

Columbus - Newspapers
History

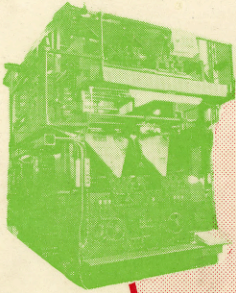
BRADLEY MEMORIAL LIBRARY
COLUMBUS, GEORGIA

people
and
machines
behind
the

LEDGER
ENQUIRER

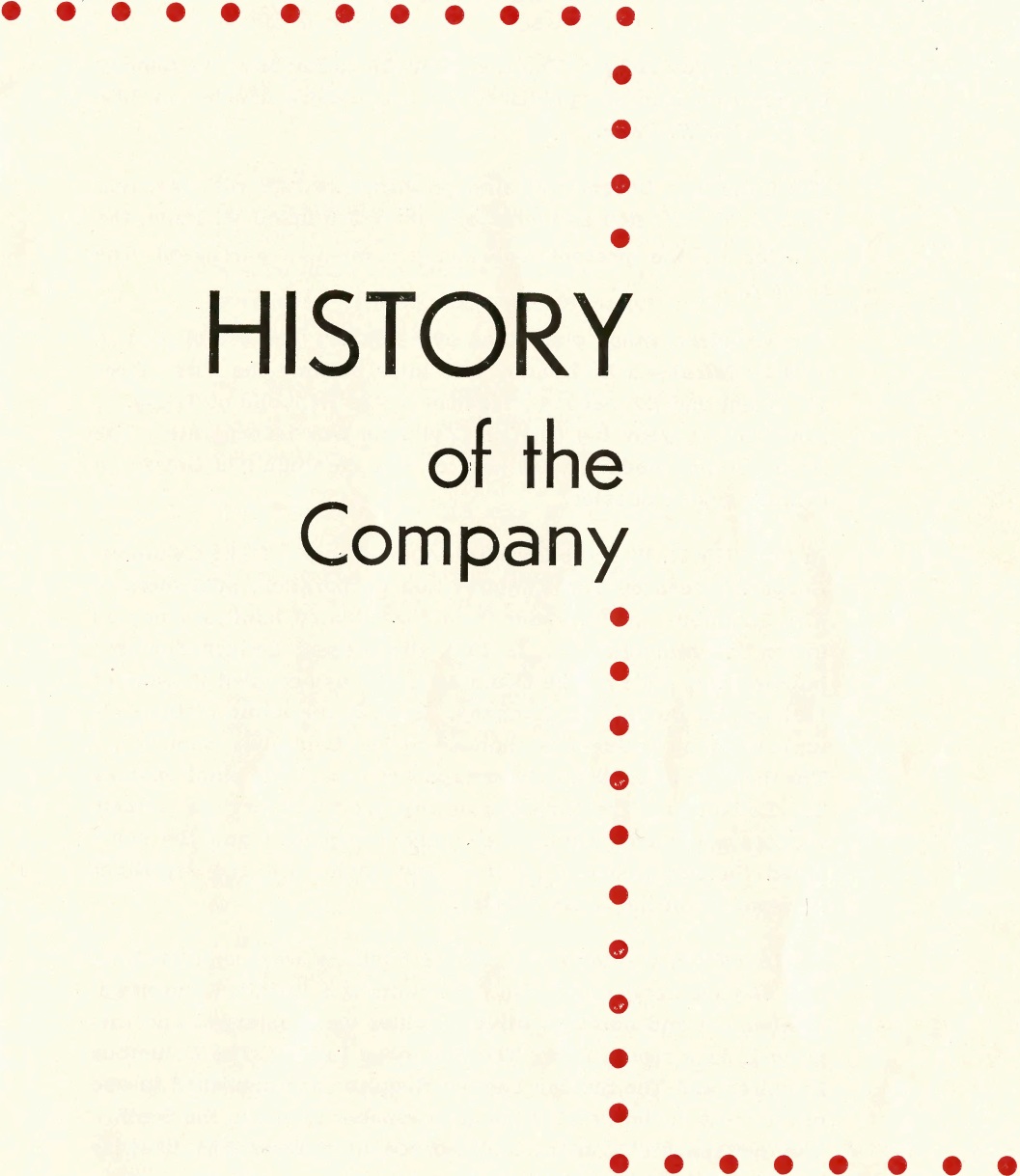
newspapers

VERTICAL FILE



JUL 20 1955

COLUMBUS GA.



HISTORY
of the
Company

THE HISTORY OF THE COMPANY

The Columbus Ledger, The Columbus Enquirer and The Sunday Ledger-Enquirer are published by a company founded in 1886 by Rinaldo W. Page.

The Columbus Ledger was first published in 1886 with Mr. and Mrs. E. T. Byington as publishers. In 1888 Rinaldo W. Page, the founder of the present publishing company, purchased The Ledger.

The Enquirer, much older than The Ledger, was established in 1828 by Mirabeau B. Lamar, who later became the First Vice-President and the Second President of the Republic of Texas. Founded the year the City of Columbus was incorporated, The Enquirer has been a vital part of this community's life for a century and a quarter.

In 1930, The R. W. Page Corporation, publishers of The Columbus Ledger, purchased The Enquirer-Sun Corporation, publishers of The Columbus Enquirer-Sun, and consolidated both newspapers under one management. In 1930, the present Ledger-Enquirer building was built by the Company and was occupied in June of 1931 by the Publishing Company. In 1932, the name of the Columbus Enquirer-Sun was changed to The Columbus Enquirer. The decision to publish both newspapers in a single plant enabled The Ledger and The Enquirer to improve their services to their readers and advertisers. Both daily newspapers and the combined Sunday Ledger-Enquirer now rank with the top-flight newspapers in the United States.

In 1951, a further expansion of facilities was completed. A new 64-page Scott press with color units was installed and news, mechanical and administrative facilities were enlarged and improved. As a result, today The Columbus Ledger, The Columbus Enquirer and The Sunday Ledger-Enquirer are published in one of the most modern and efficient newspaper plants in the South. The newspapers' content and service to readers has likewise been improved through the years.

The first head of the present publishing company was Rinaldo W. Page, for whom The R. W. Page Corporation was named. At his death in 1920, control of the newspapers passed to his widow, Mrs. Maggie E. Page.

Mr. W. Eugene Page, Sr. (the eldest son of R. W. Page) was head of the organization from the death of his father until his death in 1937. The publishing company was incorporated as the R. W. Page Corporation in 1927 with W. E. Page, Sr. as its first president.

Under the leadership of W. Eugene Page, Sr., the publishing company expanded its operations by purchasing The Bradenton (Florida) Herald in 1925 and the Wilmington (North Carolina) Star in 1927. In 1929, the Wilmington (North Carolina) News was purchased. The Durham (North Carolina) Sun was purchased in 1928 and sold in 1929.

