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48

PBS

Forty Years Of
TV Worth Watching

On The Cover:

The colorful animation palette that Channel 48 uses in all of its on-air promotion is the background for many familiar scenes and faces that can be seen on Channel 48.



1950s

On July 26, 1954, Channel 48 started with a 30-minute program called *Tel-A-Story* (above). Only 500 television sets in the Cincinnati area could even receive it. The station had two cameras, one slide projector with a single slide, one studio and offices in a converted closet in Music Hall. And an irresistible vision, a commitment to our community.

At times the obstacles – uncertain finances, rapidly changing technology and a weak signal – seemed insurmountable. But nothing could resist the vision, the commitment.

Quality programming, service to children, and a valuable resource for everyone in the community – these have been our vision for the last forty years. Channel 48 is our community – members, volunteers, local companies and staff. This is their story.

TV Worth Watching

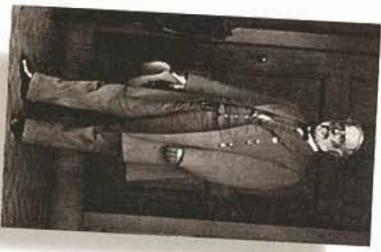
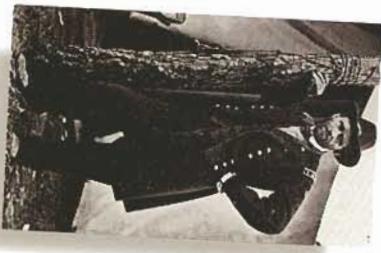
Who could have imagined the riveting power of old grainy black and white photographs, footage of empty fields, and quotes from housewives and farmers?

The Civil War was more than a landmark, it was a national event. Over 39 million people watched all or part of the eleven hour series, the largest audience in PBS history.

It took longer to make *The Civil War* than it did to fight the actual Civil War. Producer Ken Burns was able to painstakingly research and lovingly

craft a collection of music, letters, paintings and photographs that transformed a remote historical event into a very personal and emotional account by the people who endured it.

**Producer
Ken Burns and
historian Shelby
Foote, from *The
Civil War*. Look for
both in the next
series from Ken
Burns, *Baseball*,
coming this fall to
Channel 48.**



"Sarah, my love for you is deathless, it seems to bind me with mighty cables that nothing but Omnipotence could break; and yet my love of country comes over me like a strong wind and bears me irresistibly on with all these chains to the battlefield.

Sarah, if the dead can come back to this earth and flit unseen around those they loved, I shall always be near you, in the gladdest days and in the darkest nights."

Major Sullivan Ballou, in a letter to his wife seven days before he was killed at the first battle of Bull Run, from *The Civil War*.

"Channel 48 has become what television should be."
- Nelson Schwab, Jr.,
Past Chair, Channel 48
Board of Trustees



40 Years of Service

1953

The Greater Cincinnati Television Educational Foundation is granted a non-profit corporate charter.

Whether it is an in-depth look back at history or a glance at what the future holds in store, Channel 48 takes a wondrous world full of images, ideas and dreams, and brings them into your home. Every day. Think of us as the nation's story teller. Or a world stage, where you'll find the great music and drama of our times. Or the local town hall. However you look at it, Channel 48 is your own personal window to the world.

1954

July, 1954
First full day of broadcast, beginning with *Tel-A-Story*.



Channel 48's transmitter is turned on for the first time as staff and Board members look on (L to R): Uberto T. Neely, General Manager; C.S. Dale, Warren Durkee, Charles Crouch, Claude V. Courter, Fred Smith, Msgr. Carl Ryan, and Raymond Walters, Trustees; James Leonard, Chief Engineer; and Edgar W. Holtz, Legal Counsel.

October, 1954
Channel 48 increases broadcast time to 40 hours per week – 26 hours live, four

hours of film and ten hours of test pattern.

1955

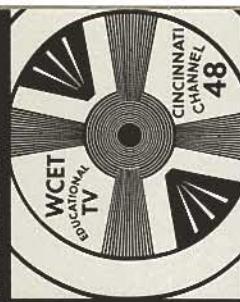
The FCC issues non-commercial license #1 to Channel 48.

1957

The Soviet Union launches the first satellite, Sputnik.

1959

Channel 48 moves to the former WLWT studios on Chickasaw Street, leasing them for \$1 per year.

