

WGAA



AM 134 -- CEDARTOWN, GEORGIA

40th Anniversary

1941 - 1981

☆☆ *A Division of FAULKNER RADIO, Inc.* ☆☆

August 15, 1981

WELCOME TO WGAA RADIO'S FORTIETH ANNIVERSARY AND OPEN HOUSE.

We are very happy that you came to share in our celebration marking forty years in radio. We are very pleased to open our facility to you and we will answer any questions that you might have. We are eager to discuss your ideas how the station might better serve our community. As always, service to the community is our prime concern.

We especially extend our appreciation to our listeners for supporting us through the years; and a special thank you to the Cedartown and Polk County merchants and industries who make up our family of advertisers.

Thank you for coming to share our anniversary with us. As the old saying goes, "Life begins at Forty" ... and WGAA has only just begun.

Sincerely,

Robert H. Bond
Manager



JAMES H. FAULKNER, PRESIDENT

Former mayor of Bay Minette and Alabama State Senator, Mr. Faulkner and his wife, Evelyn, have two sons, James H. Faulkner, Jr., and Henry Wade Faulkner. In addition to WGAA, Mr. Faulkner operates WAOA-WFRI in Opelika, WBCA-WWSM in Bay Minette, Alabama and WLBB-WBTR in Carrollton, Ga. He is the Chairman of David Volkert & Associates, Engineers and Architects and is involved in many civic, professional and business groups. He has received many honors and awards and was awarded the Doctor of Laws Degree from Free-Hardeman College in Tennessee. Mr. Faulkner is Treasurer, Elder and Sunday School Teacher at the Bay Minette Church of Christ.



JAMES H. FAULKNER, JR.
Vice President of Faulkner Radio, Inc.

James H. Faulkner, Jr. is also the president of Faulkner Insurance, Inc. and Faulkner Realty. He is a graduate of the University of Alabama and the former co-owner and co-publisher of three Baldwin County, Alabama newspapers. He is married and the father of five children.



DORTHY C. MARTIN
Secretary-Treasurer of Faulkner Radio, Inc.

Dorthy Martin has been with the company since its inception in 1958 and has served as secretary to the president of the corporation for the past thirty-three years. She is also office manager at the headquarters office in Bay Minette, Alabama. She is married and has one daughter.



JOYCE BOAN, Bookkeeper

Joyce Boan is bookkeeper at Faulkner Radio, Inc. headquarters in Bay Minette. She has been with the company for seven years and is in charge of all the record keeping for all of Faulkner's seven stations. She is married and has three daughters.



ROBERT H. BOND, STATION MANAGER

A native of Polk County, Bob Bond has been with WGAA since 1968. He had previously been associated with WKTC, Thomasville, WBIE, Marietta, and WLBB, Carrollton, Georgia. The son of Mr. and Mrs. Ralph H. Bond of Aragon, Bob lives in Cedartown with his wife, Becky, and daughter, Cindy.

"I deeply appreciate life from the Creator. The eighteen years I've worked with the Faulkner organization have been the happiest years of my life. I appreciate the confidence placed in me by Mr. Faulkner and our former Vice President, Bob Thorburn. My wife and daughter have also been a great encouragement to me. I also appreciate the loyal employees we have and our advertisers who have made this anniversary possible."

"WGAA..... FORTY YEARS"

1941-1981

Cedartown enjoyed an air of optimism in the pre-war year of 1941. Mr. O. C. Lam, president of Lam Amusement Company, expressed his confidence in the future, by combining two forms of entertainment and jointly opening the magnificent West Theatre in conjunction with the first broadcast of WGAA Radio on August 15, 1941. The offices and studios of WGAA were styled in the same classic Art Deco period as the Theatre, and included a reception area, two studios, observation room, control room and audition lounge... "all completely equipped to provide the utmost in comfort and attractiveness," according to an article in the Cedartown Standard.

Mr. R. W. Rounsaville, the first manager of WGAA, announced Cedartown's first radio station would utilize the latest and most improved type of transmitter and speech input console equipment. A separate transmitter building was located on the Cave Spring Road, with an engineer on duty at all times. The original personnel of the station included, Mr. Rounsaville as Manager, Tom Phillips, Bill Shannon, Mrs. Dorothy Holt, John Rhodes, Denzil Pulley, Troy Lindsey and Clarence Landers. Mr. Jim Schliestett began working at WGAA in 1942, and is currently associated with the station as Chief Engineer. Mrs. Rowena Murphy, now with the Cedartown Public Library, also began announcing during this time.

