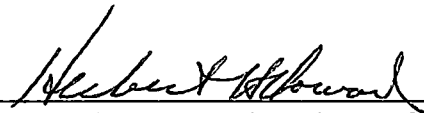


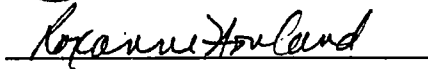
To the Graduate Council:

I am submitting herewith a dissertation written by Roger Wayne Heinrich entitled "Governor Jack: From the Announcer's Booth to the Governor's Office." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.


Dr. Herbert Howard, Major Professor

We have read this dissertation
and recommend its acceptance:





Accepted for the Council:


Interim Vice Provost and
Dean of The Graduate School

Governor Jack: From the Announcer's Booth to the Governor's Office

A Dissertation

Presented for the

Doctor of Philosophy

Degree

The University of Tennessee, Knoxville

Roger Wayne Heinrich

August 2001

Copyright © 2001 by Roger Wayne Heinrich

All rights reserved

DEDICATION

This would not have been possible without the support and sacrifice of my partner, my friend, my wife Debi.

ACKNOWLEDGEMENTS

I would like to thank Dr. Herbert H. Howard for his support and enthusiasm for this project. His guidance throughout the project and suggestions for improvements were crucial in its completion. Also thanks to my committee members: Dr. Ed Caudill, who always had time for my "quick questions" and my requests for "just a minute of your time," to Dr. Roxanne Hovland who shares my interest in radio's history, and to Dr. John Finger who helped me maintain a historical perspective. Thanks to my wife Debi and to our sons Chad and Josh. Their faith in me never wavered. Thanks to the Williams family and especially to Ric Williams as his cooperation made this project possible. Finally, thanks to my parents Norman and Ada Heinrich, both Roosevelt Democrats and free thinkers, for instilling in me the notion that anything is possible.

ABSTRACT

This study attempted to present a history of Arizona broadcaster/politician Jack Williams and the role he played in shaping his community and state in the middle decades of the Twentieth Century. Williams' broadcasting career spanned nearly 50 years and his political career carried him from school board president to 3-term governor of Arizona.

To complete this study, primary sources were utilized including personal papers, state records, city records, newspapers, radio station documents, and interviews. Federal Radio Commission documents and Federal Communication Commission documents were also used. Scripts from Williams' "Yours Sincerely" radio program on Radio Station KOY, Phoenix, Arizona, were analyzed as were political speeches from his campaigns for and terms as governor.

Among the findings of this study was the direct relationship Williams' radio broadcasting career had on his later becoming a political figure. Williams was found to be both a successful broadcaster and politician.

It was concluded that much of Williams' success as a broadcaster and as a politician could be attributed to his ability to adapt to change, his excellent managerial skills, and his keen business sense.

TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
II. THE LITERATURE	9
III. THE HISTORY OF KOY AND OF JACK WILLIAMS	16
IV. THE YEARS AS PROGRAM DIRECTOR	28
V. THE YEARS AS STATION OWNER	38
VI. WILLIAMS' ENTRY INTO PUBLIC SERVICE	48
VII. THE MAYOR OF PHOENIX	54
VIII. THE GOVERNOR OF ARIZONA	71
IX. FAMILY AND LIFE AFTER BROADCASTING AND POLITICS	98
X. SUMMARY AND CONCLUSIONS	102
BIBLIOGRAPHY	117
APPENDICES	131
APPENDIX A. JACK WILLIAMS, KOY ANNOUNCER	132
APPENDIX B. JACK WILLIAMS, KOY NEWS REPORTER	135
APPENDIX C. KOY IN THE 1940S	137
APPENDIX D. MAYOR OF PHOENIX, 1956-1960	139
APPENDIX E. THE CAMPAIGN FOR GOVERNOR	141
APPENDIX F. THE GOVERNOR'S BALL	143
APPENDIX G. GOVERNOR OF ARIZONA, 1967-1975	145
VITA	148

CHAPTER I

INTRODUCTION

Jack Williams was a pioneer radio broadcaster in Phoenix, Arizona, who rose from the role of staff announcer to station owner of Arizona's first radio station, KOY. Subsequently, this prominent broadcaster entered public service in Arizona, where he served as two-term mayor of Phoenix and three-terms as governor of the State of Arizona. This dissertation attempts to fill the void in a literature concerning the role a broadcaster/politician played in shaping a community and a state in a period marked by social and economic upheaval.

Jack Williams began his career in radio in 1929, a scant nine years after the medium's inception. His association with KOY would continue until his death in 1998.

Williams' long second career in politics and public service began in the early 1940s with his service as an elected member of the Phoenix Elementary School Board. During Williams' tenure as president of the board, he cast the deciding vote to integrate the racially divided Phoenix school system.¹

When Harry Rozenzweig left the Phoenix City Council in 1952, Williams was appointed to fill the vacant seat. Then, in 1955, long-time Arizona senator and 1964 Republican presidential candidate Barry Goldwater endorsed Williams' bid for the office

¹ Frank Asbury, *Yours Sincerely* (Chino Valley, AZ: H.T. Press, 1994), 46.

of Mayor of Phoenix. He eventually served two terms as mayor of one of the fastest growing cities in the southwestern United States.²

Williams' political and broadcast careers flourished in the 1960s, and in 1966 he was approached by Republican Party leaders to run for governor of Arizona against incumbent Democrat Sam Goddard. His defeat of Goddard in the November election placed him in the governor's office, a position he held for three consecutive terms.³

His third term in office proved to be his most controversial when in 1973 an effort to recall him was launched by the United Farm Workers Organization. This recall attempt stemmed from Williams' signing in to law House Bill 2134 which protected Arizona farmers from interrupted production, packing, processing, and the transporting and marketing of their products.⁴

Arizona and the United States faced a new era of economic and social change at the time Williams entered politics. Marshall Trimble writes of the rapid growth Phoenix and Arizona experienced following World War II. Thousands of soldiers who had been stationed at the various training facilities in the state returned to work and to raise families after the war. The advent of reliable air conditioning units also made living in the desert more bearable as more people were drawn to the arid climate. Doctors had

² Ibid. , 50-55.

³ Ibid. , 67-74. Williams served two-two year terms (1967-1971) and was the first Arizona governor to serve a four-year term (1971-1975).

⁴ Elizabeth Ruiz, "Arizona's Controversial Farm Labor Law," 1973, Unpublished Manuscript, CHSM-207, Chicano Research Collection, University Libraries, Arizona State University, Tempe, Arizona.

long prescribed Arizona as a place of relief for their patients who suffered chronic respiratory problems.⁵

The 1950s were marked by social and economic change. The post-war boom allowed for a higher standard of living than most had enjoyed in previous years. This economic growth, however, was overshadowed by a “cold war” that was being waged by the two super powers, the United States and the Soviet Union.

African-Americans were positioning themselves for change in the 1950s. Authors such as Howell Raines, Aldon Morris, Steven Lawson, Charles Payne, Taylor Branch and Clayborne Carson write of the struggle for equality that had begun to take root in the decade. Phoenix, with its diverse population, was the city chosen by the United States government as representative of the Southwest when hearings before a special commission on civil rights were held in the city in 1962.⁶

The Civil Rights Movement in the United States gained steam in the 1960s just as the war in Southeast Asia had begun to escalate. Both events would prove to be divisive issues in Arizona and the country. The social and economic change would carry well in to the 1970s.

Importance of the Subject

Jack Williams was an important Arizona broadcaster and political leader. A study of his career is needed to better understand what impact the radio microphone had in

⁵ Marshall Trimble, *Arizona: A Cavalcade of History* (Phoenix: Treasure Chest Publications, 1989).

shaping the direction the City of Phoenix and the State of Arizona took during the socially and economically volatile 1950s, 60s, and early 1970s. This study's focus is on Jack Williams as the broadcaster and Jack Williams as the politician and how he balanced both roles.

Furthermore, the radio station to which Williams was closely identified is in itself historically significant. KOY was Arizona's first broadcasting outlet, going on the air in October 1921 as 6BBH. The three letter call sign was applied for and granted in 1927. Those call letters remain the same in the year 2001.⁷

Statement of the Problem

The purpose of this study is to present a biographical description and historical analysis of one of Arizona's pioneer broadcasters and enduring political statesmen, Jack Williams. Although a brief description of Williams' early career in broadcasting will be offered, emphasis will be given to his broadcasting and political careers from 1950 to 1975.

Research Questions

This study attempts to define the role that broadcaster/politician Jack Williams played in shaping his community and his state in a period marked by social and economic

⁶ "Hearings Before the United States Commission on Civil Rights" Phoenix, Arizona. February 3, 1962.

⁷ Asbury, 20.

upheaval. It also attempts to explain the overlapping relationship of Williams' broadcasting and the public service careers and to ascertain whether or not he used the radio microphone and politician's gavel in tandem in decisions of city and state.

The principal research question is the following: How should Jack Williams' dual careers as radio broadcaster and elected government official be characterized and evaluated, especially with respect to (a) his effectiveness in each field; (b) his achievements, contributions, and failures; and (c) his strengths and weaknesses as a business and political leader?

Other research questions include:

- 1) How did Williams' early radio announcing career contribute to his later emergence as a political figure?
- 2) What contributions did Williams make to the success of KOY?
- 3) What major economic and social issues faced Phoenix and Arizona in the 1950s, 1960s, and early 1970s, and how did Williams address them as a broadcaster and politician?
- 4) How did Williams' campaign for mayor differ from his campaign for governor?
- 5) How did the Fairness Doctrine affect his daily radio program during his political campaigns?
- 6) What specific actions did Williams take as a broadcaster and as a politician that affected the way Arizona dealt with the Vietnam War protests of the late 1960s and early 1970s?
- 7) How did Williams deal with the recall attempt of 1973?

Method of Study

To answer the research questions posed in this study, a historical method of communications research was employed. This method stresses finding the truth, to the greatest extent possible, from examination of primary sources. An important aspect of this method is establishing corroborating evidence by at least two independent sources. Six types of primary sources were used: personal papers, state records, city records, newspapers, interviews, and radio station documents.

Personal papers from the Williams Family Archives included letters and memorandums, scripts from his "Yours Sincerely" radio program, political speeches and campaign memorabilia, transcripts of interviews, photographs, newspaper clippings, diaries, and legal papers pertaining to the sale of Radio Station KOY.

The Phoenix City Clerk's office provided minutes to select meetings of the Phoenix City Council from the years 1956 to 1960. The Office of Archives and Manuscripts at the Arizona State Capitol was a source for selected speeches by Williams to the Arizona legislature and for legislative bills and documents pertaining to Williams' terms as governor from 1967 to 1975.

Archival material including photographs and radio station documents were researched at the KOY studios. The author conducted interviews with Gary Edens, former manager and owner of KOY, and with Ric Williams, son of Jack Williams. A transcript of a 1984 interview of Jack Williams conducted by Patrick O'Reilly was also utilized for this study.

The Arizona Republic and *The Phoenix Gazette* along with other select Arizona newspapers contain valuable articles on Williams' campaigns for mayor and for governor as well as information regarding programming and other articles on Radio Station KOY.

The archives and manuscripts section of Arizona State University's Hayden Library was a source for documents relating to the 1973 recall attempt of Governor Williams, photographs of the governor, and newspaper clippings of stories relating of his terms in office. The Arizona Historical Society was a valuable source in researching select scripts from the "Yours Sincerely" radio program from 1955 to 1959. The main branch of the Phoenix Public Library and the Hayden Library on the Arizona State University campus were the sources for articles from Arizona newspapers covering the years from the 1940s to the late 1990s.

Limitations and Delimitations

Although a brief history of radio station KOY is offered, this study's primary focus centers on the broadcasting and political career of Jack Williams with particular emphasis on the twenty-five year span between 1950 and 1975. Those years were chosen for this study because Williams' prominence in broadcasting and Arizona politics were at their height during those decades. His broadcasting career from 1929 to 1950 was highlighted as sources permitted.

Since radio and television stations are not required to archive their commercial broadcast logs, investigation of campaign advertising for mayoral elections and gubernatorial elections is limited to the print media.

Organization

This study is arranged topically in chronological order with Chapter I serving as an introduction.

Chapter II examines the literature relevant to the study

Chapter III covers radio's rise in Phoenix in the 1920s, a brief history of radio station KOY and Williams' early association with the station, and a brief biography of Williams from his birth in 1909 to his first broadcasting job in 1929.

Williams' tenure as program director is detailed in Chapter IV.

Chapter V examines Williams' years as station owner.

Williams' entry into politics is introduced in Chapter VI.

Chapter VII explores his two terms as mayor of Phoenix.

Williams' three terms as governor of Arizona are presented in Chapter VIII.

His personal life, including his wife and children, and life after radio and politics will be highlighted in Chapter IX

Chapter X contains the summary and conclusions. Specific suggestions for further research are also noted in this chapter.

CHAPTER II

THE LITERATURE

The relevant literature for this study falls into these general areas: (1) literature on the subject, Jack Williams, himself; (2) literature about other media figures whose careers have taken them on to political and public service accomplishments which parallel Williams' career; (3) historical studies of other important radio stations which parallel the historical material on KOY; and (4) selected studies on the history of Phoenix and Arizona, the city and state in which Williams played a prominent role as broadcaster, mayor, and governor.

Jack Williams and Other Media Figures in Politics

As of this writing, no scholarly investigation of Jack Williams exists although former Arizona journalist Frank Asbury completed a biography of Williams in 1994. Asbury's *Yours Sincerely* highlights Williams' life and career through radio scripts, interviews and anecdotes. Other scholars, however, have written about other members of the media who have left their mark on the communications industry and who have served the society in which they plied their trade through elective office. The following selected studies parallel the story of Jack Williams as a successful media practitioner and public servant.

Perhaps the best known of these is broadcaster turned public servant Ronald Reagan, who served two terms as Governor of California before he was elected for two terms as President of the United States. Several biographies of the former radio announcer, motion picture actor, governor, and president are in print including the most recent, *Dutch* by Edmund Morris. Morris writes of Reagan's tenure as sports announcer for radio stations WOC in Davenport, Iowa and WHO in Des Moines, Iowa. Reagan has been identified so often with his radio broadcasting career that Morris writes, "The story of how Ronald Reagan was hired as a sportscaster at WOC has become a part of his personal history."¹

Warren G. Harding's career in the media began as the nineteen-year-old editor and publisher of Marion, Ohio's *Marion Daily Star*. Randolph Downes chronicles Harding's rise as a newspaperman, Ohio lieutenant governor, senator, and finally, president of the United States.²

The career of another prominent media figure of the Harding era, James M. Cox of Ohio, has been examined by at least two biographers. Roger W. Babson published *Cox—the Man* in 1920, and James E. Cebula published *James M. Cox: Journalist and Politician* in 1985. As a young man, Cox, a former school teacher, acquired, edited, and published the *Springfield (Ohio) News* and the *Dayton (Ohio) Daily News*. He served three terms as governor of Ohio (1913-1915 and 1917-1921) and was the Democratic Party's nominee for president against Harding in 1920. Following the loss of the election to Harding, Cox pursued

¹ Edmund Morris, *Dutch* (New York: Random House, 2000) 111.

expansion of his media empire which today includes some 18 daily newspapers, 15 television stations, 83 radio stations, and cable systems serving 6.2 million subscribers.

Senator Jesse Helms, too, began a newspaper career as a twenty-year-old assistant city editor of the *Raleigh* (North Carolina) *Times*. Following World War II, Helms switched from the print media to the electronic media when he was hired as a staff announcer for WCBT in Roanoke Rapids, North Carolina. Biographer Ernest Furgurson writes that when Helms moved to WRAL in Raleigh, station owner A.J. Fletcher gave him the title "news director" and "the platform from which he leaped to national prominence."³

Many other broadcasters who did not seek elective office but nevertheless left an indelible mark on the communications industry have also been the subject of scholarly research. Chris Allen's 1996 study of Missouri broadcaster Jack Shelly traces his career from the newsroom of a Des Moines, Iowa radio station in 1935 to becoming one of the founding members of the Radio-Television News Directors Association. Allen contends that local radio stations, and later, television stations, played a large role in the history of broadcast journalism.⁴

Carolyn Tozier examined Pauline Frederick's network television career from 1948 to 1960 to determine why Frederick was referred to as, "the first lady of

² Randolph C. Downes, *The Rise of Warren Gamaliel Harding* (Ohio State University Press, 1970).

³ Ernest B. Furgurson, *Hard Right: The Rise of Jesse Helms* (New York: W.W. Norton & Company, 1986) 45.

⁴ Chris Ward Allen, "Coast to Coast and Border to Border: The Influence of Jack Shelly on Broadcast Journalism" (Ph.D. diss., University of Missouri, 1996).

broadcast" and "the dean of women newscasters." Tozier writes that her work is the first to closely examine and document Frederick's professional activities during network television's pioneering age and the first to redefine her creative range and to support the thesis that Frederick made a significant contribution to the development of network television news.⁵

Station Histories

A number of scholars have devoted their studies to the histories of radio stations. Bruce Linton writes of the history of Chicago radio station programming from 1921 to 1931 with emphasis on radio stations WMAQ and WGN.⁶ George Stokes chose to investigate the history of Texas station WFAA⁷ while Lawrence Lichty chronicled the history of WLW.⁸ In fact, since 1965, radio stations WNYC,⁹ KSL,¹⁰ WTAR,¹¹ and WSM¹² have all been the subjects of historical

⁵ Carolyn D. Tozier, "Pauline Frederick and the Rise of Network Television News, 1948-1960" (Ph.D. diss., University of Maryland, 1995).

⁶ Bruce A. Linton, "A History of Chicago Radio Station Programming, 1921-1931, With Emphasis on Stations WMAQ and WGN" (Ph.D. diss., Northwestern University, 1953).

⁷ George M. Stokes, "A Public Service Program History of Radio Station WFAA-820" (Ph.D. diss., Northwestern University, 1954).

⁸ Lawrence W. Lichty, "The Nation's Station: A History of Radio Station WLW" (Ph.D. diss., Ohio State University, 1964).

⁹ Saul N. Scher, "Voice of the City: The History of WNYC, New York's Municipal Radio Station, 1924-1962" (Ph.D. diss., New York University, 1965).