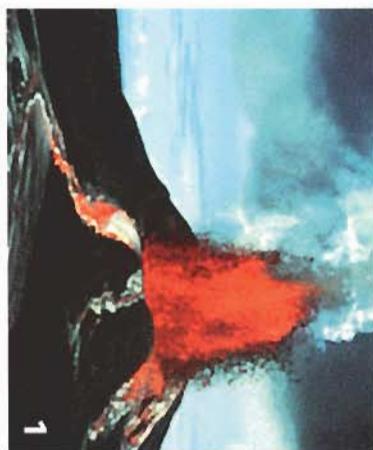
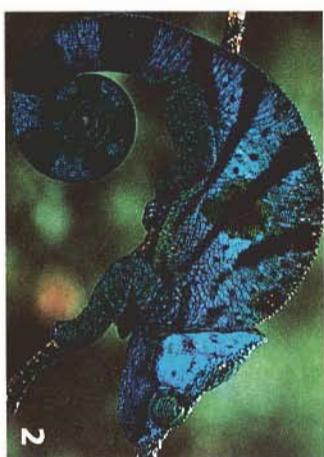


Channel 48 gives Cincinnati a view of a bigger world.

TV Worth Watching

Nature and Science Programming.

From the highest peaks of rugged mountain ranges to the depths of the uncharted oceans, Channel 48 covers the world of science and nature like no other station.



- 1 NOVA, the leader in science television for 20 years.
- 2 Nature.
- 3 National Geographic Specials.

Arts and Drama Programming.

A trip to the symphony; a front row seat at the theater; the premier of a ballet — many cannot afford them. Channel 48 brings the arts and drama into everyone's home.



- 6 Carreras, Domingo and Pavarotti in Concert, Zubin Mehta conducting.
- 7 I, Claudius, a Masterpiece Theatre presentation, starring Derek Jacobi.



How-To Programming.

One woman cooking on television created an entirely new type of television program. Julia Child began with *The French Chef*, and now viewers can learn how to do anything from re-modeling their own house to sailing.



- 4 Norm Abram and Steve Thomas of *This Old House*.
- 5 Julia Child.

40 Years of Service

1960

Cincinnati Playhouse in the Park opens.

News and Current Affairs Programming.

Whether it's the only nightly network news hour or an in-depth look at a timely topic, Channel 48 brings the latest news and information to its viewers from around the corner or around the globe.

Local Productions.

Channel 48 has produced many

specials for PBS, including *Myron Floren Presents Stars of The Lawrence Welk Show* ('91) and *Keep America Singing* ('94). Long-running series include: *Liliast!*, with yoga expert Lilias Folan, and *Conversation With Irma*,

Irma, with Irma Lazarus interviewing celebrities.



Add UHF To Your TV Set In Just Five Minutes

1963

John F. Kennedy is assassinated in Dallas.

1964

Federal legislation requires UHF tuners on new TV sets, increasing Channel 48's audience tremendously.

The *Maisonnette Restaurant* gets its first five-star rating.

1966

The station's first General Manager, Uberto Neely, is succeeded by Charles W. Vaughan.

Charlie Vaughan

A Cincinnati school levy fails, forcing the station to look for other funding or close the station.

A new game show, *Culture Anyone?*, hosted by Irma Lazarus, airs for the first time. The program would later become *Conversation With Irma*.



10

11

11 Mitch Miller with one of the barbershop quartets featured in *Keep America Singing*.

12 Lilias Folan.

13 Irma Lazarus and Carol Channing.

12



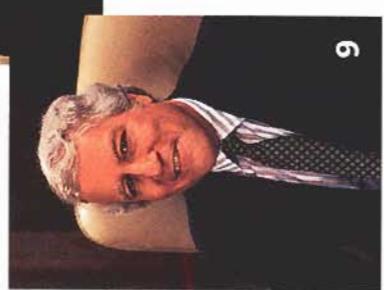
8 Robert MacNeil and Jim Lehrer of *The MacNeil/Lehrer NewsHour*.
9 Louis Rukeyser, host of *Wall Street Week* for more than two decades.
10 *Frontline* looks at today's issues, including apartheid in South Africa with Nelson Mandela and F. W. deKlerk.

13



13

Irma Lazarus and Van Johnson



9



8

TV For Children

**Very few people thought
that a puppet could capture
the imagination of our
youth or discover that
neighbors could be as close
as your television set.**

Over half of Channel 48's schedule is devoted to children. Programs for those just beginning to explore. Programs that are the foundation for the experience of a lifetime.

Now, many of Channel 48's early viewers are grown with children of their own. Having benefited from our children's programming themselves, many new parents understand the advantage Channel 48 provides... a warm smile, an understanding friend, someone to share the wonders of childhood.



From Big Bird to Barney.

Channel 48 has long been a trusted source for children's programming. A new generation of our viewers turns to the station for television they *want* their children to watch, just as their parents trusted *Sesame Street* and *Mister Rogers' Neighborhood*.

