



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name WJMJ Radio Station and Tower
Other names/site number N/A
Name of related multiple property listing N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & Number: 344 East Church Street
City or town: Lewisburg State: TN County: Marshall
Not For Publication: N/A Vicinity: N/A Zip: 37091

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
 national statewide local

Applicable National Register Criteria: A B C D

Charlotte Spivey 5/15/17
Signature of certifying official/Title: Date
Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.
Signature of Commenting Official: Date
Title: State of Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register

other (explain:)

[Handwritten Signature]
 Signature of the Keeper
 For

7.10.2017

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only one box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
2	1	structures
0	0	objects
3	1	Total

Number of contributing resources previously listed in the National Register 0

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6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY: communications facility

DOMESTIC: single dwelling

Current Functions

(Enter categories from instructions)

INDUSTRY: communications facility

DOMESTIC: single dwelling

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS: Colonial Revival

LATE 19TH AND 20TH CENTURY REVIVALS: Tudor Revival

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

STONE: Limestone; CONCRETE; ASPHALT; WOOD;
METAL: Iron

Narrative Description

The WJJM Radio Station and its 183-foot-tall tower sit on 8.1 acres at 344 East Church Street atop East Hill, the highest point in the downtown area of Lewisburg, Marshall County, Tennessee. Lewisburg (2013 population 11,339) is located in the Central Basin with the Elk Ridge to its south in southern Middle Tennessee and is the county seat (est. 1837). Radio Station WJJM is built on land that was originally part of a 64-acre tract purchased in 1866 by James Johnson Murray, father of the founder of WJJM (MC Deed V-92). Erected in 1946, WJJM is a Colonial Revival-style building with Tudor Revival influences and contains two-and-one-half stories over a basement. The station was conceptualized by its founder, James Joseph "Jimmie Joe" Murray (*see figure 2*) and constructed by Florida builder Buford Donaldson (*see figure 3*). The call letters WJJM (named for founder Jimmie Joe Murray) are located across the entrance. The building has always been used as a radio station on the main floor with living quarters on the second and third floors.

Setting

The setting for this property is atop East Hill, the site of homes that belonged to prominent town fathers. These homes overlooked the town square and the beautiful, meandering Rock Creek. Among the homeowners was Joe Chase Adams, who owned a dry goods store in Lewisburg and later became the President of the Bank of Lewisburg and Mayor of Lewisburg. Adams' Queen Anne-style home (NRHP

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12/2/1993) at 327 East Church Street is located directly across the road to the south of WJJM (Horton). To the west of WJJM is the property where the Braly family (later, the N.C. Wiley family) lived. Dr. Braly was a druggist, who had a drug store next to the J.C. Adams dry goods store; both stores were located along Courthouse Square, and the buildings remain at the northeast corner of Commerce and 1st Streets. Mr. Wiley was owner of the Maccabee Insurance Company. His son, R.C. Wiley, was the chief engineer for WJJM for many years, and acquired the home after his parents' deaths. To the east and the north of WJJM is open acreage that was once part of the Murray Farm.

WJJM Radio Station (1946), Contributing Building

WJJM is located about one-half mile northeast of downtown Lewisburg in a quiet residential area. (*see photos 9 and 10*) The station is located near the intersection of East Church Street and Legion Avenue, set back approximately seventy feet from the road. The building's façade faces south onto East Church Street. Currently, a well-landscaped area of shrubbery, plantings which includes native Tennessee iris, day lilies, hyacinths and paper white lilies, monkey grass, crepe myrtles, and rose bushes adorn the entire front of the building all the way to the street. A 13" tall rock wall runs along the outer perimeter of the east and south edges of this front garden. The rock wall comes together at the street entrance on either side of the concrete sidewalk with two flanking 40" rock pillars. Asphalt driveways are located at the southwest and southeast sides of the building, and each terminates with a small carport; the west driveway is wide enough for one car, while the east driveway has a parking area that will accommodate approximately four cars across. A meandering concrete sidewalk leads from East Church Street to the covered front porch, and rock and concrete stepping stones connect the east driveway to the front entrance. Mature trees are located just west and north of the station, while the rest of the property is mostly flat, open land, containing the transmission line and tower. A large satellite dish, owned by the station, is located in the east side yard; this was installed in the back yard in 1982, and moved to the east side of the building in 2013.

EXTERIOR

The main entrance to the radio station faces East Church Street on the south side of the building. The two-and-one-half story building is rectangular in form and measures 52'4" across the front and back by 40'3" across each side. A dormer is at the third-story level on the back of the building. The exterior is varying shades of gray limestone. (*see photo 1*)

The foundation is a continuous limestone footing. A chimney and a covered entranceway are the only outsets of the building. The two-story chimney is located near the southwest corner of the building and has a broad 7'10" wide base that narrows at the eave to 4' and extends about 6' taller than the roof. The south elevation contains three, four-over-three windows at the first level and four four-over-three windows at the second level.

The building contains twenty-eight matching four-over-three, steel-frame windows; each window has the outer dimensions of 5' 7" wide by 46" high. The divided light pattern is as follows: across the top are four steel-framed panes that measure 16 1/2" X 11", 15 3/4" X 11", 15 3/4" X 11", 16 1/2" X 11", with the largest pane in the center just below these top four. The center pane is 31 3/4" X 35". On either side of the center pane are 16" X 35" casements; however, the casements have been painted so many times that they are no

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longer operable. Two of the windows have been converted as described below. Several windows have air conditioner units installed in a section of them.

The covered front porch and main entrance are located near the southeast corner of the façade (south elevation). This porch is one story in height and is supported by four narrow, square stone columns. The porch ceiling is tongue-and-groove wood that has been painted green. The porch floor is concrete covered with gray indoor/outdoor carpet, and is raised six inches from the ground; however, the elevation of the sidewalk makes it even with the floor, so no step is required. The front-gable porch roof is covered with asphalt shingles. The call letters “WJJM,” with “AM” on the left side and “FM” on the right side, are painted black on the white wood fascia. A fan-shaped, decorative vent is embedded in the gable field above the call letters. The heavy, dark, tongue-and-groove front door is 3’ 8” wide with a heavy wood molding surround, and the hardware includes a cast iron thumb latch; there is a red clay tile threshold. To the left of the front door is an 18” X 24” bronze engraved dedication plaque. (*see photo 11*) Mounted between the plaque and the door is a small, outdoor jar-style light fixture.

The east elevation contains four, four-over-three windows at the first level. The second-story contains two, four-over-three windows at opposite ends, with a small 30” X 36” two-over-two window between them. The third level contains another four-over-three window centered in the gable field. A window air conditioner is mounted in this window. Just above this top window is a louvered attic vent. The outdoor unit for the split system air conditioner sits on the ground near the northeast corner.

The north elevation is 52’ 4” wide. (*see photos 3 and 4*) At the first floor level, starting at the northwest corner, are paired, six-over-six vinyl windows that replaced one of the original windows when an interior compartment was built for a new transmitter. There is an air-conditioner unit in each window. To the east is a double fixed picture window that is 11’ long; originally, this was two, four-over-three windows. Due to the building’s stone construction, the size of the hole could not be changed, so Rambo Glass Company installed a solid piece of glass in this opening. Two feet east is a four-over-three window; another two feet east is the only entrance on the back of the building which contains a single metal door that measures 36” X 80”. Five stone steps allow access to the ground. East of the door is one, four-over-three window, located near the northeast corner of the building. All the windows across this floor are aligned with each other. Also mounted on the back wall of the first floor are several utility meters; three are together near the northeast corner, and one is located just off the northwest corner. The second level on the north elevation contains three. Four-over-three windows; one small kitchen window, measuring 30” X 36”, is the second window from the west corner and is directly above the 11’ 0” window below. A one-inch diameter PVC pipe comes out of the northwest window, travels down the wall to the ground, and crosses the ground for several feet. This pipe is the drain line for the washing machine in the second-story apartment. A window air conditioner is also mounted in this same window. One centered, front-gable dormer with lapped wood siding is centered on this elevation; the dormer contains two, six-over-six wood windows that are each 27” wide by 51½” high.

The west elevation contains the only exterior entrance to the second level. An iron staircase with seventeen steps was added on the west elevation in 1982, and serves as an exit from the second-story apartment. This second-story door opens onto a wrought iron balcony that is 8’ X 6’6”. The balcony has a black wrought iron handrail. A metal roof, which matches the design of the single-story carport, extends across the balcony and the top of the staircase. In order to create this entrance/exit, one of the original windows was extracted for the

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creation of a door. Since the door did not fully fill the opening, white painted wood was used to complete the space. A window air conditioner was mounted midway of the boarding. The west elevation has two, four-over-three windows on the first level. A window air conditioning unit is in the northern window on the first floor. On the second level are two additional four-over-three windows and a single wood-and-glass door; this fenestration is equally-spaced at the second floor level. The third floor on this elevation contains one, four-over-three window centered in the gable field with a louvered vent directly above.

INTERIOR

The ground floor of the building functions as the radio station and business center, while the upper two floors are used for living quarters. The front door opens directly into the front lobby (*see photo 13*) which measures 25'4" X 18'1". The front door and one window are on the south wall; two windows are evenly placed on the east wall. These windows and all of the windows have interior ledges that measure eight inches. An interior window 7' long by 4' high and trimmed with picture frame casing is on the west wall. This window allows a person to watch a live performance in the largest studio. This reception area leads to all other areas. For convenience, a person can walk clockwise in a circle and pass through studio to studio to the kitchen and restroom area to individual offices and back to the front lobby. A closed door in the center of the north wall of the lobby opens onto the staircase to the second and third floors. The walls and heavy doors into the studios are 10" thick for sound proofing. Above the thick door is a box with the dimensions 11" high and 24" wide that used to light up when applicable. The words "Broadcasting Do Not Enter" appear on this surface-mounted sign. (*see photo 14*) One standard door on the north wall of the lobby leads to a hallway where the two single-commode restrooms are located. Another door on the north wall leads into the production manager's office. The lobby is now carpeted over the original 9" square crimson and black vinyl tiles. The floor is covered in carpet except for the call letters WJMM which were embedded in the vinyl tile 79" from the threshold of the front door and were left exposed for historic reasons; each letter of WJMM is 6" in height. The space between each letter is 14 1/2". (*see photo 12*) The ceiling and the walls, except the front (south) wall, are plaster. Moisture over the years caused the plaster on the front wall to crumble. Painted paneling was installed to cover the damages. The ceiling height is 9'10". Because the paneling was purchased in 8' long sections, a lateral strip of lattice separates the paneling at 8' where another sheet was cut to accommodate the remaining 1'9" wall surface. Surface-mounted fluorescent light fixtures provide light for this room and all the other rooms on the ground level. When a Heil central heating and air system was installed for the ground floor, the trunk lines/duct work for air distribution were run across the surface of the ceiling in this room. This duct work is metal painted to match the color of the ceiling. The baseboard in this room and all others on this first story are 5". All window treatments are vertical blinds.

Just off the front lobby to the west is the large studio. The dimensions are 23'5" X 25'. The ceiling is 9'10" in height. The fireplace and mantle are the distinguishing features of the room. (*see photo 15*) The stones are smoothly shaped and fit together so perfectly that one might argue that the fireplace is made of brick. The stone is more beige in color than gray. Specifically, the fireplace is 7'10" side to side. The mantle is 5' from the floor. The insert of the fireplace is 53" wide, 39" high, and 28 1/2" front to back. The mantle and the stone wall above serve as a shrine to the Murray family with a nice array of family pictures. Two moon-shaped shelves measuring 7 1/2" deep by 8 1/2" wide are made into the fireplace and are positioned 24" above the mantle and 3' apart. A lighted shelf is mounted 18" above the mantle to support a picture of Jimmie Joe Murray. The hearth is concrete and flat with the original tile floor, which is now covered by carpeting. Gas logs are sitting inside the fireplace, and a brass screen is mounted in front. The fireplace has not been used in

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years. The fireplace is flanked by a window on each side. Another window is located on the west wall. On the north wall are two interior glass windows that allow the persons in each room to see each other. The right hand interior window as a person faces it is 9' long and 3'4" high. This allows the person in the control room to see a live performer or speaker and cue him for on-air voicing. (*see photo 16*) The other interior window, which is on the left facing it looks into the production studio and allows persons to see each other while radio spots are being recorded. The large studio is carpeted and has plaster walls except for the four corners where acoustical tile matching that of the ceiling has been installed. A 2" crown mold finishes off the plastered walls. A 3' 3/8" wide chair rail mounted 31½" from the floor runs the perimeter of the large studio. The duct work for the air-conditioning system is exposed and mounted across the ceiling. The duct work is painted to match the ceiling. The original Collins 250 watt AM transmitter sits against the west wall for interested persons to see.

The door into the production studio is at the west end of the north wall of the large studio. The production studio measures 14'10" X 12'6" X a 9'10" ceiling. (*see photo 18*) The FM transmitters for the station are housed in an enclosed compartment that takes up the whole northwest corner of the room. This compartment was built in 1998 to accommodate the new FM transmitter. The front of the compartment is framed and accessed by a double sliding glass door. This compartment has two window units installed in it to help with cooling the air. Another window unit is in the window on the west wall of this room. Dispensation of heat is a major problem, and is controlled by these three window units. New wiring and conduit take up the northeast corner of the room. The east wall of this room, like the south wall, has a 6' X 3'4" interior glass window for seeing into the control room. Two feet from this window is a 10" thick door into the control room. This door can be shut to reduce the noise. Above the door is the original surface-mounted box that would light as "On Air" to warn an entrant, but this no longer functions. (*see photo 17*) The floors are carpeted and the bottom half of the wall has wainscoting with plaster above. The ceiling is composed of acoustical tiles.

The control room is the room in which the radio announcer sits and controls all that is broadcast. (*see photo 19*) The measurements on this room are 14'10" X 11'10" with a 9'10" ceiling. The room was built with 10" thick walls, sound proof doors, and the shared interior glass windows between both the production studio and the large studio. The walls and the ceiling are covered with acoustical tile. In some spots the layers of tile are doubled with newer black acoustical material or thick gray felt. Abandoned wiring and fuse boxes are mounted in the northwest corner of the room. The workstation for the announcer is U-shaped and has storage drawers conveniently placed at either end. The computers at this work station were custom built by Mike Hardrick, a local computer technician. The board is fully automated using software by Broadcast Software International (BSI). Outside light enters the room via two windows put together to look like one 11' long window. This has always allowed the announcer to look outside and describe the weather conditions of the day. However, most of the window is currently blocked by open wood shelving where the music CDs are stored. The 10" thick door out of this studio has a 21" X 13" rectangular window installed at eye level. This allows an outsider to know when it is possible to enter the room during broadcast times.

