



HR0628

LRB099 12952 GRL 36812 r

1

HOUSE RESOLUTION

2

WHEREAS, WJBC AM-1230 is celebrating its 90th anniversary
3 in 2015; and

4

WHEREAS, WJBC AM-1230 was the marketing brainchild of Lee
5 Stremlau and was originated from Wayne Hummer's Furniture Store
6 in LaSalle, with the hopes that radios, which were then as big
7 as furniture, would sell if people had something to listen to;
8 and

9

WHEREAS, WJBC AM-1230's call letters, "WJBC", were
10 assigned by then-United States Secretary of Commerce Herbert
11 Hoover; Lee Stremlau then provided the slogan, "Where Jazz
12 Becomes Classic"; and

13

WHEREAS, In the 1930s, WJBC AM-1230 moved to
14 Bloomington-Normal with a new radio tower located on farm
15 property owned by Illinois State University and the station
16 located on campus; the station's new owners, Arthur and Dorothy
17 McGregor, set the tone for the station to focus on "full
18 service" news and talk radio to the area's residents; the
19 Federal Communications Commission subsequently granted WJBC a
20 full-time license; the station also hosted a radio chat with
21 President Franklin Delano Roosevelt and broadcast the opening
22 of State Farm Insurance's new headquarters; and

1 WHEREAS, In the 1940s, the station moved to downtown
2 Bloomington; the station's current 400-foot tower was also
3 erected on U.S. Route 66 and was said to be "a county landmark,
4 visible for miles"; and

5 WHEREAS, WJBC engineers revolutionized radio by sharing
6 the new "endless loop tape cartridge" with the National
7 Association of Broadcasters in 1959, allowing DJs push-button
8 access to music, sound effects, and commercials; and

9 WHEREAS, In the 1970s, under the ownership of Timothy R.
10 Ives, the station built its current studios next to its tower
11 and, to create holiday spirit, began to gather wrapped gifts
12 under the lobby Christmas tree for distribution to homes where
13 they were needed, which is now named the Brotherhood Tree; and

14 WHEREAS, In the decades to follow, the station has grown
15 along with the community and actively adopts the newest
16 broadcasting technology, garnering state wide and national
17 awards and recognition for its high school and collegiate
18 sports coverage, news coverage, and its on-air personalities -
19 local celebrities such as Don Newberg, Art Kimball, Art
20 Sechrest, Gene Lyle, Don Munson, Steve Vogel, Ken Behrens, and
21 a young Scott Laughlin; the station has also won the
22 prestigious National Association of Broadcaster Marconi Award

1 for Best Small Market Station in the nation; therefore, be it

2 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
3 NINETY-NINTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that we
4 congratulate the owners and employees of WJBC AM-1230 on the
5 occasion of the station's 90th anniversary and wish them
6 continued success in the future; and be it further

7 RESOLVED, That a suitable copy of this resolution be
8 presented to WJBC AM-1230 as a symbol of our respect and
9 esteem.