**MISTER ROGERS'
NEIGHBORHOOD®**

**Big Bird and Fred
Rogers have
become trusted
friends in many
homes with small
children.**



40 Years of Service

1967

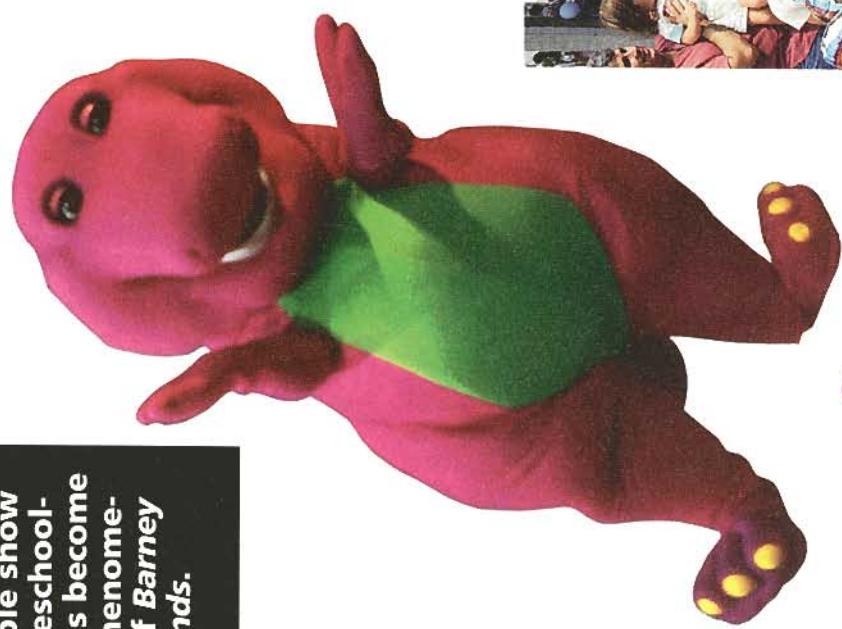
The Public Broadcasting Act passes, creating The Corporation for Public Broadcasting (CPB) and The Public Broadcasting Service (PBS).



"The unsurpassed children's programming on Channel 48 helps develop an appreciation for quality TV that will last a lifetime."

-Yvonne Robertson
Past Channel 48
Board Member

What started as a simple show for preschoolers has become the phenomenon of *Barney & Friends*.



Those imaginative programs are celebrating 25 years on the air, but now they are joined by other programs like *Lamb Chop's Play-Along*, *Shining Time Station*, *Ghostwriter*, *Reading Rainbow*, *Where In The World Is Carmen Sandiego?*, and everyone's favorite purple dinosaur, *Barney & Friends*. This impressive lineup of children's programs is unequalled in quality, imagination and fun.

1968

Mr. Rogers'
Neighborhood
debuts on
Channel 48.



The first Action Auction raises \$31,000 in two days.



Robert F. Kennedy and Martin Luther King, Jr. are assassinated. There is rioting at the Democratic National Convention.

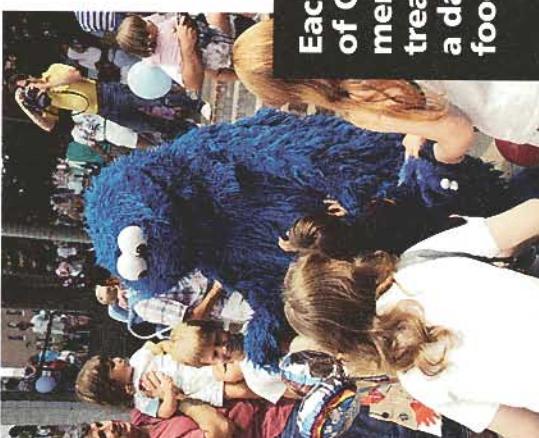
1969

Sesame Street begins on
Channel 48.

Neil Armstrong walks on the moon.

1971

Alistair Cooke starts hosting a new collection of dramas called *Masterpiece Theatre*.



Each year children of Channel 48 members are treated to FunFair, a day of games, food and prizes.

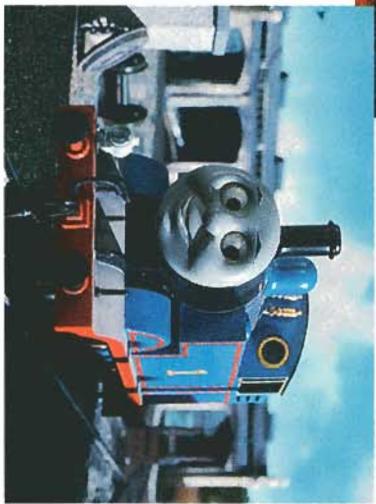


TV For Children



Preparing Children For School. And Life.