The Wilmington newspapers were managed by Rinaldo B. Page, son of R. W. Page, until 1937, at which time he purchased these papers from The R. W. Page Corporation.

The Bradenton Herald was managed by A. H. Chapman, Sr., from 1925 to 1937. At the present time, W. E. Page, Jr., is Publisher of The Bradenton Herald. The Bradenton Herald is still owned by The R. W. Page Corporation.

Mr. J. E. Page, son of R. W. Page, was active in the affairs of The Ledger and The Enquirer and served as Publisher of The Ledger-Enquirer until he sold his interest in these newspapers and resigned in 1936.

On the death of W. E. Page, Sr., in 1937, A. H. Chapman, Sr., was elected President of The R. W. Page Corporation and has held this position from that date to the present.

M. R. Ashworth joined the organization in 1926, was named Publisher of The Ledger-Enquirer in 1936, and has served in that capacity until the present.

The following comprise the Board of Directors of The R. W. Page Corporation: A. H. Chapman, Sr., M. R. Ashworth, W. E. Page, R. E. Page, Mrs. A. H. Chapman, Sr. and Mrs. M. R. Ashworth.

Expansion into the radio field was begun in 1945 when the Georgia-Alabama Broadcasting Corporation was founded and began serving this community through radio station WGBA-FM as a daytime only independent station which was expanded into a full-time AM affiliate of the ABC and MBS networks in 1949.

In 1952, the Georgia-Alabama Broadcasting Corporation became a wholly-owned subsidiary of the R. W. Page Corporation.

WGBA operates at 1460 on the dial with a power of 1,000 watts, while WGBA-FM operates at 95.1 on the FM dial with a power of 15,500 watts.

The history of this company has been marked by continual expansion of facilities and improvement in both the newspaper product and electronic communications.



STORY
of Newspaper
Production



Your Newspaper
Lights
the Way
of
Freedom

FOREWORD

We hope that you will enjoy this brief tour through The Ledger-Enquirer newspapers plant. In these pages we will try to picture for you the process by which such a complicated product as your daily newspaper is turned out in such a short time. We will present for you the process by which the tremendous number of things worth telling is gathered and written and printed in a matter of only a few hours.

This is a cordial welcome from the 250 people whose combined efforts produce your evening Columbus Ledger, your morning Columbus Enquirer and your Sunday Ledger-Enquirer.



Ledger news room—(top) wire news section,
(bottom) city department.

Enquirer news room—(top) wire news section,
(bottom) city department.



NEWS ROOM—WORLD CROSS ROADS. There's a world crossroads in every newspaper. The news room lies right at the middle of that crossroads. With the Ledger-Enquirer newspapers it is doubly true for there are two separate and distinct news rooms, each in competition with the other to give their readers a more interesting and complete report of the day's happenings.

The ceaseless story of the world's activities arrives in The Ledger and The Enquirer news rooms on clattering teletypes relaying the reports of all three of the major worldwide news-gathering agencies — the Associated Press, the International News Service and the United Press. The News Editor and staff of copyreaders, veteran newsmen, unruffled by the steady pressure of time, sift and evaluate this endless flow of copy and write terse, vivid headlines . . . while, starting at the city desk another race is on.

Here the rush begins to "cover" the area — Columbus and Muscogee County, Phenix City and Russell County, and Fort Benning — fighting against the greatest tyrant of them all, the "deadline".

Police reporters are sitting in on Recorder's Court sessions on either side of the Chattahoochee. Courthouse reporters are checking with officials either on spot news or to follow up previous developments. A newsman and a photographer may be out in either county covering a traffic accident.



Ledger Women's Editor, Society Editor and her assistant produce top flight women's features, food sections and society pages. Enquirer Society and Food Editors maintain separate offices.



Enquirer Sports staff covers activities in Columbus, Phenix City and throughout the Chattahoochee Valley. The Ledger Sports department operates in separate offices.

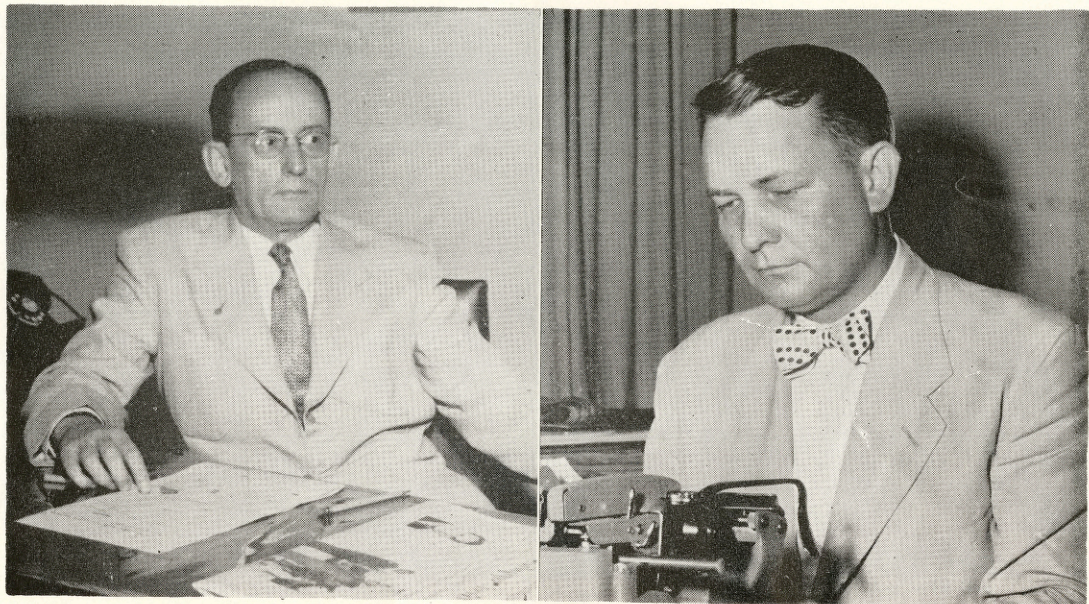
A special assignments reporter is at Fort Benning interviewing a ranking officer from some friendly foreign country, another is in the Ralston hotel taking a statement from a visiting V.I.P., while another is at the airport awaiting the arrival of a movie star or a singer of renown.

Others have spread out through the area, following the established channels of news — some tragic, some chuckle-getting, criminal, economic, political or civic. The whole area in all its many facets is being held up before the mirror of newsgathering.

In the office remain the City Editor and staff members who will be at their desks all day. They take news by telephone and interview those who come into the office with news reports or statements to make. In and out of the office as events dictate, the sports news staffs function throughout the cycle. The society and women's news departments are busy, too, with their columns, features and news.