¹⁰ Heber G. Wolsey, "The History of Radio Station KSL From 1922 to Television" (Ph.D. diss., Michigan State University, 1967).

inquiry. No such historical study has been produced on KOY, Arizona's oldest radio station, which was the springboard for Williams' political career.

Phoenix and Arizona

Numerous books and articles exist dealing with the history of the City of Phoenix and the State of Arizona. Historian Marshall Trimble is the author of a number of books regarding the history of Arizona. Trimble's *Arizona: A Cavalcade of History* is perhaps the most sweeping of his works, offering an overview of events from the arrival of the Spanish Conquistadors to the region through the 1980s. Trimble pays close attention to the rapid development of Phoenix and Arizona following World War II and the "growing pains" the area suffered from the mid-1940s through the 1980s.¹³

Bradford Luckingham has authored two cultural histories of the City of Phoenix. One chronicles the growth of the city from its founding in the late 1870s through the early 1990s. Luckingham focuses on the Civil Rights Movement in

¹¹ George E. Lott, Jr. "The History of Radio Station WTAR: The Pioneer Years, 1923-1934" (Ph.D. diss. , Michigan State University, 1970).

¹² Jerry W. Rinks, "We Shield Millions: A History of WSM. 1925-1950" (Ph.D. diss. , The University of Tennessee, 1995).

¹³ Marshall Trimble, *Arizona: A Cavalcade of History* (Phoenix: Treasure Chest Publications, 1989).

Phoenix and the state in the 1950s and 1960s and on the economic boom of that same period.¹⁴

Luckingham also profiles the role minorities played in the establishment of Arizona as a Territory and, later, as a State. Luckingham's focus is once again on the social and economic climate of the city and the state in the 1950s and 1960s.¹⁵

Similarly, Wesley Johnson Jr. writes of the social and economic change that would shape Phoenix and Arizona in the latter years of the 20th Century. Johnson writes of the events that changed Phoenix from a dry desert outpost to the sixth largest urban area in the United States.¹⁶

Periodicals, Newspapers, Special Collections

Also among the literature is the academic journal, *The Journal of Arizona History*. This scholarly work is published four times per year and is an excellent source for cultural histories of the 48th state.

Newspaper coverage of Williams' two terms as Mayor of Phoenix and three terms as Governor of Arizona can be found in the *Arizona Republic*. The newspaper prints a daily state edition that is a valuable source in documenting Williams' political career as viewed by the popular press. Similarly, the now

¹⁴ Bradford Luckingham, *Phoenix: A History of a Southwest Metropolis* (Tucson: University of Arizona Press, 1994).

¹⁵ Bradford Luckingham, *Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities, 1860-1992* (Tucson: University of Arizona Press, 1989).

defunct *Phoenix Gazette* and Tucson's *Arizona Daily Star* act as supplemental sources to the larger circulated *Arizona Republic*.

Minutes of city council meetings pertaining to Williams' terms as Mayor of Phoenix are archived by the city. Documents pertaining to Williams' terms as governor are archived by the State of Arizona. Family members in Phoenix hold Williams' personal papers.

Yours Sincerely

Although no scholarly investigation of Governor Jack Williams exists, Frank Asbury did complete a brief biographical sketch of Williams in 1994. Asbury chronicles Williams' life from his birth in Los Angeles in 1909 to his career in radio broadcasting and politics. The title of his book, *Yours Sincerely*¹⁷ is derived from the title of the radio show Williams hosted for more than 20 years on KOY (the "Yours Sincerely" radio show is detailed in Chapter III). Asbury's research for the book includes interviews, anecdotes, and radio scripts. The work serves as a starting point for a more thorough investigation of Williams.

¹⁶ Wesley G. Johnson, Jr. *Phoenix in the Twentieth Century: Essays in Community History* (Norman: University of Oklahoma Press, 1993.)

¹⁷ Frank Asbury, *Yours Sincerely* (Chino Valley, AZ: H.T. Press, 1994)

CHAPTER III

THE HISTORY OF KOY AND OF JACK WILLIAMS

Jack Williams once referred to radio as, "a great vibrant giant that has made a whispering gallery of the skies."¹ Furthermore, according to Williams, "radio has spanned the stars and plumbed the ocean's depths, it is both man's personal companion, and yet, it reaches the masses. It is the quickest, easiest tool of dictators, and a priceless possession of free men."²

Williams began his career in radio broadcasting in 1929 when the "vibrant giant" was still in its infancy. Just nine years before, on November 2, 1920, the Westinghouse Corporation had converted a radiotelegraphy transmitter for radiotelephony at their factory in East Pittsburgh, Pennsylvania and began broadcasting as KDKA.³ As the nation's first commercially licensed radio station, KDKA created the momentum the new industry needed to expand across the country.

¹ Jack Williams to Arizona Broadcasters Association Spring Meeting, 28 April 1967, Arizona Department of Library, Archives, and Public Records, State Capitol, Phoenix.

² Ibid.

Radio Arrives in Phoenix

Although the U.S. Department of Commerce⁴ had issued Phoenix businessman Earl Nielsen a license to operate experimental station 6BBH (the precursor to KOY) in October 1921, the first commercially licensed radio station in Arizona was not issued until May 1922. Nielson's experimental station was now radio station KDYW with a broadcast studio located at the corner of Third Avenue and Jefferson Street.⁵ Even though the new radio station did not operate with any regularity,⁶ Phoenix had entered the "radio age." In October of that same year, Nielson applied for and was granted a call letter change from KDYW to KFCB. The station operated on an assigned frequency of 1230 kilocycles.⁷

The July 1922 issue of the *Radio Service Bulletin* indicates that a commercial license was granted to the McArthur Brothers Mercantile for the operation of radio station KFAD.⁸ KFAD, with a broadcast studio at 134 South Central Street (not far from KFCB), offered the area continuous service at 1100 kilocycles on the amplitude

³ Sydney W. Head, *Broadcasting in America: A Survey of Television and Radio* (Boston: Houghton Mifflin Company, 1972) 135.

⁴ Before the creation of the Federal Radio Commission by Act of Congress in 1927 (and later the Federal Communications Commission in 1934) it was the responsibility of the Department of Commerce to license all radio stations.

⁵ U.S. Department of Commerce, Bureau of Navigation, Radio Division, *Radio Service Bulletin*. No. 62, 1 June 1922.

⁶ *Ibid.*, 4.

⁷ U.S. Department of Commerce, Bureau of Navigation, Radio Division. *Radio Service Bulletin*. No. 66, 2 October 1922

⁸ U.S. Department of Commerce, Bureau of Navigation, Radio Division. *Radio Service Bulletin*. No. 63, 1 July 1922.

modulation band, broadcasting "market and weather reports, music, concerts, lectures, etcetera."⁹ In 1927, new studios were built for KFCB at 621 North Central Avenue. Along with the new location came new call letters and a new dial position. Nielson was granted the 3-call letter sign of KOY in 1929, broadcasting at 1360 kilocycles with 500 watts of power. Although the dial position has changed numerous times since 1929, the call letters remain unchanged at this writing.

The second station, KFAD, also changed call letters in the late 1920s to KTAR. KOY and KTAR remained the only two radio stations in the Phoenix area until 1940 when KPHO-AM was granted a license to operate by the Federal Communications Commission.

A Brief History of KOY, 1932-2000

Like radio stations across the nation, KOY experienced growing pains during the 1920s, a decade that saw the development of the two major radio networks, the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS). Those networks, joined by the Mutual Broadcasting System (MBS) in 1934, became the foundation for the success of the new radio medium and the "golden age of radio" in the period from approximately 1930 to 1950.

KOY joined the Columbia Radio Network as a Phoenix area affiliate in February 1932. The following year, daytime power was increased from 500 to 1,000 watts. On November 10, 1936, Earl Nielson sold the radio station to Salt River Broadcasting

⁹ Ibid. , 3.

Company. Burrige Butler was named the company's president and Nielson was retained as the station's general manager. In December of that year KOY was granted permission to move its transmitter and install a vertical radiating antenna tower to replace the flat-top antenna on Central Avenue.¹⁰

KOY experienced a number of changes throughout the era. These included changes of ownership, studio location, transmitter location, radiated power and station frequency, and network affiliation.

In March 1937, KOY moved from the KFCB location at 621 North Central to 838 North Central, still on the main street in downtown Phoenix. In 1937, it also relocated its transmitter to a 20-acre site at 12th Street and Camelback Road (in the northeastern part of Phoenix). Fred Palmer succeeded Earl Nielson as general manager and the station renewed its affiliation with the CBS network and organized the Arizona Network as the new statewide chain's key affiliate.¹¹

The studios were moved again in late 1938 to 836 North Central Avenue. Although Arizona was passed by when allocations were made for 50,000- watt clear channel stations, the Federal Communications Commission granted KOY on March 13, 1940 a change of frequency to 550 kilohertz. This frequency, the lowest channel on the AM or standard radio dial, offered the best possible wide area coverage of any possible frequency for any given amount of radiated power. Thus, KOY obtained a highly desirable assignment for broadcasting to a large area of Arizona. In 1945, KOY moved to its current location at 840 North Central Avenue. KOY's power remained at 1,000

¹⁰ Unpublished document, "KOY Radio-The History, 1999 (?)." Archives of KOY Radio, Phoenix.

watts through the war years until early 1949, when it was allowed to increase to 5,000 watts during daytime hours and 1,000 watts during nighttime operation.¹²

The Salt River Broadcasting Company was transferred to John Hogg and Associates (Jack Williams was one of these "associates," more on this and on John Hogg can be found in Chapter V) in late 1948 following the death of Burrige Butler.¹³

In April 1951, KOY's licensee name was changed to KOY Broadcasting Company. Renovated studios were opened at the 840 North Central location in June 1954 and KOY began operating 24 hours a day. The station joined the ABC radio network in early 1958, while continuing as the key Arizona Network affiliate.¹⁴

KOY saw additional changes in 1966 with the expiration of its ABC affiliation and the death of John Hogg. As a result, Vice President Glenn Snyder became chairman of the board of the KOY Broadcasting Company, while Jack Williams, formerly secretary and assistant to the president, was named president of the company.¹⁵

In May 1967 the station once again changed ownership, from the KOY Broadcasting Company to the Southern Broadcasting Company (this sale will be discussed in more detail in Chapter V). On January 1, 1968, the effective date of ABC's new four-network service, KOY disbanded the Arizona Network.¹⁶ In April 1968 the Federal Communications Commission granted KOY permission to relocate its transmitter to

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Ibid.

Northwest 36th Street between Vineland Road and Southern Avenue. By 1971, the station switched to independent status when its ABC network contract ended. Effective July 1978, KOY became the property of Harte-Hanks Communications Incorporated.¹⁷

On April 1, 1982, KOY began an affiliation with the NBC Radio Network. Two years later, Edens Broadcasting Incorporated purchased the station from Harte-Hanks Communications Incorporated. The station also dropped its NBC affiliation in 1984 and joined the ABC Entertainment Network.¹⁸

More changes occurred in early 1989 when KOY ceased running "live, in studio" programming to switch to a satellite delivered music format. In 1991, the station joined CNN Radio as a member station. Edens Broadcasting sold KOY to Sundance Broadcasting Incorporated in September 1993.¹⁹

The passage of the Telecommunications Act of 1996, which relaxed ownership rules for broadcasting stations, brought a flurry of buying and selling of radio stations and KOY was no exception. The station was bought and sold twice within a six-month period. First, Sundance Broadcasting Incorporated sold the property to Colfax Broadcasting in August 1996. Chancellor Broadcasting absorbed Colfax Broadcasting in January 1997. Chancellor Broadcasting then merged with Evergreen Media and became Chancellor Media Incorporated in October 1997. Chancellor Media Incorporated has since been absorbed into Clear Channel Communications, which remains the current owner (as of this writing) of KOY.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

In April 1999, KOY's nostalgic music format on the 550 kilohertz station was replaced with an all-sports format and different call letters. KOY itself was moved from 550 kilohertz to 1230 kilohertz, a local channel that allows only 1,000 watts of radiated power. The resulting coverage of KOY on 1230 kilohertz became much less than the previous facility on 550 kilohertz. Today, KOY, Arizona's first radio station, only covers a small portion of the Phoenix metropolitan area.²⁰

A Brief History of Jack Williams Before Radio and Politics, 1909-1929

John Richard "Jack" Williams²¹ was born October 29 1909, to James Williams and Laure LaCossette Williams. James, a Wells Fargo agent, and Laure, a secretary for the Wells Fargo Company, met and married in Los Angeles and transferred to the Wells Fargo office in Ash Fork, Arizona in 1905. Laure, who had relatives in Los Angeles, made frequent visits there from Ash Fork. It was during one of those visits to California that Jack was born.²²

The elder Williams' employment with Wells Fargo kept the family on the move. From 1909 to 1913, the Williams lived in Prescott, Arizona, and Guaymas, Mexico.

¹⁹ Ibid

²⁰ Ibid.

²¹ Williams so seldom used his given name John, that when he was elected as Arizona's Governor in 1966 there was confusion on his part as to what name he should use as his official signature. In a letter dated December 6, 1966, then Attorney General for the State of Arizona Darrell F. Smith assured Williams that it was the Attorney General's position that "Jack Williams" would suffice as an official and legal signature. (Darrel F. Smith to Jack Williams, 6 December 1966. Arizona Department of Library, Archives and Public Records History and Archives Division, Phoenix.) Williams signed the Loyalty Oath of Office for Governor as "Jack Williams". (Office of the Secretary of State of Arizona, *Loyalty Oath of Office*. 21 December 1966).

When Wells Fargo decided to abandon its Mexican operations, Jack's father accepted the position of general manager of Wells Fargo's Phoenix office.²³

In 1915, during another summer visit to California relatives, Jack endured a medical procedure that affected him for the rest of his life. While on the West Coast, he developed a headache that became so excruciatingly painful he became delirious. Doctors subsequently operated and found a tumor behind his right eye. Although the eye and malignant tumor were removed, the cancer was still spreading. By chance, French scientist Madame Marie Curie was in Los Angeles lecturing and exhibiting her first pellet of radium. Jack's doctor contacted Curie who agreed to use the radium to treat Jack's cancer. The treatment was successful but left the eye socket in such a condition that the wound would not close sufficiently to accept a glass eye. Because of the inability to properly fit a glass eye in to the empty eye socket, in his teens, Williams' began to wear eyeglasses with the right lens frosted.²⁴

James Williams died suddenly in 1924. The fifteen-year-old Jack, then a sophomore at Phoenix Union High School, took a job at Railway Express to help support himself and his mother. Williams balanced his shift work with his studies and upon graduation from high school entered Phoenix College. The demands of the Railway Express job became too taxing with his new role as college student. Williams soon quit the railroad and began writing publicity releases at the college, supplemented by working at the Phoenix Public Library and weekends working with the Kellogg Company stocking grocery store shelves

²² Wayne Amos, "The Trip to the Top, " *The Arizona Republic* 8 January 1967, sec. A p. 6.

²³ Asbury, 5.

with their products.²⁵ A college bulletin board with "help wanted" ads attached was the beginning for Jack's long broadcasting career.

Jack Williams Comes to KOY

Williams credited Avery Olney, head of the English department at Phoenix Union High School for developing his talent for a career in radio broadcasting. It was Olney who suggested courses in public speaking and debate, and as a high school junior, Jack won a state oratory championship. In 1929, preparing to graduate college, Williams saw an advertisement posted on a classroom bulletin board, that radio station KOY needed an announcer. Earl Nielson interviewed, auditioned, and hired Williams the same day. The twenty-year old began working a two-hour air shift every day for 50 cents per hour.²⁶

In a 1984 interview, Williams told Patrick O'Reilly that the studio Nielson had built consisted of a velour draped room with a few chairs, a piano and a carbon microphone that needed to be tapped occasionally with a pencil to break up the carbon particles. An engineer worked in a small cubicle near the studio, playing recorded music while keeping watch on the 500-watt transmitter. Williams announced song titles, the artists who performed them, and live commercial copy. Williams told O'Reilly:

To be honest, those first few days I was nervous and not really sure of what I was supposed to do. I'd go in to the studio, stand in front of the mic, tap on it a bit to

²⁴ Amos, sec A p. 7-8. The loss of Williams' eye remained a focal point for self-consciousness as a child and self-deprecating humor as an adult. See also Asbury, Chapter 1, "One-eyed Jacks Aren't Always Wild." p. 1.

²⁵ Asbury, 13-15.

²⁶ Ibid., 16.

loosen it up and, when the light came on, I'd announce, that was it! There was no written commercial copy so when I was told to advertise Philcos all I was familiar with were batteries. I talked about Philco batteries for two days until somebody told me they were Philco radios that I was to be advertising not batteries.²⁷

Williams subsequently was fired that first summer at KOY when an English born actor came to Phoenix. Nielson was so impressed by the man's elocution that he hired him and let Williams go:

His name was Victor Gillard. So, I was on the street looking for a job again. I really had a rough time. Finally a friend of my fathers gave me a job because I had to support my mother from the time I was fourteen.²⁸

A short time later the actor left for Tucson and Nielson offered Williams his job back at \$135 per month:

I decided right then no matter what he paid me, no matter what hours I had to work, and I always worked seven days a week, I would accept the terms and adjust my own living to them.²⁹

By 1931, Williams had begun gathering and announcing the local news for KOY. For national and international news, Williams worked out an agreement with the Hearst Newspaper Company in Los Angeles; he would rewrite stories from the *Los Angeles Examiner*, and in return would urge Arizona listeners to subscribe to the newspaper.³⁰

According to Williams:

²⁷ Jack Williams, Interview by Patrick O'Reilly, 23 November 1973, transcript, Williams Family Archive, Phoenix, Arizona.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

You could update a lot of stuff. I learned more ways, more tricks to rewriting a story. I was pretty clever at rewriting news. We also subscribed to a radio news service that came in through dots and dashes...we had a guy with earphones on who would sit and type it out. We began the very first locally produced newscasts, and they were very popular, by use of phone and rewrite. I used to work 10 and 12 hours a day and I was about the only guy doing most of this stuff. Even wrote skits for a Saturday night comedy show. It was an intriguing life and it was a lot of fun.....and there wasn't anything more fun that I could think of, in fact, I worked seven days a week.³¹

Prior to the 1932 election, Williams created the news program "I Vote For." Using a cumbersome recording machine that relied on acetate cylinders and a carbon microphone, Williams traveled Arizona for two months simply asking people whom they were going to cast their ballots for. The program became tremendously popular and, according to Williams, marked the first time either of the two Phoenix radio stations had ventured out of the broadcast studio to develop such programming.³²

Williams also did duty as a sports play-by-play announcer in the early 1930s:

I did boxing and wrestling and high school football games. I recreated the World Series off of ticker tape like Reagan did. I also recreated the away from home games by the Phoenix Union High Coyotes when they played El Paso [Texas]. I always did that with crowd noise and sound effects.³³

By 1936 Earl Nielson was growing tired of the radio business. His sporting goods company and KOY had both suffered economic hardship through the Great Depression and when the owner of Chicago's WLS, Burrige Butler, contacted him about selling the

³¹ Ibid. Williams admitted that rewrites and radio news services were not fail-safe and on least one occasion news of war in Gran Chaco, South America was sparse. Williams told O'Reilly, "I simply made up news on the conflict, I didn't even know where Gran Chaco was....I moved the war back and forth."