Lamb Chop's Play-Along and *Shining Time Station* teach children that education and entertainment should never be mutually exclusive, by nurturing young viewers with laughter, enchantment and a sense of belonging.



Instructional Television

When Channel 48 began, Instructional Television meant putting a television camera in a classroom and broadcasting a lecture.

Today, microwaves flash across the sky and through fiber-optic cables, supplying under-staffed schools with lessons in math, science and foreign languages. Through a laserdisc lending library, five hours of telecourses a day, four cable channels and a course taping service, Channel 48 serves over 450 schools, 220,000 students and 14,000 teachers.

Today, Channel 48 is helping low-income school districts in four outlying counties move into the high-tech age, utilizing interactive telecourses and multimedia to increase math proficiency test scores. Instructors and students are having computer conversations using and sharing up-to-the-second resources.

But the learning is not limited to the classroom. Channel 48 viewers can watch college credit courses at home or work, or attend professional development telecourses at the station. Adults have even learned how to read through the Project Literacy Task Force.

40 Years of Service

1974

NOVA's first program debuts.
President Nixon resigns.



Making Reading and Geography Fun.

Reading Rainbow, Ghostwriter and Where In The World Is Carmen Sandiego? not only make learning fun, they teach children a love of learning and encourage their natural curiosity.



ghost
writer



1976

Channel 48 moves into the Crosley Telecommunications Center on Central Parkway.

The United States celebrates the bicentennial of the Declaration of Independence. The Cincinnati Reds win their second straight World Series.

1977

Live From The Met's first broadcast features Luciano Pavarotti performing *La Boheme*. More people see that performance on television than have seen it in all of its performances in all of its history.

1978

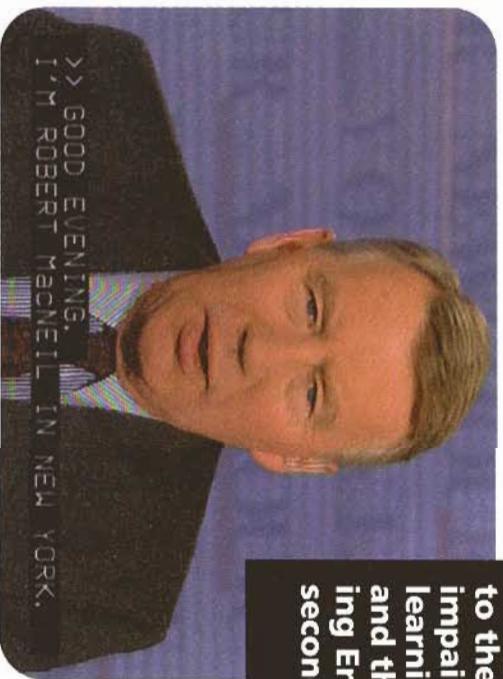
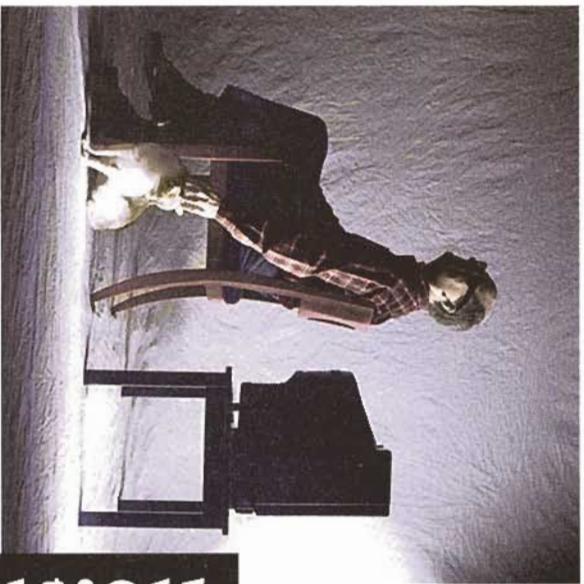
PBS starts distributing its programs by satellite, the first network to do so.

TV For Everyone

Channel 48 has always served special audiences otherwise underserved: children, minorities, patrons of the arts, and the disabled.

Not everyone has been able to be part of the greatest revolution in communication history. When television was developed, it was such a marvel that no one thought about those who couldn't see the video, or hear the sound.

As other media went in search of the mass audience, they did so at the expense of the individual. The fine arts that brought so much joy to so many people were not as appealing to advertisers because the audience was so small. And mass media felt children only needed entertainment, not education.



Closed Captioning brings the world to the hearing-impaired, those learning to read and those learning English as a second language.