This control room door opens into a combination kitchenette and hallway. Originally this was the engineers' work space, but today it is a kitchenette which measures 10' X 10', is carpeted, and features a built-in kitchen cabinet and sink on the south wall. The Harris Gates One AM transmitter, which was new in July 2001, takes up the northwest corner. The walls and ceiling are both plaster and the ceiling is 9' 10" high. A

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window is located on the north wall, as well as a paneled metal door leading to the outside. Behind a closed door on the south wall is a set of steps leading down to the partial basement. (*see photo 32*)

The kitchenette is joined to a narrow hallway with two restrooms running side by side in this passageway. The two restrooms, each with one commode and one sink, are designated one for men and one for women. In these restrooms the floors are tiled; the walls are plaster above wainscot; the ceilings are plaster and are 7'4" in height. The hallway is also 7'4" in height and has sheetrock on the walls and ceiling. (*see photo 22*)

A door on the east wall of the kitchenette leads into the back office/video room, which measures 12'10" X 9'5". (*see photo 20*) A window is centered on the north wall and on the east wall. The return air line from the central system is positioned in the southwest corner of this room. The floor is carpeted. The walls and the ceilings are plaster. The ceilings are 9'10". A door on the south wall leads into the production manager's office.

The production manager's office is 12'10" X 10'5". (*see photo 21*) A window is on the east wall, and the floor is carpeted. The walls and ceilings are plaster. The ceilings are 9'10". Mounted above the north wall door is a 1940's vintage intercom speaker which no longer works, but at one time everything that was said over WJMM could be heard over this "loud speaker". The door on the south wall opens into the lobby, thus completing the clockwise walking circle.

A door off the kitchenette leads to the partial basement which measures 21' east to west and 16' north to south. A set of nine steps, which are worn from time and moisture, offers access to this area. The basement is block and cement with a concrete floor. It originally housed the boiler which provided heat for the building. This boiler was removed when a split system heating and air system was installed for the first floor. The basement is damp and experiences water seepage through the walls and floor. A commercial sump pump is installed in the concrete floor of the basement and pulls away excess water during wet weather.

A staircase of 15 steps leads to the second floor. (*see photo 23*) The second story apartment and now storage area are accessed by steps off the north wall of the ground floor lobby. These steps are 3' wide and 10" deep. A wooden hand rail is mounted on the right side of the steps as you face them from the lobby while a 12" ledge runs straight across on the opposite side. This 12" ledge is used for storage. The stairwell is enclosed with white paneling. An amber glass, oval light fixture hangs from the stairwell ceiling.

The steps lead to a 12' X 9' carpeted landing. A closet with bi-fold louvered doors is directly in front of the stairwell. Another closet with the same features is at the opposite end of the landing. Across from this closet is an enclosed storage space underneath the steps to the third floor. This too has a short louvered cabinet door. The landing is paneled to match the stairwell. A window allows light to enter the space. Originally the second floor was divided into two separate apartments, but in 1955, according to family friend June Bond, the entire floor was converted to one large apartment for Mr. and Mrs. Lingner. They originally had one of the smaller apartments. The upper levels were originally heated with a coal-fired boiler that stood in the partial basement. The boiler was removed in 1967. Ceramic space heaters now supply heat to living quarters and window units supply cool air.

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To the left of the staircase on this second floor landing is a set of eight carpeted steps that leads to a 2' X 2' landing that leads to a set of six steps that leads into the third story apartment. A wrought iron hand rail is on the outer part of the first set of steps. Immediately past this set of steps is the door into the second-story apartment. The door opens into a 10' X 10' working kitchen (as opposed to another one which was abandoned other than for storage). (*see photo 24*) The north wall and the west wall have built-in, white cabinets and appliances separated by a Formica countertop. The stainless steel double sink is centered with a window that measures 30" w X 36" h. The window looks out onto the back yard. A refrigerator with cabinets above is on the east wall. The floor is carpeted. The 7'9" high ceiling is covered with acoustical tile. The walls are white paneling. A new semi-flush, amber glass and brushed bronze light fixture is centered in the middle of the ceiling. A 3'10" white wood framed opening opens into what is now used as a pass-through area. Originally this was the dining room; however, the need for a shower in the adjoining bathroom in 2005 required a reduction in the width of this room by 3'6". The floors are carpeted; the walls are paneled, and the 7'9" ceiling is acoustical tile. A shelved closet is on the west wall.

The adjoining bathroom on the east wall of the pass-through is divided into two spaces. The space approached first is the new area in which the owners installed a white fiberglass, walk-in shower on the north wall. The new electrical panel is mounted on the west wall in this narrow room. A linen cabinet is on the opposite end from the shower. The original wall and opening to the original bathroom remained intact. A person walks from the pass-through area into the bathroom addition into the door of the old bathroom. The old bathroom was built in the area under the staircase to the upper level. The wall space of the room reflects this. The soaking bathtub is against the slanted wall under the stairs. A bathroom sink and commode are positioned on the south wall which has more head space. The walls and ceiling are painted sheetrock. The floor is carpeted.

The pass-through (old dining room) has a framed opening at the opposite end that matches the one that comes off the kitchen. The next room is a large living area with the dimensions 24'6" X 16'10". (*see photo 25*) A window is located at opposite ends of the south wall. The door to the outside that was added in 1982 is on the west wall of this room. The door is a wooden, 15-light one. The window unit is beside it in the extra space that was left when the original window was removed. A built-in bar designed by local craftsman Bill Derryberry is on the north wall of the room. This bar was added in 2005. It resembles a long kitchen cabinet with a Formica countertop with cabinets below and above. The walnut wood of the bar matches the walnut wood paneling that covers the walls. Two ceiling fans with lights are centered over the seating area of the room. The floors are covered with thick carpet. The ceiling is acoustical tile.

On the north wall of the living room is a door into a bedroom. (*see photo 26*) This today is a single bedroom with the dimensions 21'5" X 14'6", but originally the space accommodated two smaller bedrooms. The room is carpeted; the walls are paneled; the ceiling is acoustical tile. There are two windows on the west wall, and one on the north wall. Two separate closets are located on the east wall. The kitchen can also be reached via a door on the upper end of the east wall.

On the east wall of the large living room is a doorway that was cut to gain access to the space that was once another apartment. When the two apartments were originally made into one large apartment, this room served as the master bedroom. (*see photo 27*) The room is the same size as the large living room. Two windows are at either end of the front wall. These windows are draped with a brocade fabric. A built-in

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vanity is centered with the window on the east wall. Storage cabinets are mounted above the window frame. On either side of this vanity are four foot wide clothes closets with louvered bi-fold doors. Most of the north wall is covered in wallpaper that depicts an oriental scene. The floors are carpeted. Three walls are painted paneling. The ceiling is acoustical tile. This bedroom is now used for storage and is neither heated nor air conditioned.

On the west end of the north wall of this master bedroom is a doorway into a full bathroom. The soaking tub is surrounded by ceramic tile. Ceramic tile is mounted half way up the wall with wallpaper above. The floor is carpeted. The sink is set in a 24" wood cabinet. This room is shut off from use.

The master bedroom leads counterclockwise into a room with the dimensions 16'11" X 10'7". Originally this was the kitchen for the second apartment on this story. When the Lingners took over the whole floor in 1955 this kitchen was converted to a very large laundry room. A small 2' X 3' exterior window is on the east wall. This looks out onto the side yard and was the location of the original kitchen sink. Today the whole west wall of this room is covered with wood kitchen cabinets with a Formica countertop. The floor is covered with a vinyl floor covering in a pebble pattern; the ceiling is of acoustical tile; the walls are covered with paneling. This room is used for storage and is neither heated nor cooled.

The final room in this rotation is a 10'3" X 10'2" room that was once a living space, either den or bedroom, for the second apartment. A window is located on the east wall. The room has carpet on the floor; the walls are painted paneling; the ceiling is acoustical tile. A door on the west wall of this room leads to the second story landing. This room is used for storage.

The third story is reached by climbing the set of eight steps to the 3' X 3' landing where the door to the third floor is on the left. (*see photo 28*) Once the door is open, a person must climb another short set of five steps to enter the living quarters. A short wooden banister aids in walking up these steps. A person steps directly into what was used as a living room. (*see photo 30*) The alcove of the one dormer in the roofline is part of this room. A double window in this alcove looks onto the back yard. The floors are hardwood; the walls and ceiling are sheetrock. This room is the central place to stand in this apartment. This room has been abandoned, except for storage, because the new wiring which was installed in 2008 had to be run in conduit and laid out on top of the floor. The electrician drilled down through the hardwood floors to reach the other levels. Obviously the builder left no crawl space for wiring when he finished out the area immediately under the roof. This space is neither heated nor cooled. Furniture and memorabilia are stored here.

On the west side is a bedroom. (*see photo 31*) The dimensions of the bedroom are 16'6" X 13'4". There is a window on the west wall, which looks out onto the top of the carport below. A closet is built under the eave on the north wall. The floors are hardwood; the walls and ceiling are sheetrock. Wiring is running across the floor.

Just off the living room to the east is a short narrow hallway. The hall is sheetrock. Beige linoleum is on the floor. On the north side of the hallway is a full bathroom with a claw tub and a wall hung sink. The commode has been taken up and is sitting in the bathtub. A jar style light fixture is above the mirror over the sink. This room has been abandoned and does not look functional in any way. Across from the bathroom is a small walk-in clothes closet.

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The large east room off the hallway is the kitchen and eating area. (*see photo 29*) The room is 16'6" X 13'4". The floors are hardwood covered with beige linoleum; the walls and ceiling are sheetrock. A wallpaper border runs the perimeter of the walls 3 1/2' off the floor. A window is centered in the east wall. Built-in kitchen cabinets on the north wall are painted wood. This room is abandoned with no heating or cooling.

WJMM Radio Station Tower/Transmission Line (1946), Contributing Structure

The WJMM tower is 183 feet tall and is a free-standing tower located 250 feet in a northeasterly direction from the northeast corner of the WJMM building. The tower was constructed in 1946 and is all original. (*see photo 5*) The tower is surrounded by copper radials, which are buried underground and laid out in the pattern of a wagon wheel. According to WJMM engineer, Don Roden, the ground system specifications in 1946 were very clear because Westinghouse, General Radio, General Electric, Radio Corporation of America were well-established companies with proven records. Roden elaborates that the design normally consisted of #10 copper wire that was laid out like the spokes on a wagon wheel every three degrees from the center of the tower. Each of these wires was a specific length, always at least as long as the tower was tall. This formed a system of 120 wires, each 190 feet long with 120 half-length wires set between them. All of these wires were buried and joined at the center of the tower but could not be touching anywhere else. This created a mirror image of the tower for radio frequencies (Roden 1). Because of the burial of the copper radials, nothing can be built on the eight-acre tract. It can, however, be mowed and is a well-kept parcel of land. The copper serves as a ground for the AM signal. The FM signal is sent through the airwaves. The tower is enclosed in a fenced area which meets FCC specifications and is therefore locked at all times and is posted on all four sides as High Voltage. The transmission cable from the radio station to the tower is supported by ten, 10' metal poles (J. Haislip, *see photo 6*). Because the tower falls below the Federal Aviation Administration's height requirement for lighting, the tower is not lighted and would not present any hazards to air navigation (FAA 1). When the tower was originally constructed, it was painted in an alternating orange and white pattern and was painted once every 10 years. After the FAA determined in 2005 that the tower no longer needed a light at the top, WJMM was allowed to paint it chrome or steel-colored like other cell towers. The last time the WJMM tower was painted was 2013 (M. Haislip). At first the AM band transmission was 250 watts but that was increased to 1000 watts in 1961. The FM transmission was added in February 1969 as a 3000 watt station and increased to 6000 watts in December 2005. The coverage area for the AM station serves a radius of 25 miles; the FM station covers a radius of fifty miles (*see figure 17*). The AM position on the radio dial is 1490 and the FM position on the radio dial is 94.3.

Carport (1956), contributing structure

Just east of the building near the parking lot/driveway is a single-width carport that was constructed in the summer of 1956 for use by the station's employees. The structure has four wrought iron latticework supports and a boxed aluminum flat roof. (*see photo 2*)

Carport (1982), non-contributing structure

Immediately west of the building at the end of the driveway is a double-width carport that was constructed in 1982 by Bowden Construction. The structure has four wrought iron supports with scrollwork and a flat corrugated aluminum roof. (*see photos 7 and 8*)

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Summary of Exterior and Interior Property Changes

The radio station (*see figures 7-11*) and tower have changed very little over the past 70 years. Changes explained above in section 7 include:

1. Addition of a single wrought iron and aluminum carport to the east front side of the building in the summer of 1956.
2. Addition of asphalt to the original gravel parking area in 1961.
3. Removal of the boiler in 1967.
4. Addition of a double wrought iron and aluminum carport to the west side of the building in 1982.
5. Addition of the front concrete sidewalk from the front door to the street in 1982.
6. Cutting door to outside covered entrance and stairwell from second-story apartment in 1982.
7. Addition of the glassed-in compartment which includes a modification to the window in that area for the FM transmitter in the production room in 1998.
8. Installation of the new AM transmitter in 2001.
9. Addition of landscaping at the front entrance in 2005.
10. Renovation of the second-story apartment, which included additional plumbing and new wiring in 2008.
11. Erection of satellite dish in the back yard in 1982 (moved to the east side of the building in 2013).
12. Tower was painted chrome in 2013.

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8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations N/A
(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
(Enter categories from instructions.)

COMMUNICATIONS

Period of Significance

1946-1968

Significant Dates

1947

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Donaldson, Buford

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Statement of Significance Summary Paragraph

WJJM Radio Station and Tower, located in Lewisburg, Marshall County, Tennessee, are eligible for the National Register under Criterion A, Communications at the local level. Since its dedication on May 15th, 1947, the station has been not only a hub of communication, but has also played an influential role in the social life and well-being of the community. As the conception of Jimmie Joe Murray (hence the call letters WJJM), the radio station is now in its 70th year of operation in the same location under the ownership of the same family. The period of significance is 1946, when the building was constructed, to 1968, the end of the property’s historical function as a radio station, at which time the station acquired an FM frequency and much wider coverage to other counties. The property retains a high degree of integrity in location, design, setting, materials, feeling and association.

Narrative Statement of Significance

Beginnings of Commercial Radio

The first commercial radio station in this country, KDKA in Pittsburg, Pennsylvania, debuted in November of 1920 (“Emergence of Radio”). Radio grew in popularity after KDKA went on the air, but the only stations in existence were the large 50,000 watt stations controlled by Westinghouse and CBS (Westinghouse Electric). WSM Radio (NRHP 03/15/2011) in Nashville was the closest 50,000 watt station to Marshall County, and had been serving the area since 1928 (“History of WSM Radio”). According to WJJM engineer, Don Roden, a clear channel station offered the highest protection from interference from other stations, especially nighttime splattering and these clear channels usually operated with a 50,000 watt broadcast range (Roden). WJJM has never been a clear channel station (J. Haislip). When Mr. Murray decided that he would build the radio station in 1946, the world had been changed drastically by WWII and its related technology. The large AM radio stations working at 50,000 watt coverage were communicating live broadcasts from President Roosevelt, entertainers were gaining national reputations, and people were getting information very soon after it happened. Since an economic depression did not follow the war, American families had money to purchase a radio. Radio programming became a way to be entertained, educated, and current with daily national events all at the same time.