About an hour before deadline, the grand rush is on. Reporters have returned from their various rounds and news "copy" is being pounded out furiously. Speed is of the essence, but never is accuracy sacrificed before the great god of speed.

The flow of news is at a higher tempo. The teletypes still clatter out worldwide reports. But from reporter's typewriter, to the city desk for evaluation and correction, to the News Editor's copydesk flows that volume of stories for which many thousands of area residents are waiting with paramount interest —the news right at home.



W. C. Tucker, Editor, The Columbus Enquirer.

Robert W. Brown, Editor, The Columbus Ledger and
The Sunday Ledger-Enquirer.

Soon, a brief lull will fall upon the news room. The deadline has been made. World and local news, sports, society and women's news has been gathered, evaluated, corrected, headed-up, scheduled for specific positions within the newspaper, and is in the Composing room being translated into type. Photos illustrating various events are being turned into zinc plates. Soon the giant presses will begin to roar.

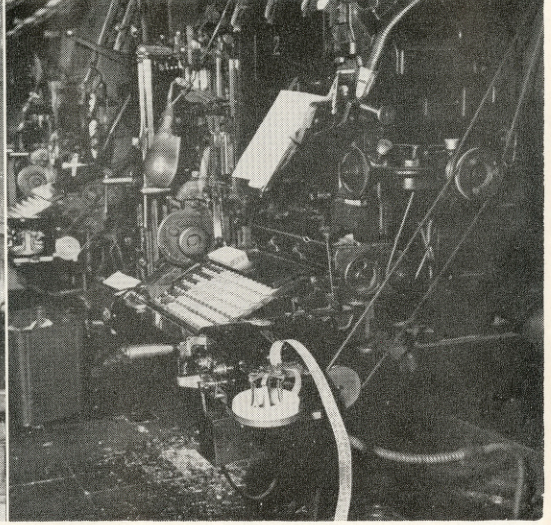
Through it all, the Editor and the Managing Editor have remained in the background, making decisions here and there as knotty problems arose, offering assistance and advice, passing on ideas to the various sub-editors. The Editor has attended an important meeting gathering background information for an editorial clarification of some proposition, has talked to dozens of persons either in interviews in his office or by telephone—feeling the pulse, the heartbeat of the area.

With one edition "off the press," the tempo again rises. The rush is on once more; there is another edition to make. Reporters go back to their sources, the teletypes clatter on, the wirephoto machine continues to chirp, photographers are busy — the mirror is held up before the area and the world again for another, later reflection.

Dayside and nightside cycles have covered the world for at least 20 hours of the 24, while the area slept, or while it worked or played. The end of the cycle is not an end; it is the beginning of another.



Six perforators cut tapes on locally written stories and want ads for use on teletypesetters.

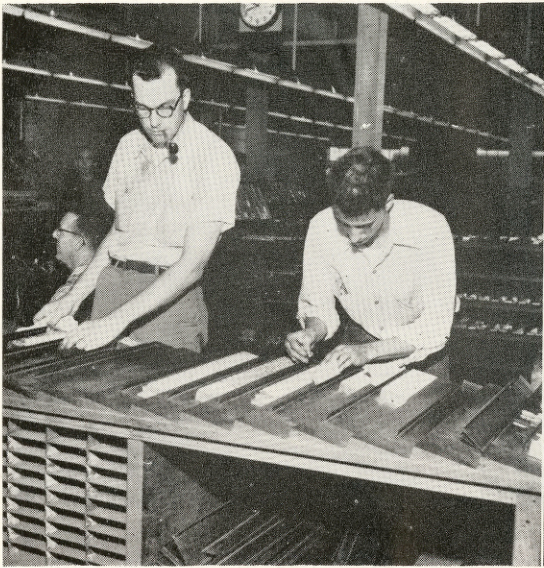


Perforated tape from wire services or punched in our plant automatically operates linotypes.



PUTTING THE NEWS INTO TYPE—News which is written by The Ledger and The Enquirer Editorial departments is sent to the Teletypesetter perforator room where a teletypesetter tape is cut. News from the Associated Press and the United Press is received on a teletypesetter reperforator which punches the tape automatically and at the same time a copy of that news story is being printed on a teletype monitor printer. The teletypesetter tape is sent to the Composing room through Lamson pneumatic tubes along with the copy which has been edited for news value and errors.

The teletypesetter tapes for both the locally written news stories and the wire service news stories are used to automatically operate the linotype machines which turn the stories into lines of metal type.



Assembly dump where type gathers before transfer to page forms.

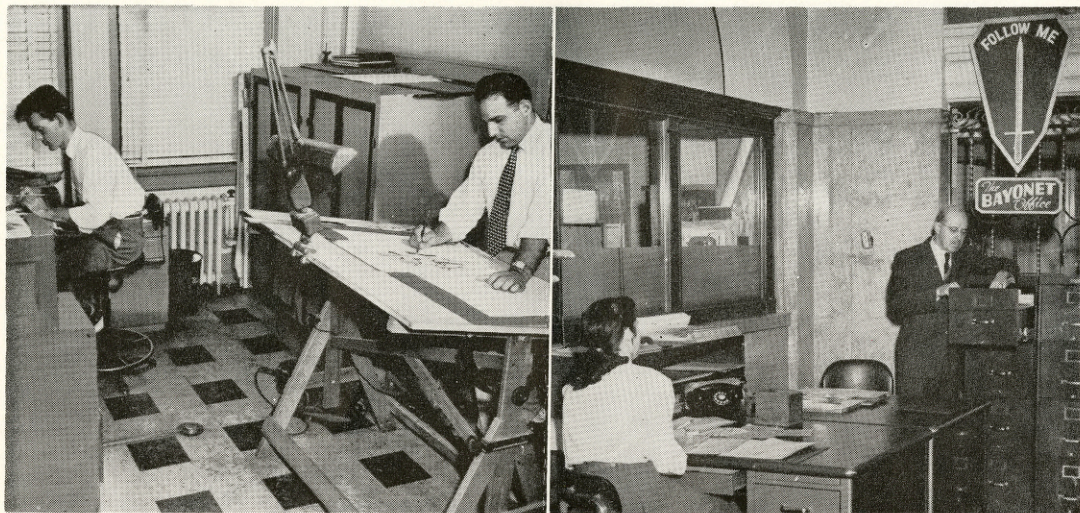


Page make-up calls for close co-operation of make-up editor and printer.



MAKING A NEWSPAPER PAGE — As fast as the long column or “galleys” of type are proofread and corrected, they are brought to the make-up printers who place the type in the proper page forms lying on movable tables or “turtles”. On one side of the “turtle” stands a Make-up Editor, in constant touch with the News Editor. Using a miniature dummy of the page to be made up and his intimate knowledge of news values, he directs the make-up of the page by the make-up printer. Here some of the fastest action in the making of the newspaper occurs. Working against time, the fingers of the make-up man save precious seconds in meeting press deadlines.