With Descriptive Video Service (DVS), those who can only hear television know what's going on.

40 Years of Service

"I have always believed the arts and education should be available to everyone. Channel 48 makes that happen."

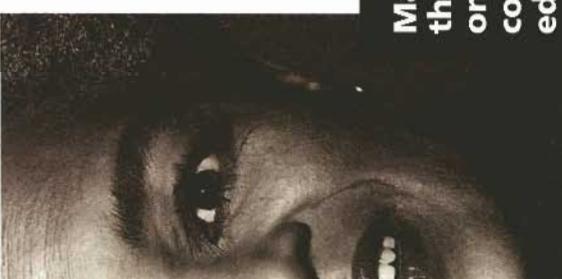
- Patricia Corbett
Channel 48 Supporter &
Premier Circle Member



Channel 48 has long been a venue for all sides to discuss relevant and urgent issues and propose solutions to society's problems. Public television has become America's Town Hall.

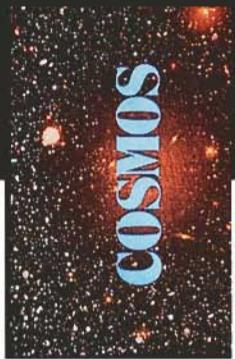


Tony Brown taped three episodes of *Tony Brown's Journal* in Channel 48 studios in the Fall of 1993. Pictured are Tony Brown with former Mayor Dwight Tillery, Assistant to the City Manager Cheryl Meadows and University of Cincinnati Board Chair Dr. Odell Owens.



1980

With Closed Captioning, deaf and hearing-impaired viewers can now "read" the sound of television.



1981

Carl Sagan explores the mysteries of the universe in *Cosmos*. "Billyions and billyions" becomes a household phrase.



1983

Warner Cable and Channel 48 agree to set aside four cable channels for Instructional Television in addition to Channel 48's signal.

Warner QUBE GM Robert Towe and Channel 48 President & Gen. Mgr. Charlie Vaughan.

1985

The *MacNeil/Lehrer Report* becomes the only nightly news program to expand to an hour and becomes *The MacNeil/Lehrer NewsHour*.

1988

Channel 48 airs the first stereo television broadcast in Cincinnati – *The Music Man*. Cincinnati celebrates its own bicentennial. Channel 48 looks back with several programs, including *Powell/Crosley, Jr. and the 20th Century*.



Many people rely their whole lives on Channel 48 to continue their education through teleconferences, college courses and instructional television.

Local Involvement

Over twenty years before anyone even thought of The Home Shopping Network, Channel 48 volunteers organized the first Action Auction.

When it comes to Channel 48, the people and businesses of Cincinnati have always been there when the station needed them.

From individuals volunteering their time answering phones to businesses donating thousands of dollars in equipment, the station has succeeded as a result of Cincinnati's generosity.



5



4



3



2



1



1 Volunteers raised \$100,000 for the station in 1967 when a school levy failed.
2 Former WLWT on-air personality Bob Braun sells an Auction table in 1970.
3 Oscar Robertson, basketball Hall-of-Famer, does a stint as an auctioneer.
4 Dr. Albert Sabin and WKRC radio personality Bob Jones at the 1968 Auction.

5 The "Go-Getters" from the 1969 Auction canvassed the city for merchandise.

40 Years of Service

"I've never seen more people get more involved and get more excited about an event. That's why I call the Auction "fun-raising."

- Jim Scott
*Channel 48 Board Member
& two-time Auction Chair*

1989
The Action Auction breaks the \$1 million mark.

1990
Channel 48 brings television to the blind, becoming the first and only local station to utilize Descriptive Video Service (DVS).

1991
FutureThon, a live special from Channel 48 studios on all six Cincinnati TV stations, recruits volunteers for the Cincinnati Youth Collaborative.



1991
The Civil War becomes the most-watched program ever on Channel 48.

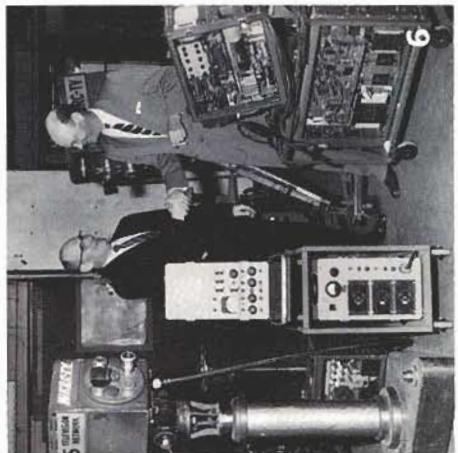
1992
The MacNeil/Lehrer News-Hour joins NBC for unprecedented coverage of the 1992 elections.