³² Ibid. It should be noted that Williams admitted that in the early 1930s, KOY bought their own surveys on audience response and only purchased those which showed them in a favorable light. He added that the best gauge of how well a program did was by the amount of mail the station would receive following a particular broadcast.

³³ Ibid.

station, Nielson jumped at the chance. Williams' role at KOY changed with the new ownership, he was no longer a staff announcer who also did the station's newscasts. Burrige Butler named Williams Program Director, a title he used for the next thirty years.

CHAPTER IV

THE YEARS AS PROGRAM DIRECTOR

Radio broadcasting in the 1930s and 1940s has been often referred to as the “golden age of radio.” Daniel Czitrom writes that commercial radio in those decades was unlike any previous medium of communication in that it became a part of every day life for many Americans, “through entertainment and news programs, it [radio] became a household necessity by linking the private sphere with the world out there.”¹

As a CBS station through the years of 1932-1950, KOY provided its listeners with first-rate network entertainment and information programs. Though the list of entertainment shows contains items too numerous to mention, it included the famous “War of the Worlds”² broadcast of 1938, radio dramatizations of motion picture films on the “Lux Radio Theatre,” numerous sitcoms and daytime soap operas, and shows by Arthur Godfrey, Bing Crosby, and many other noted performers of the era. During World War II, KOY carried CBS news broadcasts by Edward R. Murrow and other

¹ Daniel J. Czitrom, *Media and the American Mind: From Morse to McLuhan* (Chapel Hill: University of North Carolina Press, 1982) 83. Erik Barnouw adds that in the Depression years, radio broadcasting won, “a loyalty that seemed almost irrational, destitute families that had to give up an icebox still clung to the radio as a last link with humanity.” See, Barnouw, *The Golden Web: A History of Broadcasting in the United States, 1933-1953* (New York: Oxford University Press, 1968), P. 6.

² Although the original production of Orsen Welles’ “War of the Worlds” on the *Mercury Theater* aired on Sunday night October 30, 1938 Williams decided to delay the broadcast (KOY was airing a locally produced program that night) until the next evening by transcribing the live feed on to acetate recording machines, thus avoiding the panic the show caused in other areas of the country. For more on “War of the Worlds” and its impact see, for example, Stanley J. Baran and Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment, and Future* (Belmont: Wadsworth Publishing Company, 1995) 108-110.

overseas reporters, as well as the famous Fireside Chats of President Franklin D.

Roosevelt.

Reminiscing about that era to a group of Arizona broadcasters in 1972, Williams told those gathered:

Is it because I am getting older that these things seem so nostalgically exciting? Or am I right? It was a period when everybody loved us, when we held our responsibilities high, tried to serve all segments of the community, worked long hours, and had that delicious, delightful excitement of experimenting in doing things that had never been done before. Is it any wonder that I feel a little sorry for you because most of you missed that time, and is it any wonder that I have a deep sense of gratitude to whatever fate may be that life cast me in that role for such a pleasantly long time that whatever happens from now on out, I am in debt to fortune and fates and can never repay their kindness.³

It wasn't fate but rather respiratory problems that brought Burrige Butler from Chicago to Phoenix for the first time in the winter of 1928. James Evans writes that Butler built an estate 10 miles northeast of downtown Phoenix in the early 1930s and spent the winter months there until his death in 1948.⁴

The owner of the Illinois *Prairie Farmer*, a general farm newspaper, since 1909, Butler had expanded his communications holdings to radio station ownership with the purchase of WLS in Chicago from Sears, Roebuck and Company in September 1928. By the summer of 1936, after spending eight consecutive winters in Phoenix, Butler was convinced that Arizona and the City of Phoenix was on the verge of an increase in population and an economic boom. Butler sent two of his WLS executives, Glenn Snyder and George Cook (more on Snyder and Cook can be found in Chapter V), to

³ Jack Williams to Arizona Broadcasters Association Spring Conference, 12 May 1972, Arizona Department of Library, Archives, and Public Records, State Capitol, Phoenix.

Phoenix to arrange the purchase of KOY from Earl Nielson. Nielson who was under the strain of his failing sporting goods business and the failure of his radio station to turn a profit, sold KOY to Butler for \$55,000.⁵

Prior to Butler's purchase of KOY, Williams had performed a varied amount of duties at the station. He acted as announcer, newscaster, news reporter, scriptwriter, and sportscaster. Under Burrige Butler's ownership he was now officially the program director.⁶

Programming on KOY 1929-1950

As was introduced in Chapter III, when Williams first came to KOY in 1929 programming consisted of recorded music, live music shows, newscasts, and sportscasts. By the early 1930s, the station began to develop more original entertainment programs. "The Sunday Afternoon Hodge-Podge" was a listener request music show hosted by Williams. "The K Circle Y Radio Rodeo" was aired Saturday nights, featuring local artists competing in a "talent show" type format with listeners either calling or writing in

⁴ James F. Evans. *Prairie Farmer and WLS: The Burrige D. Butler Years* (Urbana: University of Illinois Press, 1969) 233.

⁵ Ibid. , 234.

⁶ The program director is responsible for all on-air staff and for selecting and developing a format suitable for a radio station's target audience under the guidance of the station's manager. See, for example, Sherilyn K. Zeigler and Herbert H. Howard, *Broadcast Advertising* (Ames: Iowa State University Press, 1991) 31. Under Butler's tenure as KOY's owner, these responsibilities were expanded upon. James Evans writes that one night, Butler came to the station and could not find the key to his office, a matter about which he addressed to Williams the next morning. When the station manager suggested that office keys should be the responsibility of the office manager or custodian and not the program director, Butler replied that, "even the rats in the attic were the responsibility of the program director." On another occasion while Butler was attending a football game at Arizona State College (now Arizona State

to vote for their favorite performers on each hour-long broadcast. "The Sunshine Hour" ran daily from 12:00 pm to 1:00 pm updating listeners with local and national news, sports, weather, and local musical talent.⁷

In 1932, KOY joined the Columbia Broadcasting System as its Phoenix area affiliate. Local programming began to be supplemented by network programming, featuring hour and half-hour long dramas, comedy programs, and variety shows. A half-hour long network program which featured poetry reading, "Ted Malone, Between the Bookends," so impressed Williams that he began to do a local version called "The Poem Vendor." Williams would solicit Phoenix listeners to send in their original poetry and he would read them on the air. Williams also wrote and hosted a fifteen-minute morning program titled "Yours Sincerely" (more on this program is presented in subsequent chapters) which enjoyed a 35-year run on the station.⁸

Network programming coupled with locally produced programming was the mainstay throughout the 1930s and 1940s with Williams as program director. A sample schedule taken from a 1948 edition of *The Arizona Republic* illustrates the variety of the shows offered:

6:00am—News (locally produced)

6:15am—Rise 'n' Shine (locally produced)

6:45am—Weather (locally produced)

7:00am—Rise 'n' Shine (locally produced)

University), he phoned Williams from the stadium and told him to drive the 10 miles to his house (Butler's) to bring the station owner a coat. See Evans, page 237. See also Asbury, page 36.

⁷ Jack Williams interview by Patrick O'Reilly 23 November 1984, Transcript, Williams Family Archives, Phoenix, Arizona.

7:30am—Play the Favorites (locally produced)
8:00am—Morning Reporter (locally produced)
8:15am—Digest (locally produced)
8:30am—Hemingway (locally produced)
8:45am—Yours Sincerely (commentary by Jack Williams)
9:00am—Arizona Wonderland (locally produced)
9:30am—Close to You (locally produced)
10:15-2:00—Varied Programs (locally produced)
2:00pm—Hint Hunt (network)
2:30pm—Your Lucky Strike (network)
3:00pm—Meet the Missus (network)
4:00pm—Eric Severeid (network news)
4:15pm—You And....(network)
5:15pm—Club 15 (network)
5:45pm—Edward R. Murrow (network news)
6:00pm—Inner Sanctum (network mystery program)
6:30pm—Arthur Godfrey (network variety program)
7:00pm—Lux Radio Theatre (network drama)
8:00pm—My Friend Irma (network comedy program)
8:30pm—Bob Hawk (network comedy program)
9:15pm—Herb Shriner Time (network comedy program)⁹

⁸ Ibid.

Programming on KOY in the 1950s and 1960s

The emergence of television after World War II and its explosive growth in the 1950s proved to be devastating for radio stations in the United States. The popular radio network programs and performers began to make the transition from radio to the new visual medium, taking advertisers and audiences with them. Radio programmers needed to adapt to survive and Jack Williams was no exception.¹⁰

KPHO-TV was granted the first commercial television station license in Phoenix and the State of Arizona on December 4th 1949.¹¹ Twenty-seven days later, KOY lost the Columbia Broadcasting System's radio network as a result of the CBS "raid" on talent from the NBC radio network in 1948. CBS had begun buying up many of the top-rated stars of radio such as "Amos 'n' Andy," Burns and Allen", Edgar Bergen, and Bing Crosby. By 1949, CBS was well ahead of NBC in advertising sales.¹² CBS wanted "The Jack Benny Show" on its Sunday night schedule at 8:30 where Gene Autry's "Melody Ranch" had been scheduled. Autry agreed to end his entertainment contract with CBS if they would drop KOY as an affiliate in favor of the Autry owned KOOL-AM (an NBC

⁹ The times of the CBS radio programs are two hours earlier than Eastern Standard Time as tape delay for time zone purposes was not in use during this period. Thus, for instance, Arthur Godfrey, who came on at 8:30pm in New York City, came on at 6:30pm in Phoenix.

¹⁰ For more on radio's adaptation during the rise of television see, for example, Alan B. Albarran, *Media Economics: Understanding Markets, Industries, and Concepts* (Ames: Iowa University Press, 1996) 61-65.

¹¹ *Broadcasting and Cable Yearbook* (New Providence: R.R. Bowker, 2000) B-6.

¹² Head, 177-178. Head adds that the CBS programming strategy was based on recapturing control of network programming and talent from the advertising agencies and building up an overwhelmingly strong radio talent position to build up radio income for the developmental period during which network radio would have to support network television. The move also served as way to provide a talent pool to draw upon as television programming began to become competitive against radio programming.

affiliate at the time), which had entered the Phoenix radio market in the mid-1940s.¹³

The turmoil Williams faced as a radio station programmer in that uncertain time was recounted in a broadcast he made on "Yours Sincerely" in 1957:

What was our situation then? We bade goodbye to the Columbia network. The network we had pioneered in Arizona. And that year, KPHO-TV came to Arizona. So, we faced in 1950 the loss of our major programming medium, and the fear of the unknown threat of that new giant, television. I wrote in my diary on January 1st, 1950 "a morose start to a new year—beset by self-doubt and unhappiness." The problem was an easy one to understand. We stood a good chance of losing our shirts unless we did the right thing, and there was nobody to tell us what was the right thing to do.¹⁴

Williams began the transformation of KOY programming immediately after losing CBS. Recorded music, local news¹⁵, and local sports began to replace the CBS network radio shows. A contract was signed with the Mutual Broadcasting System and the station began airing the baseball "Game of the Day." Local air talent was also hired to more of an extent than in the preceding years as the hours that had been filled with network programming now was to be covered by local programming. Williams already had some experience hiring local air talent in the 1930s and 1940s. He had given comedian Steve Allen his first radio job in 1940¹⁶, Gene Autry had done a local show on KOY in the

¹³ Asbury, 41.

¹⁴ "Yours Sincerely" script by Jack Williams, KOY Phoenix. In 1948, Williams had also become part owner of KOY (more on this follows in Chapter V).

¹⁵ Williams told interviewer Patrick O'Reilly that during this time he was very interested in developing KOY as a news station. During the 1950s and early 1960s, KOY employed a news and commentary format from 7:00am until 10:00am and from 5:00pm until 8:00pm. He commented had he not sold the station and gotten out of radio, "we would have been an all news station" by the late 1960s.

¹⁶ The future comedian, television host, and musician graduated from Phoenix Union High School and was enrolled at Arizona Teacher's College (now Arizona State University) when Williams hired him as a news announcer, soap opera actor and host for a nighttime show called "The Melody man" during which he sang, played piano, and played recorded music. When asked what Williams was like to work for, Allen replied,

early 1940s, and musician Spike Jones worked for KOY as an air talent in the late 1940s. But in the early 1950s, with no network programming available, a full staff needed to be hired and maintained. Once the on-air staff was in place, Williams devised a series of questions each employee would answer after several months on the job to allow him to see how well the employee was adhering to the guidelines of "proper" KOY conduct and to allow the employee to correct any shortcomings pertaining to these guidelines:

1. Do you spend any spare time thinking about and planning your job?
2. Do you read any trade {radio} publications?
3. Do you ever listen to and study your competition?
4. Can you name any programs opposite yours?
5. Do you visit local record shops?
6. Have you either called in or brought in an exclusive news story?
7. Do you make an attempt to patronize KOY advertisers?
8. Have you recently used {on-air} material from books you read, or magazines or conversations you have had?
9. How many prominent men of the community have you ever met?
10. Are you, or have you been an officer of any organization or club?
11. Are you proud to tell your friends and acquaintances where you work?
12. What to you do at work that you are proud of?
13. Do you see people when you are talking on the air?
14. Have you ever asked for criticism from friends?

I found him to be very easy going, likeable fellow and socially reserved which is nice, there are too many loudmouths in the world as it is." *The Arizona Republic*, 26 August 1998.

15. If you were to lose your job tomorrow because of any fault of yours, what would it be?

16. Are you honestly trying to correct it?¹⁷

Williams defended the use of this list of questions when he remarked, "too many guys have the tendency to think that the station owes them a living for being so good, they never take the time to be as good as they think they are."

Williams' success in making the transition from programming a station that had relied heavily throughout the 1930s and 1940s on a network to one that relied entirely on local programming was evidenced by the rating. By 1957, Phoenix had four commercial television stations and fourteen radio stations. The Pulse ratings for that year showed that KOY was first in 39 of 72 measured quarter hours, second in 27 of 72 measured quarter hours, and first or tied for first in 6 of 72 measured quarter hours. Furthermore, the Pulse ratings showed that KOY had cumulative comparative ratings of 304.2 as compared to the closest competitor who had 266.0.¹⁸

As the program director, Williams gained the reputation of using sound judgment in the selection of the type of programming KOY would rely upon in the 1950s and into the mid-1960s. He apparently also used sound judgment in the hiring of a reliable, competent air staff who appeared to be happy not only with their jobs but with their programmer. Former KOY announcer Bill Lester wrote in a 1962 memo to Williams:

¹⁷ Unpublished document. Archives of KOY, Phoenix.

¹⁸ The Pulse used face-to-face interviewing. Interviewees selected by random sampling were asked to name the radio stations they had listened to over the past twenty-four hours, the past week, and the past five midweek days. If they could not remember, they were shown a roster containing station call letters. This was called the roster-recall method. For more on The Pulse ratings, see for example Joseph R. Dominick

Every decision you make, whether I agree with them all or not, has saved me some worry....some errors....some time. You cannot conceive how happy I am that you are around. You can run the newsroom, the announcers, the writers, and traffic. It is very important to me that you know that I feel I am working for you.¹⁹ You have some 33 years in this business and I want you to enjoy these years.

As will be shown in the following chapters, the skills Williams honed as a program director both in the business end of radio broadcasting and in managing the people employed in radio broadcasting proved to be invaluable once he entered the political arena.

and James E. Fletcher, *Broadcasting Research Methods* (Boston: Allyn and Bacon, 1985). Also, see James G. Webster and Lawrence W. Lichty, *Ratings Analysis: Theory and Practice* (Hillsdale: Erlbaum, 1991).

¹⁹ Confidential memorandum from Bill Lester to Jack Williams. Jack Williams Family Archives, Phoenix, Arizona.

CHAPTER V

THE YEARS AS STATION OWNER

As program director of KOY, Jack Williams was considered a part of station management. Managerial positions within the Salt River Valley Broadcasting Company (the parent company of KOY) entitled the employee to purchase stock in the company. Over the years (from 1937-1948), Williams had invested a portion of his pay check back in to KOY in the form of stock purchases. With the death of Burrige Butler in March 1948, Williams' role as program director expanded to include a seat on the board of directors of a company with an estimated value of \$300,000.¹

On June 16, 1948, a special meeting was called to elect new board members to the Salt River Valley Broadcasting Company. In accordance with his will, current stockholders had purchased Butler's shares in the company for \$94,890² and were now prepared to guide the station without the man who had served as president and chairman of the board for the past dozen years. John L. Hogg was named president of the company and general manager of KOY. Hogg had been hired as commercial manager of KOY not long after Butler had purchased it and had been instrumental in the financial success of the station. KOY station manager Albert D. Johnson was named vice president along with Glenn Snyder whom Butler had appointed as WLS station manager in 1930 (Snyder remained manager of WLS until 1960). George Cook, a long time member of the board

¹ *Phoenix Gazette* 7 April 1948.