Prior to the placing of news type in the page forms, all advertising for that issue has been placed in the forms according to dummies of the page which have been made in the Local Display Advertising department. Let's see how that advertising is prepared by the Advertising departments and by the Composing room.



Advertising layouts, finished art, photo retouching, and editorial cartooning are part of the many diverse activities of the art staff.

Edited by Fort Benning personnel and produced by The Ledger-Enquirer company, The Bayonet is popular reading for the local military.



ART DEPARTMENT — Serving both editorial and advertising needs is a two-man Art department. For the editorial side the artists retouch photographs received on AP Wirephoto as well as some made by Ledger-Enquirer staff photographers. Occasional editorial cartoons depicting local issues and portraits of local people in the spotlight are produced by our talented and highly trained artists.

For the Advertising and Promotion departments the artists produce a steady stream of advertising layouts, illustrations, posters, brochures and mailing pieces.

Techniques used in this department cover a wide variety, including pen sketches, wash drawings, scratchboard, air brush, pencil drawings, fluorographic.

THE BAYONET—Founded in 1942 as a civilian newspaper for military personnel of Fort Benning, The Bayonet is a co-operative project between the Infantry Center at Fort Benning and The Ledger-Enquirer company.

The Ledger-Enquirer accomplishes all mechanical work necessary to publish The Bayonet, solicits advertising and distributes the weekly publication among Benning personnel.

News copy for the paper is written by the Public Information Office at Benning, and the layout and make-up is also supervised by PIO personnel.

The paper goes to press Wednesday evening and is distributed free to personnel stationed at Fort Benning the following day. It is circulated at the rate of one copy for every four enlisted men living in barracks, and one copy for each married enlisted man and one copy for each officer, married or single.



View of the main accounting office. Bookkeeping machines operate in separate soundproof rooms.



Library—A source of reference for reporters and editors, the library files local stories and photos and handles commercial photographic orders.



ACCOUNTING DEPARTMENT — The modern Accounting department of our newspapers comprising twelve people in a well-lighted, air-conditioned office, may well be termed the "heart of the business". It is responsible for the maintenance of proper records for charging all advertising, photographic, and engraving orders. It is also responsible for seeing that all advertisers are given proper credit when payment is made.

Within the Accounting department we have our payroll department which is responsible for the correctness of the 250 employees' pay checks each week. Tax deductions plus voluntary deductions requested by the employee are handled by this department.

The circulation section of the Accounting department is responsible for the billing and collecting for newspapers sold directly to approximately 400 carrier boys through the Little Merchant Plan, and also for the mail subscribers and suburban dealers.

THE LIBRARY — The department of the newspaper which was known as the "morgue" has been outmoded by what is now called the Library. Its purpose is obvious when one realizes the service it performs daily.

Replacing the space once taken by stacks upon stacks of old newspapers are compact filing cabinets. These cabinets contain rolls of micro-film on which are photographed every page of each newspaper, one month to each roll. Some date as far back as 1832.

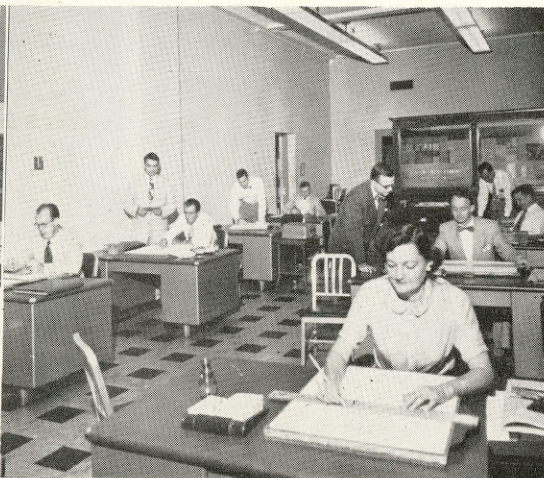
Long rows of filing cabinets contain negatives and prints of every photo made by Ledger-Enquirer photographers. Everything is cross-referenced on smaller index files. Along with these files, a well-equipped reference library is maintained.

Another section of the Library is the Photographic Sales department. This department handles sales of any commercial photography and photos to the public in general.

The Library is constantly in use by every department on the newspaper as well as the public. To both these ends it serves its purpose most efficiently.



Advertising mats and cuts are located in the dispatch room. Runners carry proofs to advertisers from this department.



Local Display Advertising—Copy is written, layouts are made, advertisers are served by this department.

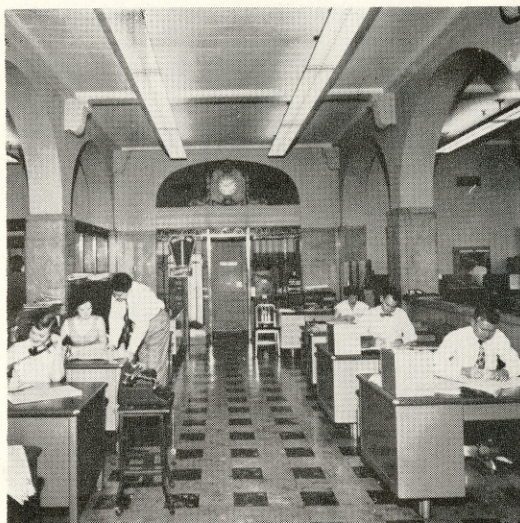


LOCAL DISPLAY ADVERTISING — Nine advertising salesmen working under the department Manager regularly see the city's hundreds of merchants helping them prepare the "news" of their merchandise and services for the readers of the newspapers. Much of the advertising for local merchants is written and the layouts made in the Advertising department of these newspapers. Local display advertising is largest of the three advertising departments.

DISPATCH — From the Advertising department all ads are processed in the Dispatch room where mats of illustrations used in the advertisements are located by dispatch personnel. From the Dispatch room copy to be turned into type for an ad goes to the Composing room and the mats of illustrations to be used are taken to the Stereotype department.

In the Composing room the size each piece of type is to be set is marked on the copy at the mark-up desk. From there it goes to the linotype and Ludlow machines where the type is set. After type for the ad has been set, the copy and layout are returned to a drawer labeled for that particular ad; the cast of the illustrations for that ad also is returned to the drawer.

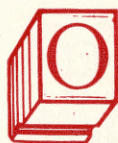
When the type is set and the casts are available, a printer trained for the exacting work of composing advertisements, following the ad lay-out, sets the ad in its finished form.



By telephone, mail, and outside salesmen the small but mighty Want-Ads funnel into the Want-Ad department.



General Advertising and Promotion—From principal cities everywhere come the "national" ads. Promotions for the newspapers are handled here.