- 6** General Manager Uberto T. Neely accepts a donation of used television equipment from Hullbert Taft, Jr., president of Taft Broadcasting.
7 The Junior Auction gives younger volunteers a chance to get involved.

- 8** Pat Barry introduces fellow WLWT personality Curtis Fuller during an Auction simulcast on both Channel 48 and Channel 5.
9 Volunteer Jim Cunningham looks on as Auction Chair Jim Scott introduces the next auctioneer.

- 10** Former mayor and WLWT news anchor Jerry Springer works an Auction table.

Tomorrow
As competition grows and television evolves, Channel 48 continues to follow its irresistible vision, providing quality programming, services to children and a valuable resource for everyone.



The Greater Cincinnati Television Educational Foundation Board of Trustees

*The Board of Trustees oversees
the operation of Channel 48.*

1993-1994

Michael A. Hirschfeld, Chairman
W. Wayne Godwin, President and
General Manager
Joni Herschede, Vice Chair
Norma Skoog, Secretary
Mitchell S. Gaswirth, Treasurer

Sheila Wilson Adams
Sheila Trice Bell
G. Gibson Carey IV
Walter S. Handy, Jr., Ph.D.
Mickey Kaplan
Kenneth Lucas
James J. Roetenberger
James Schiff
Robert A. Schneider
Jim Scott
Alice Sparks
Joseph H. Warkany



October, 1993 - Board Chair Michael Hirschfeld, CPB President Richard Carlson, Patricia Corbett, Board Vice-Chair Joni Herschede and Fred Lazarus III at Channel 48's Annual Volunteer Recognition Dinner.

Past Chairs

Howard W. Bell, Jr.
David D. Black
Dr. Claude V. Counter

David M. Fiala
Richard S. Hait
Charles Bart Hawley
Thomas H. Janszen
Paul A. Miller

Nelson Schwab, Jr.
William W. Victor



1950s

Every effort has been made to
ensure that all listings are correct.
Please accept our apology for any
inadvertent omissions or errors.

Presidents & General Managers

W. Wayne Godwin (1990 - Present)
Charles W. Vaughan (1966 - 1990)
Uberro T. Neely (1954 - 1966)

Past Board Members

Charles Bert Amann, Jr.
J. Vincent Aug, Sr.
Carl Baden
Roscoe Barrow
Walter Bartlett
Linda Bates

April, 1976 - Former President
& General Manager Charles
Vaughan helps defray moving
costs as Channel 48 moves into
its Central Parkway location.



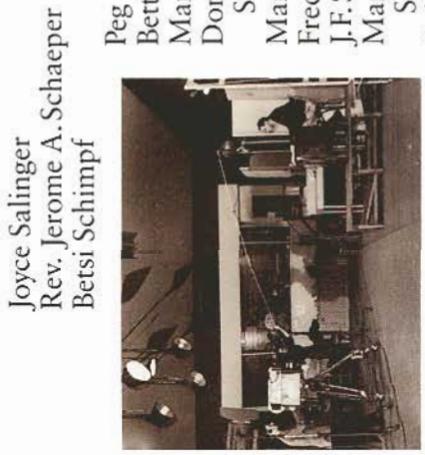
Mitchell S. Gaswirth
Warren Gifford
Harold Goldberg
Howard Goldfeder
Abbott Gomberg
Joellen Grady
Clyde G. Haehnle
Walter S. Handy, Jr., Ph.D.
James M. Hart
Dr. Lawrence C. Hawkins
Albert E. Heekin, III
Kay Hepp
Timothy D. Hinckley
Ed Hodgetts
Thomas Hogan, Jr.
Karen M. Hoguet
Mr. Hornback
Dr. James N. Jacobs
Walter D. Johann
Robert Kaplan
Lorraine T. Kellar
Rev. Herman H. Kenning
Thomas J. Klinedinst
1960s
M.J. Klyn
Rev. Theodore C. Kosse
Eugene Kramer
Dr. Walter Langsam
Irma Lazarus

WCET CHANNEL 48



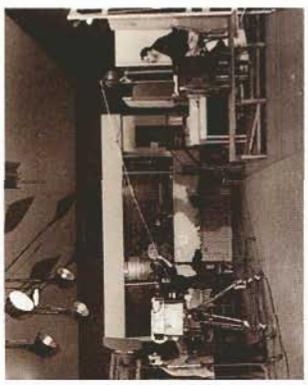
1950s - An "Americana" telecast from Channel 48 studios in Music Hall.