Large 50,000 watt stations like WSM in Nashville, located fifty miles north of Lewisburg, had provided excellent national and state programming for rural areas like Lewisburg for many years. In these rural areas, people who owned a radio could be entertained by shows like Lum and Abner or get world news from the 50,000 watt stations, but they still relied on the local newspaper for news and advertisements. Lewisburg had two newspapers, *The Lewisburg Tribune* and *The Marshall Gazette*. Both newspapers were locally-owned and published twice a week; they covered local events and thrived on advertisements from local businesses. At this point, Jimmie Joe Murray was nationally-renowned for his Murray Farm Walking Horse Sales, which began in 1938 (*MCHS Sesquicentennial History* 50). In 1944, he began publishing *The Tennessee Walking Horse*, a magazine which helped to establish the walking horse as a distinct breed (*MCHS Sesquicentennial History* 50). All of his horse sales were publicized in area newspapers, especially in Nashville, where *Tennessean* reporter Margaret Lindsley Warden began writing about the Murray sales in her “Horse Sense” columns three months before each of his two annual sales (*see the Margaret Lindsley Warden Papers collection, located at the Margaret Lindsley Warden Library for Equine Studies at Middle Tennessee State University*). As his sales increased in popularity, he conceived of broadcasting these sales live from the sale

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ring. At his May 1946 sale, Murray sold a mare for \$6000 over a nationwide hookup; this was the highest price on record for a walking horse at auction (Warden). He also realized that farm-related radio shows with farm reports and educational talk shows for the rural homemaker would have wide appeal in Marshall County. Nicknamed “The Old Maestro” for his commanding voice and ability to write and deliver eloquent speeches and original poetry, he had always been a natural at the microphone (Nicholas 69). The radio station would provide a perfect venue for his talents, an outlet for promoting his sales, and an educational center for all things agricultural. This radio station, he told his good friends, “would be his last big project” (*Tennessean* 21 Apr. 1947).

While Jimmie Joe Murray was not alone in his foresight, WJJM is the only radio station within a forty mile radius of Lewisburg that is still in its original location and owned by the same family; in fact, all of the station managers interviewed think that WJJM is among only a handful of stations across the country in this category. In Post-WWII Middle Tennessee, several forward-thinking people were simultaneously envisioning a commercial radio station at their small-town level. Each of these towns had also relied on newspapers to be the information source for the community. These towns were all similar in size with a population under 10,000 people (1950 Census). In adjacent Maury County, WKRM AM Radio in Columbia started broadcasting on November 25, 1946, from a room in the Bethell Hotel with a tower in a remote location. While still under the ownership of its founders, the McKay family, the WKRM station is not in its original location (McKay). Approximately eighteen miles east of Lewisburg, WHAL in Shelbyville, Bedford County, Tennessee, went on the air in the fall of 1946 with the help of Helen and Tim Marsh. The station was located on the second floor of a downtown retail store with the tower two miles away. The station merged with another station and retired the call letters in 1978 (Marsh). WGNS, the first radio station in Murfreesboro (thirty-five miles northeast of Lewisburg) and Rutherford County, Tennessee, went on the air New Year’s Eve of 1946 in a two-story building that was 300 feet from their tower; a year later, they moved to the mezzanine of a high-end dress shop which was six blocks away from the tower. Cecil Elrod, Jr. owned both the radio station and the French Shoppe. In 1960, station WGNS constructed a building on South Church Street, which is two blocks from their tower; WGNS’s ownership has changed several times over the years (Walker; “WGNS Opens...”). Twenty-two miles southwest of Lewisburg in Pulaski, Giles County, Tennessee, WKSR went on the air May 2, 1947, broadcasting from a studio over a downtown flower shop with the help of Virgil K. Trimm; the station’s tower was two miles away. The station is still in operation, but is now in another location and under different ownership (Johnson; “Station WKSR to Open”). Twenty miles southeast of Lewisburg in Fayetteville, Lincoln County, Tennessee, WEKR went on the air in October 1948 in a stand-alone station outside of town on Boonshill Road, where it is still located. Current owner Joe Young is not the founder, but he did initiate the FM part of this station with the help of the engineers from WJJM (Young).

Building the Station

Jimmie Joe Murray’s plan for the station was well thought out; he wanted a building that would house the radio station along with living quarters for the convenience of some who worked there; his radio station was uniquely purpose-built in this regard. The Murray family (*see figure 1*) owned a building on the Lewisburg Square which could have been used (*MCHS Sesquicentennial History* 107), but he wanted a state-of-the-art,

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stand-alone facility with its tower in the side yard. Mr. Murray’s family property provided an excellent site for the station.

No architectural prints or working drawings of the station were ever found. WJJM was built by Buford Donaldson during his eighteen-month stay in Lewisburg at the end of WWII. For the four years prior, Mr. Donaldson had been helping to build ships for wartime in Tampa, Florida. When the war was over, this master builder contacted his uncle, Olan Thompson, who lived in Marshall County and asked about the economy in Middle Tennessee. Mr. Thompson knew that Jimmie Joe Murray wanted to build a radio station, so he had Mr. Murray correspond with Mr. Donaldson. Mr. Murray then brought Donaldson to Lewisburg from Florida to build the station (R. Thompson; *see figure 4*). Mr. Donaldson also built the Fox Motel on West Commerce Street in Lewisburg (Hargraves); also constructed with stone, the buildings that comprised the motel are still standing. According to Mr. Donaldson’s daughter, Joyce Herron, the stones for WJJM were hand-selected by Mr. Murray and brought to the building site. She says her father had a story to tell about many of the individual stones, especially the interior ones around the fireplace. Some of these stones were even shipped in from distant locations that had been significant to Mr. Murray. The use of stone as a construction material for homes and buildings in Lewisburg was popular after the war, because at least thirty stone homes built in the late 1940s stand as examples. In his lifetime, Buford Donaldson built many memorable structures, including some of the buildings on the main campus of the University of Alabama, but his children in their statements about their father say that WJJM Radio Station was the building of which he was the proudest; four of Mr. Donaldson’s six children have traveled from distant states over the years just to see the station (Herron).

Bill Massey, a long-time employee of WJJM, wrote in his history of WJJM that the station was originally set up with the very best equipment available for broadcasting (Massey Ch. 2, 5). The Collins 300G-1 transmitter was manufactured in the fall of 1946 by the Collins Company, later Rockwell-Collins, who had been perfecting equipment since 1932 (Roden). According to Bill Massey, the audio sound limiters and the Raytheon console were the “Cadillac-class” of equipment; the Smithsonian has tried to purchase the Collins transmitter from the family with no success. The station used RCA microphones, the best money could buy, which were the same models used by President Franklin Roosevelt when he was delivering “Fireside Chats.” Mr. Massey recalls that in the 1950s, employees of the Shelbyville station visited the studios to see how the WJJM engineers were producing such a beautiful audio signal; this excellent sound occurred because the transmitter was inside station WJJM only 250 feet from the tower, which stood in a northeasterly direction from the northeast corner of the WJJM building. In contrast, other radio stations in the area were transmitting over telephone lines to a tower several miles away from their transmitters. WJJM delivered the best sound because the transmitter and the tower were in close proximity. The turntables and their accompanying tone arms were also of superb craftsmanship (Massey Ch. 3, 1).

During the construction, Mr. Murray brought his great-nephew, Louis D. Lingner, Jr. (*see figure 13*), a graduate of Vanderbilt University and veteran of WWII, to Lewisburg to help with the construction of the station. Mr. Lingner first helped with the physical labor and the paperwork involved in meeting Federal Communications Commission standards (Smith). When Jimmie Joe Murray passed away unexpectedly on April 19, 1947, his sisters, Ida, Martha, and Lillie, designated Mr. Lingner to carry on the work of the new

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station. According to *History of Marshall County, Tennessee: A Sesquicentennial*, these three great-aunts never married, and all lived together with their brother in the Murray farmhouse, just a few steps away from the radio station and the sale barn (107). Though the ladies were not part of the broadcast crew or administrative staff, they were known to be good cooks and kept an adequate supply of food prepared for the construction workers and on-air personalities, some of whom stayed in the farmhouse with them while the station was being completed (Walker).

Station Goes On-Air

WJJM went on the air at 6:00 a.m. on May 15, 1947. According to the *Marshall Gazette's* front page article entitled "Radio Station WJJM Goes on the Air," the official dedication was held that afternoon at 3:30 p.m., with Mr. Murray's long-time auctioneer partner and good friend, Governor Jim McCord, delivering the keynote speech (*see figure 6*). The mayor, county officials, Tennessee Commissioner of Agriculture, O.E. Vancleave, and many local businessmen attended the ceremony. The dedication coincided with the annual Murray Farm Spring Sale, which was held the same week.

Prior to his unexpected death, Mr. Murray not only secured the help of his great-nephew, Louis D. Lingner, but also hired some talented broadcasters and engineers. Daryl Laub, a Minneapolis native who had been employed at Nashville broadcasting station WLAC, was brought in as program director to get the new station on the air (Bruss). Nikki Beech, Laub's wife who had worked at WNOX in Knoxville, was the women's program director; Beech scheduled programming that appealed to women and housewives, the widest listening audience during the hours 6:00 a.m. to 4:00 p.m. Denny Walker (*see figure 12*), a native of LaFollette, Tennessee, who had been an Army Air Corps flyer in WWII, was an announcer; J.E. "Pete" Sowell was the chief engineer, and R.C. Wiley was the assistant engineer. The Laubs would later return to Minneapolis, where he became well-known as the first children's show host for Minnesota television. He was inducted into the Minnesota Broadcaster's Hall of Fame in 2003 (Laub Obit; Bruss). Beech worked in Minneapolis television with her husband until she had children, at which point she focused on being a housewife and mother (Bruss). Walker worked for the station on and off for several years at a time, and eventually, he partnered with four others to establish a cable television station in Lewisburg (Walker). Sowell later put his great skills to work as an engineer for WSM in Nashville (Massey Ch. 4, 2), and Wiley continued as a WJJM engineer until his death in 1990. Wynona Clark, who was the only other female announcer for WJJM during the station's period of significance, was already employed at Murray Farm Barn when the station went on the air; she assumed many secretarial and accounting duties at WJJM, but was also a commercial copywriter and eventually hosted her own fifteen-minute radio program called "Listen Ladies" (Massey Ch. 5, 4). From day one, Jimmie Joe Murray had planned to have an exceptional staff.

The first day on-air began with the sounds of live music performed by local performers, many of them high school age. Groups such as the Tennessee Variety Boys and Betty Ann George, the Ever Ready Quartet, the Sunshine Trio and Tex Smith, Matt La Croix and Trio, Minnie and Joe, and the Coffee County Ramblers were featured entertainers throughout each week (*Meet the Stars*). The station gave talented musicians a place to perform and develop their fan base. This opportunity extended to Saturday nights when live performances were staged and broadcast remotely by WJJM at the Maccabee Hall, which was located one-

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half mile from the station at 227 East Commerce Street. The program was entitled “Harmony Hall,” (*see figure 14*) and listeners were given the opportunity to meet the WJMM entertainers that they heard throughout the week (*Meet the Stars*). For many local people, this was their Saturday night entertainment. Some of these entertainers actually used the radio show as a springboard to bigger venues like WLAC or WSM. Fiddle player Wayne Owen became a member of the Grand Ole Opry. He played for Hank Williams, Sr. and Patsy Cline. Alford and Frankie Nell Compton, gospel singers, made several record albums and played every weekend in bigger venues (Compton). Bass player Chuck Sanders worked as a bassist with Danny Davis and the Nashville Brass, Boots Randolph, and the Wayne Odom Orchestra (Ritter). Julian Sharp, guitarist, and Macklin George, guitarist, also played on the Grand Ole Opry.

Affiliated Services

From 1947 to 1968, WJMM used Associated Press (AP) and United Press International (UPI) simultaneously for international and state news. Referred to as “Rip and Read,” the news from AP and UPI was read at the discretion of each announcer (Massey interview). The National Weather Service via teletype machine was added in 1965 (Massey interview). In July 1951, WJMM contracted the services of Mutual Broadcasting system, which was an audio service delivered through telephone lines for worldwide news and entertainment (“WJMM Will Join ...”); this allowed WJMM to broadcast major league baseball games, including the World Series, syndicated dramas like *The Twilight Zone*, and music entertainment like *Meet the Stars* and *Music Beyond the Stars*.

Programming

Jimmie Joe Murray wanted the daily programming on WJMM to appeal to everyone in the household. A typical day of programming was set in fifteen-minute time slots alternating between music and talk. From the first day, local news was delivered at 7:00 a.m., 10:00 a.m., 1:00 p.m., 4:00 p.m. and either 6:00 p.m. or 7:00 p.m., depending on the programming. During WJMM’s period of significance, the station was on-air from 5:00 a.m. until 10:00 p.m.; citizens came to depend on WJMM for obituaries announced at these times. Without a doubt, the most sought-after slot for advertising was just before or during these local news times. The radio was the most popular way for the general public to have the death notice in a timely fashion.

In the late 1940s through 1960s, radio hours were filled with talk shows with interesting conversation from home demonstration agents who could share helpful hints and recipes (a copy of which was sent to all who requested one); or hunting and fishing advice from Uncle Si (a.k.a. Wallace Patterson), much like reality fishing shows today hosted by well-known professional fishermen; or representatives from the Farm Bureau or UT Extension Services, who talked about advances in farming (Patterson). They also had time slots for devotional messages from local pastors, and on Sunday entire worship services were broadcast from as many churches as they could fit into the time between 8:00 a.m. and noon; these church services were especially meaningful to the “shut-ins” of the community.

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For their advertising customers, the radio station always had creative programming and announcers who have initiated clever ways to get the attention of their listeners. Announcers R.C. Wiley, Denny Walker, and Perry Gillum would load up all radio equipment, go to the town square, and host the “Man on the Street” broadcast. These remote live, or in some cases taped, broadcasts were not easy to conduct (*see figure 16*). The engineers and the announcer had to carry very heavy equipment along with microphones, reel to reel recorders, and other apparatuses for broadcasting (Massey Ch. 4, 1). In those years, the Square was a busy place, so the announcers would attract business people, mothers with children, and those coming and going from the courthouse. People were usually interviewed with a “question of the day.” Many local people remember the day in 1962 that eighty-year-old Della Caneer challenged one of the announcers to a foot race; they ran from one end of the block to the other. For weeks after this, people came out just to see if another footrace would be held (Walker).

These announcers would also set up in front of the Dixie Theater, where movies were shown. They would interview the people going in or coming out of the movie house; sometimes, free movie tickets would be included in the sponsored broadcast. Another clever advertising spot was that of Kerley Furniture Company, who sponsored a daily show called “Kerley’s Pops the Question,” which began in 1947. During the sponsored time, the announcer would phone a person at random and ask a question. If the person responded correctly, he would win a prize. Usually the question had a comedic flare. The listeners were entertained, and the sponsor got his name into many households. “It Pays to Listen” was another gimmick that kept folks listening to the radio, thus hearing the words of the sponsors. The announcer would make a statement about a sponsor during a thirty-minute segment; at the end of the segment, he would phone a person randomly chosen from the local phone book, and ask about the sponsor. If the respondent answered the question correctly, they would get five dollars.