ONE HUNDRED THOUSAND WANT ADS — The powerful little want ad is truly the people's advertising medium for over 135,000 want ads are placed by the people of the Columbus area in the Ledger-Enquirer newspapers each year.

Seven want ad sales people and the Classified Manager, all experienced in the writing of want ads that will get results, working by telephone and by personal calls, gather this never-ending stream of want ads. Each ad is checked for correct addresses, telephone numbers and spelling before the 7:30 p.m. deadline for want ads which are to appear in The Enquirer the following morning. In the Teletypesetter room the want ads are transferred to perforated tape which automatically operates the linotype machines setting the want ads into type.

NATIONAL ADVERTISING AND PROMOTION — Advertising for products which have national distribution is usually placed by advertising agencies through the newspapers' National or General Advertising department. These advertisements arrive in the form of mats or plates. These mats are cast into metal plates in the Stereotype department and placed in the page form along with local advertising.

The public relations events such as the Soap Box Derby, Doll Shows, Marble Tournaments, Open House, etc., as well as advertising done by the newspapers are also handled by this department.



A beautiful and completely equipped studio offers the finest in portrait, fashion, and product photography.



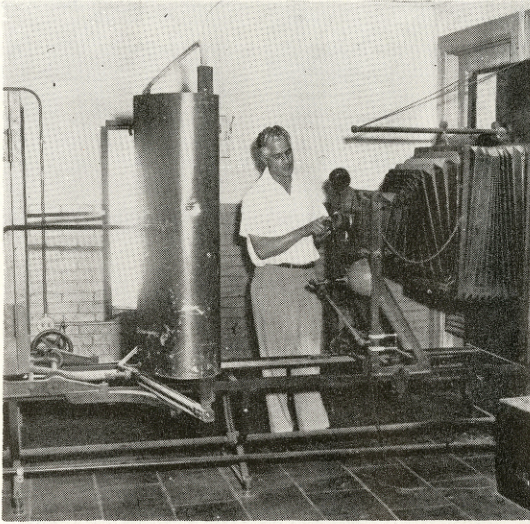
AP Wirephoto brings pictures to Columbus from anywhere only minutes after the incident occurs.



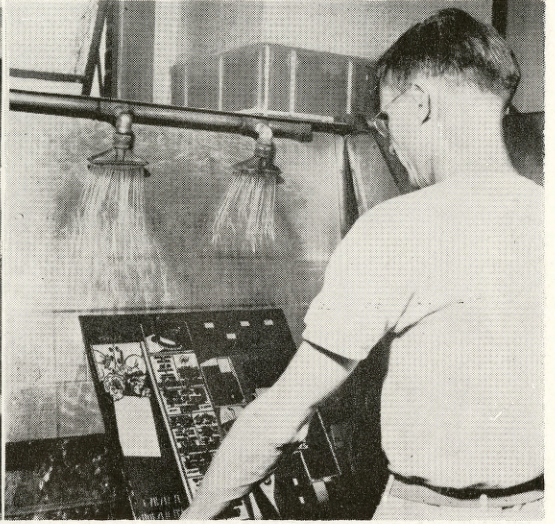
PICTURES IN THE PAPERS — Photographs from anywhere in the world put on the Associated Press wirephoto network are received by The Ledger-Enquirer newspapers giving our readers pictures made on the spot in a matter of minutes between the time the incident takes place and the time the newspapers are on the street. The Ledger-Enquirer newspapers are the only newspapers outside of Atlanta in the state of Georgia offering their readers this service.

A staff of photographers, well trained and experienced in the techniques of newspaper photography, provides picture coverage of important events almost every hour of the day and night.

A new studio, equipped with the finest of equipment and furnished in beautiful decor, provides appropriate back drops for fashion, portrait or product photography. Photographers especially schooled in studio techniques turn out work of outstanding quality.



Camerman adjusts the lens of the giant engraving camera which makes negatives to be printed on zinc.



A series of acid baths etches away zinc between dots which form the picture. The plate is washed between each acid bath.

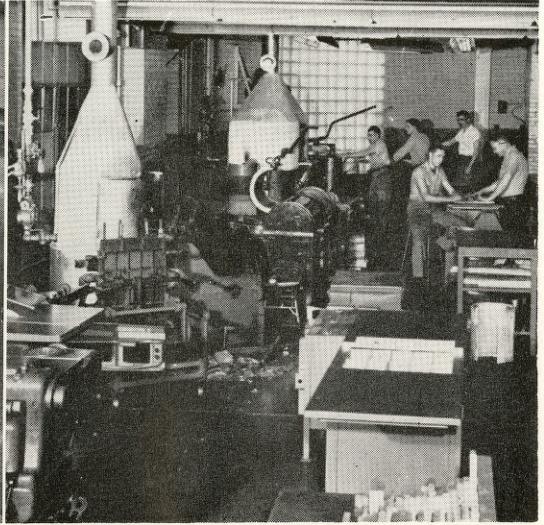


PHOTO ENGRAVING — Photographs are prepared for reproduction in the form of photo engravings in our own Engraving department.

News photos, which are always half-tone engraving, are pictures transferred to zinc with the picture formed by a series of dots of varying sizes. The large dots presenting dark areas of the picture and the small dots presenting the lighter areas. The dots are made by etching away the zinc between the dots with acid. In addition to news engravings, illustrations for local advertisements are also made in our Photo Engraving department. From drawings provided by the advertiser or by our own Art department, illustrations presenting the merchandise or services offered by the advertiser are made into line etchings or half-tones.



Stereotyper lays matrix paper on page form to be run through mat roller under pressure of 500 pounds per square inch.