² Evans, 274.

of directors of both WLS and *Prairie Farmer* was named treasurer and Jack Williams was appointed secretary of the corporation. The *Phoenix Gazette* reported on the day's proceedings that, "The new executive lineup retains the home-owned and operated principle of operation of KOY in accordance with the mandates laid down in the Butler will." Furthermore, the *Gazette* assured the KOY listening audience that, "there will be no changes in the operating or public service philosophy which has been the motivating force since Butler took over KOY's ownership."³

The Prosperous 1950s and 1960s

The debut of television in the Phoenix market and the subsequent loss of the CBS Radio Network proved to be a financial hardship at first to the new owners of KOY. But, as was detailed in Chapter IV, the station found a new direction with a mix of news, sports and recorded music that proved to be very profitable.⁴

Williams recounted in the late 1950s that, by the summer of 1953, the station's gross income for the fiscal year was up by 11% over the 1948 financial figures and that net income for the station was 70.2% greater than when Butler first purchased the station from Nielson in 1937. By 1957, the station's fiscal strength was secure as it achieved the

³ "Station KOY Picks Officers." *The Phoenix Gazette*, 16 June 1948. It should be noted that, although the corporation retained the name of the Salt River Valley Broadcasting Company, the station's license was changed to the KOY Broadcasting Company.

⁴ For a brief period (October 24, 1953 to May 5, 1954) the owners of KOY ventured in to the television business in a "share-time" agreement with the owners of the newly designated channel 10 in Phoenix. *TV Factbook* (Warren Publishing Company: Washington, D.C., 1994) p. A-58. Because early television involved large expenses with a small return it was decided that KOY would do much better if it

highest gross income, the highest net income, the largest volume of local advertising sales, and the largest volume of national advertising sales in the station's history.⁵

KOY's financial strength continued to build into the early 1960s by delivering a product that was attractive to the listening audience and to advertisers. The combination of information, entertainment, public service, and retention of a talented on-air staff kept KOY the dominant Phoenix radio station in both listening audience and station revenues.⁶

Financial statements for the year 1966 show the station with a very solid balance sheet with advertising sales (local, regional, and national) of \$97,721.96. Assets (as of February 28, 1967) of the Salt River Valley Broadcasting Company were \$370,666.46 and liabilities were \$106,933.29.⁷

Changes in the Board of Directors

Williams, Cook, Snyder, and Hogg purchased Albert Johnson's shares of Salt River Valley Broadcasting Company when Johnson departed the station in 1962. The death of John Hogg in 1966 brought about more changes to the board of directors as former Vice-President Glenn Snyder was named chairman of the corporation and Jack Williams was

concentrated on radio, so its interest in channel 10 was subsequently sold. See "KOY 1921-1981: 60th Anniversary Gala." 5 November 1981 The Wrigley Mansion Arizona Biltmore, Phoenix, Arizona.

⁵ Jack Williams in a letter to Carlisle Ellis. 16 March 1958.

⁶ "KOY 1921-1981: 60th Anniversary Gala." 5 November 1981, The Wrigley Mansion Arizona Biltmore, Phoenix, Arizona.

⁷ KOY Statement of Financial Condition. 28 February 1967, Nebeker, Wulfance and Calwell, Certified Public Accountants.

appointed President. John Hogg's widow Mae Hogg, retained her late husband's shares in the company but elected not to play an active role on the board of directors.

The make-up of the board remained unchanged until the following year when an agreement was reached to sell KOY and its property to the Southern Broadcasting Company of Winston-Salem, North Carolina.⁸

Williams and Hogg Attempt to Purchase KOY

The subsequent purchase of KOY by the Southern Broadcasting Company was not the first attempt made to sell the station. George Cook and Glenn Snyder, who had served as absentee owners since 1948 (both men resided in Chicago), were becoming eager to divest themselves of KOY and devote more of their energies to their business concerns in Illinois. Negotiations had begun in earnest to sell the station to Cote Broadcasting in mid-1965 before Hogg's death. When the four partners agreed that Cote was not offering what they thought the station was worth, those negotiations ended.⁹

Still under pressure by their two Chicago partners to sell, Williams and Hogg began to develop a plan in early 1965 whereby they would purchase Cook and Snyder's shares in the company with payments to the two subject to the station's capital gain. Another possibility that Hogg and Williams deliberated was to borrow money from a lending institution and purchase the shares outright. Williams felt that within five years he and

⁸ Minutes of Special Meeting of the Board of Directors of the Salt River Valley Broadcasting Company. 15 May 1967. Jack Williams Family Archives, Phoenix, Arizona.

⁹ Jack Williams memorandum to John Hogg. Jack Williams Family Archives, Phoenix, Arizona. Williams did suggest that they might get a satisfactory offer from Cote through further negotiations with the

Hogg would earn from station profits about as much as they could from selling the station but would still own the property.¹⁰ The two were never able to completely present their purchase plan to their Chicago partners, however, as John Hogg's death the following year ended any efforts to buy Cook and Snyder out of KOY.

Southern Broadcasting Company Makes an Offer

Southern Broadcasting Company was an outgrowth of the association between two classmates at the University of North Carolina- Chapel Hill. John G. Johnson and James W. Coan began their broadcasting careers together upon their graduation from UNC in 1945. In 1947, the two men formed a partnership and purchased WTOB-AM in Winston-Salem, North Carolina. Upon forming a corporation and with the investment power of other stockholders, the company purchased WSGN-AM in Birmingham, Alabama in 1955, KTHT-AM in Houston, Texas in 1961. WGHP-TV in High Point, North Carolina and WBMG-TV in Birmingham, Alabama were both purchased in 1963¹¹. Johnson, serving as president and the chairman of the board of Southern Broadcasting Company, contacted the owners of KOY in mid-September, 1966, to establish a dialog concerning SBC's purchase of the station.

A draft of a proposed contract to purchase KOY by the Southern Broadcasting Company was sent to Snyder, Cook, Williams, and Mae Hogg in early November 1966.

company, but told Hogg that, "my present feeling is that the Cote offer wasn't as good for either of us as it looked; and I also have a hunch they {Cote Broadcasting} wanted out of it, too."

¹⁰ Ibid.

The proposal was accepted by the owners of KOY and it was agreed that all participants in the proposed sale would meet at the KOY offices on the 8th and 9th of December 1966 to work out the details of any pending transaction. Johnson and Coan made the trip to Phoenix serving as representatives of the stockholders of the Southern Broadcasting Company.¹²

The meetings in Phoenix were fruitful and the offer to purchase was much too attractive for the KOY owners to dismiss, as had been the case with the Cote Broadcasting purchase plan. The Southern Broadcasting Company offered to make an initial down payment and annual payments thereafter to each of the four stockholders at a rate of 6% interest per annum on the unpaid principal for a period of 10 years. The total purchase price after calculating interest earned, was \$1,739,779.20.¹³

Inasmuch as Snyder and Cook wanted to free themselves from the constraints of ownership of an Arizona radio station, Jack Williams sought to stay connected to the operation to which he had devoted nearly forty years of his working life. In order to prevent a complete disassociation from KOY, Williams held separate meetings with Johnson and Coan at which Williams presented his case that his continuation with KOY in some capacity would be beneficial to the Southern Broadcasting Company. The three

¹¹ Report on Southern Broadcasting Company. Enclosed in a letter from Glenn Snyder to Jack Williams dated 8 December 1966. Jack Williams Family Archives, Phoenix, Arizona.

¹² Glenn Snyder letter to Jack Williams. 28 November 1966. Jack Williams Family Archives, Phoenix, Arizona.

¹³ From the details of a sales agreement between SBC and Salt River Valley Broadcasting Company dated 18 January 1967. Also from Exhibit A of a Promissory Note dated 15 May 1967. It should be noted that this was an unusually high selling price for an AM radio property (\$8,921,944.60 in the year 2000 dollars, see for example, Robert Sahr. "Consumer Price Index Factors to Convert Dollars" Oregon State University, Corvallis, 2000) as a study conducted by the author found that, as of 1996, most AM properties sold for well under \$1,000,000.

reached an agreement that the governor-elect (more on Williams terms as governor follow in Chapter 8) would serve as a salaried officer of the Southern Broadcasting Company pending final approval of the sale by the Federal Communication Commission.¹⁴ Johnson confirmed the acceptance of these terms three weeks after the Phoenix meetings ended:

I am pleased to inform you that at a meeting on Friday, December 23, with all members of our Board present, you were unanimously elected a Vice President of Southern Broadcasting Company at a salary of \$10,000 per year. This arrangement is to continue at least during your tenure as Governor and is, of course, contingent upon the completion of our purchase of radio station KOY. I believe this is in accord with the verbal understanding we reached in Phoenix. I am hopeful the details of the contract can be worked out amicably for both sides and that we can look forward to a long and pleasant association with you.¹⁵

The Federal Communications Commission granted the sale of KOY to the Southern Broadcasting Company in early February 1967. With the approval, the wheels were now set in motion for the transfer of the station to become effective at 12:01 A.M. on July 1, 1967.

On April 29th, Glenn Snyder and Jack Williams met in Phoenix for the last official annual meeting of the Salt River Valley Broadcasting Company. The meeting was to serve as both the annual stockholders and directors meeting, although Mae Hogg decided not to attend or to furnish a proxy and George Cook remained in Chicago and did not

¹⁴ Section 310(d) of the Federal Communications Act requires the Commission to pass on all transfers and find that, "the public interest, convenience, and necessity will be served thereby". T. Barton Carter, Marc A. Franklin, and Jay B. Wright, *The First Amendment and the Fifth Estate* (Westbury: The Foundation Press, 1996) p. 155.

¹⁵ John G. Johnson in a letter to Jack Williams, 28 December 1966. Jack Williams Family Archives, Phoenix, Arizona. Letters from Johnson to Williams every spring thereafter from 1968 to 1974 indicate that the Board of Directors confirmed this appointment annually at the salary of \$10,000 per anum.

furnish a proxy. Snyder did provide Cook and Hogg with transcripts of the meeting that dealt with employee and executive bonuses for the year and other financial matters that were necessary to complete so that the close of the financial books of the corporation could be completed by April 30, 1967.¹⁶

The Sale is Finalized

A special meeting of the Board of Directors of the Salt River Valley Broadcasting Company was held in Phoenix on May 15, 1967 at the law offices of Lewis, Roca, Scoville, Beauchamp and Linton. All three directors, Williams, Cook and Snyder, were present as was Mae Hogg. Also present at the meeting were John Johnson, president of Southern Broadcasting Company; Adrian Cox, secretary-treasurer of Southern Broadcasting Company; Leonard G. Jones, vice president of Southern Broadcasting Company; and Southern Broadcasting Company's two representatives from the law offices of Jennings, Strouss, Salmon and Trask. Glenn Snyder presided over the meeting and asked that Williams serve as secretary of the proceedings. One-by-one the directors of the Salt River Valley Broadcasting Company offered and had their resignations accepted by the new owners of KOY. Each former director also agreed to a Covenant Not to Compete:

¹⁶ Glenn Snyder in a letter to George Cook, 29 April 1967. Jack Williams Family Archives, Phoenix, Arizona.

For a period of five years from and after the closing date, none of the sellers, excepting only John R. Williams, shall directly or indirectly engaged in, or be an officer, director, or stockholder of a company engaged in a radio broadcasting business in competition with Radio Station KOY. John R. Williams, for a period from the closing date until five years after he shall leave the office as Governor of the State of Arizona, shall not directly or indirectly engage in or be an officer, director or stockholder of a company engaged in a radio broadcasting business in competition with radio station KOY, except that John R. Williams may during such a period participate in any broadcasting activity in competition with KOY, other than as an owner, stockholder, or director, provided he shall first have presented to Buyer a written proposal setting forth the basis upon which he proposes to engage in a broadcasting activity and shall have offered Buyer the first right of refusal for a period of 20 days to accept such a proposal.¹⁷

After transfer of the stock certificates were signed, the promissory note was signed and the down payment was delivered to the former owners of KOY,¹⁸ the last meeting of the Salt River Broadcasting Company was adjourned.

KOY Station Manager James W. Ross informed Jack Williams by letter on June 28, 1967, that as of July 1, 1967, Williams would no longer be employed by the KOY Broadcasting Company, but instead, would be employed by Radio Station KOY, a division of the Southern Broadcasting Company. Ross closed the letter by adding that the officers and directors of KOY Broadcasting Company thanked Williams for his, "long and loyal service to the company."¹⁹

¹⁷ Covenant Not to Compete, Special Meeting of the Salt River Valley Broadcasting Company, 15 May 1967. Jack Williams Family Archives, Phoenix, Arizona. It should be noted that on December 9, 1974 Southern Broadcasting Company waived the terms of the Covenant Not to Compete when Jack Williams decided to retire as a Vice President of the company. John G. Johnson in a letter to Jack Williams, 9 December 1974. Jack Williams Family Archives, Phoenix, Arizona. Williams did not attempt to continue in broadcasting after 1974.

¹⁸ Each received a sum of \$62,500 as down payment. From Exhibit A of Promissory Note.

¹⁹ James W. Ross in a letter to Jack Williams, 28 June 1967. Jack Williams Family Archives.

Although Jack Williams was no longer a radio station owner or radio station program director, he was still a part of KOY. Even though his role as governor of Arizona would now take the forefront, Williams continued to write and deliver the "Yours Sincerely" program on KOY, however, not on a daily basis.

Chapter VI will examine the circumstances that led Williams to public service.

CHAPTER VI

WILLIAMS' ENTRY INTO PUBLIC SERVICE

G. Wesley Johnson, Junior, refers to them as the "New City Elites,"¹ those residents of Phoenix who came from families who had been in the city since the days of the Arizona Territory. New City Elites were the second generation O'Malleys and third generation Goldwaters, the sons and daughters and grandchildren of those who had first settled Phoenix in the late 1870s. Jack Williams was counted as a member of this New City Elite. He had been a boyhood friend to such Phoenix notables as Barry Goldwater and Harry Rosenzweig who both would play important roles in Williams' political career.

The School Board

The first to suggest public service to Williams was Dr. Trevor Browne.² Browne, a member of the Phoenix Union High School Board of Education, approached Williams in 1942 with the idea of Williams running for a seat on the Phoenix Elementary Number One School Board (composed of 24 schools). Williams, then serving as president of the Phoenix Junior Chamber of Commerce (a non-elected position), was reluctant at first but

¹ G. Wesley Johnson, Junior. *Phoenix in the Twentieth Century: Essays in Community History*. (Norman: University of Oklahoma Press, 1993) 24.

² Browne was a medical doctor in Phoenix of whom Williams once said "had interests in medicine that were equaled by his fascination with education." Aside from his regular practice, Browne ran a clinic for underprivileged Phoenix school children. See Bradford Luckingham *Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities, 1860-1992*. (Tucson: The University of Arizona Press. 1994) 155.

eventually agreed to allow his name to be placed on the ballot. He lost the election, not because of a lack of community support but rather from a lack of planning an effective campaign. A few days prior to the election, Frank Bradford, president of the Phoenix Teacher's Union, informed Williams that his organization had no idea that Williams was running and had they known, the union would have thrown their support behind him and perhaps would have tipped the election in Williams' favor³.

Williams' defeat in the school board election was short lived, however, as the following year one of the three board members was dismissed and Williams was appointed to the position. The first order of business for the newly organized board was to elect a president. Williams was nominated, the motion was seconded, and he was appointed. He held the post until leaving the board in 1952.⁴

The Phoenix Union Elementary School District Integrates

A growing protest against school segregation had been developing in Arizona for several years. The Arizona Council for Civic Unity, the National Association for the Advancement of Colored People, the Phoenix Urban League, and other state and local organizations effectively lobbied the state legislature in 1951 securing a law giving local school boards the option of voluntary desegregation.⁵

³ Jack Williams, unpublished document from personal papers, 1994. Jack Williams Family Archives, Phoenix, Arizona, 5.

⁴ Ibid., 5.

⁵ Luckingham, 161-162.

The Phoenix Union Elementary School Board moved quickly to integrate. During a school board meeting in early 1951, board member Faith North⁶ introduced a motion to desegregate the school district. Williams seconded the motion, but the third member of the board voted nay. As president, Williams' vote broke the deadlock and the motion carried. Williams later recalled the reaction to the board's decision to integrate:

Teachers were alarmed over the action. Their main question was, "what will happen to the 'Colored' teachers when their segregated school is eliminated?" I was rather young at the time, but after some hasty thinking in their presence, I assured them we would maintain the same proportion of Black teachers to White and thus declared the "quota system!" A white father came to me, alarmed that his daughter would be going to an all black school after integration. I took the wind out of his sails when I said, "sir, we have 24 schools in this district, send her to the school you like best." And thus, I declared the "open school system!"⁷

Under pressure from the Arizona Legislature in 1953, the Phoenix Union High School District also voted to integrate thus opening all formerly segregated schools in Phoenix.⁸

Williams and the "State of the State"

As a radio newsperson, Williams had covered the state capitol for KOY since the early 1930s. By his own account, he had always tried to remain impartial when reporting the news from the capitol but had also managed to build strong personal relationships with each governor he covered for the radio news.⁹

⁶ North would later hold a city council seat while Williams was Mayor of Phoenix, see Frank Asbury, *Yours Sincerely* (Chino Valley, Arizona: H.T. Press, 1994) 45.

⁷ Williams, 6.

⁸ Luckingham, 168.

In January of 1945, the Arizona Legislature met in joint session to hear the third "State of the State" address from Governor Sidney P. Osborn. Osborn, who suffered from multiple sclerosis, had asked Williams to read his message to the legislators, a task he would complete for the governor every year until Osborn's death in 1948. When Osborn was asked why he picked Williams he replied, "He was the only man I knew I could trust to do the job right and who would not take advantage of the situation."¹⁰

Service on the Phoenix City Council

When Harry Rosenzweig¹¹ sold his Phoenix home in 1952 and moved outside the city limits, he was forced to resign his seat on the Phoenix City Council. Barry Goldwater, also a member of the council and, like Rosenzweig, a handpicked candidate for city government by the Charter Government Committee,¹² suggested that his long-time friend Jack Williams be appointed to the vacant seat. Approval of the appointment was swift, and for the next year, Williams served Rosenzweig's remaining term. By his own

⁹ Ben Avery, "Williams Has Worked With All But One Governor." *The Arizona Republic*, 21 July 1966, pp. 19.

¹⁰ Ibid., See also, Kel M. Fox, "Yavapai in the Legislature." *The Yavapai County Messenger*, 9 January 1948, pp. 1.

