

WGIV

IS

Your Full Time Friend



The year was 1948. The mayor of Charlotte had cut the new station's ribbon in '47, and Mr. Eugene S. Potts had just become one of the first black radio personalities in the world! (According to the most accurate sources Mr. Potts was the sixth in his profession.)

Genial Gene's "WGIV is your full time friend" started a good tradition then, and the truth of his statement is many times more evident today.

The late Mr. Frances M. Fitzgerald was WGIV's founder, and in 1948 he first allocated two hours of air time to Gene—one in the early a.m. and one in the evening. But soon, because of Gene's talent and popularity, he was rightfully given four hours per day. The rest is Black History, and as most people know, Eugene S. Potts eventually became public affairs director and vice president of the station—A first for Blacks in this country. Track records speak for themselves.

By 1948, FCC regulations were being met and the station was beginning to show some of the signs of progress which have made this station a vital force in the Char-Meck Community. But even in the forties, WGIV had "Power"—believe it, during one equipment test, GIV was heard and responded to by New Zealanders.

Mr. S. K. "Bill" Lineberger was the one who flipped that first switch in '47, and he's still flipping switches as chief engineer of one of the best equipped stations in the country.

The good spirit of "Joy Boy" was a tremendous asset, and "Chatty Haty", less widely known as Mrs. Charles Leeper, is yet another con-

temporary legend of WGIV's waves. And there are many other GIV notables of that era, but what seems more notable is the wgiv of today and tomorrow.

According to Manny Clark, The key to WGIV's success is total community involvement. If there is a problem it exists because many community leaders don't realize the importance and impact GIV has with its listeners. GIV does more public service announcements than any other station in this area. But true to form also receives its share of criticism. Public Affairs director Jim Black explains however that criticism, if it is constructive, is good. "Some people just don't have anything good to say about anything that is predominantly black. That is a burden we must work around." The media is something most black people have not yet learned to use to any portion of its potential, Black adds, even our so-called "leaders"; As long as it gets on the predominantly white stations they are satisfied, but the day will come when they will realize that GIV listeners are going to ask why they heard something on TV at 6 o'clock and not on their own station. The future of WGIV and everything else for that matter rests on how well prepared and informed one young people are. As time goes on our listeners will become very important in the decision making process. They can vote when they reach the age of 18, and there are enough of them at that age already to influence any local election. "Total community involvement", said Manny Clark, it will pay off, you can bet on that.