Jeffrey Lazarus
Robert Levinson
Irene Light
Dr. Joseph C. Link, Jr.
Joan Lorts
Edgar J. Mack, Jr.
William J. Madison III
J. Cromer Mashburn, Jr.
William Mason
William K. Memke
Kenneth Miller
Dr. W. Ernst Minor
Ernest R. Mitchell
James Mixter
John T. Murphy
Lawrence B. Murphy
Karen Myers
Michael Myers
Frank Neuffer
Leo Oberschmidt
Rev. Paul L. O'Connor
Robert L. Otto
A.D. Owens
Clint Pace
Marjorie Parham
Linda Parker
Richard Peake, Jr.
Dr. Warner A. Peck, Jr.
Bradford E. Phillips
Dr. Wendell H. Pierce
Avner M. Porat
Stacy Portmann
Lee Etta Powell, Ed.D.
Dr. Frank T. Purdy
Daniel J. Ransohoff
Clarence Reeves
Jack Reiter
Joan Rieveschl
Yvonne Robertson
Harry Rossi
William S. Rose
Msgr. Carl Ryan
Mr. Sagmaster



March, 1954 – College of Music students at the University of Cincinnati simulate a news show in preparation for Channel 48's first broadcasts.

Joyce Salinger
Rev. Jerome A. Schaeper
Betsi Schimpf



The Premier Circle

Mr. & Mrs. Christopher P. Dietz
Mr. & Mrs. Jay Dunkelman
Mr. David M. Fiala
Mr. & Mrs. Adrian J. French
Mr. Jay Frick
Mr. Oliver M. Gale
Mr. & Mrs. W. Wayne Godwin
Mr. & Mrs. W. Taylor Harper
Dr. Frederick Hauck
Mr. & Mrs. Michael A. Hirschfeld



President's Circle (\$10,000+)

Mrs. J. Ralph Corbett
Mrs. John Z. Herschede
Dr. & Mrs. Stanley M. Kaplan
Mr. & Mrs. Robert C. Schiff

Benefactors (\$5,000+)

Mr. Arthur A. Pesa
Anonymous (1)
Patrons (\$2,500+)
The Crosset Family Fund
Mrs. Mark P. Herschede
Friends (\$1,000+)

Robert L. Steiner
Peter J. Strauss
Pauline A. Strayhorne
Glenn O. Swing
Hulbert Taft, Jr.
David Thompson
Howard L. Tomb
Ruth Upson
James W. Van Cleave
Carl Virz
Edward Vonderhaar
Ceil Waldrip
Dr. Donald R. Waldrip
Dr. Raymond Walters
James C. Ware
Henry Werner
Carl B. Westmoreland
John Wilson
Bea Winkler
James E. Wolfe
Mrs. John Wood II
Robert Wood
William H. Zimmer, Jr.
Frederic Ziv



WCET-TV

1970s & '80s

Donald C. Siekmann
Mary Sloneker
Fred Smith
J.F. Solomon, Jr.
Marian Spencer
Robert L. Steiner
Peter J. Strauss
Pauline A. Strayhorne
Glenn O. Swing

March, 1954 – College of Music

students at the University of Cincinnati simulate a news show in preparation for Channel 48's first broadcasts.

Friends (\$1,000+)

Mr. & Mrs. Robert H. Allen
Mr. & Mrs. Walter Bartlett
Mr. & Mrs. Robert Blanchard
Mr. & Mrs. Frank Bloom
Mrs. George Estabrook Brown
Mr. & Mrs. William H. Buchholz
Mrs. Daniel S. Campbell
Mr. & Mrs. Stanley Chesley
Cintas Corporation
Mr. & Mrs. Albert B. Cord
Mr. & Mrs. Richard C. Crisler
Mrs. Wayne Crotty
Mr. & Mrs. William M. Cussen

Mr. & Mrs. Lorrence T. Kellar
Mr. & Mrs. James C. Kennedy
Dr. Jules I. Klein
Mr. & Mrs. Ross T. Krueger
Mr. & Mrs. John T. LaMacchia
Mr. & Mrs. Buddy LaRosa
Mrs. Ralph Lazarus
Mrs. Lawrence Lewis
Mr. & Mrs. Jerry McAllister
Mrs. Edward C. Mitchell
Mrs. Louis Nippert

Mr. Bradford E. Phillips
Ms. Ann Rasche
Mrs. Dorothy W. Reed

March, 1993 – Premier Circle
Chair Brad Phillips, Patricia Corbett, Shirley Fonda and PBS political humorist Mark Russell at a Premier Circle reception.