¹¹ Rosenzweig was a member of a prominent Arizona family and, along with Barry Goldwater, was also a boyhood friend of Williams. Rosenzweig would later become a powerful figure in Arizona's Republican party. For more on Rosenzweig see, for example, David R. Berman, *Arizona Politics and Government: The Quest for Autonomy, Democracy, and Development* (Lincoln: University of Nebraska Press, 1998).

¹² The Charter Government Committee was formed by Phoenix businessmen in 1948 for the purpose of offering a slate of candidates committed to the implementation of a revised charter (along with a strong city manager, the committee wanted to enlarge the council from 5 to 7 members including the mayor). The CGC eventually grew to 125 members and controlled city politics well in to the 1960s. See Bradford Luckingham, *Phoenix: The History of a Southwestern Metropolis* (Tucson: The University of Arizona Press, 1989). More on charter government can be found in Chapters VII & VIII.

admission, Williams "didn't like legislative work." He later blamed the "squabbles" during his year on the council over whether or not to purchase several independent water companies from a Phoenix resident to create a city water system as the reason for his discontent. Williams and another council member supported the purchase while the other five members did not. Williams recalled later that those opposing members were more concerned with "not making Spence Stewart a millionaire by buying his water companies" than they were with assuring that the growing city of Phoenix would have an adequate water supply.¹³

Williams blamed this dissention on the part of city council for his not seeking election to the council in 1953. Furthermore, Williams added, "Barry Goldwater and Nick Udall left at the same time for other elective offices, so I felt alright about leaving."¹⁴

But Williams' negative experience on the Phoenix City Council did not dissuade him from continuing his public service to the Phoenix community. The Phoenix Advertising Club named him "Man of the Year" in 1954. Also that year he was elected president of the Board of Trustees of the Phoenix Elementary Schools and served as state chairman for the March of Dimes.

In 1955, the Charter Government Committee once again approached him, this time to run for mayor of Phoenix. Although his experience as a city councilman had been a negative one, Williams accepted their endorsement.

¹³ Williams, 6.

¹⁴ Ibid., 6. It should be noted that Williams refused the \$250.00 per month city council salary, giving it instead to charity (he later did the same with the \$500.00 per month mayor's salary). He told Frank Asbury that, "I gave it away because I didn't want to become dependant on an outside income {the outside income being that over and above his radio salary} and not being able to give it up if I wanted to quit." See Asbury, pp. 48.

More on Williams campaign for the position in city government and his two terms as mayor follow in Chapter VII.

CHAPTER VII

THE MAYOR OF PHOENIX

Ted Kazy, a reporter for *The Arizona Republic*, wrote in a feature article dated November 6, 1955 that, at a political caucus held in Phoenix the previous month, KOY news reporter Jack Williams listened with a “newsman’s interest” as a Charter Government Committee spokesman described the man their slate needed in the upcoming Phoenix mayoral race. Kazy writes, “In silent surprise, he [Williams] looked up as the banner bearing the name of the candidate unrolled, it read: ‘Jack Williams’.”¹

In reality, and despite his own admission that he had “gotten my fill of legislative work while on the city council”² from 1952 to 1953, Williams was still a very active participant within the Charter Government Council. In the late summer of 1955, former Phoenix mayor Herb Askins, Harry Rosenzweig, and Barry Goldwater approached Williams with an invitation to become the Charter Government Council’s mayoral candidate on the November ballot where he would face the three other announced candidates for the position. Williams later recalled the meeting with succinctness, “They were most persuasive and I agreed.”³

¹ Ted Kazy, “Jack Seeks Mayoralty So He Can Help City.” *The Arizona Republic*, 6 November 1955.

² Jack Williams, Unpublished Document from Personal papers, 1994. Jack Williams Family Archives, Phoenix, Arizona, p. 5.

³ *Ibid.*, 5.

A Brief Look at Phoenix in the 1950s

Expansion of city boundaries and a massive population boom were the hallmarks of the middle decade of the Twentieth Century for Phoenix. The development of reliable air conditioning transformed the city from a winter haven for those seeking escape from colder northern climates to a “year round” city. Light industry was being developed (mainly clean industries such as electronics firms), and as more manufacturers moved in to the area, more began to follow. Luke and Williams Air Force bases began to rely more on a civilian workforce, and the tourist industry had begun to blossom. During the decade of 1950 to 1960, the population of Phoenix grew a remarkable 311 per cent from 106,818 to 439,170 making it the largest city in the Southwest.⁴

This amazing growth was fostered by the efforts of a number of agencies involved in promoting the city as one with a favorable business climate and favorable weather. The Phoenix Chamber of Commerce became very active during the decade, stressing the opportunities and amenities of the area through its publication *Phoenix Action*. The Phoenix Growth Committee joined with the Chamber of Commerce in supporting bond proposals for road construction and road maintenance, improved city services, and construction. The Municipal Industrial Development Corporation worked closely with other civic organizations to encourage businesses to start up or to relocate to the “Valley of the Sun.”⁵

⁴ Bradford Luckingham, *Phoenix: The History of a Southwestern Metropolis*. (Tucson: The University of Arizona Press, 1989) p. 153.

⁵G. Wesley Johnson, Jr., *Phoenix in the Twentieth Century*. (Norman: University of Oklahoma Press, 1993) pp. 88-90.

Along with population and economic growth came social change, slowly at the beginning of the decade, picking up more steam as 1960 approached. In the decades prior to the 1950s, Jim Crow laws were evident in Phoenix. Restaurants, hotels, theaters, and other public accommodations separated African Americans from other patrons. Although de facto segregation continued to plague African Americans in the 1950s, by mid-decade all of the school districts had been desegregated and a number of prominent Phoenix businesses were opening their doors to the black community as customers and also as employees. But it would take the open protests of the early 1960s by Phoenix African Americans before any real changes would be seen.⁶ (More on this follows in Chapter VIII).

Williams, the Mayoral Candidate

With the Charter Government Committee's blessings, Williams began his campaign for mayor against three opponents in the November 8th election. Michael Parker, who wholesaled hamburger in the Phoenix area, was a 31-year-old native of Chicago. Parker had moved to Arizona in 1936 and had never before sought public office. Sam Levitin, the Taxpayer's Ticket candidate, moved from Wisconsin to Arizona in 1946. Although trained as a lawyer, Levitin never practiced law in Arizona and made his living managing rental properties instead. The son of a former Phoenix mayor, Harold Whitney had never held public office but had made an unsuccessful bid for election to the post of Maricopa

⁶ Bradford Luckingham, *Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities, 1860-1992*. (Tucson: The University of Arizona Press, 1994) pp. 165-167.

County (of which Phoenix is the county seat) attorney. Whitney moved with his parents from Colorado as an infant. Whitney practiced general law in Phoenix and served as a Democratic precinct committeeman for several years before announcing his candidacy for mayor.⁷

The first political barbs between the candidates were fired in late October when the sitting city council (all Charter Government supporters) voted to approve pay raises for all four hundred eleven-city employees. Harold Whitney stated to *The Arizona Republic* that, "It looks to me like the council is trying to buy an election with the taxpayer's money."⁸ Michael Parker called the action a, "Cheap political device aimed at getting votes at the cost of the city's welfare,"⁹ while Sam Levitin was quoted as saying, "This is so patently and obviously a play for votes that it needs no other comment at this time."¹⁰ Jack Williams responded to the accusations with, "Apparently the only people surprised by the action are Whitney, Parker, and Levitin as council has been discussing the salary increase for several weeks."¹¹ Retiring Mayor Frank Murphy confirmed Williams' statement by adding that the council had been studying the pay raise issue for several months and that debate over the issue rather than a campaign ploy had prompted the passage of the raises so close to the election.¹²

⁷ "4 in Race for Post of Mayor." *The Arizona Republic*, 7 November 1955.

⁸ "Employee Pay Raise Attacked as Election Eve Play for Votes." *The Arizona Republic*, 29 October 1955.

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

Controversy over the pay increases surfaced again in early November with two incumbent council members defending their actions. When asked for his comment, Williams told *The Arizona Republic* that his opponents were diverting voter's attention away from the real problems the city faced including an outdated sewage system. He also charged that his opponents were using, "oratorical gimmicks" to cast the charter government candidates in a bad light and that charter government's record of progress for the city spoke for itself.¹³ The debate over the pay raises continued up until the eve of the election and proved to be the most controversial issue of the campaign.

Mayoral politics did not enter in to Williams' 15-minute "Yours Sincerely" program on KOY. Scripts dated from mid-September until November 6, 1955 deal with a variety of subjects including the pros and cons of atomic energy, the 5th Amendment to the Constitution, letters from listeners to the radio station and the duty of citizens to support their local school boards. The day before the election, however, Williams show was devoted to talking about listeners going to the polls and casting their ballots for the candidates of their choice. He went on to say that morning that in the Williams family, "This shall forever be the fall that father ran for mayor."¹⁴ Issues did not enter into that day's program, he simply stated that during his professional career he had been exposed to politics and politicians and had covered campaigns and waited for election returns. He called the campaign fair and better than many of the others he had reported on and added

¹³ "Council Deny Charge of Pay-Hike Politics." *The Arizona Republic*, 5 November 1955.

¹⁴ Jack Williams. Script for "Yours Sincerely." on KOY Radio 7 November 1955, The Arizona Historical Society, Phoenix, Arizona.

that, "I am not as worried about defeat as in having run a good race."¹⁵ He ended the program with, "So that's the feelings of a guy named Williams, running for mayor."¹⁶

Williams and the other Charter Government candidates appeared on KOOL and KPHO television stations on the eve of the election reminding voters of the progress their city had made since Charter Government was established in the late 1940s. Sam Levitin appeared on KOY that night with his plea to voters for their support of the Taxpayer's Ticket candidates.¹⁷

The print advertisement paid for by the Charter Government Committee in the election morning edition of *The Arizona Republic* featured a picture of Williams surrounded by the other six Charter Council candidates for city council urging voters to "continue with good government" by electing all the Charter candidates. The ad listed the achievements of the past Charter Council and assured voters this record would continue if Charter were once again given the opportunity to govern the business of the City of Phoenix.¹⁸

The day of the election Williams' radio show again did not discuss any issues of the campaign; instead he talked about the recreational opportunities afforded the people of Phoenix. He did mention the election, however, in the sense that recreation for him had been limited as he had been "wrapped up" in a political campaign for several weeks and hadn't even had the chance to attend the Arizona State Fair, nor had he been able to cover

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ "Phoenix Votes for Mayor and 6 Councilmen Today." *The Arizona Republic* 8 November 1955.

¹⁸ Political Advertisement. *The Arizona Republic*, 7 November 1955.

the story of a group of Russian journalists who had spoken at the Phoenix Press Club.

With that, he segued in to a plea for people to go to the polls, in part, playing on their sense of patriotism, "They'd [the Russian journalists] love to go back to their country and say they were in Phoenix and America during an election and only 25% of the people or less vote, pretty devastating propaganda for the rest of the world."¹⁹

The First Win

Polls opened at 6 am on Tuesday November 8th. A light voter turnout had been expected as only about 18,000 of the city's 56,000 registered voters had cast their ballots in previous elections. Numbers of voters were critical in the race as a mayoral candidate needed to garner 50% of the vote to avoid a runoff election in December. When the polls closed at 6 that evening and the official count was completed early on the morning of the 9th it was clear no runoff would be needed. Williams and his Charter Government running mates outdistanced all the other candidates. The total votes for mayor read:

Williams.....	12,687
Whitney.....	3,635
Levitin.....	2,610
Parker.....	1,001 ²⁰

¹⁹ Jack Williams, Script for "Yours Sincerely" on KOY 8 November 1955, The Arizona Historical Society, Phoenix, Arizona.

²⁰ "Majorities Eliminate Runoff." *The Arizona Republic*, 9 November 1955.

It was the fourth straight victory for the Charter Government Committee since it was formed in 1949 and Williams had received nearly twice as many votes as his opponents combined.

On "Yours Sincerely" the morning after the election, Williams simply thanked the voters for their support and promised them that he would do his best with the job they had entrusted to him. He added, "That's a pretty nervous feeling being elected mayor and if it ever happens to you I'll compare symptoms." With that said, he devoted the rest of his 15 minutes urging listeners to become more involved in their community by helping the Boy and Girl Scouts or forming neighborhood organizations and becoming more active in their church.²¹

The New Mayor

The newly elected Phoenix city government met for the first time on January 3, 1956. Minutes from that meeting indicate that outgoing Mayor Frank Murphy called Mayor elect Williams to come forward. Murphy handed Williams the mayor's gavel and Williams turned to face Judge Nick Udall who administered the oath of office. The judge then administered the oath to the newly elected city council members. Williams spoke briefly to the gathering of politicians, interested citizens of Phoenix, and reporters from local television stations, radio stations, and newspapers:

This is where I should say something, however, among the beatitudes there is this, "Blessed are they who have nothing to say and live up to it by not saying it." My

²¹ Jack Williams, Script for "Yours Sincerely" On KOY Radio, 9 November 1955, The Arizona Historical Society, Phoenix, Arizona.

friends and the public have a greater confidence in Williams than he himself. I want to live up to this confidence and to the heritage of good government handed down by those who initiated the Charter Government regime. To this I pledge myself, Deo Velente [sic], Lord willing.²²

After each city council member gave a short statement, Mayor Williams requested that the city clerk read resolution 10121 expressing the council's high regard and appreciation for the services of the city to the retiring mayor and council members; after that was complete, the council meeting was adjourned.²³

First Term

During a May 5, 1956 broadcast of "Yours Sincerely" on KOY, Williams downplayed his role as mayor as being nothing more important than the office of the "official greeter" for the City of Phoenix. He went on to say that morning that the job had only two significant tasks assigned to it, "One is to help to fill up head tables and the other is to deliver greetings."²⁴ This lighthearted description of the work he had been doing since January was far from what had really been happening in the management of the City of Phoenix.

Williams recalled in 1994 that he met with Herb Askins and Harry Rozensweig not long after winning the election for mayor to seek their counsel. Williams writes, "I asked

²² City of Phoenix, Office of the City Clerk, *Minutes of City Council Meeting*, 3 January 1956, p. 6.

²³ Ibid., 8.

²⁴ Jack Williams, Script for "Yours Sincerely" On KOY Radio, 2 May 1955, The Arizona Historical Society, Phoenix, Arizona.

Table 7-1

Population and Incorporated Area of Phoenix

Year	Incorporated Area (sq.mi.)	Population
1950	17.10	106,818
1956*	35.93	165,273
1959**	187.40	439,170

*Williams' first year in office

**Williams' last year in office

them, 'what does Phoenix need done'? They told me 'annex, don't encourage small enclaves to grow up and incorporate inside what should be Phoenix' city limits'."²⁵

The mayor took the advice to heart and along with the Phoenix City Council began a series of special meetings in the first months in office with the sole purpose of annexing land surrounding the city. Over the next four years, some 170 square miles would be added to the Phoenix incorporated area. Table 7-1 shows the increase in city size and the population increase resulting from the annexation of unincorporated areas by the mayor and city council in the 1950s.²⁶

As was noted earlier in the chapter, African American residents of Phoenix had begun seeking social equality in the late 1940s and early 1950s. With the formation of a Phoenix Urban League and through the workings of the local chapter of the NAACP,

²⁵Williams, Unpublished Document, p.6.

African Americans were making some strides. However, at best whites ignored the minority population of the city and at worst openly discriminated against it. Annexation had only made matters worse as those areas being joined with the city contained a predominately white population. African Americans were relegated to south Phoenix while the city's social and economic leaders lived in north Phoenix. Mayor Williams and the Phoenix City Council did little to alleviate discriminatory practices in Phoenix. When civil rights legislation was presented to the council in mid-1956 it was soundly defeated.²⁷ *The Arizona Republic* reported on the vote that, "The way to the abolition of discriminating practices is not through law." With the city and states' largest circulating newspaper behind them, the Phoenix City Council gave racial equality short shrift until the early 1960s.

The Second Campaign

The Phoenix City Charter called for mayoral and council elections every two years,²⁸ therefore, after eighteen months in office, Williams found himself once again the Charter Government Committee's candidate for Mayor of Phoenix. Although the Charter Government revisions of 1949 banned political party identification on city ballots, *The*

²⁶ These numbers are taken from several sources including transcripts of special meeting of the Phoenix City Council from early 1956 to early 1959. The information on 1950 can be found in, Zachary A. Smith, *Politics and Public Policy in Arizona* (London: Praeger, 1993) p.190.

²⁷ Luckingham, 167.

²⁸ David R. Berman, *Arizona Politics and Government: The Quest for Autonomy, Democracy, and Development* (Lincoln: University of Nebraska Press, 1998) p. 181.

Arizona Republic printed the candidates' party affiliation in a story that ran two days before the election. Williams was the only registered Republican.²⁹

Charter Government's four previous election wins had begun to dampen the political aspirations of other potential candidates. Whereas four mayoral candidates were on the ballot for the 1955 election, a single candidate, Rogers Lee, opposed Williams in 1957. Heading the Democratic Charter Government Committee's slate of city council candidates, Lee, a Phoenix real estate broker, was a Florida native who had moved to Arizona in 1949.³⁰

As was the case during the 1955 campaign, Williams' radio show was void of any issues oriented political content for the months leading up to the election. However, on November 5th (a week before the city election), he discussed his responsibilities as the mayor and how they related to casting the city in a good light. Williams continued that it had been his job for the past 28 years as a newsman to attend and report on banquets, luncheons, ribbon cuttings, bridge dedications, clam bakes and fish fries, but in his official capacity as mayor he is expected to be at every "shindig" in Phoenix. He concluded that although, try as he might, he was unable to be at every function he had received an invitation for during his eighteen months in office, but that representing the city was still a very important task of the mayor, "I read the part in the Charter which says in effect that the mayor is the figurehead that represents the city. If the city is to take

²⁹ Arizona had long been a stronghold for the Democratic Party, but Republicans had slowly begun to gather political strength. From 1940 to 1952, the Republican percentage of the state's two-party registration moved from 12 to 25 percent. By 1962, 34 percent of Arizona's voters were registered Republicans and by the 1970s, the number was 45 percent. For more on the rise of the Republican party in Arizona see, for example, Berman, pp. 51-56. It should be mentioned that Williams was strongly opposed to a two party system for city politics.

part in paying respect to any foreign dignitary, it is the mayor who should do it, not the individual, but the position is involved.”³¹

The night of November 6, Williams and the six Charter Government Committee candidates appeared at a special meeting of the Phoenix Junior Chamber of Commerce. Speaking on behalf of the group, Williams told the audience that if elected the future of growth of Phoenix would be assured with a \$70-million dollar bond issue that already had the support of the “top citizens of this town.” He also pledged to continue the stability in City Hall and the continuation of a strong city manager type of government; “To follow to the letter the city charter as amended by the people in 1948; and to confine ourselves to policy and legislation.”³²

The morning following the Junior Chamber of Commerce meeting, Williams transcribed³³ his “Yours Sincerely” program in order to attend several mayoral functions that had been scheduled for that day. He recounted the events at the meeting the night before and then read from the script he had used when addressing the gathering, including his plea for a vote in favor of the Charter Government Committee’s candidates.³⁴

³⁰ “14 Candidates Vie for Phoenix Posts Tuesday.” *The Arizona Republic*, 10 November 1957.