Another opportunity for advertisers was the daily birthday/anniversary club. Listeners would mail a postcard or letter listing the person’s birth date or anniversary to the station, and the announcer would draw a name from the entries; winners would receive a bouquet sponsored by a local floral business. Announcer Denny Walker, with his comedic gift for gab, made this a popular feature of the day. Listeners also looked forward to the daily hospital reports, which listed the newly admitted and discharged patients to area hospitals. This news segment was prime advertising space for local businesses, because listeners wanted to know about the illnesses of their neighbors, co-workers, and fellow church members.

The daily programming also included several genres of music, and announcers played what the listeners wanted to hear. Early in the morning (and always on Sunday), they played gospel music, both accompanied with instruments and a cappella. Early morning broadcasts leaned heavily toward a country music format, with featured artists such as Roy Acuff, Ernest Tubb, Eddy Arnold, and Merle Travis (WJJM Program, *Lewisburg Tribune* 9 Jan. 1948). WJJM was affiliated with the Mutual Broadcasting System from 1951 to 1982, so nationally-produced music programs were available for distribution (Massey interview). One such show was “Music Beyond the Stars,” which aired on WJJM after the 7:00 p.m. news. As the name suggests, the music was often orchestral, easy on the ears, and soothing to the soul. Montavoni, the Jackie Gleason Orchestra, the Mills Brothers, Eddie Fisher, Perry Como, and Dinah Shore (a personal friend of Louis Lingner and fellow alum of Vanderbilt), were among the performers often heard. This was a totally different

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genre from the country and gospel music produced during the daytime. Listeners who worked in manufacturing said this was a nice change from the loud machines and din of the workplace. The philosophy of the station was that the show exposed the public to a higher caliber of music (Massey Ch. 8, 2). When Howard Lawrie worked for the station from 1962 to 1968, he brought his knowledge of classical and easy listening music to WJJM's programming, often providing a commentary with the records he played for his listeners.

After 9:00 p.m. each evening, the music changed to what young adults and teenagers wanted to hear. From 1947 to 1957 "Music for Dancing" was broadcast in this time slot (WJJM Program; *Lewisburg Tribune*, 9 Jan. 1948) Any person who lived in Marshall County from 1958 to 1968 can recall the "Pop Shop," a program that allowed listeners to request a rock n' roll song to be played for a named person or couple (Beech; Massey Ch. 8, 2). Young people loved hearing their names called out over the air. Many "puppy love" relationships were sealed with a song dedicated on the "Pop Shop." In the early years of the show, young people could actually come to the station and dance to the songs in the large studio. This was Lewisburg's version of Dick Clark's *American Bandstand*.

In 1968, Louis Lingner acquired an FM frequency at 3000 watts (Roden). This gave the station a much wider coverage and a higher fidelity of sound. FM had existed for twenty years, but did not become popular until car makers started installing radios in automobiles (Massey Ch. 1, 1). This allowed the station to simulcast on the AM and FM frequencies. The format of programming was exactly the same, but it extended the listening coverage to reach outside of Marshall County including Bedford, Maury, Lincoln, and Giles Counties.

Public Service and Fundraising

While music, talk shows, and news have always been the foundation of all programming, the public service activities of WJJM have been the most memorable and appreciated aspect of their schedules. In 1948, when polio was raging, the annual March of Dimes campaign got a huge boost from the whole community when WJJM decided to sponsor its first annual on-air auction to raise money for the organization. According to several newspaper articles, all items were donated and all items were sold, sometimes at unbelievable prices from a very generous public. Items to be auctioned included products from the retail stores, canned goods from the gardens of all those women who belonged to home demonstration clubs, baked goods such as four-layer fresh coconut cakes, handmade quilts or knitted items, and just about anything else that could be marketed. The philosophy was that a donation of something like green beans gave the ladies at home the opportunity to give a part of their possessions when a contribution of money was impossible. With the help of volunteer auctioneers like James R. Patterson, a very popular and gregarious citizen, the March of Dimes auctions were a great source of entertainment. Several wealthy men of the community made a sport of trying to outbid each other. This was done with great fun just as Mr. Murray had done at his cow and horse sales (Beech). In the newspaper article "Radio Auction Swells Polio Fund," dated February 13, 1948, a young, disabled Barbara Reynolds is described as having donated a blanket for the auction. Miss Reynolds thought that five dollars would be a generous offer. Mr. Patterson kept encouraging the bid until someone purchased the blanket for ten dollars. The person who bought it turned around and donated it back to the auction. The

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next person who bought it, again for ten dollars, turned around and donated it again. The radio audience and those in the studio went wild. This purchase and re-donating went on ten times! The auctioneer stopped at this point and was going to move on to another item when the tenth purchaser showed up at the station to pay his money and present the blanket and a bouquet of flowers to Miss Reynolds. Mr. Patterson very astutely said that Barbara's blanket had turned into a "magic carpet" because the blanket had garnered \$130.00. ("Radio Auction Swells..."). After this, no one in the county ever wanted to miss the broadcast of the auction. These March of Dimes auctions took many volunteers and man hours to organize, so they spoke volumes about the generosity of the station owners and the community. The last newspaper account of the March of Dimes Auction on WJJM appeared in the *Marshall County Gazette* on January 16, 1964 when polio had virtually been eradicated in the United States ("March of Dimes Auction Begins").

All on-air fundraisers proved to be the most successful way to collect money in a limited amount of time. Many times the person called in and talked directly to the listening audience. This allowed a listener to make a challenge to a sector of the community. This created a similar banter and bidding like Jimmie Joe Murray envisioned for his on-air horse sales. A notable cause that WJJM helped raise funds for was the erection of the Marshall County Recreation Center in 1951; WJJM came together with the community and raised money to build a swimming pool and clubhouse. In 1954, when leaders of the town were forming the Marshall County Baseball Association to institute Little League and Teener League baseball, the radio station helped promote and raise funds for this worthy cause. The Marshall County Teener League Allstars of 1954 played in the Southeastern VFW Tournament in Elizabeth City, N.C. and won. WJJM was instrumental in forming the league and raising the funds for the trip for these players and coaches (*MCHS Sesquicentennial History* 110). Though the fundraisers over the first twenty years cannot be enumerated here, it is worth noting that thousands of dollars were raised for athletic teams, school chorus groups and bands, and charitable organizations.

Other public service commitments included live coverage of the results of every local, state, and federal election. Since the first year of operation, the station has provided a precinct-by-precinct accounting of election results; a person can sit in his own home and record the number of votes for each person in a political race by precinct. Even though this airtime was sponsored by advertisers, it was a public service that the community grew to expect. Furthermore, the radio station was the place to find out about school closings in bad weather or bus route changes or disaster information.

The Lingner family promoted the schools and school children, so an annual 4-H Day was held all day on a Saturday in the years 1959 through 1968 (*MCHS Sesquicentennial History* 44). Many 4-H Club members were given an opportunity to make an announcement from the radio microphone. The day was heavily scheduled with representatives from all of the county rural schools as well as the ones in Lewisburg; it was a good opportunity for students to meet others who were interested in 4-H Club work. Another function involving school children was the live broadcast of the annual spelling bee. The fact that the semi-finals and the finals of the spelling bee were held in the large studio of the radio station gave the contest a more professional feel. This was also a way to garner support for the program, because so many people were able to listen who would not have attended the contest.

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Murray Family History

James Johnson Murray and his wife Mary Ann Carothers Murray reared five children while he made his livelihood as a lawyer and farmed on a limited scale. His specialty was raising fine jacks, jennets, and pedigree horses. All but one of the children remained single and lived in the house until the day he/she died. The one sister who did marry was Emma Izora Murray Bush, the grandmother of Louis D. Lingner, Jr. (son of Mary Elizabeth Bush Lingner), who became the station manager after the death of Jimmie Joe Murray (*MCHS Sesquicentennial History* 107). The Murray sisters kept Jimmie Joe Murray's memory alive long after his death, and Mr. Murray was eulogized annually all day over WJJM on the anniversary of his death for the next eighteen years. His sister Martha took the lead in contacting his admirers all over the United States to send memorial messages (*MCHS Sesquicentennial History* 107). These on-air eulogies ceased when the last sister died in 1966.

Today, the WJJM site includes 8.1 acres, but at the time of establishment, the property included the 64-acres, the two-story Murray residence, and the nationally-known Murray Farm Sales Barn, all owned by the heirs of James Johnson Murray. The house and the surrounding property except for the 8.1 acres were sold to Mr. and Mrs. Harold Wise in 1962; however, the two living Murray sisters retained the right to live in the house with use of the yard and garden until their deaths (MC Deed B2 201). The Murray family home burned in 1997, and the sale barn was torn down in 1998 (MC Assessor; Beech). In 2008, the land was purchased by the City of Lewisburg for an extension of Rock Creek Park and Walking Trail (MC Deed 510-812).

WJJM Radio Station and Tower
Name of Property

Marshall County, TN
County and State

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WJJM Radio Station and Tower
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Marshall County, TN
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Previous documentation on file (NPS):		Primary location of additional data:	
	preliminary determination of individual listing (36 CFR 67 has been requested)		State Historic Preservation Office
	previously listed in the National Register		Other State agency
	previously determined eligible by the National Register		Federal agency
	designated a National Historic Landmark		Local government
	recorded by Historic American Buildings Survey #		University
	recorded by Historic American Engineering Record #		Other
	recorded by Historic American Landscape Survey #	Name of repository:	
Historic Resources Survey Number (if assigned):			

WJIM Radio Station and Tower
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10. Geographical Data

Acreage of Property 8.1 acres **USGS Quadrangle** Lewisburg 65-NE

Latitude/Longitude Coordinates

Latitude: 35.450400

Longitude: -86.783556

Verbal Boundary Description

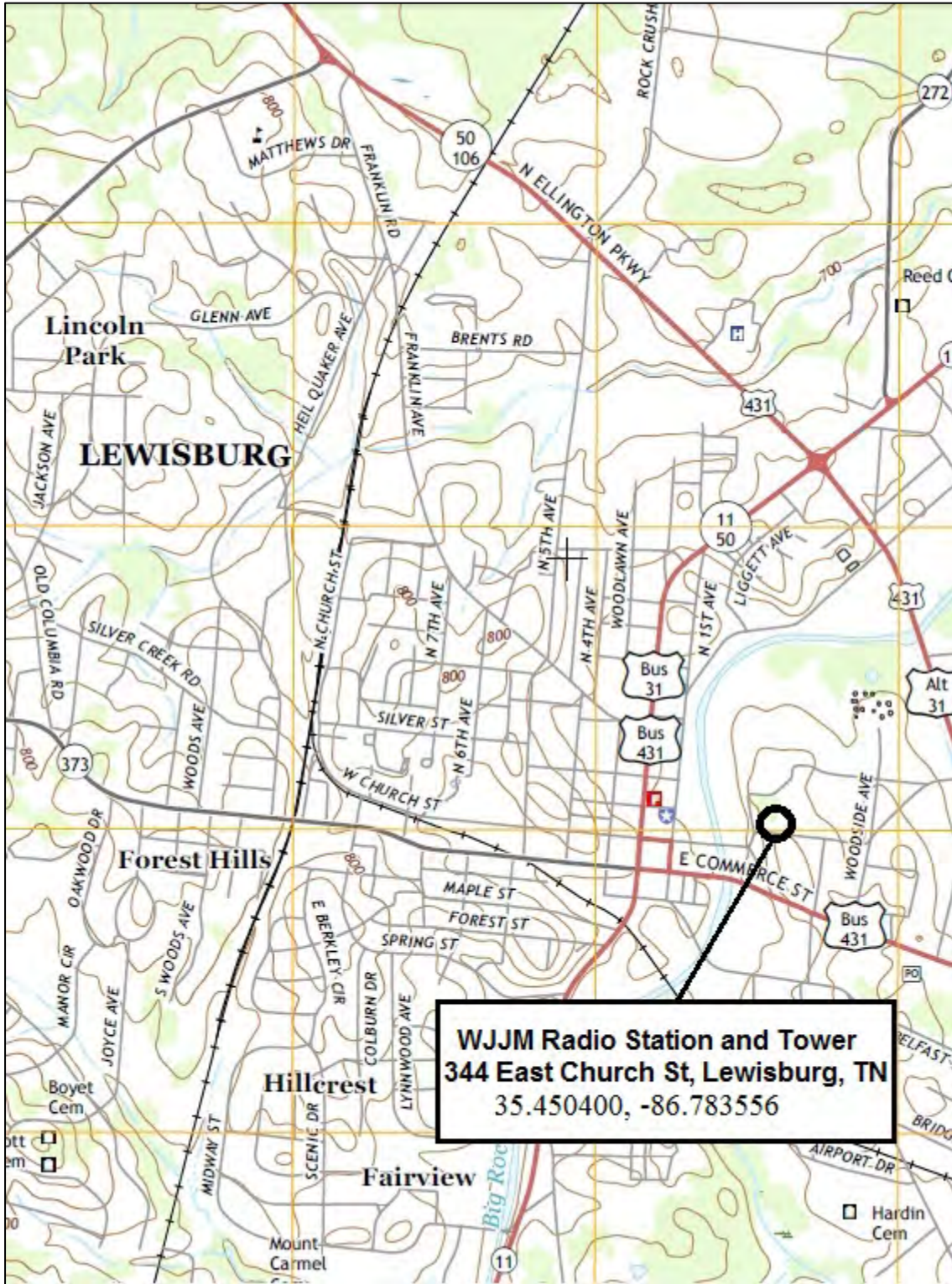
The nominated property includes all of the property listed on Marshall County TN Tax Map O64J Group A Parcel 009.00.

Boundary Justification

The National Register boundary for the WJIM Radio Station and Tower contains all of the property that is historically associated with the station building and transmission tower which retains integrity.