Dr. & Mrs. George Rieveschl
 Mr. & Mrs. John W. Ross, Sr.
 Mr. & Mrs. James Salinger
 Mr. & Mrs. James A. Schiff
 Mr. & Mrs. Hal Schmithorst
 Mr. & Mrs. Arthur W. Schnacke
 Mr. & Mrs. Charles Scripps
 Ms. Norma Skoog
 Mr. & Mrs. John G. Sloneker
 Mr. & Mrs. John G. Smale
 Mrs. Witham Smith
 Mr. & Mrs. Jeff Solomon
 Mr. & Mrs. D. Joseph Sparks
 Mr. & Mrs. Donald Spencer
 Ms. Barbara Robison Sporek
 Mr. & Mrs. Edward P. Staubitz
 Mr. & Mrs. John F. Steele
 Mrs. Paul W. Steer
 Mr. Roy O. Sweeney
 Mr. & Mrs. Michael D. Valentine
 Mrs. Robert D. Van Fossen
 Mr. Albert Vontz, Jr.
 Mr. & Mrs. J. H. Warkany
 Mr. & Mrs. Alex C. Young
 Mr. Frederic W. Ziv
 Anonymous (11)



1971 Auction
1972 William W. Victor
1973 Barbara and Lorrence Kellar
1974 Gene Gaines
1975 Joyce Salinger
1976 John V. Earls
1977 Peg Schmidt
1978 Betty Schnacke
1979 David Bowen
1980 Sally Christensen
1981 Kay Hepp
1982 Tom Janszen
1983 Joanne Lorts
1984 Lois Watson
1985 Shirley Harvey
1986 Arlene Hines
1987 Laura McCleure
1988 Jim Cunningham
1989 Punky Couzins



April, 1972 - Auctioneer Tim Hinckley (with microphone) sells another board.

Action Auction Chairs

Each year the Action Auction is headed by a volunteer from the community.

1968 Mrs. Richard Robinson

1969 Mrs. John Wood II

1970 Sylvia Schwab

1971 Timothy & Helen Hinckley

1972 Joyce Holmes

1973 Jeff Solomon, Jr.

1974 Ruth McDevitt

1975 Jack Reiter

1976 Gene Gaines

1977 Joyce Salinger

1978 John V. Earls

1979 Peg Schmidt

1980 Betty Schnacke

1981 David Bowen

1982 Sally Christensen

1983 Kay Hepp

1984 Tom Janszen

1985 Joanne Lorts

1986 Lois Watson

1987 Shirley Harvey

1988 Arlene Hines

1989 Laura McCleure

1990 Jim Cunningham

1980 Georgine Wolohan
1980 - 81 Robert Wilday
1981 Barbara Holmes
1982 Alice Sparks
1982 Una Fogel
1982 Lorrence T. Kellar
1983 Joan Appleman
1984 Rosalie Ireland
1985 Duff & Linda Brown
1986 Carol Socol
1987 Fran Cohen
1988 Harriette McMeans

1989 Shirley Harvey

1990 Joni Herschede

1991 - 92 William W. Victor

1991 - 92 Kathy Horowitz

1992 - 93 Len Mueller

1993 - 94 Carol Fuchs

1989 - 90 Fran Cohen
1990 - 91 BJ Kennedy
1991 - 92 Al Judy
1992 - 93 Len Mueller
1993 - 94 Carol Fuchs

1994 Fran Cohen

1995 BJ Kennedy

1996 Al Judy

1997 Len Mueller

1998 Carol Fuchs

Cincinnati's corporate community supports Channel 48 through the annual Business Partners campaign, providing operating funds for the station.

American Financial Corp.
 Arthur Andersen & Co./Andersen

Consulting

Avon Products

Bethesda Inc.

bigg's/Hyper Shoppes

Cincinnati Business Record

Ethicon Endo-Surgery

Ford Motor Company

Heinz Pet Products/Star Kist

Herschede Jewelers

Hillshire Farm & Kahn's

S.C. Johnson & Son

Mellott & Mellott

Multimedia, Inc./WLWT-TV

AI Neyer, Inc.

PNC Bank

Restaurant Management Inc./Arby's

Slush Puppie Corporation

48ers Presidents
The Channel 48 volunteer organization, The 48ers, assists the station on a regular basis and host FunFair, the annual event for children of members of Channel 48.

1976 - 77 Irma Lazarus

1977 - 78 Joan Brice

1978 - 79 Mike & Karen Myers

1979 - 80 Chris Neyer

1980 - 81 Joan Thompson

1981 - 82 Pat Brennan

1982 - 83 Betsy Robinson

1983 - 84 Lois Watson

1984 - 85 Dick Cline

1985 - 86 Shirley Harvey

1986 - 87 Arlene Hines

1987 - 88 Laura McCleure

1988 - 89 Jim Cunningham

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 40th Anniversary

1994

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**Forty Years Of
TV Worth Watching**

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