WGAA was in direct touch with world affairs by hourly Associated Press Teletype and was affiliated with ABC for a number of years. Some of the network shows aired by WGAA included, Captain America, The Lone Ranger and Jack Armstrong--All American Boy. WGAA played the big bands of the 40's... Glen Miller, Jimmy and Tommy Dorsey, and Artie Shaw.

Musical broadcasts were coordinated with the Theatre and stars were brought in for live performances. Local groups also were aired including the Georgia Mountaineers, The Moonlight Ramblers and the McBrayer Brothers Quartet from Rome. WGAA produced live audience radio shows at the Theatre... "Dr. I.Q." played by Rob Riddle, asked questions in the audience and rewarded correct answers with silver dollars. The "Man on the Street" interviewed people in front of Stubbs and Hogg Furniture Store every Saturday morning.

A few of the people that have been associated with WGAA Radio through the years include Hall Wray, Bob Corley (who went on to play

the voice of "Beulah" on national radio), Ed Riley, Olin Bates, Ed Brewster, Jimmy Wright and the late Ruth Kent, who went on to work in television on "Today in Georgia."

In 1947, a new building was built adjacent to our present location, and WGAA began transmitting AM and FM until 1952. Mr. Bill Estes was the manager at that time. The new facility brought production and transmission under one roof with a self-supporting, free-standing tower that was 255' tall. If you had tuned to WGAA during that time, you would have heard the tunes of Vaughn Monroe, Woody Herman, Les Paul and Mary Ford. It was also during this time that Frank Burgess began announcing for WGAA.

In 1951, Mr. Frank Proctor purchased the station from Mr. O. C. Lam and the station left ABC for affiliation with the Mutual Broadcasting System during the years of early rock-and-roll music. Mr. Proctor saw the need for a larger facility and designed the present building where WGAA is now located. The building was built by Ray Johnson and was completed in 1967. The Double A Frame style of construction attracts attention because it is significant to the call letters.

Mr. Frank Proctor continued as manager until the station was purchased by Faulkner Radio, Inc., May 1st, 1968, and Mr. Bob Bond received responsibility for managing the station.

WGAA has continued through the years to help develop the potential of many young people in Cedartown. In the summer of '42, Miss Jean Brooks (now Jean Elrod, Sales Account Executive at WGAA) broadcasted an after-school program titled, "Stars on the Horizon" about current films and news from Hollywood. Through the years, WGAA has continued to put a great deal of influence on the importance of youth activities by helping many young people begin their careers in radio on the CHS HAPPENINGS Program, broadcasted from Cedartown High School by local student announcers. WGAA also broadcasts Little League, Senior League and high school baseball, basketball and football games.

WGAA continues to be service-minded in its programming and is a community activity booster... giving considerable public service time to local civic events, religious broadcasts, current news, weather, and public service commentaries.

Hardly anyone in Cedartown can say that WGAA has not touched their life in some way through the years. WGAA celebrates it's 40th anniversary with continued dedication to its listeners and the community.

THE WGAA STAFF:



FRANK BURGESS, Sports Director

Originally from Chattanooga, Frank and his wife, Annie Ruth, have three children, Frank, Jr., Deborah and John. Frank has worked in radio at WHMA and WHMA-FM in Anniston, Ala., and WBIK (now WROM) in Rome. Sports in Cedartown wouldn't be the same without Frank, who is responsible for all sports broadcasts, producing commercials, and waking everyone Monday thru Saturday on his morning show.



JO ANN SHELLHORSE, Traffic Director

Originally from Cedartown, Jo Ann began working at WGAA in 1968. Jo Ann is responsible for program and commercial scheduling, agency advertising traffic, bookkeeping, secretary to the station manager and generally keeping everybody straight. She and her husband, Howard, have one son, Brad.

"Working at WGAA for the past thirteen years has been an interesting experience and one I have thoroughly enjoyed. I've met a lot of people and made a lot of friends...WGAA/Faulkner Radio, Inc., is a great place to work!"



JEAN ELROD, Sales Account Executive

Originally from Cedartown, Jean is the daughter of the late Mr. & Mrs. Ed Brooks, and mother of one daughter, LuAnn and two sons, Mitch and Ned. Jean began working with WGAA in sales in 1962.