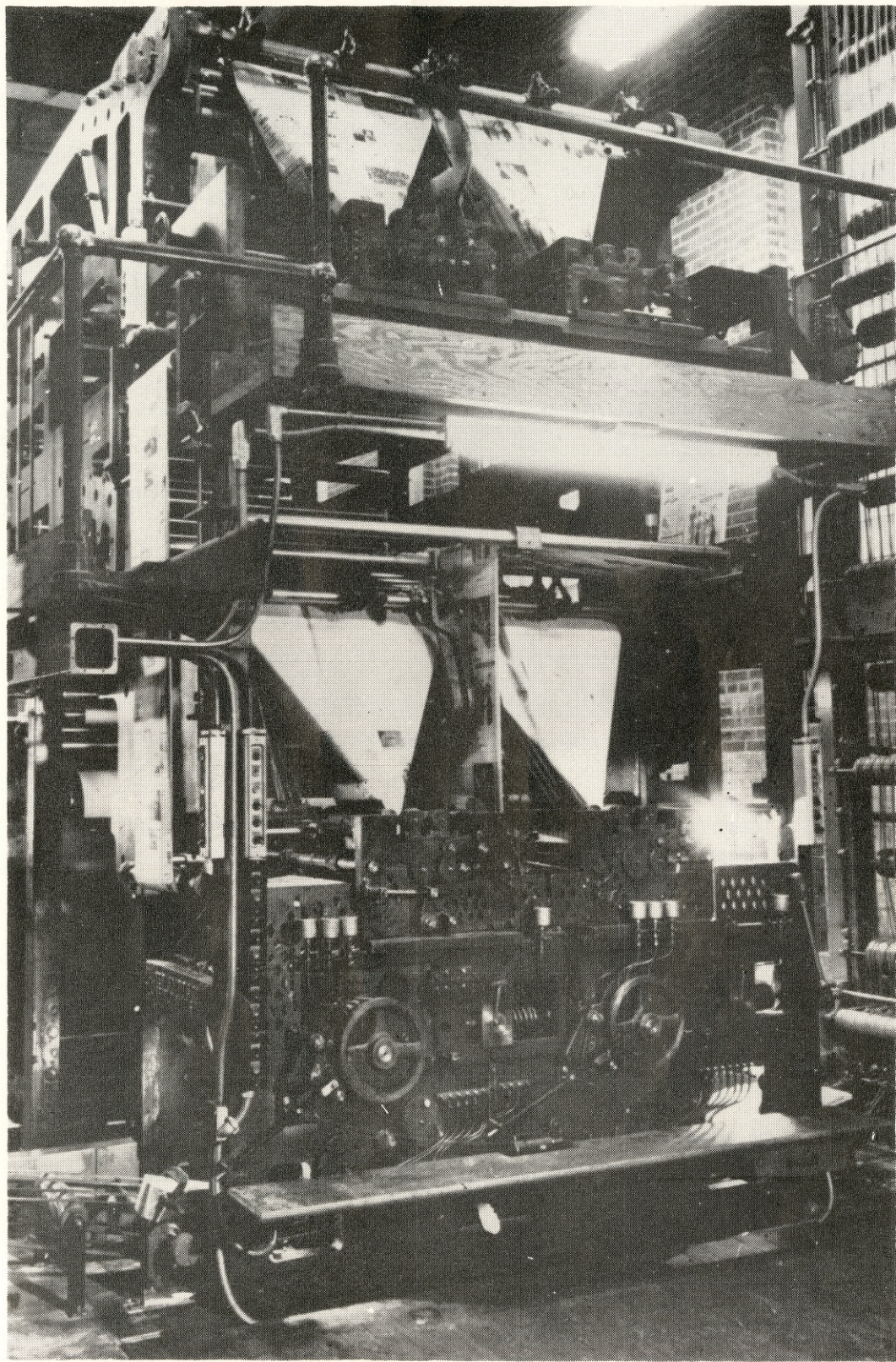
Stereotype department, where curved printing plates are made from molten metal poured on page mats.



STEREOTYPING — After the advertisements, the news type and engravings are assembled in the page, the form is moved to the mat-rolling machine where another important step takes place in making your newspaper page. Here a giant rolling machine exerting pressure of 500 pounds per square inch makes a damp cardboard mold—called a “mat”—of each page form. After being dried and curved to a half cylinder shape, this mat is placed in the pony autoplate machine.

The pony autoplate has a furnace filled with five tons of molten metal and a plating box in which the curved mat is placed. In the autoplate molten metal is forced against the mat and thus is cast a plate of an entire page. This is exact to the smallest dot in an engraving and curved to fit precisely on the cylinders of The Ledger-Enquirer presses.

Stereotype department workers quickly remove the finished plates from the autoplate machines. These are marked with page numbers, passed through cooling sprays of water, and sent by small elevator and roller track into the Press room on the floor below.



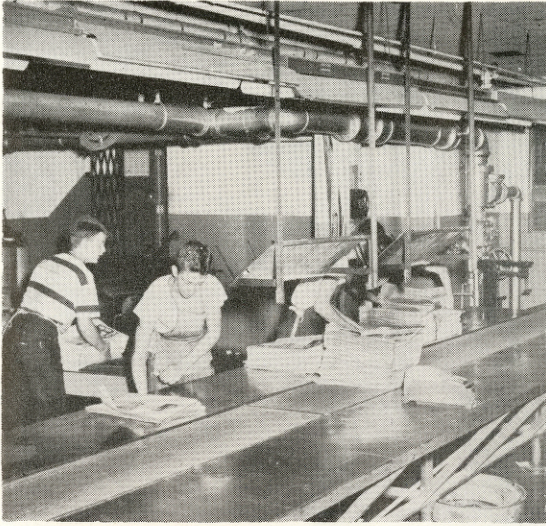


THE PRESSES ROLL — Only a few minutes before press time for each of the many editions published each day by The Ledger-Enquirer newspapers, pressmen grab the heavy plates as fast as they slide down from the Stereotype department and lock them into proper positions on the cylinders of the press.

Seconds later, lights flash, pressmen push buttons at their stations along the four-unit, two-story-high bank of presses, and another edition begins to roll. The 186-ton, \$250,000 press picks up speed with the rumble of an express train — its thousands of precisely-built parts operating in perfect unity. Soon the Press room is filled with a deafening roar as the four units, each driven by a 40-horsepower motor, pick up speed to the normal operating rate of 40,000 papers an hour. In an emergency 60,000, 32-page papers can be printed an hour. The presses, resting on a concrete base six feet thick which is floating in cork to eliminate vibration, are capable of running a maximum of eight pages in full color at one time.

The presses will hold a total of 12 tons of newsprint and The Ledger-Enquirer newspapers use an average of eight tons of newsprint every day.

As the continuous rolls of paper pass through the presses to be printed, the papers are cut and folded before they leave the press on an endless conveyor to the mail room of the Circulation department.



Newspapers leave the conveyor automatically counted groups of 25. They are counted into bundles and a conveyor carries them to waiting trucks.



445 carriers distribute The Ledger-Enquirer newspapers working on the Little Merchant Plan. Carriers earn a total of more than \$200,000 per year.