WJJM Radio Station and Tower
Name of Property

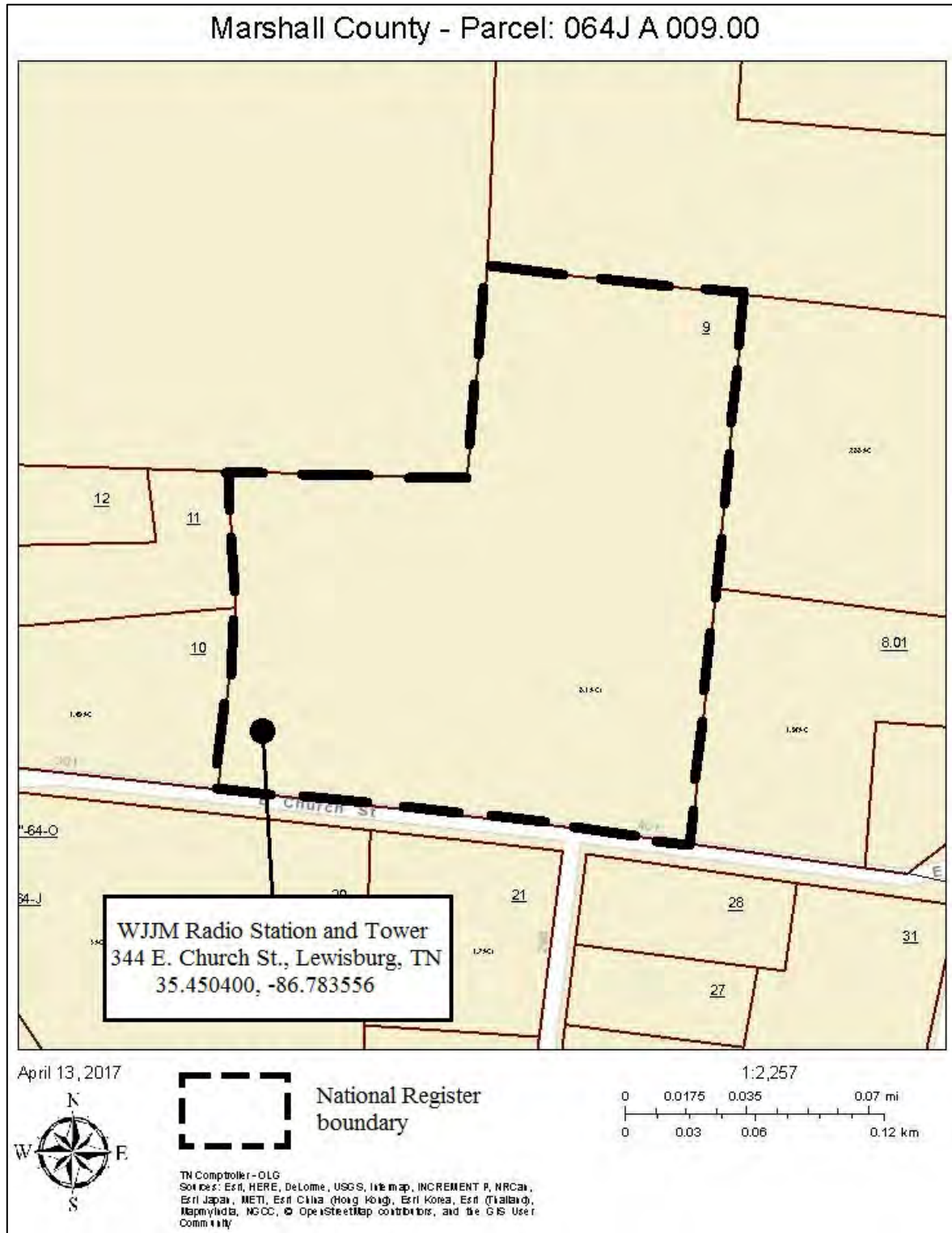
Marshall County, TN
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USGS Topographic Map Lewisburg-65 NE, 2016.
Original map scale 1:24 000.

WJIM Radio Station and Tower
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Parcel tax map showing NRHP boundary for the WJIM Radio Station and Tower.

WJMJ Radio Station and Tower
Name of Property

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Aerial parcel tax map showing NRHP boundary for the WJMJ Radio Station and Tower.

WJJM Radio Station and Tower
Name of Property

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11. Form Prepared By

Name Lynda Potts and Missie Haislip

Organization Marshall County Historical Society and WJJM, Inc.

Street & Number P. O. Box 2025 Date April 13, 2017

City or Town Lewisburg Telephone (931) 359-4511

E-mail lpotts@vallnet.com and wjjm@wjjm.com State TN Zip Code 37091

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Photographs** (refer to Tennessee Historical Commission National Register *Photo Policy* for submittal of digital images and prints)
- **Additional items:** (additional supporting documentation including historic photographs, historic maps, etc. should be included on a Continuation Sheet following the photographic log and sketch maps)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

WJJM Radio Station and Tower
Name of Property

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Photo Log

Name of Property: WJJM RADIO STATION
City or Vicinity: LEWISBURG
County: MARSHALL State: TN
Photographer: CAROLINE ELLER
Date Photographed: 2/22/2016

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 32. South elevation of WJJM. Photographer facing north.
- 2 of 32. Southeast oblique. Photographer facing northwest.
- 3 of 32. Northeast oblique. Photographer facing southwest.
- 4 of 32. North elevation. Photographer facing south.
- 5 of 32. WJJM tower and transmission line. Photographer facing northeast.
- 6 of 32. Detail view of transmission line. Photographer facing northeast.
- 7 of 32. Northwest oblique. Photographer facing southeast.
- 8 of 32. Southwest oblique. Photographer facing northeast.
- 9 of 32. View of setting immediately west of WJJM. Photographer facing west.
- 10 of 32. View of setting immediately south of WJJM. Photographer facing south.
- 11 of 32. Detail view of front door (south elevation) and dedication plaque. Photographer facing north.
- 12 of 32. Original floor tile in front lobby. Photographer facing north.
- 13 of 32. View of front lobby. Photographer facing northeast.
- 14 of 32. View of front lobby. Photographer facing west.
- 15 of 32. View of large studio and fireplace. Photographer facing southeast.
- 16 of 32. View of large studio looking towards production room. Photographer facing north.
- 17 of 32. View of production room looking towards control room. Photographer facing east.
- 18 of 32. View of production room looking towards large studio. Photographer facing southwest.

WJMM Radio Station and Tower
Name of Property

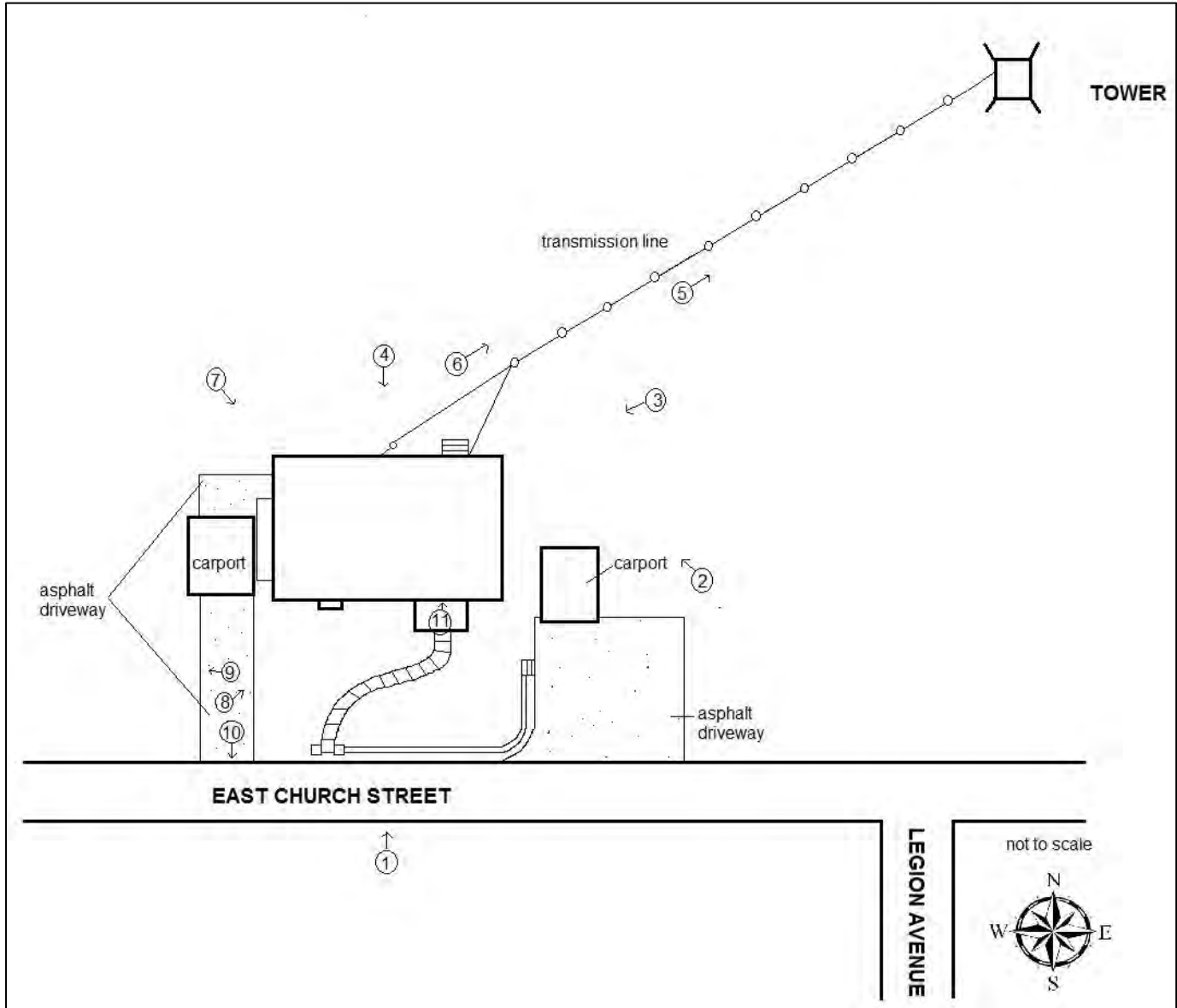
Marshall County, TN
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-
- 19 of 32. View of control room looking towards large studio. Photographer facing southwest.
- 20 of 32. View of back office. Photographer facing east.
- 21 of 32. View of production manager's office. Photographer facing south.
- 22 of 32. View of main floor hallway and bathroom entrances. Photographer facing north.
- 23 of 32. View of stairway leading to second floor. Photographer facing north.
- 24 of 32. View of second floor kitchen. Photographer facing west.
- 25 of 32. View of second floor living area. Photographer facing southeast.
- 26 of 32. View of second floor bedroom. Photographer facing north.
- 27 of 32. View of second floor master bedroom. Photographer facing southeast.
- 28 of 32. View of stairway to third floor. Photographer facing west.
- 29 of 32. View of third floor kitchen. Photographer facing northeast.
- 30 of 32. View of third floor living area and alcove. Photographer facing north.
- 31 of 32. View of third floor bedroom. Photographer facing west.
- 32 of 32. View of basement. Photographer facing southwest.

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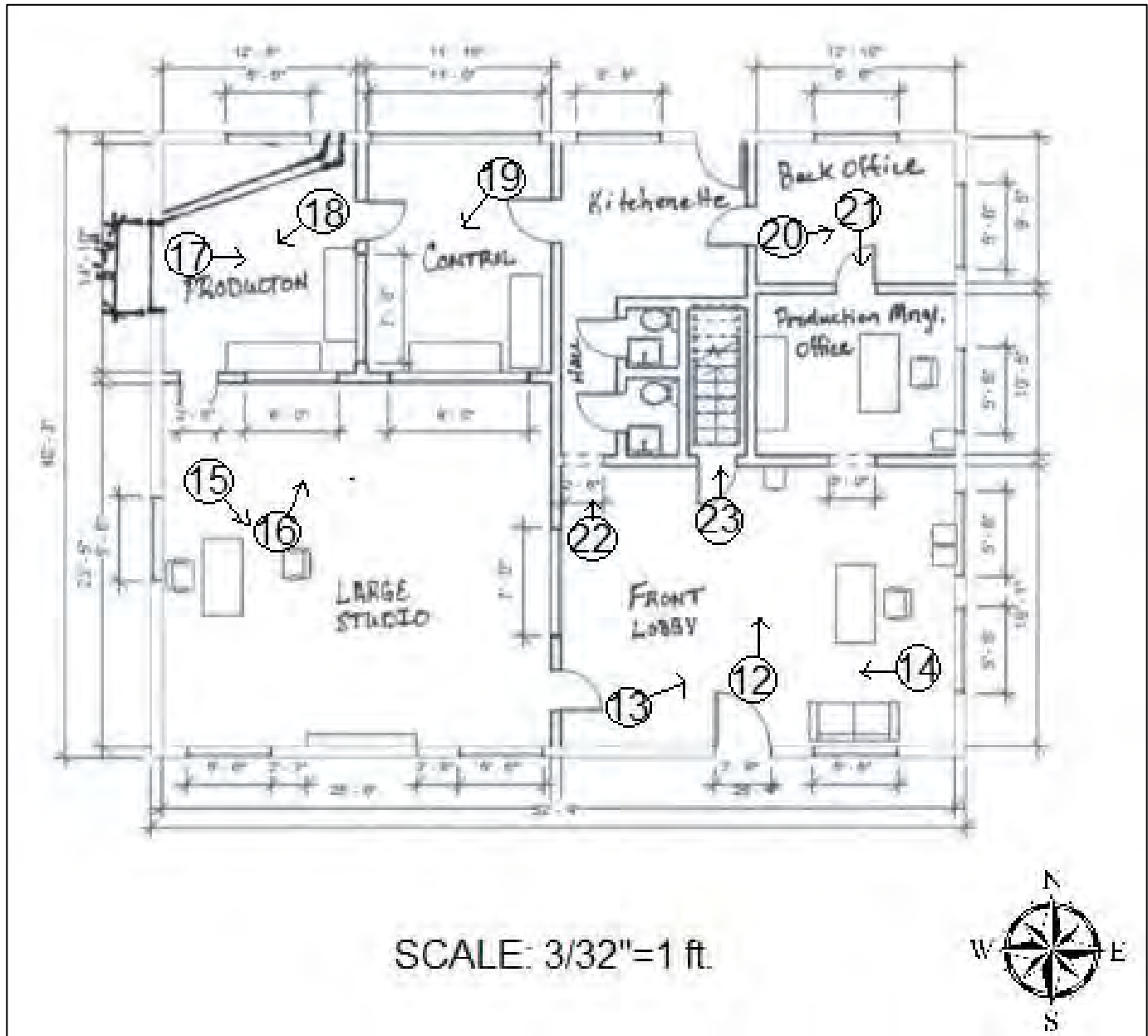
SITE PLAN W/PHOTO KEY