³¹ Jack Williams, Script for “Yours Sincerely,” on KOY Radio, 5 November 1957, The Arizona Historical Society, Phoenix, Arizona.

³² Jack Williams, Speech to Phoenix Junior Chamber of Commerce, 6 November 1957, Jack Williams Family Archives, Phoenix, Arizona.

³³ A transcription is a recording produced solely for broadcast. For more on transcriptions see, for example, Robert S. Oring, *Audio Control Handbook for Radio and Television Broadcasting* (New York: Hastings House, 1972) 186.

³⁴ Jack Williams, Script for “Yours Sincerely,” On KOY Radio 7 November 1957, The Arizona Historical Society, Phoenix, Arizona.

Aside from some campaign rhetoric, no real controversy arose between the Charter Government Committee candidates and the Democratic Charter Government Committee ticket prior to the election. *The Arizona Republic* ran sporadic coverage of candidate's meetings with the Rotary, Kiwanis, and Optimists Clubs in Phoenix and those with the Phoenix Press Club and League of Women Voters. Williams would later congratulate his opponent for running, "such a clean campaign."³⁵

The Second Win

The polls opened at 6:00 the morning of November 12th, when they closed at 6:00 that evening, 32 percent of Phoenix voters had cast their ballots. A runoff election had once again been averted as their overwhelming choice for a second term as mayor was Jack Williams. The final vote count was:

Williams.....17,127

Lee.....3,545³⁶

Williams managed to win every voting precinct; Lee was unable to win even his home precinct of Green Acres where he lost to Williams 259 votes to 89. The election also proved to be the fifth straight time the Charter Government Committee swept all the council positions.³⁷

³⁵ Jack Williams, Script for "Yours Sincerely," On KOY Radio 13 November 1957, The Arizona Historical Society, Phoenix, Arizona.

³⁶ *The Arizona Republic*, 13 November 1957.

³⁷ *Ibid.*

On "Yours Sincerely" the morning after the election, Williams thanked Rogers Lee for, "providing competition" and urged him not to take the defeat to heart but rather to take comfort in the votes that were cast in his favor, "I know exactly how you feel, some years ago I ran in a school board election and was so snowed under I don't think anybody bothered to count my few votes."³⁸ Williams was not being condescending to his opponent, but rather was making the point that although life has its disappointments, success is found in rising above them, "A guy by the name of Lincoln lost again and again and then came back to become president."³⁹ He continued on to thank those people on the Charter Government Committee who had worked on his campaign during the preceding months and then concluded the morning's show with, "this victory will inspire us to renewed vigilance to do the job right for all the people, and the day is full to the brim with things to do"⁴⁰

The Second Term

Williams and the city council were sworn in at City Hall on January 2, 1958 for another two years in office. Williams spoke briefly, but eloquently after the swearing in ceremony to those gathered in the council chambers:

Two years ago in answer to letters from friends I said without exception that this is not the time for congratulations, nor is this the time for congratulations. It is more a time of re-dedication. The two years ahead on which we embark this morning are shrouded in the mystic haze that always obscures the future. No man knows for sure but, this we can say with certainty, they will not be easy, because despite pious

³⁸ Jack Williams, Script for "Yours Sincerely" on KOY Radio, 13 November 1957, The Arizona Historical Society, Phoenix, Arizona.

³⁹ Ibid.

⁴⁰ Ibid.

platitudes to the contrary, life was not planned to be easy. It is a never-ending hill we climb anew each morning, but, like master, like servant, we, all of us serve you, and because you are a great people, so then, we are.⁴¹

Williams' second term in office was marked by an even more aggressive plan of annexation. He and council member spent countless hours meeting with residents of unincorporated areas on the periphery of the Phoenix city limits in an effort to convince them that bigger was indeed better. It was a tough sell, however, Williams once remarked, "All these people had been living outside the city and enjoying it. Some fists were shaken and some rude remarks were made at our meetings."⁴² But with the mayor's skill at communication and persuasion coupled with a film produced by Ray Boley showing the services that would be extended to the residents once an unincorporated area was annexed, Phoenix continued to grow. Several times during the early months of his second term, Williams used "Yours Sincerely" as a powerful tool to heighten awareness of the benefits of annexation. He discussed street repair, police protection, fire protection, zoning, health and sanitation services, parks and playgrounds. On one particular program, he used the residents of the county surrounding St. Louis, Missouri as an example of people who refused to be annexed into the city system and who were now suffering for the lack of services offered by St. Louis. He ended the program with a warning, "It will be the people who will be served by Phoenix essentially who will be disenfranchised if they don't sign for annexation."⁴³

⁴¹ City of Phoenix, Office of the City Clerk, *Minutes of City Council Meeting*, 2 January 1957, p. 5. Newly elected council member Dick Smith was next to speak. Smith remarked that arrangements would have to be made in the future so "I do not follow you [Williams] when we give speeches" hinting at the impact William's brief message must have had on those gathered.

⁴² Williams, Unpublished Document, p.6.

In late 1958, Williams successfully presented a 70 million dollar bond issue to Phoenix voters. The result was more construction in the year 1959 than in all the years between 1914 and 1946.⁴⁴ New city, state and federal buildings went up in the Phoenix downtown area and new private sector construction hit an all time high in the late 1950s and early 1960s.

Williams did not seek a third term as mayor of Phoenix. He remarked years later that, "I have never tried to stay in office too long."⁴⁵ He did not, however, wait very long to re-enter the political arena.

In Chapter VIII, we will examine the three terms in which Williams served as Governor of Arizona.

⁴³ Jack Williams, Script for "Yours Sincerely" on KOY Radio, 5 May 1958, The Arizoan Historical Society, Phoenix, Arizona.

⁴⁴ Luckingham, p.160

⁴⁵ Williams, Unpublished Document, p. 6.

CHAPTER VIII

THE GOVERNOR OF ARIZONA

After leaving the mayor's office in 1960, Williams once again devoted his energies full time to the day-to-day operation of Radio Station KOY. He also began to write a Monday through Friday column in the *Phoenix Gazette*¹. But, as had been the case when he left the Phoenix City Council in the early 1950s, he was never far detached from Arizona's political scene.

Since his terms as mayor, Republican Party leaders had been trying to convince Williams that he should make a run for governor; he had always declined those offers. It was not until meetings began in early 1965 with long-time Williams' friend Senator Barry Goldwater and with Senator Paul Fannin² that the stage was set for Williams' gubernatorial candidacy.

The Reluctant Candidate

Williams later recalled that he was hesitant to make the run for governor because, "I was a friend to all the politicians and everybody in the state knew me or knew of me."

¹ The column ran from 1961-1966. Charles Kelly, "Jack Williams is Dead at 88." *The Arizona Republic*, 26 August 1998.

² Fannin, a Phoenix businessman, had served as Governor of Arizona from 1958 to 1964. Arizona voters elected him to the United States Senate in 1964 where he remained until 1977. *The Arizona Republic*, 25 February 2001.

He felt the risk of splitting his friends, "both Republican and Democrat," with his candidacy might create a, "real political civil war."³

He sought the counsel of KOY's corporate attorney Irv Jennings who gave Williams the vote of confidence he needed to further explore his options. It was during another meeting with Senator Fannin in the summer of 1965 that Williams finally decided to make the run. Williams had assisted Fannin in his bid for governor in 1958 and Fannin made it clear that he would return the political favor by offering Williams his full support in his run for that office in the upcoming election of 1966.⁴ Bolstered by the endorsement of the state's two U.S. Senators, Williams was prepared to enter the Republican primary against two already powerful state GOP candidates, Arizona House Speaker John Haugh and the former [from 1961-1964] Attorney General of Arizona Robert Pickrell.

Having spent the past 36 years programming and hosting a daily radio show on KOY, beginning a statewide campaign would now call for Williams' undivided attention; more than his job at the radio station would allow. Furthermore, had Williams continued to broadcast his daily radio program on KOY he may have been in violation of Section 315 (the equal time rule) of the Fairness Doctrine.⁵ So, for the first time since 1929, he

³ Frank Asbury, *Yours Sincerely* (Chino Valley: H.T. Press, 1994) p. 69.

⁴ *Ibid.* , 68.

⁵ The Fairness Doctrine emerged from a 1949 ruling by the Federal Communications Commission that gave broadcasters permission to editorialize on important public matters, so long as they made certain that other responsible points of view on these matters was aired as well. Although Section 315 was a part of the 1934 Federal Communications Act, the United States Congress amended it in 1959. The amended version states, among other things, that if a broadcasting station permits one legally qualified candidate for public office to use its facilities, it must afford equal opportunity to all other such legally qualified candidates for the same office. The FCC eliminated the Fairness Doctrine in 1987, however, Section 315 remains intact. For more on the Fairness Doctrine and Section 315 see, for example, T. Barton Carter, Marc A. Franklin, & Jay B.

excused himself from his duties at the radio station to turn his full attention to running for governor.⁶

The Primary Election

Williams was a tireless campaigner. He later told author Frank Asbury that during the weeks prior to the primary election, his chartered plane carried him to all 14 Arizona counties and that his days began early and ended late. Asbury writes, "He routinely collapsed, exhausted, in bed; restless sleep, night after night, waking up a couple hours before the alarm clock sounded its 5:00am reveille."⁷

As the September Republican primary approached, the campaign had turned into a two- candidate race between Williams and Haugh. The ideology of the two candidates as far as the issues of the campaign were concerned were not that far separated; both urged voters to elect a Republican majority to the state legislature and both promised that if elected they would work more closely and effectively with state lawmakers than the previous governor had.

Wright, *The First Amendment and the Fifth Estate* (Westbury, New York: The Foundation Press, 1997) pp. 210-222.

⁶ Williams later told *Arizona Republic* reporter Wayne Amos that first Burrige Butler and later his partners at KOY had always encouraged him to become active in community work. He attributed this support as being a key element in his rise from school board member to mayor and for his successful campaign for governor. *The Arizona Republic*, 8 January 1967.

⁷ Asbury, p. 70. In a letter to Howard Pyle (Pyle was a former Arizona Governor and former newsman at KTAR Radio Station, he and Williams had forged a friendship during their work for the competing radio stations) Williams writes of the "grueling hours" and the "strain" of the campaign. He lamented that the transition from being a well liked radio personality, "Where everybody is with you" to the role of a political candidate was difficult in that now he was viewed as an, "Opponent, rascal, and what-have-you." Jack Williams in a letter to Howard Pyle, 18 August 1966, Jack Williams Family Archives, Phoenix, Arizona.

Haugh, a Tucson resident who had moved to Arizona from Iowa in 1938, had begun his public service career as a precinct committee leader in 1950. He had gone on to join the Arizona House of Representatives in 1952, where, in 1964 he was elected as majority leader.⁸

Most of Haugh's political clout, however, remained in the southern counties of the state whereas Williams was the better-known candidate in the more populated counties of central Arizona. When the final votes were counted, Williams had won a narrow victory over his closest opponent (Pickrell had run a distant third throughout the primary campaign and during the election) and was ready to meet the incumbent in the general election on November 8th.⁹

The General Election

Williams' opponent in the 1966 gubernatorial race, incumbent Governor Sam Goddard, was a Tucson attorney who had been elected chairman of the Arizona Democratic State Committee in 1960. A 1941 Harvard graduate and a 1949 graduate of the University of Arizona Law School, Goddard made an unsuccessful bid for governor in 1962, then won the governorship in 1964.¹⁰

⁸ Arizona. *A Concurrent Resolution on the Death of the Honorable John H. Haugh* (1996) HCR2004-427S-I Ver.

⁹ In a speech given after the primary, Williams spoke of his "tremendous admiration" for Haugh and Pickrell. He added that the Republican Party was stronger in the state as a result of the primary and that the evidence of that strength was the fact that both Haugh and Pickrell had pledged their full support to Williams in the general election. Jack Williams in a speech at the Phoenix Ramada Inn, 26 September 1966, Jack Williams Family Archives, Phoenix, Arizona.

It was clear beginning the day after the Republican and Democratic primaries that this campaign was to be different than in any that Williams had participated in before. Unlike his campaigns for mayor, Williams came under personal attack and reacted in kind.

Goddard charged on the 14th of September that Williams was running a “scurrilous” campaign and that it was based on “invective and accusation and character assassination”¹¹ Williams countered with the information that it was a fellow Democrat who accused Goddard of being an ineffective leader and that several Democrats had told him that Goddard was aloof, broke appointments, raised expenditures and, “behaved like a petty tyrant scolding his subjects.” He added that the incumbent “has made more mistakes in twenty months than all the other governors since statehood.”¹² Although Williams thought Goddard was well intentioned and that he would like to be a good governor he did not, “think the people of Arizona are in any mood to continue paying for his on-the-job training program which has produced so little in positive results.”¹³

By the end of September, Williams was prepared to end any mud slinging by his campaign. He told a gathering in Phoenix on September 30th:

I don't intend to spend very much time on the inadequacies of the incumbent governor, either tonight or during the rest of this campaign. Anyone old enough to

¹⁰ John Goff, *Arizona Biographical Dictionary* (Cave Creek: Black Mountain Press, 1983) p. 272. During the 1964 campaign, Goddard had argued that a strong executive branch should lead the legislative process. In 1965, he led a drive to increase the amount the state could borrow to \$100 million, which voters rejected in a special election by a nearly 4 to 1 margin. For more on Goddard see, for example, David R. Berman, *Arizona Politics and Government: The Quest for Autonomy, Democracy, and Development* (Lincoln: University of Nebraska Press, 1998).

¹¹ *The Arizona Republic*, 14 September 1966.

¹² Williams Speech, p.2

¹³ *Ibid.*, p.4.

read the newspapers or listen to the radio or watch the television should be fully informed on that score.¹⁴

He began instead to focus on a platform that included the increased efficiency of the state boards and commissions; economic growth in the form of tourism dollars and the attraction of new business to the state; the limiting of state spending and overhauling the state's tax structure; the development of a long-range plan to meet the operational needs of the three state universities; an improvement in state welfare practices; and public disclosure of state government activity. On the last plank, Williams said:

It is my proposal to use whatever ability I have as a reporter, a commentator, a public speaker, and a student of both government and history to keep the spotlight of full disclosure on actions of our state government. I intend to report to you, the people, frankly and fairly on the state of your government, or the government of your state.¹⁵

As the election approached, Williams began to stress the need for a governor who would able to work closely with the state legislature.¹⁶ He often referred to himself as an "outsider" and "the nominee of a minority party,"¹⁷ who, if elected, would bring the two parties together, "When I say 'my fellow Arizonans' I mean Republicans, Democrats, everybody, there are good people in both parties."¹⁸

¹⁴ Jack Williams, Townhouse Speech, 30 September 1966, Jack Williams Family Archives, Phoenix, Arizona.

¹⁵ Jack Williams, Prescott Speech, 27 September 1966, Jack Williams Family Archives, Phoenix, Arizona.

¹⁶ According to Williams, at one point during a heated debate, Goddard had called the legislators, "a bunch of numbskulls" Jack Williams Speech to Legislative Candidates, 9 October 1966, Jack Williams Family Archives, Phoenix, Arizona.

¹⁷ Democrats had controlled the legislature since statehood in 1912, See David Berman, p.77.

¹⁸ Jack Williams, Speech in Pinal County, 10 October 1966, Jack Williams Family Archives, Phoenix, Arizona.

Williams' self-proclaimed truce with his opponent was short lived. During a press conference on October 12th, Goddard called Williams a, "totally unequipped, uneducated, unfit, dangerous man." The following day, in a speech in Gila Bend, Williams used the attack in his favor, "He did attend the best schools and universities in the east. I am glad his family was wealthy enough to pay his way, I worked my way through high school and junior college in Arizona."¹⁹ As to the charges of being unequipped, Williams reminded the audience of his success as a Phoenix City Councilman and of the growth and prosperity Phoenix enjoyed during his two terms as mayor of the, "second largest political subdivision in Arizona, only the state government itself is larger." He added that Goddard had never served in any political office prior to being elected governor in 1964.²⁰

The campaign rhetoric continued throughout the month of October with verbal blasts from both sides. Williams' campaign schedule had him delivering speeches around the state nearly every day that month. His easy-going manner and self-deprecating humor are evident from the transcripts of those speeches. When Goddard called him a "throw back to the industrial age" and the last of the "part-time mayors,"²¹ Williams responded by introducing himself at a Valley of the Sun Kiwanis dinner as, "the man from the nineteenth century, the man who never was, the man in the white hat with nothing underneath."²² He countered his opponent's name calling with, "For the past two weeks

¹⁹ Jack Williams, Gila Bend Speech, 13 October 1966, Jack Williams Family Archives, Phoenix, Arizona.

²⁰ Ibid., p.2

²¹ *The Arizona Republic*, 9 November 1966.

