964
- 9 729 Forced Availability of Television Network Programs..., 8 July 1965
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- 9 731 Memorandum, 19 November 1965
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- 9 733 New Ascertainment Requirements, 30 June 1969
- 9 734 Memorandum to Stations Participating in the Joint CATV Effort, 15 March 1971
- 9 735 Memorandum Re Comments Filed in Docket 19154--Renewal Policy Proceedings, 22 November 1971
- 9 736 Federal Election Campaign Act of 1971, 27 January 1972
- 9 737 Preparation of WSPA-TV, WSPA, and WSPA-FM License Renewal Applications, 1 February 1972
- 9 738 Commission Decision on Reconsideration of the Cable Television Report and Order, 29 June 1972
- 9 739 Memorandum, [26 October 1972]
- 9 740 Non-Network Program Contracts, 11 September 1973
- 9 741 Regarding the Docket No. 19153 Requirements that Commercial Broadcast Licensees Air Public Responsibility Announcements..., 18 December 1973
- 9 742 Program Log Inspection by the Public, 8 March 1974
- 9 743 Memorandum, 6 March 1975
- 9 744 New FCC Rules on CATV Network Nonduplication Treatment, 25 April 1975
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- 9 746 Re: Petition for Reconsideration of the New FCC Rules on Network Nonduplication, 17 May 1975
- 9 747 Renewal Policy Implications of FCC Decision in the Daytona Beach, Florida, Channel 2 Comparative Renewal Proceeding, 18 October 1976
- 9 748 Television Broadcast and CATV Aspects of New Copyright Act, 11 November 1976
- 9 749 Memorandum, 24 July 1979
- 9 750 Station Checklist for Preparation of Annual Program Reports, 9 November 1979
- 9 751 Carter-Mondale Ruling, 13 December 1979
- 9 752 Cable/Copyright Draft Legislation: Summary of Provisions, 19 February 1982
- 9 753 A Brief Summary of the Position of Owners of Creative Property, [February 1982]

- 9 754 To Protect and Preserve the American Copyright[:] The Home Video
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- 9 756 Cable/Copyright Discussion Points, 14 October 1982
- 9 757 NAB Ad Hoc “Must Carry” Group, 28 March 1983
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- 9 791 Amendment of Section 1.526 of the Commission's Rules..., 17
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- 9 792 Amendment of Part 73 of the Commission's Rules..., 15 May
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- 9 793 Obligation of Broadcast Licensees under the Fairness Doctrine. 18
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- 13 1162 Wire stories, primarily cigarette advertising, 1969
- United States Court of Appeals for the District of Columbia Circuit**
- 13 1163 WTRF-TV, Inc., and National Association of Broadcasters, Petitioners, v. Federal Communications Commission and United States of America, Respondents. Nos. 21,525; 21,526. Brief for Petitioners. [1968?]
- 13 1164 WTRF-TV, Inc., and National Association of Broadcasters, Petitioners, v. Federal Communications Commission and United States of America, Respondents. Nos. 21,525; 21,526. Motion to Adopt Petitioners' Brief. 28 February 1968
- 13 1165 *Mt. Mansfield Television, Inc., ET AL., Petitioners, v. Federal Communications Commission and United States of America, Respondents...*, 25 November 1970. Nos. 35,242,
- 13 1166 Citizens Communications Center, Black Efforts for Soul in Television, Albert H. Kramer and William D. Wright, Petitioners, v. Federal Communications Commission and United States of America, Respondents. No. 24,471. 11 June 1971
- 13 1167 Bethany Broadcasting Company;...Spartan Radiocasting Company; et al., Appellants v. Federal Communications Commission, Appellee. Joint Notice of Appeal. 21 February 1975. No. [?]
- 15 1364 National Association of Independent Television Producers and Distributors, et al., Petitioners, v. Federal Communications Commission and The United States of America, Respondents. 21 April 1975. Nos. 75-4021, 75-4024-4026. Legal size box
- United States Supreme Court**
- 13 1168 *Wilbert Rideau, Petitioner, v. State of Louisiana. No. 630. October Term, 1962.* [3 June 1963]
- WAIM-TV, Anderson, SC [Wilton E. Hall]**
- 13 1169 Broadcast Application, 6 February 1969
- 13 1170 Broadcast Application, 18 June 1971
- 13 1171 Broadcast Application, 6 November 1972
- 13 1172 Palmetto Network, 1964
- 13 1173 Program Listings, March, 1963
- 13 1174 WAIM-TV from *TV Factbook* [1970?]
- WBBQ, Augusta, GA**
- 13 1175 Coverage Map and Market Statistics, [1950?]
- 13 1176 General Rate Card No. 1, 1 May 1948
- 13 1177 Market Data, April 1948
- 13 1178 Program Schedule, 7-20 November 1949
- Harry Wismer**
- 13 1179 Biography [1946?]
- WIS-TV**
- 13 1180 In Central South Carolina There Is Only ONE VHF Television Station,

[1953?]