WJMM Radio Station and Tower
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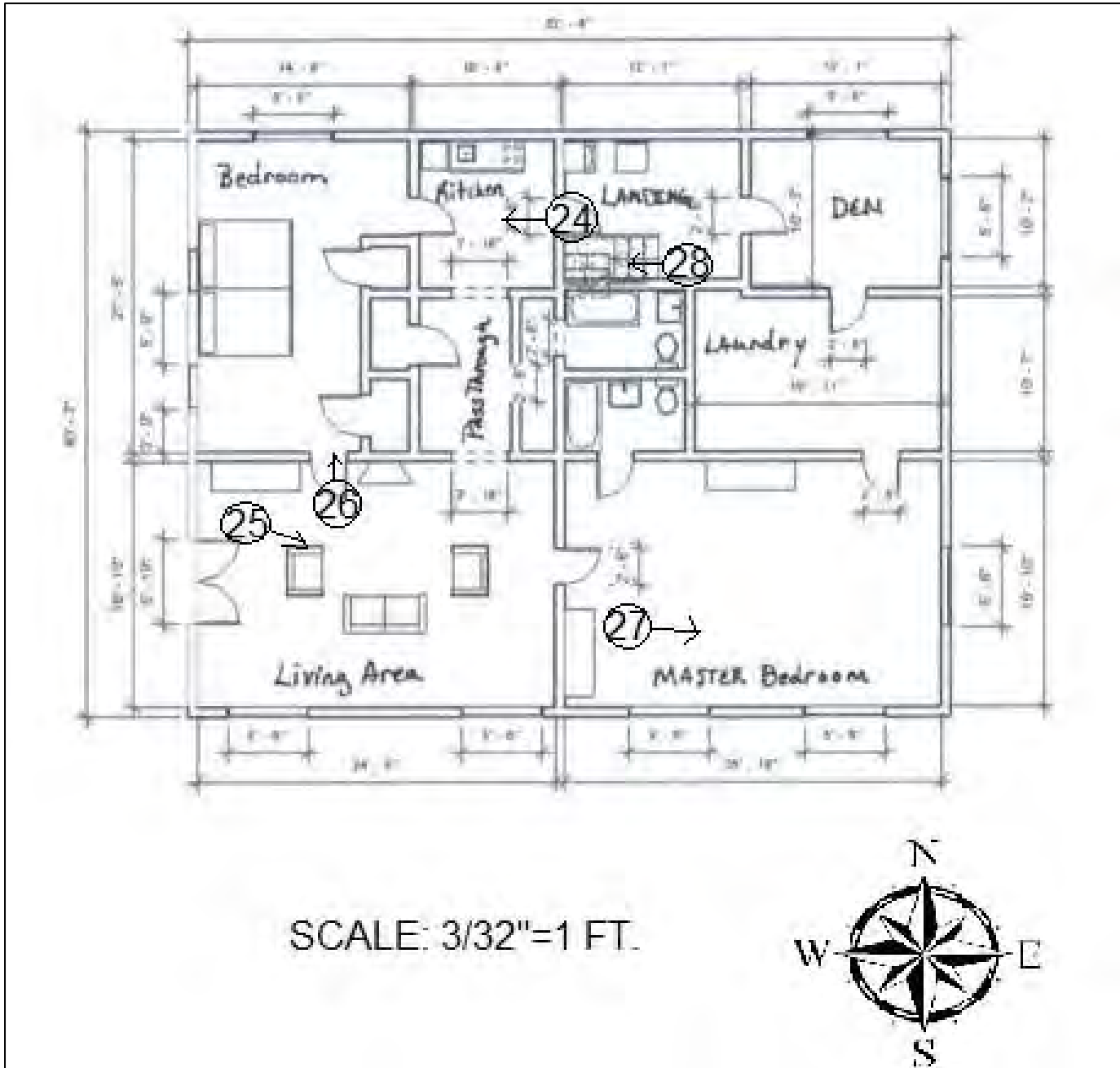
FIRST FLOOR PLAN W/PHOTO KEY



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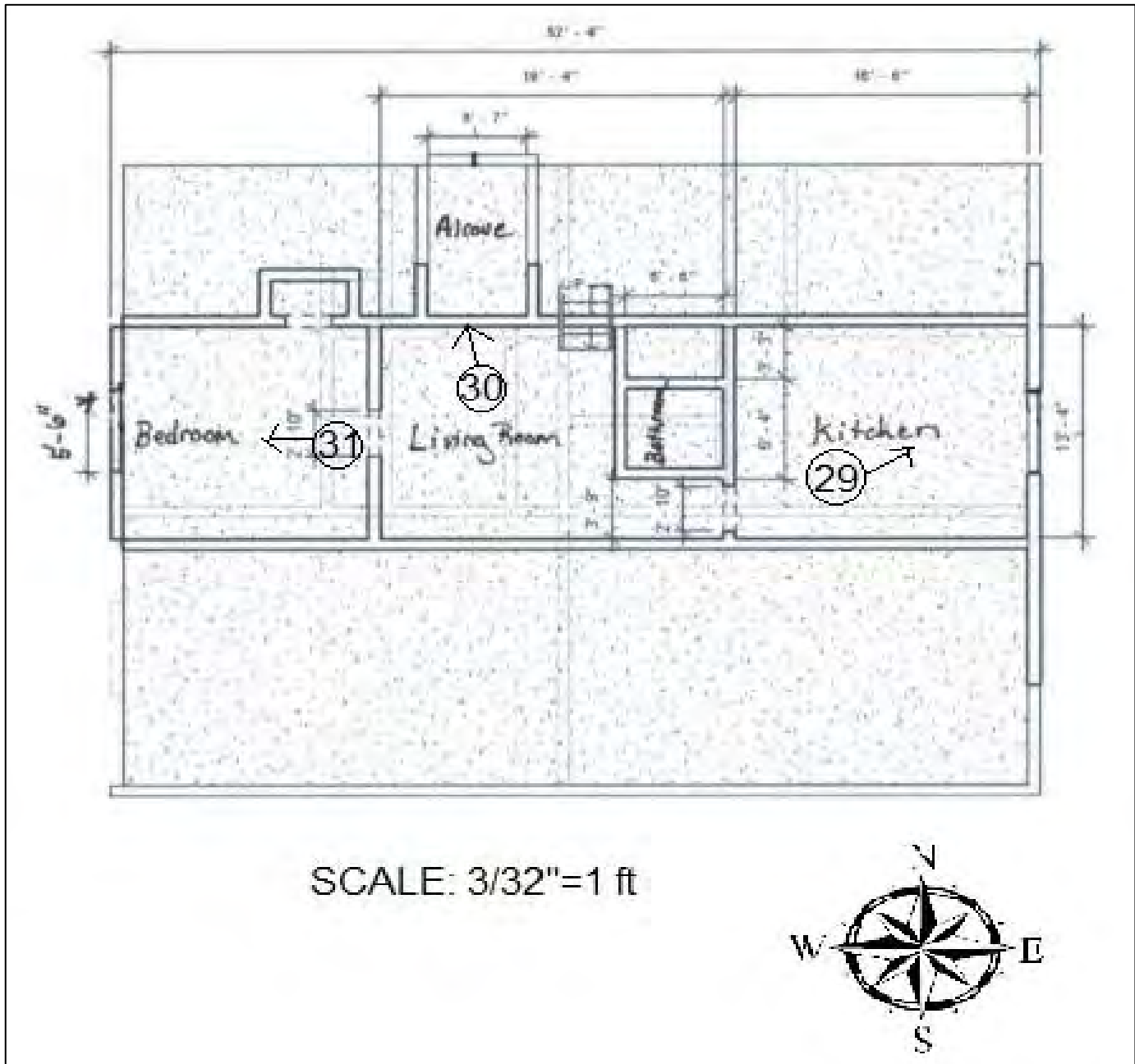
SECOND FLOOR PLAN W/PHOTO KEY



WJMM Radio Station and Tower
Name of Property

Marshall County, TN
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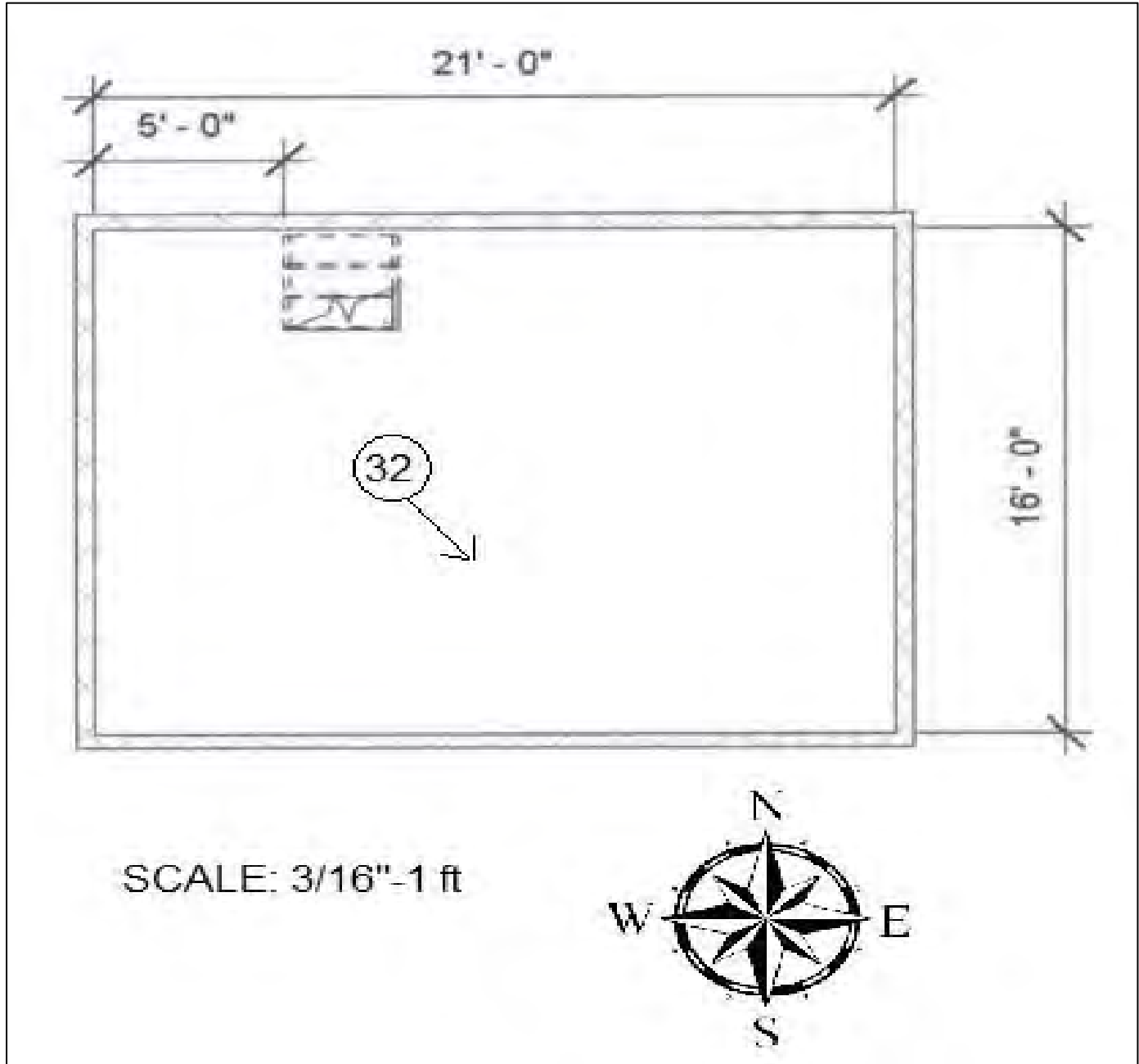
THIRD FLOOR PLAN W/PHOTO KEY



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BASEMENT FLOOR PLAN W/PHOTO KEY



United States Department of the Interior
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Figure 1. Photo of Jimmie Joe Murray (center) as a small boy and the Murray family (c. 1884).
Source: WJIM Files.

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Figure 2. Jimmie Joe Murray at Murray Sale Barn (1945).
Source: Marshall County, Tennessee: A Sesquicentennial History.

United States Department of the Interior
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Figure 3. Photo of builder, Buford Donaldson (1945).
Source: Personal files of Joyce Donaldson Herron (daughter).

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Figure 4. View of WJJM under construction (1946).

Source: WJJM Files.

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WJMJ Radio Station and Tower

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Figure 5. North elevation of WJMJ station and Pam Lingner with one of the stable hands from Murray Farm (1950).

Source: Pam Lingner Smith personal photo collection.

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N/A

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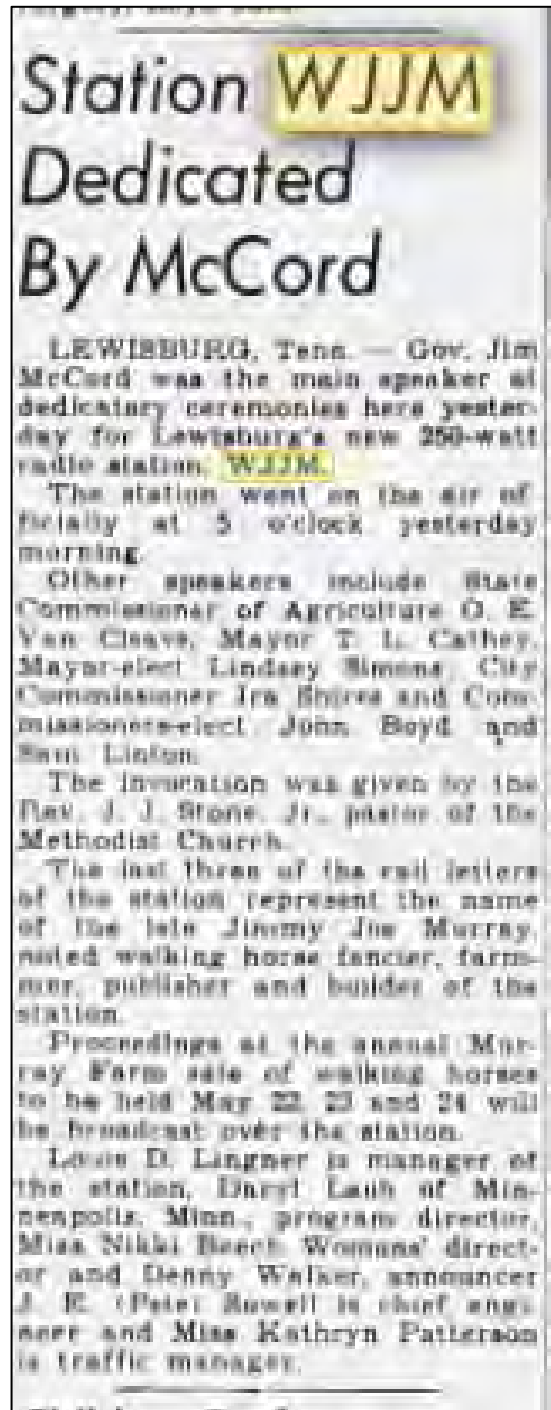


Figure 6. Newspaper article on Governor McCord's dedication of the WJJM building (1947).
Source: Nashville Tennessean 16, May, 1947.

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Figure 7. Photo of WJIM Studios when station went on the air (1947).

Source: WJIM Files.

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Figure 8. View of the large front studio at WJJM, taken from the lobby through the interior glass window (1947).

Source: WJJM Files.

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WJMM Radio Station and Tower

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Figure 9. View of fireplace in WJMM's large front studio (1947).
Source: WJMM Files.