Sam Goddard has been so busy thinking up new names to call me he's forgotten to talk about the issues."²³

On the eve of the election, Williams delivered his final speech of the campaign to his fellow Republican candidates and guests at the Arizona Republican Party Headquarters in Phoenix. In the audience were his long time supporters Senator Barry Goldwater and Senator Paul Fannin. Arizona Congressman John Rhodes was also in attendance as was the Mayor Phoenix Milton Graham. Williams' address that night was much more somber and subdued than those he had delivered during the height of the campaign, although an excerpt from that night's speech includes one last attack on Goddard:

Representative government is the instrument we have selected with which we hope to accomplish the greatest good for the greatest number of people. There is and there should be vigorous dissent. All thoughtful proposals should be considered, and the dissenters and the proposers (sic) are entitled to respect. Ridicule and sarcasm and name-calling limit the ability of representative government. This election is vitally important in Arizona because for two years we have had a climate of angry criticism.....the event is in the hands of God.²⁴

A New Governor is Elected

When early returns began to filter in after the polls had closed at 6:00pm on November 8th, it appeared that it would be a long night at the Republican Party headquarters for Williams and his supporters as those early returns gave Goddard a commanding lead. As the night wore on, however, and the Maricopa County vote count

²² Jack Williams, Speech to Valley of the Sun Kiwanis, 4 November 1966, Jack Williams Family Archives, Phoenix, Arizona.

²³ Ibid., p.1

²⁴ Jack Williams, Speech to Trunk and Tusk Dinner, 7 November 1966, Jack Williams Family Archives, Phoenix, Arizona.

began to come in, it was apparent that not only Williams, but also the entire Republican ticket was going to fare very well.

Shortly after 11:00pm, Williams received a telegram from Goddard:

On the basis of returns presently available, a majority of those who voted today have elected you governor. You have my congratulations and best wishes in the task that lies before you in meeting the challenges of needs and growth.²⁵

An *Arizona Republic* reporter elicited Williams' cautious victory statement amid the din of the celebration at the Republican Party headquarters:

It would appear that the voters of Arizona have favored my candidacy. My sincere thanks. This is not a time for congratulations, but a time for dedication. And if congratulations are due, they will come as the result of my performance during the next two years.²⁶

Although it would take several days for a final and official count of the election returns, the *Republic* carried the unofficial results of 585 of Arizona's 788 voter precincts on the morning of November 9th:

Williams.....167,273

Goddard..... 135,748²⁷

When all the votes were tabulated, 57 year-old Jack Williams had been elected Arizona's thirteenth governor.²⁸

²⁵ *The Arizona Republic*, 9 November 1966.

²⁶ *Ibid.*, p.1

²⁷ *Ibid.*, p. 1 the election of 1966 marked a watershed in Arizona politics. For the first time in the state's history, Republicans captured both the House and the Senate. For more on this transition of power see, for example, Berman, p.56.

²⁸ It should be noted the governor's salary was \$27,500 per year. That salary remained unchanged during Williams' tenure. Asbury, p. 76. Also, Arizona is one of only six states that do not provide a governor's residence. *Newsweek*, "Governors" 23 April 2001, 8.

The Governor

Buoyed by the prospect of working with a Republican controlled legislature, Williams began the task of assembling a staff. In mid-September of 1966, he had asked long time friend and former Arizona Governor Howard Pyle for his counsel on creating an effective one. Pyle's response was to, "Keep you eyes open for the kind of help you are going to need once elected," and then to surround himself with those he had confidence in.²⁹ Heeding Pyle's advice, Williams would later credit his choice for Chief of Staff, Clinton Krimminger³⁰ for creating a staff with whom the governor could rely upon. Williams remarked, "If I was a good governor, it was because Krimminger devoted eight years of his life to making me look good."³¹

With a staff in place and a legislature supportive of his conservative political ideals³², Williams went to work immediately on fulfilling two of his campaign promises, overhauling Arizona's property tax structure and streamlining state agencies.

²⁹ Howard Pyle in a letter to Jack Williams, 7 October 1966, Jack Williams Family Archives, Phoenix, Arizona.

³⁰ Krimminger was an Arizona attorney and certified public accountant who had worked on the Williams campaign. For more on Krimminger see Asbury, p. 76.

³¹ Asbury, 76.

³² Williams once said, "I am a Republican because I believe that my party offers a philosophy which holds a brighter promise, I am a conservative because I believe the conservative faith offers a more reasonable chance of succeeding." Jack Williams in a Speech at the Phoenix Ramada Inn, 9 September 1966. Jack Williams Family Archives, Phoenix, Arizona.

Prior to 1967, assessment values in Arizona varied from county to county.³³ In his *State of the State* address to the legislature in January of 1967, Williams urged the lawmakers to establish a reappraisal and reassessment program to, "Equalize property taxes for all citizens of Arizona" and to standardize the assessment procedure in the future.³⁴ The legislature responded by adopting new rules that called for the actual value of each piece of property to be established and by setting assessment rates for various classes of property regardless of which county that property was in.³⁵

Also in his first *State of the State* address, Williams called for the need to save tax dollars by eliminating or combining some of the state's agencies, however, revamping the state's burgeoning bureaucracy would take most of Williams' terms as governor. Using the Griffenhagen Report³⁶ as a model, by the time he left office most of the restructuring had been realized.

The 1912 Arizona Constitution called for a gubernatorial election every two years with the successful candidate able to serve an unrestricted number of terms.³⁷ By the spring of 1968, Williams was once again ready to become a candidate. Citing the

³³ Property taxes were second only to the sales tax in providing revenues for the state. For more on the tax structure of Arizona see, for example, Zachary A. Smith, ed., *Politics and Public Policy in Arizona* (London: Praeger, 1993) 160-167.

³⁴ Jack Williams, *State of the State Address to the 28th Legislature*, 27 January 1967, Jack Williams Family Archives, Phoenix, Arizona.

³⁵ Asbury, p. 83.

³⁶ The Griffenhagen report was the product of a 1931 movement in Texas to reform the administrative machinery and to reduce the high cost of state government. Griffenhagen and Associates, specialists in public administration and finance, made recommendations covering fiscal and administrative agencies, highways, law enforcement, the judiciary, welfare programs, prisons, health and education. For more on the Griffenhagen Report, see Wilbourn E. Benton, *Texas: Its Government and Politics* (Englewood Cliffs, New Jersey: Prentice-Hall, 1977).

accomplishments that had been made in the past eighteen months of his administration and reasserting those things he wished to accomplish if re-elected, he announced his candidacy on May 18th.³⁸

The Second Campaign

Williams ran unopposed in the Republican primary in August 1968. The Democrats once again chose Sam Goddard as their candidate.³⁹ The two foes in the 1966 election began their respective campaigns in early September in preparation for the November 5th general election and, as in 1966, name-calling and political rhetoric prevailed. There was, however, a distinct difference in the way Williams conducted this campaign over 1966. No longer playing the role of the "underdog," the incumbent was able to react to his challenger's rhetoric by citing the positive changes his administration had achieved over the past two years in office. Also during this campaign, Williams played a more offensive role as is reflected by the tone of the speeches he delivered between September and November.

³⁷ Berman, 109. Legislation was passed in 1968 lengthening the term of office to four years beginning with the 1970 election.

³⁸ Jack Williams, Speech at the Southern Arizona Republican barbeque, 18 May 1968, Jack Williams Family Archives, Phoenix, Arizona.

³⁹ Arizona's constitution requires candidates be chosen by primaries rather than by party conventions. During the primaries, only registered Republicans or Democrats may vote and each must vote the ticket of their respective party. See Berman, p. 39.

When Goddard charged that the tax structure in Arizona was, “a mess,” Williams’ response was to remind voters that, in his opinion, the legislature had created the, “First fair and equitable tax program for real property the State of Arizona has ever enjoyed.”⁴⁰

When Goddard called Williams, “anti-education,” Williams countered that during his administration spending for the state’s three universities had increased by 42 percent over that which Goddard’s administration had spent during his two-year term as governor.⁴¹

Williams was by no means above name-calling. Speaking in Pima County, he told those gathered that he did not believe they wanted to return to, “the kind of quarrelsome, flamboyant, do-nothing administration which characterized the Goddard years.”⁴² Instead, Williams urged them to return him to office based on the, “record of solid accomplishment achieved over the past two years.”⁴³ He added, “When I listen to Sam Goddard talk, it becomes apparent that he doesn’t want to be governor, he wants to be king, or dictator.”⁴⁴

With the election just two days away, the *Arizona Republic* reported that, although his campaign seemed to get off to a slow start, Williams had pulled ahead of Goddard in polls conducted by the newspaper in late October. Furthermore, according to the

⁴⁰ Jack Williams, Speech to Motorola employees, 2 September 1968, Jack Williams Family Archives, Phoenix, Arizona.

⁴¹ Jack Williams, Speech in Tucson, 10 October 1968, Jack Williams Family Archives, Phoenix, Arizona.

⁴² Jack Williams, Speech in Pima County, 21 October 1968, Jack Williams Family Archives, Phoenix, Arizona.

⁴³ Ibid., p. 6.

⁴⁴ Ibid., p. 6.

Republic, if Williams were to be re-elected, "He may tend to be a more forceful chief executive during the next 2 years."⁴⁵

Arizona voters turned out in record numbers in the 1968 general election. Not only was it a presidential election year, several key races were also on the statewide ballot including Barry Goldwater's attempt to retain his seat in the United States Senate and the contest for three of Arizona's seats in the U.S. House of Representatives. For Williams, Republican oriented Maricopa County was once again the deciding factor in his bid to retain the governorship. With all state precincts tabulated, Williams defeated Goddard by 89,000 votes, with the majority of the Williams' vote coming from Central Arizona.⁴⁶

Back on the Air

On the morning of November 18, 1968, KOY listeners once again heard the familiar voice of Jack Williams:

Thank you and hello again. A long, long time ago we terminated this series of broadcasts on KOY. It was the first interruption in almost 40 years. A lot has happened including our election as Governor, in fact the campaign was the reason for the removal of the program from the air on the basis of FCC equal time requirements. Today this program, or a rather bob tailed version of it, returns to the air. It will continue to deal in matters we hope will be of interest to you the radio audience, but it will also include from time to time a report from the Governor's office.⁴⁷

⁴⁵ *The Arizona Republic*, 3 November 1968.

⁴⁶ *The Arizona Republic*, 7 November 1968,

⁴⁷ Jack Williams, Script for "Yours Sincerely" on KOY Radio, 18 November 1968. Jack Williams Family Archives, Phoenix, Arizona.

The return of "Yours Sincerely" to KOY in late 1968 was sporadic at best.

Unfortunately, only a very small number of Williams' radio scripts from 1969 to 1971 are available. This may be explained in part by what former KOY manager and station owner Gary Edens told author Frank Asbury in 1994, "There had been a couple of managers of KOY prior to my arrival on the scene who may have not appreciated the heritage of him and the station as much as I did."⁴⁸

When the Southern Broadcasting Company hired Edens as General Manager of KOY in 1970, he and the governor quickly developed a strong personal and working relationship. Realizing the impact that having the state's highest elected official on the air on a regular basis might have on increasing the station's audience, Edens moved to have "Yours Sincerely" become a regular morning feature between 1971 and 1974 on KOY.

Some ground rules for the program had been established in late 1968 that would remain in effect during the run of the program in the early 1970s; the governor was not allowed to discuss breaking news of Arizona government which would put other media in the state at a disadvantage and the programs would be taped instead of being presented in a live format.⁴⁹

To better understand how Williams used these programs, a content analysis was done on "Yours Sincerely" scripts. A series of five programs from every other week for the years 1971 and 1973 were chosen as a sample in an effort to determine: (1) the number

⁴⁸ Asbury, p. 85.

⁴⁹ Jack Williams, Script for "Yours Sincerely" on KOY Radio, 6 December 1968, Jack Williams Family Archives, Phoenix, Arizona.

Table 8-1 Analysis of "Yours Sincerely" Scripts, 1971&1973

<u>Year</u>	<u>Political</u>	<u>Policy</u>	<u>Other</u>
1971	46	14	79
1973	32	18	93
n= 125			

devoted to political talk: (2) the number devoted to advancing Williams' policies: (3) the number dealing with subjects other than politics and policy. If a script included mention of the governor's policies it was counted twice, once as political talk and once as advancing policies. The author acted as the sole coder. The results of this analysis are presented in table 8-1.

The analysis shows that of the 125 programs sampled from 1971, 36.8 percent were of a political nature. Of those "Yours Sincerely" programs that contained political talk, 30.4% were devoted to advancing Williams' political policies. The results of the analysis of the 125 1973 programs show that 25.6 percent were of a political nature and of these, 56.2 percent advanced political policies.

According to Gary Edens, these broadcasts were all made available to any radio station in the state that wanted to air them. Furthermore, Edens suggests had anyone wanted to respond to the subject matter expressed by the governor, KOY management would have allowed them to do so.⁵⁰

The Final Election

The 1970 gubernatorial election proved to be the closest contest of Williams' three runs for the office. His Democratic opponent, Raul Castro was born in Cananea, Mexico, and moved to Arizona with his parents when he was 10 years old. Castro became a U.S. Citizen in 1939 and graduated with a law degree from the University of Arizona. From 1949 to 1955, Castro practiced law in Tucson and served as assistant attorney for Pima County. He became county attorney in 1955 and a judge of the Pima County Superior Court from 1959 to 1964. Castro served as ambassador to El Salvador from 1964 to 1968 and to Bolivia from 1968 to 1969 before returning to Arizona to challenge Williams for the governorship.⁵¹

According to *The Arizona Republic*, political pollsters had been unable to adequately distinguish which of the two candidates the majority of voters supported throughout the campaign. Both Castro and Williams campaigned hard, but it remained a low- key affair, almost devoid of personal attacks or serious differences over issues. Castro maintained that because of his political experience he was better suited to deal with Arizona's problems and that Williams had taken credit for what in fact the legislature had done. Williams countered that his record over the past four years spoke for itself. A *Republic* reporter suggested that the campaign was a matter of contrasting personal styles and

⁵⁰ Gary Edens interview by author, 24 April 2001.

“whether the voters are in a mood for a change at the capitol.”⁵² Polling results were so close that as the November 3rd election approached political observers forecast that Williams would need some 40,000 to 50,000 extra votes in the Phoenix metropolitan area to win. The *Republic* also reported that Democratic teams “had been out instructing Spanish-American voters on how to vote a straight ticket under the new punch card voting system.”⁵³

The pollsters and political observers were correct; the race between Williams and Castro was too close to call, even the day after the election. Early on the morning of November 4th, Williams held an 8,000-vote lead. Castro, however, was unwilling to consider conceding defeat as two heavily Democratic counties and several thousand absentee ballots had yet to be counted.

The vote did not become official until November 5th. With all 865 Arizona precincts reporting, Williams had won his third term as governor, and the first four-year term for a governor in the state’s history, by a narrow margin of 7,406 votes:

Williams.....209,142

Castro.....201,736⁵⁴

⁵¹ Guy Halverson, “Castro, Raul,” <http://www.discoveryschool.com/worldbook/atozhhistory/c/099370.html>.

⁵² *The Arizona Republic*, 3 November 1970.

⁵³ *Ibid.*

⁵⁴ *The Arizona Republic*, 6 November 1970.

Social Unrest

Progress was being made to stem discrimination against minorities in Arizona throughout the 1960s as federal, state, and local governments began establishing agencies and programs to create more opportunities for them. Minority organizations like the Urban League, NAACP, CORE, and OIC found renewed strength and, with the cooperation of state government, were flourishing. Although problems remained, great strides had been accomplished in a short period.⁵⁵ Protests against discrimination had begun in Phoenix and Tucson in the early 1950s and had increased in the early 1960s. By the end of the 1960s a new form of protest arrived in Arizona.

Tom Wells identifies late December 1965 as the birth date of the anti-Vietnam War movement with the simultaneous conventions of the Young Socialist Alliance in Chicago and the National Council of the Students for a Democratic Society in New York. According to Wells, these two groups spearheaded a movement that, over the course of a decade, existed on different planes and with varying strength until the war's end in 1975.⁵⁶

⁵⁵ Bradford Luckingham, *Minorities in Phoenix: A Profile of Mexican American, Chinese American, and African American Communities* (Tucson: University of Arizona Press, 1994) 176-181.

⁵⁶ Tom Wells, *The War Within: America's Battle over Vietnam*. (Berkeley: University of California Press, 1994).

Williams had addressed student anti-war protests on America's college campuses as early as 1968. In a prepared statement, the governor called most students, "more mature, more confident and more informed than ever before in all our history."⁵⁷ He blamed "the unrestrained actions of a very small minority of irresponsible young people"⁵⁸ for the rash of recent campus protests around the country and added that the Arizona Board of Regents had declared a no tolerance policy for violence on the campus of any state university, a decision that the governor, "applauded."⁵⁹

By the time Williams had secured his second term as governor, an anti-war movement was beginning to build on the campuses of Arizona State University in Tempe and the University of Arizona in Tucson. Campus rallies, demonstrations and various forms of protest against America's involvement in the war were scattered at first, but by late-1969, had become an issue that required the governor's attention. Williams recalled:

There was little sobriety and common sense. The world I knew seemed to be approaching anarchy. Chicago had its days of rage. Kent State had its students killed by National Guard troops. In Arizona, we kept a lid on things, but it wasn't easy.⁶⁰

⁵⁷ Jack Williams, Statement from Governor Jack Williams, 17 October 1968, Jack Williams Family Archives, Phoenix, Arizona.

⁵⁸ Ibid., p.1

⁵⁹ Ibid., p.2. This no tolerance policy was tested in 1968 by Arizona State University professor Morris Starsky who was described by Frank Asbury as a "self-avowed communist," Asbury, p. 102. Leading a group of students in protest against a university contract with a linen and towel supplier, Starsky was arrested and charged with disorderly conduct. The case eventually was heard by the Arizona Supreme Court, which upheld Starsky's lower court conviction. *State of Arizona v. Starsky*, 106 Ariz. 329 P. 2^d 943 (Az. 1970). Starsky was fired by the Arizona Board of Regents from Arizona State University on Williams' recommendation not long after the court's decision. Starsky was eventually awarded back pay of \$25,000 in 1981 but was never reinstated. For more see Asbury, p. 106.

⁶⁰ Jack Williams, Unpublished Document from 1994, Jack Williams Family Archives, Phoenix, Arizona.

Keeping “a lid on things” often meant the use of extreme measures. Years later Williams recounted that once it was clear that the Arizona Board of Regents ban on campus violence was ineffective and that anti-war protests on Arizona college campuses were a reality, he developed a, “shrewd method”⁶¹ of dealing with the threat of simple protest turning violent. City police were dispatched to quell any perceived situation where violence could become a factor. County deputies positioned themselves behind the police. Members of the highway patrol who employed loudspeakers warning that the next line of defense would be the Arizona National Guard backed up the deputies.