Wofford College

- 13 1181 "Their Stars We Follow," Opening Convocation Address Delivered by
President Paul Hardin, III, 10 September 1968

Series V. Newspaper clippings and entire issues.

- 13 1182 Amos 'N Andy, 1964, 1972
13 1183 Jimmy Carter
13 1184 District of Columbia
Editorializing
13 1185 1963
14 1186 1965
14 1187 1966
14 1188 1968
14 1189 1970
Editorial Material
14 1190 1966
14 1191 1968
14 1192 1969
14 1193 1971
14 1194 *Gone With the Wind*
14 1195 Mid-South Broadcasting Company, 1964
14 1196 Miscellaneous, 1954, 1963, 1967, 1969, 1972, 1978
14 1197 William S. Paley, 1965
14 1198 Panama Canal
14 1199 Pay Television, 1964
14 1200 President Gerald Ford
14 1201 President Richard M. Nixon (Other than Watergate)
14 1202 Ravenel-Thurmond Senate Campaign, 1978
14 1203 Russell Dam
14 1204 Second Battle of Britain-TV Script (CBS)- Editorial Written
14 1205 S. C. Broadcasters, 1954
14 1206 S. C. Law School
14 1207 S. C. Politics & Politicians
14 1208 S. C. Population, 1968
14 1209 Spartan Square, 1974
14 1210 Spartanburg Chamber of Commerce, 1973
14 1211 Spartanburg *Herald-Journal*
14 1212 Supreme Court
14 1213 United Nations
14 1214 George Wallace
14 1215 Watergate
14 1216 Wofford College, 1964

Series VI. Photographs.**Anniversaries, Parties, Celebrations**

- 14 1217 WB's birthday, [ca. 1990], 14 images
14 1218 WB with Board of Directors, [nd], 1 image

- 14 1219 WB at Christmas party, [nd], 1 image
- 14 1220 WB at lunch, [nd], 1 image
- 14 1221 WB at WSPA-TV studio ,[ca. 1990], 5 images
- 14 1222 Christmas party, 1978, 10 images
- 14 1223 Christmas party, 1981, 11 images
- 14 1224 Christmas party, 1982, 5 images
- 14 1225 Christmas party, [ca. 1990], 2 images
- 14 1226 Greenville studio dedication, [1968?], 5 images
- 14 1227 Luncheon for K. James Yager, [1987?], 9 images
- 14 1228 Party for K. James Yager, [1987?], 9 images
- 14 1229 Purchase of WBTW, 29 June 1984, 2 images
- 14 1230 WBTW-TV 30th Anniversary, 15 October 1984, 40 images
- 14 1231 WSPA-AM-FM 50th Anniversary, February 1980, 20 images
- 14 1232 WSPA-AM-FM 50th Anniversary, February 1980, 20 images
- 14 1233 WSPA-AM-FM 50th Anniversary, February 1980, 16 images
- 14 1234 WSPA-AM-FM 50th Anniversary, Lowell Thomas Dinner, March 1980,
20 images
- 14 1235 WSPA-AM-FM 50th Anniversary, Lowell Thomas Dinner, March 1980,
16 images
- 14 1236 WSPA-AM-FM Studio patio, November 1975, 1 image
WSPA-TV Dedication of New Building and Open House, 16-17 June
1979
- 14 1237 Mayor [Frank?] Allen, 2 images
- 14 1238 Board of Directors, 5 images
- 14 1239 Ann Brown, 4 images
- 14 1240 Jimmy Brown, 0 image
- 14 1241 Tom Watson Brown, 2 images
- 14 1242 Walter J. Brown, 19 images
- 14 1243 Carroll Campbell, 2 image
- 14 1244 Turner Catledge, 2 images
- 14 1245 Wink Clark, 1 image
- 14 1246 Contractors, etc., 1 image
- 14 1247 Converse [College singers], Janie C, 9 images
- 14 1248 W. J. B. Dorn, 2 images
- 14 1249 Mrs. Henry Gramling, 0 image
- 14 1250 Senator Ernest F. Hollings, 1 image
- 14 1251 Robert Hosking, 3 images
- 14 1252 Gene F. Jankowski [CBS] and daughter, 31 images
- 14 1253 Monroe Kimbel, 0 image
- 14 1254 Bob Knox, 0 image
- 14 1255 Boone Knox, 1 image
- 14 1256 Lunch, 19 images
- 14 1257 Malaska, 2 images
- 14 1258 Sam Manning, 3 images
- 14 1259 Gene Mater [CBS] & son, 3 images
- 14 1260 Earl Norris, 1 image
- 14 1261 Governor Richard Riley, 19 images
- 14 1262 Governor Riley's father, 0 image
- 14 1263 James H. Rosenfield, 2 images
- 14 1264 Judge Donald Russell, 4 images
- 14 1265 [Acting] Mayor James H. Simpkins, 2 image