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WJJM Radio Station and Tower

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N/A

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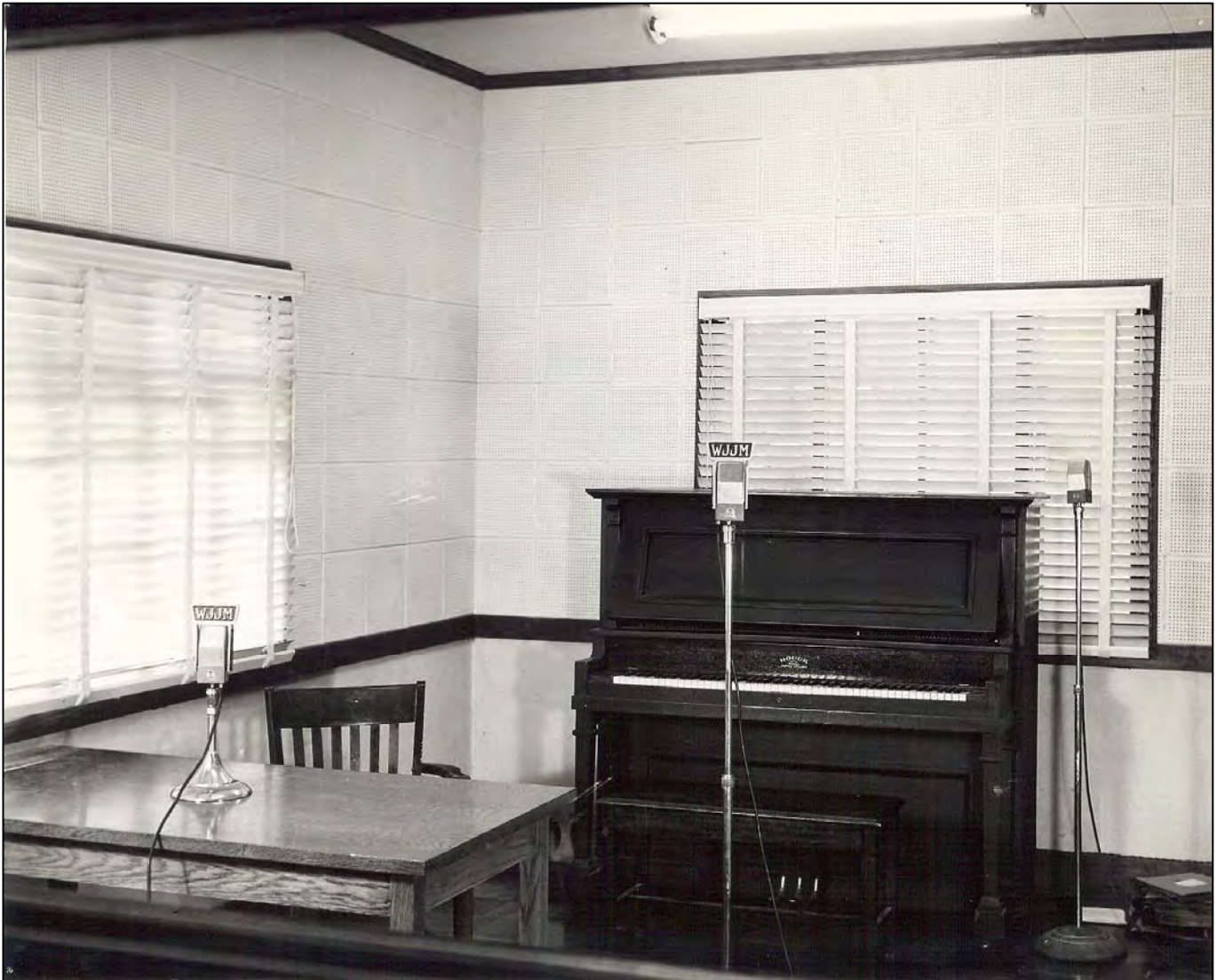


Figure 10. Photo of WJJM studio with upright piano and old microphones (1947).

Source: WJJM Files.

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Figure 11. View of WJJM front lobby (1947).
Source: WJJM files.

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Figure 12. Photo of WJMM Radio Personality Denny Walker at Harmony Hall (1948).
Source: WJMM Files.

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Figure 13. Photo of Louis Lingner reading the annual eulogy of Jimmie Joe Murray (1948).

Source: WJJM Files.

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OUR EMPLOYEES ARE POPULAR PERFORMERS ON RADIO STATION WJJM

This fine edifice (upper left) is the home of Lewisburg's new Radio Station WJJM. This station, managed by Lewis Lingner, was the last project of the late Jimmy Joe Murray, and its call letters (WJJM) bear the initials of its founder. Jimmy Joe didn't live to see the official opening, which was scheduled for the next week after his death.

General Shoe employees have contributed much to the present popularity of the station's programs. The La Croix sisters, Helen, Inez and Annie Laurie (upper right photo) appear each Saturday night on WJJM's barn dance program, Harmony Hall.

Annie Laurie is employed in our Fitting Department. The handsome fiddler (left) is Wayne Owens, son of Pleas and Kitty Owens, who work in the Cutting Room and Packing Department, respectively.

The Ever-Ready Quartet (lower left) is a favorite with thousands of Sunday listeners for its old-time gospel songs. The singers are (left to right): Jake Williams, Alfred Compton, Clarence Haislip and Paul Sanders. Frankie Compton, Alfred's wife is the lady at the piano who always accompanies the quartet. Alfred and Clarence both are employees of our Welt Department.

General Shoe's Jodie Agent (lower center) is always on hand on Saturday night and strums a mean bass fiddle. Denny Walker, WJJM's genial master of ceremonies, (lower right) presents crisp dollar bills to this little lady who has just won an amateur contest, a regular feature on Harmony Hall.

Figure 14. Article on WJJM in General Shoe Corporation Publication, *The General* (1948).
Source: WJJM Files.

United States Department of the Interior
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Continuation Sheet

Section number figures Page 54

WJJM Radio Station and Tower

Name of Property

Marshall County, TN

County and State

N/A

Name of multiple listing (if applicable)

...archives here last week end.

1490	WJJM					14
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:55 News	News	News	News	News	News	News
6:00 News	News	News	News	News	News	News
6:15 Sunrise Serenade	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree
6:30 Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree
6:45 Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree	Barnyard Jamboree
7:00 Tankersley Quartet	News	World In Review	World In Review	World In Review	World In Review	World In Review
7:15 T. B. Larrimore Program	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg
7:30 Nazaren Radio League	Songs of the Saddle	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg	Wake Up Lewisburg
7:45 Full Gospel Program	The Upper Room	The Upper Room	The Upper Room	The Upper Room	The Upper Room	The Upper Room
8:00 Back to the Bible	News	N-Breakfast Club	N-Breakfast Club	N-Breakfast Club	N-Breakfast Club	N-Breakfast Club
8:15 Tune Time	Message in Melody	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club
8:30 EverReady Quartet	Coffee Capers	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club
8:45 Uncle Chiz roads Funnies	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club
9:00 Youth and Religion	Dr. Donald Reed	Behind the Headlines	Behind the Headlines	Behind the Headlines	Behind the Headlines	Behind the Headlines
9:15 Feature Story	Morning Devotional	Charlie Spivak	Old Chisholm Trail	Old Chisholm Trail	Old Chisholm Trail	Old Chisholm Trail
9:30 Mid-Morning Melody	Behind Headlines	Hymns of Memory	Songs of Our Time	Songs of Our Time	Songs of Our Time	Songs of Our Time
9:45 Mid-Morning Melody	Mid-Morning Melody	Morning Devotional	Morning Devotional	Morning Devotional	Morning Devotional	Morning Devotional
10:00 News	Listen Ladies	Listen Ladies	Listen Ladies	Listen Ladies	Listen Ladies	Listen Ladies
10:15 Songs to Remember	Bill Kitay	Elliott Lawrence	Carmen Cavallero	Elliott Lawrence	Tribune Reporter	Dizzy
10:45 Alfred Newman	Stan Malotte	Music Cast	Music Cast	Music Cast	Music Cast	Music Cast
10:45 Ray Block Presents	Music Cast	Music Cast	Music Cast	Music Cast	Music Cast	Music Cast
11:00 Cumberland Presbyterian	Happy Hal Burns	N-According to Rec.	N-According to Rec.	N-According to Rec.	N-According to Rec.	N-According to Rec.
11:15 Cumberland Pres. Church	Fats Waller	Something Old - New	Something Old - New	Something Old - New	Something Old - New	Something Old - New
11:45 Cumberland Pres. Church	Murray-Moss Show	Murray-Moss Show	Murray-Moss Show	Murray-Moss Show	Murray-Moss Show	Murray-Moss Show
11:45 Cumberland Pres. Church	Dr. LeGear Program	Rural Roundup	Rural Roundup	Rural Roundup	Rural Roundup	Rural Roundup
12:00 Stars in the Afternoon	News	Call Me Up	Call Me Up	Call Me Up	Call Me Up	Call Me Up
12:15 News	Call Me Up	Pop the Question	Pop the Question	Pop the Question	Pop the Question	Pop the Question
12:30 Souvenirs	Pop the Question	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column
12:45 Bill Kitay	Want Ad Column	Afternoon Dancing	Afternoon Dancing	Afternoon Dancing	Afternoon Dancing	Afternoon Dancing
1:00 Guy Lombardo	Time Time	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column
1:15 Bing Crosby	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment
1:30 Stars in the Afternoon	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment
1:45 Baseball	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment	Mid-Day Merriment
2:00 So Proudly We Hail	N-Midday Merriment	N-Midday Merriment	N-Midday Merriment	N-Midday Merriment	N-Midday Merriment	N-Midday Merriment
2:15 So Proudly We Hail	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment
2:30 Jimmy Wakely	Kinder Frazier	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment
2:45 Chuck Wagon Gang	Birthday Party	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment	Midday Merriment
3:00 Sons of Pioneers	South of Border	N-Martial Music	N-Martial Music	N-Martial Music	N-Martial Music	N-Martial Music
3:15 Spade Cooley	Claude Thornhill	Artie Shaw	Benny Goodman	Artie Shaw	Claude Thornhill	Artie Shaw
3:30 Lynn Murray Show	Kinder's Garden	Morgan Manner	Morgan Manner	Morgan Manner	Morgan Manner	Morgan Manner
3:45 Lynn Murray Show	Top Populars	Top Populars	Top Populars	Top Populars	Top Populars	Top Populars
4:00 Guy Lombardo	Jr. Disc Jockey	Jr. Disc Jockey	Jr. Disc Jockey	Jr. Disc Jockey	Jr. Disc Jockey	Jr. Disc Jockey
4:15 Wayne King	Hits & Encores	Swing Club	Swing Club	Swing Club	Swing Club	Swing Club
4:30 Five Cats and a Kitten	Name the Band	Off the Record	Swing Club	Off the Record	The Vagabonds	Off the Record
4:45 Five Cats and a Kitten	Hillbilly Round Up	Name the Band	Name the Band	Name the Band	Swing Club	Name the Band
5:00 Musical Shadows	Musical Storyland	N-Tony Pastor	N-Frankie Carle	N-Tony Pastor	Name the Band	Name the Band
5:15 Musical Shadows	Let's Make Believe	Woody Herman	Gospel Quartet	Woody Herman	N-Frankie Carle	N-Frankie Carle
5:30 Four Notes in Harmony	Popular Vocals	Popular Vocals	Popular Vocals	Popular Vocals	Gospel Quartet	Popular Vocals
5:45 Upstairs, Inc.	Last Word in Sports	Chapel Side of Road	Chapel Side of Road	Chapel Side of Road	Chapel Side of Road	Chapel Side of Road
6:00 News	World News	News	News	News	News	News
6:15 Twilight Time	The Southerners	Name the Voice	Name the Voice	Name the Voice	Name the Voice	Name the Voice
6:30 Stan Malotte	Name the Voice	Dinner Music	Dinner Music	Dinner Music	Dinner Music	Dinner Music
6:45 Ch St. Church of Christ	Sports	Sports	Sports	Sports	Sports	Sports
7:00 Ch. St. Church of Christ	Want Ad Column	Ray Noble	N-Hillbilly Harmony	N-Ray Noble	N-Hillbilly Harmony	N-Hillbilly Harmony
7:15 Ch. St. Church of Christ	Chuck Wagon Gang	Simmons Serenaders	Hillbilly Harmony	Simmons Serenaders	Hillbilly Harmony	Hillbilly Harmony
7:30 Baptist Church	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony
7:45 Baptist Church	Local News	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony	Hillbilly Harmony
8:00 Baptist Church	Three Quarter Time	N-Buddy Clark	N-Dorris Day	N-Buddy Clark	N-Dorris Day	N-Buddy Clark
8:15 Baptist Church	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column	Want Ad Column
8:30 Organ Reveries	Lombardo Time	Eddie Howard	Dutch Students	Eddie Howard	Vaughn Monroe	Eddie Howard
8:45 Music for Dancing	Echoes of Gay '90s	Bob Eberly Show	Bob Eberly	Bob Eberly Show	Bob Eberly Show	Bob Eberly Show
9:00 Three Quarter Time	Musical Flashbacks	Dance Hour	Dance Hour	Dance Hour	Dance Hour	Dance Hour
9:15 Crooning with Clark	Dance Hour	Dance Hour	Dance Hour	Dance Hour	Dance Hour	Dance Hour
9:30 Starlight Serenade	Moments in Melody	Dance Hour	Dance Hour	Dance Hour	Dance Hour	Dance Hour
9:45 Twilight Time	Blues Room	Blues Room	Blues Room	Blues Room	Blues Room	Blues Room
10:00 Late News Roundup	Headline News	News	News	News	News	News
10:00 Sign off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off

Figure 15. WJJM program taken from newspaper, 3 June 1949.

Source: Lewisburg Tribune.

United States Department of the Interior
National Park Service

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Continuation Sheet

WJMJ Radio Station and Tower

Name of Property

Marshall County, TN

County and State

N/A

Name of multiple listing (if applicable)

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Figure 16. WJMJ live remote at Dixie Theater, Lewisburg, with actor James Craig (1951).
Source: Marshall County Museum archives.

