

WHAT
HAPPENED

WWL
went on
the air on
March 31, 1922.

WWL, which started as an experiment of Loyola's physics department, became the radio station that introduced the South to New Orleans' sound.



Henry Dupre was a creator and announcer for WWL's live morning show called 'Dawnbusters' that began in 1937 and continued for 20 years. The show, from the Roosevelt New Orleans, featured a full orchestra and local musicians including Al Hirt and Frankie Ford.

THE LUZIANNE SERENADE

NOW 8:15 A. M.

MON.—TUE.—WED.—THUR.—FRI.

W W L

With Berna Deane Star of Broadway
and Warren Galjour
The South's favorite Baritone

A 1940s advertisement for a morning radio show sponsored by Luzianne coffee.

The station was founded in 1922, in the early days of radio. It began broadcasting a 10-watt station at 833 AM from the university's Marquette Hall. The first broadcast was a piano recital. The station's power grew steadily and switched dial positions until in 1941, it began being broadcast at 870 AM with 50,000 watts of power. On a clear night, the station can be heard in more than 40 states.

The station was affiliated with CBS Radio Network and in the 1940s, 1950s and 1960s featured live broadcasts of local jazz, including Papa Celestin, Sharkey Bonano and Lizzie Miles.

The radio station gained a wider audience in the 1970s with the "The Road Gang" an overnight country music show with announcers including Big John Parker.

WWL started a TV station on Sept. 7, 1957, becoming the fourth television station in New Orleans.

In 1989, Loyola sold the stations. The radio station is owned now by Entercom.

The station broadcasts the Saints and Louisiana State University sports. It gained a new following during Hurricane Katrina as it stayed on the air and provided continuous coverage of storm news.

A drawing of the WWL-TV studio in the 1960s.



WWL-TV catches TV Movie-ers while they're AWAKE!



At 10:45 every Monday thru Friday night and at 10:30 on Saturdays and Sundays, THEATRE 4 comes on strong with another outstanding feature film.

Channel 4's 10:30 (M-F) News-Sports-Weather is the perfect attraction to hold viewers on WWL-TV.

THEATRE 4 is the watchable night movie in New Orleans. Your Katz Representative has the specifics for spot sales. Or call Howard Sumnerville or Henry Stone at Express 4444, New Orleans.

CHANNEL
WWL-TV
NEW ORLEANS • CBS IN THE CRESCENT CITY

A WWL-TV print ad seeking advertisers for its evening lineup.



Garland Robinette, Angela Hill, Hap Glaudi and Al Duckworth in the 1970s.