- 14 1266 Arthur Smith, 4 images
 - 14 1267 Speakers, 5 images
 - 14 1268 Sol Taishoff, 2 images
 - 14 1269 Ed Teasley, 1 image
 - 14 1270 Senator Strom Thurmond, 4 images
 - 14 1271 Dr. Alastair C. Walker, 2 images
 - 14 1272 [Commissioner] Abbott Washburn, 5 images
 - 14 1273 Harry Wise (Hound Ears), 2 images
 - 14 1274 Unidentified, 20 images
 - 14 1275 Unidentified, 20
 - 14 1276 Unidentified, 14
- Locations**
- 14 1277 WB on board *S.S. Rotterdam*, [August 1965], 1 image
 - 14 1278 WB at Hogback Mountain transmitter, [nd], 1 image
 - 14 1279 [WB's farm?, Thomson, GA], December 1979, 9 images
 - 14 1280 Fruit Growers Express Company, West Hayne Yard, 1954, 1 image
 - 14 1281 Hogback Mountain, Greenville County, SC [ca. 1963], 2 images
 - 14 1282 Hogback Mountain transmitter facility [ca.1964], 11 images
 - 14 1283 KYIN-TV, [Mason City, Iowa], tower and broadcasting facilities, [1970s?], 14 images
 - 14 1284 Mt. Mitchell, [NC, 1950?], 1 image
 - 14 1285 Spartan Square, [Spartanburg, SC], [1974?], 4 images
 - 14 1286 WBTW, [ca. 1987], 1 image
 - 14 1287 WBTW, Myrtle Beach studio, [ca. 1987], 12 images, 13 negatives
 - 14 1288 WORD TV demonstration, Piedmont Interstate Fair, Spartanburg, SC, 1952, 12 images
 - 14 1289 WSPA-AM-FM studio, [1970s?], 1 image
 - 14 1290 WSPA-AM-FM renovation, April 1979, 16 images
 - 14 1291 WSPA-TV Eyewitness News mobile unit with Board of Directors, [ca.1987?], 1 image
 - 14 1292 WSPA-TV property, near Holiday Inn, I-85, Spartanburg, SC, [nd], 15 images
 - 14 1293 WSPA-TV studio building groundbreaking, March 1977, 4 images
 - 14 1294 WSPA-TV studio building, construction, March 1978, 4 images
 - 14 1295 WSPA-TV studio building, construction, August 1978, 13 images
 - 14 1296 WSPA-TV studio building, construction, October 1978, 24 images
 - 14 1297 WSPA-TV studio building in the snow, February 1979, 4 images
 - 14 1298 WSPA-TV studio building, March 1979, 16 images
 - 14 1299 WSPA-TV studio building, [April 1979?], 2 images
 - 14 1300 WSPA-TV studio building, [1980?], 4 images
 - 14 1301 WSPA-TV studio building, April 1981, 4 images
 - 14 1302 WSPA-TV studio equipment, [ca. 1979], 7 images
 - 14 1303 WSPA-TV [transmitter equipment, 1986?], 2 images
 - 14 1304 WSPA-TV transmitting tower, Hogback Mountain, January 1968, 1 image
 - 14 1305 WSPA-TV transmitting tower, Hogback Mountain, December 1979, 2 images
 - 14 1306 WTHO-AM-FM [ca. 1970], 8 images
 - 14 1307 WTHO-AM-FM [Dedication, February 1971?], 4 images
 - 14 1308 WTHO-AM-FM, December 1971, 4 images

Miscellaneous

- 14 1309 Bird in tree, February 1980, 3 images
- 14 1310 WB's portrait for bronze plaque for SC Broadcasters, December 1974, 1 image
- 14 1311 WB and Diane Sawyer, [1985?], 1 image
- 14 1312 Ben M. Curt, [nd], 1 image
- 14 1313 Bill Davenport's Orchestra, copy of 1930s photo, 1 image
- 14 1314 Hilton Head Hackers, 1979, 5 images
- 14 1315 Al Miranda, CBS, 1973, 1 image
- 14 1316 Lowell Thomas, [1965?], 1 image
- 14 1317 Unidentified male, [nd], 1 image

Series VII. Legal size

- 15 1318- [see FCC proceedings and US District Court case]
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