United States Department of the Interior
National Park Service

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Continuation Sheet

WJJM Radio Station and Tower

Name of Property

Marshall County, TN

County and State

N/A

Name of multiple listing (if applicable)

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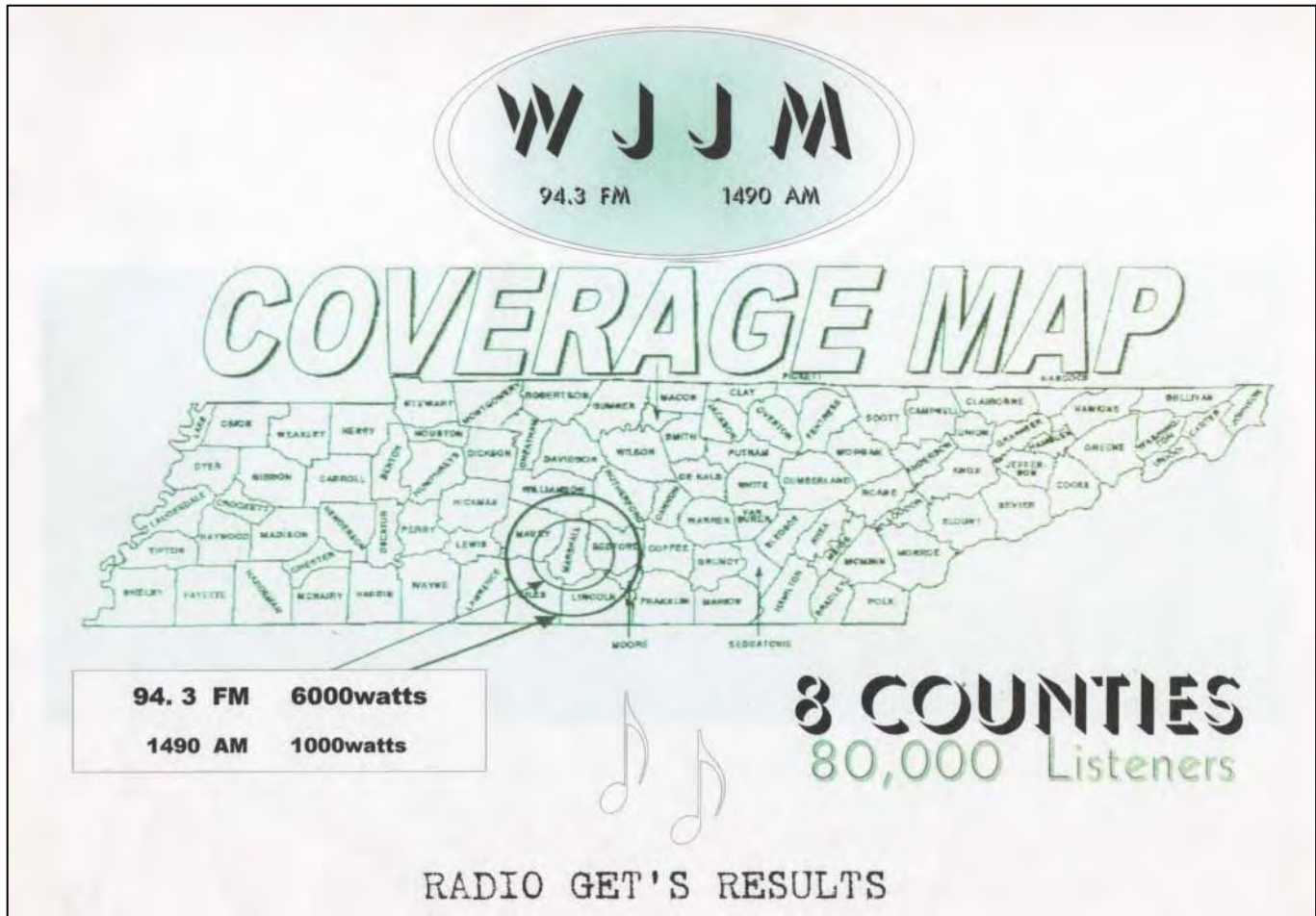


Figure 17. Coverage Map of WJJM, 2008 to present. Source: WJJM Files.

APPENDIX: WJJM HISTORY, 1969-2017

WJJM Ownership and Management

Louis D. Lingner was the owner and station manager between 1947 until his death in 1981. Mr. Lingner was in control of the station, though the Murray sisters owned the business until the last sibling died in 1966, at which time Mr. Lingner inherited it (MC Will Book F-274). Martha Lingner inherited WJJM from her husband at his death (MC Will Book J-213). Though not an on-air person, Mrs. Lingner operated the station with several capable station managers, including her daughter Pam (*see figure 5*) from 1982 to 1997; Gwen Fuller from 1997 to 2001; and Lisa Savage from 2001 to 2003. According to current owner Missie Warner Haislip, these managers were responsible for bringing in computer systems and getting the station ready for full automation, which occurred in 2004. This automation allowed the station to go through the weekend with minimal use of announcers. Instead of local announcers, persons in distant stations provide the music play list, weather, sports, and national news, but sound as though they are coming from the station because all the advertisements are local. Of course, the local news, obituaries, and Sunday worship services are still aired during the news segments and special program times. In 2003, Martha Lingner and Pam Lingner Warner Smith sold the station to Missie Haislip, their granddaughter and daughter respectively, and the great-great-great niece of Jimmie Joe Murray (MC Deed 410-718). Missie came to the station with a B.S. in business management from Middle Tennessee State University and over twenty years of workplace management and business ownership to her credit. She and her husband Jeff, who is the program director, are hands-on in their management of the station, though they do not live in the second-story apartment, as did Mr. and Mrs. Lingner. They both work every weekday at the station and are responsible for getting the local news on over the weekend. They are on-call 24/7 for any crisis or disaster that would involve the community. Changes and upgrades that have occurred during their management include the addition of more sophisticated computer technology, the launch of the automated systems for weekends and holidays, an interactive website for internet streaming designed by Lena Elizer in 2010, and new satellite receivers which are continually being updated for the addition of programming. It is important to note that WJJM has been under the general management of women since the death of Louis Lingner in 1982.

Affiliates

In assuring national and international news, the station was affiliated with the Mutual Broadcast System until 1982, when the TRN Satellite was installed. In 2008, the station became an affiliate of Fox News. State news is supplied by the Tennessee Radio Network. WJJM AM and FM simulcast the same audio feed on both stations until 2005, when the two stations were separated; according to WJJM files, the FM frequency was increased to 6000 watts that same year. WJJM AM, which now functions at 1000 watts, features “Fox Sports” twenty-four hours a day, seven days a week, except on Sundays when some religious programming is offered. In 2015, the station became a Titan’s Football affiliate. In 2016, WJJM AM went to an all-talk format with Fox Sports Network.

Programming

Louis Lingner continued the block programming, which he initiated in 1947. Daily programming remained virtually unchanged, with an emphasis on country music, local news and sports, talk show features, and collegiate sports. Local crime reports from the sheriff’s department were also read aloud. Sometimes the families of these criminals learned about the crime via a newscast. Listeners still tune in for the obituaries, the results of local elections, the highlights of city council and county commission meetings, the outcome of local sports events, and any other interesting local news. Very early morning obituaries became so popular with advertisers (including competing funeral homes), that a few years ago, they added a 6:00 a.m. local news time slot. Though still popular, the Hospital Report was discontinued in 1996, with the adoption of HIPAA laws.

Many off-site performances were broadcast live from remote locations. The annual Chamber of Commerce Fourth of July Celebration and Pageants, which began in 1979, local football games with half-time activities by marching bands, and chorus concerts on the public square are examples of performances covered by remote radio broadcasts.

The Marshall County Historical Society, in their *Marshall County, Tennessee: A Sesquicentennial History*, was quick to state that the regular sports broadcasts both within the county and in other areas of the state enabled people to follow the games play by play from the comfort of home (107). This is a service that afforded many people, especially those who had no transportation to distant towns, the opportunity to follow the sports events of the three high schools. The broadcasts of football, basketball, and baseball games are still popular programming. Several announcers were so good at play by play that they gained the title of “Voice of the Tigers,” the local high school team. Currently, numerous hosts present live coverage of sports events involving the athletes of all three county high schools.

In 2005, the AM and FM stations, which had been simulcast, split for the first time in their history. WJMM FM remained a live station with announcers, block programming, and a country music format, while WJMM AM became a rock n’ roll oldies station. The FM continued with news at the top of the hour, while the AM station news went to the half hour; this allowed a person who missed the news at the top of the hour to flip over to the sister station and hear it thirty minutes later. In 2007, the station added Atlanta Braves baseball to their format. With their two stations and internet broadcast capabilities, WJMM can now broadcast all three high school sports events. Today, the FM station broadcasts modern country music, except for three hours a day when “Rock and Roll Café” is aired. Wednesday nights are set aside for classic country and gospel music, while religious programming still monopolizes Sunday airtime.

Due to its popularity, the birthday/anniversary club continues to be part of the daily morning programming. Every weekday, listeners call in the names of the person with a birthday or anniversary on that day. A free pizza and a budvase with a single flower are given away each day in a random drawing sponsored by local businesses. On Friday, all names for the week are entered into a drawing for a birthday cake also sponsored by a local bakery. Another popular daily sponsorship is the “The Trading Post,” whereby listeners can email or call in two or three items they have for sale. This is a free service to the public, and a buyer can always find a bargain.

Competition by Other Local Radio Stations

For the first thirty-three years of operation, WJMM had no radio station competition from within Marshall County. According to the *History of Marshall County, Tennessee: Sesquicentennial*, in September of 1980, WAXO AM radio station signed on the air from a location one block from the Lewisburg Square (108). The station began as a 250 watt, daytime station. Eventually the wattage was increased to 1000 watts, but the station was required to be off the air by sundown. In the case of WAXO, the appointed hour was 6:00 p.m.; originally, the station was a sister station to WIZO in Franklin, Tennessee. The owners were Mr. and Mrs. Jim Hayes of Thompson Station, Mr. and Mrs. Mike Smiley and Mr. and Mrs. Don Patterson of Franklin, and Mr. and Mrs. Ed Whitley of Nashville. In 1982, the WAXO was sold to Mr. and Mrs. Gil Lusk of Knoxville. After several years, Bob Smartt, one of the announcers, purchased the rights to the station. Mr. Smartt soon added a local independent television station and called the operation “WAXO AM, FM, and TV” (*MCHS Sesquicentennial History* 108). Their music format was strictly country, and featured programming from Westwood One. In its first ten years of existence, WAXO enjoyed popularity with the community because they employed some well-known, on-air people, and they were competing with for the advertising dollars that WJMM and the *Marshall Gazette* and *Lewisburg Tribune* wanted. Both WJMM and WAXO were very generous with publicity for civic and charitable organizations, and both stations carried sports events live. For the most part, retailers who advertised on local radio chose to advertise equally with

WAXO and WJMM. Both stations had a fan base, and retailers did not want to miss an opportunity for their ads to be heard (J. Haislip). When Mr. Smartt died suddenly in 2012, his wife did not have the funding to keep the station going, but continued with sporadic broadcasts for about two years. The station was taken off the air in June 2016. There has been no real competition from another radio station since 2012, because Mr. Smartt's personality was synonymous with WAXO, and there was no funding for accomplished announcers.

Public Service and Fundraising

WJMM's spirit of community involvement and benevolence continues to present day. For example, money was raised in 1992 and 1993 on-air for the fifty-member elementary school chorus to travel to Disney World to perform. In 1986, funds were raised for every member of the high school football team to receive a state championship ring (M. Haislip). In 2006, WJMM raised funds to purchase jackets and championship rings for the Marshall County High School softball team members who had won the State Championship that year (M. Haislip). The generosity of the station has not gone unnoticed by their fellow station owners; the Tennessee Association of Broadcasters' *Report for 2014* to the Tennessee Congressional Delegation in Washington, D.C. includes several paragraphs noting the public service of WJMM. Included in that report are two major current charities: Hunters for the Hungry and New Beginnings Domestic Violence Shelter. Hunters for the Hungry, a group of local sportsmen who host an on-air auction of donated products, goods, and services uses the money to process donated deer meat. In 2016, 600 local families were recipients of the meat (Cain; Adams). Furthermore, the radio station is a daily drop-off spot for New Beginnings Domestic Violence Shelter. Pleas for shelter donations are articulated in radio spots daily. Monetary donations, building supplies, food, baby food, paper goods, and baby needs are among the items collected.

WJMM continues to promote civic events and community festivals. The radio station has provided on-site broadcasts of the Chamber of Commerce 4th of July celebration since 1979. The Lions Club Octoberfest, the City of Lewisburg's Goats Music and More Festival, the American Cancer Society's Relay for Life, the Rotary Club's Barbeque Cook-Off, the Kiwanis Club's Annual Golf Tournament, the Chapel Hill Lions Club's Tractor Pull, the Belfast and Cornersville Lions Club Horse Show, the Petersburg Fun Day, and the City of Cornersville Halloween in the Park, among many other annual events, all receive free publicity for their worthy causes.

Pam Smith, former station manager, says that whenever the Civil Defense (now Emergency Management) is called out to help the community, the radio station is the first point of contact. When Marshall County was devastated by the ice storm in 1994, the radio station remained on the air through the use of portable generators and covered the weather, traffic routing, closures, and information on the return of utilities. Many of the most rural sections were without electricity for six weeks, but the people in those areas could tune-in on a transistor radio or a car radio. As a community arm to others in need, the radio station aids local organizations, especially churches, in sending relief to other cities and states, as they did in Hurricane Katrina or more recently during the forest fires in East Tennessee.

The Haislips share a vision much like that of Jimmie Joe Murray: they are constantly looking for ways to capture a listening audience or be proactive in the wave of radio's future. Joe Young, owner of WEKR in Fayetteville, Tennessee, when questioned about having an interactive website for the station, scoffed at the idea and said, "I hope I don't have one. There would be no reason to have a radio station!" Robert McKay of WKRM, Columbia, Tennessee, said he had thought about a website, but just had not moved in that direction. Murfreesboro station WGNS, however, has a very active, live-streaming site, because they are now competing in a larger market. The Haislips initiated their interactive, live-streaming website in 2009 to accommodate the Marshall County soldiers serving in Iraq and Afghanistan, but discontinued the streaming of live music portion at the end of 2016. The owners are convinced that stations who do not join the digital future of radio will be obsolete within the next decade.



WJIM FM

AM

FM



















W. J. M.
ERECTED BY
JIMMIE JOE MURRAY
1945
IN LOVING MEMORY OF
HIS PARENTS
JAMES JOHNSON MURRAY
AND
MARY ANN MURRAY
AND SISTERS
MARTHA MURRAY
EMMA M. BUSH
IDA MURRAY
LILLIE MURRAY



W J J M



BROADCASTING
Do Not Enter





On the Air

On the Air















Handwritten notes or a notice posted on the wall to the right of the hallway.







Jake & Rathryn
Lynn Tz
EST. SEPTEMBER 26, 2015

















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination
Property Name: WJJM Radio Station and Tower
Multiple Name: _____
State & County: TENNESSEE, Marshall

Date Received: 5/26/2017 Date of Pending List: 6/28/2017 Date of 16th Day: 7/13/2017 Date of 45th Day: 7/10/2017 Date of Weekly List: _____

Reference number: SG100001304
Nominator: State
Reason For Review: _____

X Accept Return Reject 7/10/2017 Date

Abstract/Summary Locally significant radio station, founded and run by one family
Comments: _____

Recommendation/ Accept / A
Criteria

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



TENNESSEE HISTORICAL COMMISSION
STATE HISTORIC PRESERVATION OFFICE
2941 LEBANON PIKE
NASHVILLE, TENNESSEE 37243-0442
OFFICE: (615) 532-1550
E-mail: Claudette.Stager@tn.gov
(615) 770-1089



May 17, 2017

J. Paul Loether
Deputy Keeper and Chief
National Register and National Historic Landmark Programs
National Register of Historic Places
1849 C St. NW
Washington, D.C. 20240

Dear Mr. Loether:

Enclosed please find the documentation to nominate the *WJMM Radio Station and Tower* to the National Register of Historic Places. The enclosed disks contain the true and correct copy of the nomination for the listing of the *WJMM Radio Station and Tower* to the National Register of Historic Places.

If you have any questions or if more information is needed, contact Caroline Eller at (615) 770-1086 or Caroline.Eller@tn.gov.

Sincerely,

Claudette Stager
Deputy State Historic Preservation Officer

CS:ce

Enclosures (3)