"I love radio station WGAA and it really is a sweet part of my life... my job, the people I work with and the people I call on as clients are all very special to me."



ELAINE DANIEL, News Director

Originally from Huntington, West Virginia, Elaine has recently joined WGAA as News Director. Her duties include collecting local news and broadcasting for WGAA.

"I have learned quite a lot about the importance of broadcasting journalism and how it affects the community."



TIM HENSLEY, Music and Program Director

Tim comes to WGAA from Cookeville, Tenn., and began working for WGAA in 1979. He is responsible for programming the music that the station plays and selects new releases each week.

"Working at WGAA has been a pleasure for me. I enjoy the people and my work. I can honestly say I look forward to going to work each day."



TODD SHIFLETT, Public Service Director

Son of Dwain and Judy Shiflett of Cedartown, Todd began working at WGAA in 1979. His job includes announcing and coordination of Public Service announcements.

"Working at WGAA for over a year and a half has been a privilege, and has given me expanded knowledge of my community, plus valuable experience in the communication field."



ROSS SHACKLEFORD, Public Affairs Director

A Cedartown native, Ross and his wife, Catherine, have three daughters, one son, two granddaughters and one grandson. Previously associated with WGAU in Athens, Ross came to WGAA in 1966, and is responsible for public affairs programming.

"It's difficult to imagine Cedartown without the big Double A. So many have come to depend on it for news, entertainment and the latest in sports. Not many stations have a more devoted or loyal following."



ED LANE, Announcer

A native of Piedmont, Alabama, Ed began his career in radio in 1952, and came to WGAA in 1967. He has one daughter, Lisa Johnson, and one son, Ed Lane, Jr., and two grandsons. Ed had previously worked at WPID in Piedmont, Alabama.

"I enjoy working at the Big Double "A" with Bob Bond and all the gang."



PAM WHITFIELD, Announcer

Originally from Ventura, California, Pam is the daughter of Virgil and Faye Whitfield, and has a brother, John, and one sister, Kim Whitfield. Pam began working at the station in 1980, after announcing on "CHS Happenings".

"After working for WGAA, I plan to pursue a career in communications."



JIM SCHLIESTETT, Chief Engineer

Jim is originally from Cedartown; he and his wife, Esther, have one son, Jim, a grandson and one granddaughter. Jim has been associated with WGAA since its early beginnings in 1941. Jim has the responsibility of maintaining the audio and transmission equipment as Chief Engineer.

"I have many memories from the many years I have been associated with the "Double A."



TINEY GRANT, Staff Support

Originally from Polk County, Tiney is the grandmother of Kimberly, Carole and Pamela. She has worked at WGAA since 1974 and she has the responsibility of housekeeping at the station.

"I listen to WGAA for news, sports, music and community affairs. It's a pleasure to be part of the WGAA family."



POLLY JENSEN, Copywriter

Polly came to Cedartown a year ago from Atlanta. She has one daughter, Angelia. She and her husband, Douglas, are building a little house in the country and plan to make Cedartown their permanent home.

"I've found the people in Cedartown to be the friendliest folks I've ever known. Working at WGAA is certainly a pleasure."



CINDY BOND, Traffic

Born in Carrollton, Georgia, Cindy now lives in Cedartown with her father and mother. She first began working at WGAA last summer. Cindy is responsible for completing logs and works in the traffic department scheduling advertising spots. Cindy will be a junior at Cedartown High School.

"I was raised in radio, and I enjoy working at WGAA very much."



CHIP BAILEY, Announcer

Chip recently joined the staff of WGAA as an announcer. He is the son of Mr. & Mrs. Kenneth Bailey and has one sister, Kim.

"WGAA gave me my start in radio and I will never forget that, no matter where I am or what I'm doing later in life. The people I work with here are both my friends and my fellow workers. I really enjoy my work here!"



WGAA RADIO

P.O. BOX 167
CEDARTOWN, GEORGIA, PHONE 748-1340, 1340 ON YOUR DIAL

OTHER FAULKNER STATIONS ARE:

WLBB.....	Carrollton, Georgia
WBTR - FM STEREO	Carrollton, Georgia
WAOA	Opelika, Alabama
WFRI - FM	Opelika, Alabama
WBCA	Bay Minette, Alabama
WWSM - FM STEREO	Bay Minette, Alabama