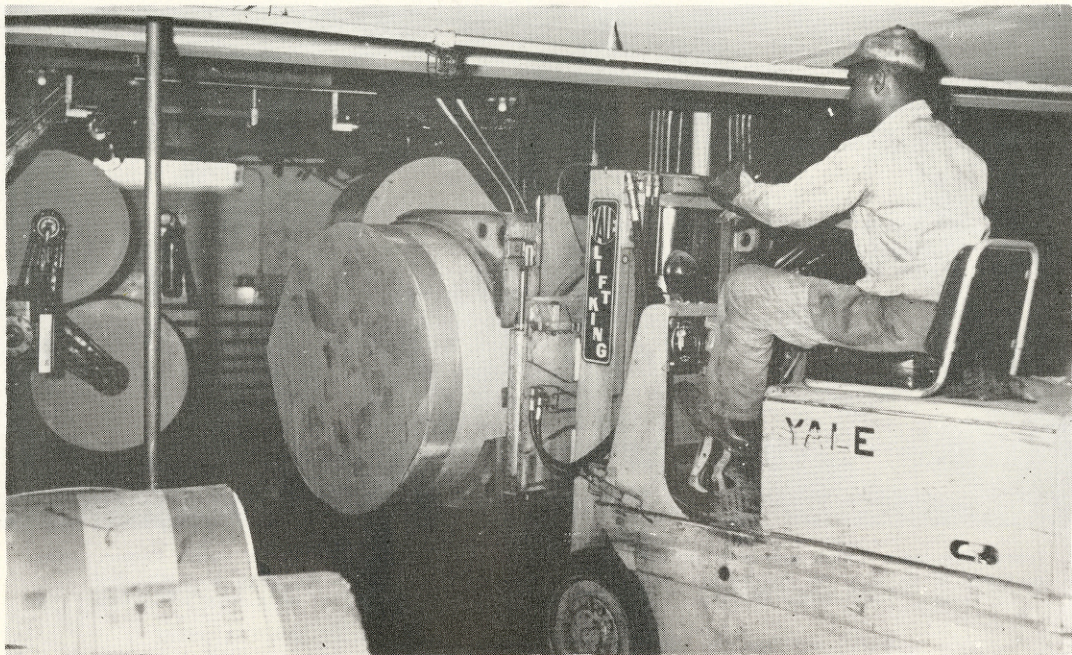


HERE IS YOUR PAPER — As the newspapers leave the presses they are automatically counted into groups of twenty-five, speeding the work of the circulation men as they take the papers from the conveyor.

The newspapers are counted into bundles of the proper number and labeled for delivery by trucks to the carrier boys waiting at their stations throughout the area. Other workers wrap and address copies for out of town subscribers to be delivered by mail.

So in an amazingly short time after a telephone rings on the City Editor's desk and the reporter slips a piece of copy paper into his typewriter, you get The Ledger-Enquirer's latest edition delivered to your door or handed to you by your corner news dealer.

But the making of a newspaper never ends—it continues all around the clock. While you enjoy your newspaper with the latest news and entertaining features, The Ledger or The Enquirer staff is already at work planning for the newspaper you will be reading tomorrow.



Hydraulic lift truck moves newsprint rolls from freight car to warehouse. 3200 tons of newsprint, or 2½ carloads per week, are used by the Ledger-Enquirer Newspapers.

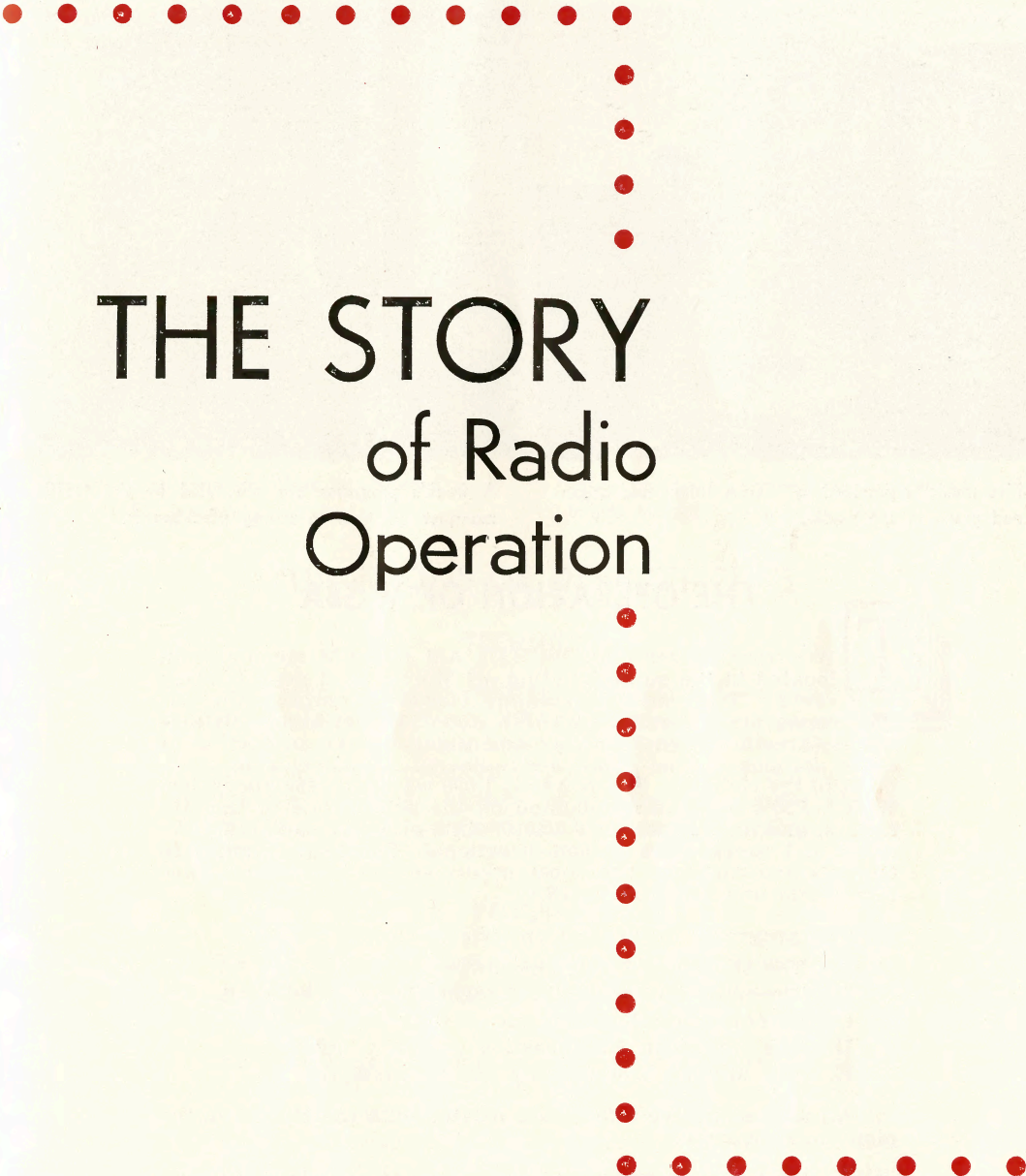


NEWSPRINT STORAGE AND BUILDING MAINTENANCE

—The Storage and Maintenance department is, of course, a most important part of every business, and this is definitely so with The Ledger-Enquirer newspapers.

Maintenance and upkeep of facilities for the 250 employees of this large organization is a big job. It has been made easier by the use of modern equipment and fixtures throughout the building. Proper operation of this equipment is maintained by skilled hands working out of a well-equipped shop.

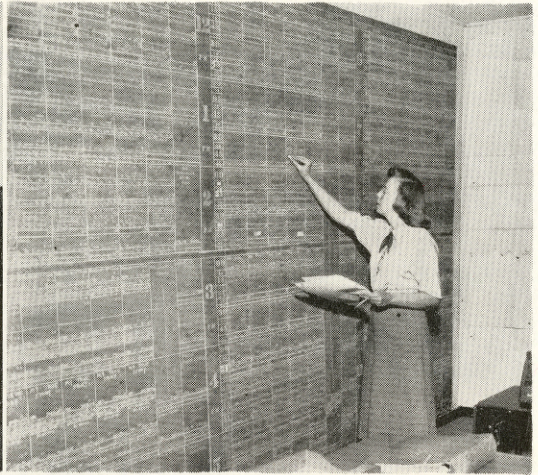
Opening off the basement floor of the Press room and adjoining the Maintenance department is the newsprint storage space. In this huge room some eight carloads of newsprint, in rolls weighing approximately a ton each, are kept on hand. From cars sidetracked to the rear of the building, these rolls are moved to an elevator by a powerful hydraulic lift truck. On a pneumatic drop the rolls are lowered to the basement storage room. About two and a half carloads of newsprint are used each week to publish the newspapers — or an average of about ten full 2,000-pound rolls — and four half rolls are used each day.



THE STORY
of Radio
Operation



Live music is provided by WGBA talent and organ and piano in the studio.



A week's programs are scheduled by the traffic manager on floor-to-ceiling blackboards.

THE OPERATION OF WGBA



TWO transmitters emit WGBA's AM and FM signals, both located in the same building off Morris road near Lindsey creek. Two vertical radiators (towers) comprise the antenna array for WGBA (AM), each 170 feet high; this signal is directionalized both day and night for the protection of other stations on the same and adjacent frequencies in other parts of the country. The power is 1,000 watts on 1460 kilocycles. WGBA-FM's antenna is mounted on the side of one of the AM towers, and the FM station's 15,500 watts effective radiated power at 95.1 megacycles is non-directional. Fourteen counties in Georgia and Alabama are substantially served by the combination of AM and FM from WGBA.

The programs originate from five sources:

- A. The studios at 1213½ Broadway.
- B. The news bureau in the Ledger-Enquirer building.
- C. Remote control broadcasts.
- D. The American Broadcasting company network.
- E. The Mutual Broadcasting system network.

All administrative offices are located with the studios in the plant on Broadway.

WGBA has first call on all programs of both the ABC and MBS networks; however, if WGBA refuses any program from one of these networks, then that network has the privilege of placing the program on another station.

The entire operating revenue of WGBA comes from advertising; there is no other source of revenue.

WGBA operates from 6:00 a.m. to 1:05 a.m. on weekdays and 6:25 a.m. Sundays to 1:05 a.m. on Mondays.



Announcers operate turntables for recorded music and recorded programs.



News broadcasts originate in the WGBA news bureau located in The Ledger newsroom.

FUNCTIONS OF DEPARTMENTS

TECHNICAL

The Technical department provides licensed operators who man the transmitters during all hours of operation. This department handles all maintenance and repairs of the technical equipment at the transmitters and studios. The engineering staff handles the technical aspects of originating remote control broadcasts and the operation of the recording facilities, both disc and tape.

PROGRAM

The Program department, under the Program director, sees that the routine of broadcasting the daily schedule is handled satisfactorily.

The Announcing section is headed by a Chief Announcer who trains the announcing staff and maintains its performance at the highest possible standard. He is also responsible for the record and transcription libraries. The announcers themselves operate the control board, switching programs, operating turntables and tape machines for disc and tape-recorded programs; they handle the announcing of local programs and select much of the recorded music that is played. One of the announcers is usually also Sports Director.

The News section, WGBA News Bureau, is operated by the News editor. This Bureau supervises the production of all news programs on WGBA, and the News editor actually broadcasts

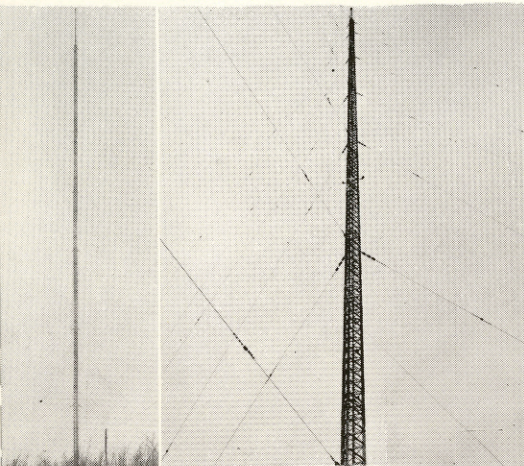
most of these programs from the Ledger-Enquirer, where he is equipped with a full United Press leased wire radio service for international, national and regional news, and works in cooperation with the staffs of The Ledger and The Enquirer for local news. A duplicate U. P. wire is maintained at the studios for early morning, late night and flash news use, as well as feature material which is used on several other programs.

The Production section is headed by the Continuity director, and includes those who write and assemble the daily scripts and cue-sheets, those who plan and execute the daily schedules and billing. Service orders, authorizing broadcasts to be placed on the schedule, are furnished to the traffic office by the sales department. Schedules are made out by the traffic manager, and copy is prepared, and assembled in a book chronologically from which the announcers work. The day after broadcasts, this section makes up a billing report based on the broadcasts the announcers certify actually went on the air. One member of this department is usually director of women's programs.

The music section is in charge of live music, under the supervision of Musical director, who is a pianist, organist and accompanist who performs on regular programs and is used in various phases of production calling for music.



Station manager Walter Windsor plans all phases of operation for WGBA.



Two 170 feet high towers emit WGBA signals. The towers are located near Morris road and Lindsey creek.

COMMERCIAL

The Commercial, sometimes called the "Sales" Department, is headed up by the Commercial manager who is in charge of all local sales. He personally handles top-level selling of accounts to which he is assigned by the General manager, most of which are regional in nature but who place their advertising direct with the station. He supervises the efforts of the other salespeople and plans aspects of sales promotion to help make the work of the salespeople more effective.

Also under the Commercial manager, and on an equal par with the salespeople, is the Sales and Service manager, whose job consists of making up proposals and presentations for advertisers and assisting the salespeople with sample copy, programs and promotions.

GENERAL AND ADMINISTRATIVE

The General and Administrative department is under the General manager.

Some of the office activities of WGBA are performed by the Bookkeeping office at the Ledger-Enquirer Company, under the Comptroller of all the associated companies.

The clerical workers in this department share the duties of receiving visitors to the station, answering the phones and handling distribution between the radio station and the newspaper building.