Though a costly endeavor considering the resources that were utilized, Williams said, “It seemed to work”⁶² and violent acts of protest on Arizona college campuses were kept to a minimum. When asked by *Arizona Republic* reporter Don Dederer in a 1994 interview what the most gratifying thing was for Williams during that period of social unrest, Williams replied, “I didn’t have to kill anybody.”⁶³

The War and Watergate

Williams’ maintained a hawkish stance towards the conflict in Vietnam throughout the late 1960s and early 1970s. He called it a war that, “we are apparently unwilling to win and afraid to lose.”⁶⁴ He blamed the anti-war movement on the, “no-win policies of

⁶¹ Ibid., p. 7

⁶² Ibid., p. 8

⁶³ “Jack Williams is Dead at 88,” *The Arizona Republic*, 26 August 1998.

the Kennedy and Johnson administrations for the great sense of disillusionment to the American people.”⁶⁵ Claiming that television, “slanted the news concerning the war in Southeast Asia,”⁶⁶ Williams charged that the spread of communism was being aided by the divisiveness of the people of the United States, fueled by a combination of poor reporting which, “encourages North Vietnam and those who support that country,” and by, “leftist politicians and self-proclaimed intellectuals”⁶⁷ and by the ineffectiveness of the United Nations.

The governor also favored a strong national defense, often siding with the Nixon administration’s efforts for increased defense spending. He told a gathering of a chapter of Sigma Delta Chi that the world lived by the “law of the jungle” and that the only way the United States would survive a communist threat was to take immediate action in increasing its stockpile of nuclear weapons and by instituting a major nuclear submarine construction program, if not, “the United States of America will become a second-rate military power.”⁶⁸

William’s support of the Nixon administration did not end with national defense. The governor had stumped for Nixon in Arizona during the 1968 presidential campaign. In

⁶⁴ Jack Williams in a speech to the Republican Women’s Club of Kingman, Arizona, 14 August 1968. Jack Williams Family Archives, Phoenix, Arizona.

⁶⁵ Jack Williams in a speech to the Prescott, Arizona Kiwanis Club, 27 January 1972. Jack Williams Family Archives, Phoenix, Arizona.

⁶⁶ Jack Williams in a speech to the Arizona Newspaper Convention in Scottsdale, Arizona, 14 January 1972. Jack Williams Family Archives, Phoenix, Arizona.

⁶⁷ *Ibid.*, p. 5.

⁶⁸ Jack Williams in a speech to the Southern Arizona Chapter of Sigma Delta Chi, 27 January 1972. Jack Williams Family Archives, Phoenix, Arizona.

1973, Williams served on Nixon's second inaugural committee. The President called Williams' contribution to his election, "valuable for me personally."⁶⁹

When the Watergate scandal began to make headlines in 1972, Williams' support for the president did not waver, prompting Nixon to thank him for his "words of encouragement from an old dear friend like you."⁷⁰ Nixon added that Williams' continued trust and confidence, "renews my faith that this administration can achieve its great goals of peace and progress."⁷¹

When the President and Mrs. Nixon visited Arizona in early March 1974, Williams confided in Nixon that he would not be seeking a fourth term as governor. Nixon's reaction was that the state was losing a "good man" and that he would miss Williams' "willing cooperation you have always given this administration."⁷²

Forced to resign the presidency later that year, Nixon received a letter of support from the governor reminding the fallen president of his past accomplishments and encouraging him to continue to set goals for himself in the years ahead. Nixon replied that, "I shall always remember you as a loyal friend and as one of the nation's gutsiest and best governors."⁷³

⁶⁹ Richard Nixon in a letter to Jack Williams dated 22 February 1973. Jack Williams Family Archives, Phoenix, Arizona.

⁷⁰ Richard Nixon in a letter to Jack Williams dated 5 June 1973. Jack Williams Family Archives, Phoenix, Arizona.

⁷¹ Ibid.

⁷² Richard Nixon in a letter to Jack Williams dated 21 March 1974. Jack Williams Family Archives, Phoenix, Arizona.

The Recall Attempt

Controversy marked Williams' last term in office when on May 11, 1972 the governor signed into law Farm Labor Bill, HB 2134. Legislation to implement HB 2134 was intended to protect both Arizona farmers and the farm workers alike. The Bill made it a state policy that the uninterrupted production, packing, processing, transporting and marketing of farm products were essential to the public interest. Furthermore, it stated that farm workers were free to organize, enter into collective bargaining contracts, and establish wages and terms of employment.⁷⁴

The terms of the Bill, however, caught the ire of Caesar Chavez and the United Farm Workers Union. Those terms included a "no strike" clause during harvest time. If a strike was imminent, farmers could obtain a 10-day restraining order against a work stoppage with binding arbitration as the source for settlement of the issues presented by the strikers. The bill also banned secondary boycotts and called for a mediation board to negotiate issues in all farm labor disputes.⁷⁵

Several church denominations, including the Episcopal (of which Williams was a member) spoke out in disfavor of passage of the Bill, denouncing the actions of Williams and the legislature and throwing their support to the United Farm Workers Union.⁷⁶

⁷³ Richard Nixon in a letter to Jack Williams dated 15 January 1975. Jack Williams Family Archives, Phoenix, Arizona.

⁷⁴ House Bill 2134, State of Arizona, House of Representatives, 30th Legislature, 2nd Regular Session.

⁷⁵ Ibid.

⁷⁶ Asbury, p. 95.

When Chavez came to Phoenix at the end of May to begin a fast and organize a lettuce boycott against Arizona farmers in protest of the Bill, forty-three representatives of church and religious organizations declared that, "the law was unjust and should be repealed."⁷⁷

A ground swell of support for the recall of the governor had begun by late May and by mid-June more than 28,000 signatures on a recall petition had been secured.⁷⁸ At the end of July, the AFL-CIO endorsed the recall attempt⁷⁹ and in early August a group of 29 Arizona organizations including the National Organization for Women, various labor unions, Chicano, African-American and Native American organizations formed the Citizens' Committee to Recall Jack Williams.⁸⁰

The Citizen's Committee worked diligently throughout the fall of 1972 gathering signatures to force a recall vote. When Williams suggested they submit their petitions for signature verification before the November general election to save taxpayer's money on a special election, the Citizen's Committee responded that he (Williams) should resign if he were that concerned with the taxpayers.⁸¹

By March 1973 the Citizen's Committee was prepared to file petitions containing over 150,000 signatures with the Secretary of State's office. Once the signatures were assessed it was ruled that over 40% were invalid, questionable, or gathered by circulators

⁷⁷ *The Arizona Republic*, 26 May 1972.

⁷⁸ *The Arizona Republic*, 10 June 1972.

⁷⁹ *The Arizona Republic*, 29 July 1972.

⁸⁰ Jose A. Maldonado, "Anatomy of a Recall," Unpublished Manuscript, 1993, Arizona State University, University Libraries, Archives and Manuscripts, Tempe, Arizona.

who were not registered to vote thus leaving less than the 102,852 required to force a special recall election.⁸²

Throughout the controversy Williams kept a low profile relying instead on Special Assistant Robert Macon to organize support against the recall. This author's study of 12 speeches delivered by Williams from April 1972 to December 1972 reveal no mention of HB 2134 or of the recall attempt. Furthermore, of the "Yours Sincerely" scripts studied in the early months of 1973, none address the issue of the recall.

Williams told Frank Asbury in 1993:

Later I wished I would have let them just go ahead with it. I would have won. As it is, there has always been a cloud of suspicion that my administration knocked out the recall petitions.⁸³

The Citizen's Committee, however, did win an out-of-court settlement from the state in 1976 in the sum of \$10,000 when a Federal judge ruled that there were improprieties in the manner in which the Secretary of State's office dismissed some of the petition signatures.⁸⁴

Interviewed in 1994, Williams was quoted as saying that the 1972 recall attempt was, "a very intense period, but the years have given me the patina of age, so I think I am a little better liked"⁸⁵

⁸¹ Ibid., p. 17.

⁸² Ibid, p.22.

⁸³ Asbury, p. 96.

⁸⁴ Maldonado, p. 23.

⁸⁵ *The Arizona Republic*, 26 August 1998.

The Record

His eight years in office marked by accomplishment and controversy, Williams' decision not to seek re-election was prompted by the stresses of the recall attempt. Friend and colleague Stephen Shadegg called it a, "very difficult period for the governor emotionally, physically and financially."⁸⁶

His successes in the governor's office ranged from achieving orderly economic growth for the state to holding down taxes and creating a favorable climate for commerce, business and industry. Williams was also successful in balancing the state's budget in each year he held office.⁸⁷ Arizona Governor Jane Hull recalled, however, that Williams was, "always very quiet about his achievements. I think he liked the people of Arizona much more than he liked the attention he got."⁸⁸

When he retired from political office, Williams also retired from broadcasting. Chapter IX will examine Williams' family life and his life after broadcasting and politics.

⁸⁶ John L. Myers, ed. *The Arizona Governors 1912-1990*, Article by Nelda Garcia, p. 133.

⁸⁷ *Ibid.*, p. 133.

⁸⁸ *The Arizona Republic*, 5 September 1998.

CHAPTER IX

FAMILY AND LIFE AFTER BROADCASTING AND POLITICS

With his decision not to seek a fourth term as governor of Arizona, Jack Williams ended a career of public service to his state and community that had begun in the early 1940s. But, at 66 years of age, he was not ready to abandon the lifestyle of working daily that he had begun in his early teens. Returning to radio broadcasting was not an option for Williams. Program directors in the Phoenix market in 1975 were no longer interested in block programming or commentary, as music intensive formats ruled the radio dial. Over the next twenty years Williams would, however, be a sought after guest speaker, would author a book, begin a weekly newspaper, write a newspaper column and travel extensively with his wife, Vera, whom he had married in 1942.

Vera May

Vera May was born on April 5, 1909, in Coleman, Texas, one of seven children of James May and Alma May. Her carpenter father moved the family often around central Texas in seek of work, but was adamant that his children receive an education. Vera earned her college degree from Sul Ross College and for the next several years taught at elementary schools in central Texas.

At the urging of a friend, Vera moved to Phoenix, Arizona in 1941. While waiting to secure a teaching position, she took continuing education courses at Arizona State Teachers College (now Arizona State University) in Tempe, Arizona, and responded to a

help wanted advertisement as a receptionist for Radio Station KOY. She was hired for the job and soon developed a close professional and personal relationship with the program director, Jack Williams.

Vera and Jack married in 1942. The couple had three children; John R. Junior (Ric), born in 1943; Michael (Mic), born in 1945; and Nikki born in 1950. Ric remembers his mother as being more athletic than her more bookish husband, enjoying hiking, tennis and golf. She did, however, share his interest in public service and supported her husband's campaigns for mayor and governor.¹

As First Lady of the State of Arizona, she was characterized as being warm and friendly with the ability to make people around her feel at ease. She maintained a long-term friendship with Nancy Reagan whom she met while both of their husbands were in their respective governor's offices. Jack and Vera were frequent guests of the Reagan's at the White House once Mr. Reagan was elected to the presidency.²

Mrs. Williams suffered from Parkinson's Disease during the final years of her life. She passed away in December 1997.

The Newspaperman and Author

Williams once remarked that, aside from his radio broadcasting career, his years spent writing a column for the *Phoenix Gazette* brought him the most professional satisfaction.

¹ Ric Williams in an interview with the author, 1 June 2001.

² Ibid.

In 1977, he returned to newsprint as columnist and part owner of a weekly newspaper, *The Central Phoenix Sun*.³

His two partners in the venture, his special assistant while governor, Robert Macon, and former *Phoenix Gazette* columnist Mona Mackley also acted as reporters and columnists. A fourth individual sold print advertising. Although never a lucrative business, the endeavor served as an outlet for Williams' writing skills. The three sold the newspaper in the early 1980s.⁴

Not long after selling the *Central Phoenix Sun*, Williams began writing a weekly syndicated column for Wick Newspapers Incorporated, a company which owned several newspapers in southern Arizona including in Sierra Vista and Bisbee. Long a student of Arizona's history, his columns focused on Arizona from its days before becoming a territory to the Twentieth Century. He continued to write a weekly column for Wick newspapers for the remainder of his life⁵.

In 1981, Williams authored, *From the Ground Up: Stories of Arizona's Mines and Early Mineral Discoveries*. Funded partially and published by the Phelps-Dodge Corporation, the book recounts the facts, myths, and legends surrounding the state's long mining history.⁶

³ Ibid.

⁴ Ibid.

⁵ Ibid.

⁶ Jack Williams, *From the Ground Up: Stories of Arizona's Mines and Early Mineral Discoveries*. (Phoenix: Phelps Dodge Corporation, 1981).

The End Comes

After losing his wife of 54 years in late 1997, Williams' health began to deteriorate rapidly. He died August 24, 1998 at age 88 after a short bout with cancer and other complications. On September 4, 1998, some 500 people attended a memorial service in Phoenix for the broadcaster/politician. During the eulogy, Williams was remembered as an unselfish man who placed a premium on helping others and planning for Arizona's future growth. United States Senator John Kyle said that, "In addition to his great modesty, he never backed down. He'd take a position and stick by his guns, I always admired that."⁷

United States Senator John McCain added that Williams, along with, "Barry Goldwater, John Rhodes and Harry Rosenzweig helped pave the way for the rest of us." Former Arizona Senate President Leo Corbet remarked that Williams, "Wouldn't do anything other than put forward his best foot and do it on behalf of this state."⁸

Williams' remains were cremated and, along with those of his wife, were scattered in several places around Arizona, the state in which he had lived, entertained, informed, and served for the better part of the Twentieth Century.

⁷ *The Arizona Republic*, "Williams Mourned at Service; Ex-Governor Certainly Going to be Missed" 5 September 1998.

⁸ Both the McCain and Corbet quotes, *The Arizona Republic* 5 September 1998.

CHAPTER X

SUMMARY AND CONCLUSIONS

After graduating from Phoenix College in 1929, Jack Williams began his broadcasting career with Radio Station KOY in Phoenix. During his long association with the station, he became program director and part owner and would later serve as a vice president and member of the board of directors of the company that purchased the station from Williams and his partners in 1967.

His career of public service to Phoenix and Arizona started in the early 1940s. Over the course of three decades he held positions as school board president, Phoenix City councilman, mayor of Phoenix, and governor of Arizona.

KOY

Phoenix sporting goods storeowner Earl Nielson received a license from the United States Department of Commerce to operate experimental radio station 6BBH in 1921. The following year, Nielson was granted permission to operate KDYW, which he had government approval to change to KFCB later that same year. In 1929, Nielson was granted the 3-letter call sign of KOY. That call sign remains unchanged at this writing.

In 1936, Nielson sold KOY to Chicago radio station owner Burrige Butler. The station prospered under Butler's ownership until his death in 1948 when the station's stocks were transferred to the partnership of John L. Hogg, Albert Johnson, Glenn

Snyder, George Cook, and Jack Williams. Johnson's shares were purchased by the other partners in 1962.

Southern Broadcasting Company purchased KOY from Williams and his partners in 1967. Since that time, the station has changed ownership several times. Currently, KOY is owned by Clear Channel Communications, which is the largest owner of radio stations in the United States.

KOY also changed dial positions and power output several times over the years. Originally on 1360 on the amplitude modulation dial with 500 watts of radiated power, it was moved and remained at 550 kilocycles with 5,000 watts of radiated power from 1949 to 1999. In 1999, it was granted Federal Communications Commission approval to move to a local channel of 1230 kilohertz, which only allows 1,000 watts of radiated power.

Williams the Radio Broadcaster

Williams began his radio career in 1929 when the industry was still in its infancy. Hired by Nielson as a staff announcer, Williams became program director of the radio station in 1936 and continued in that capacity with KOY until 1967. During that time he hosted the daily radio program, "Yours Sincerely," a 15-minute commentary covering a variety of topics.

As program director, Williams was responsible for the on-air staff and for selecting and developing a suitable format for the radio station. His biggest test as program director came in the early 1950s when the station lost its network affiliation and was

threatened by the new medium of television. Williams was able to program KOY in such a manner as to increase its listening audience and, therefore, its advertising revenue.

Williams became a partner in ownership of KOY in 1948. He and his partners sold the station in 1967 for a substantial profit. He was retained by the new owners (Southern Broadcasting Company) as a vice president on the board of directors.

Due to Federal Communications Commission regulations, Williams left the airwaves for the first time in nearly 40 years in 1966 to campaign for the office of governor of Arizona. After he was elected, he returned to KOY in late 1968 and, with a few exceptions, hosted a daily radio commentary on KOY until leaving the governor's office in 1975.

Williams the Public Servant

While serving as President of the Phoenix Junior Chamber of Commerce in 1942, Williams was drafted to run for a seat on the Phoenix Elementary School Board. Although he was defeated in the general election, he was appointed to the position in 1943 when one of the board members was dismissed. The board nominated Williams as its president and it was in that capacity that he cast the deciding vote to integrate the Phoenix elementary school system. Williams served on the board as its president until 1952.

In 1952, Williams secured a seat on the Phoenix City Council, however, he chose not to run for that position in the 1953 election. He was named "Phoenix Man of the Year" in 1953. Williams ran a successful campaign for mayor of Phoenix in 1955 and was

reelected for a second term in 1957. During his terms in office the City of Phoenix grew significantly in both area and population.

Returning to politics after a six year absence, Williams was elected as governor of Arizona in 1966, again in 1968, and, in 1970, he became the state's first governor to be elected to a 4-year term. As governor, Williams was responsible for controlled economic growth as well as growth in industry and population while holding down taxes.

His administration was clouded in controversy when a recall attempt was launched against him after his signing of a controversial farm labor bill in 1972. It was determined the following year that many of the petitions were invalid and the recall never reached fruition. Williams decided not to run for a fourth term and left the governor's office in 1975. He also retired from broadcasting that year.

After Broadcasting and Politics

After Williams retired, he and his wife Vera traveled extensively. Williams and two partners created a weekly newspaper, *The Central Phoenix Sun*, in the late 1970s. When they sold the paper in the early 1980s, Williams began writing a weekly syndicated newspaper column for Wicks Newspapers Incorporated. In 1981, he authored a book on the mining history of Arizona.

Jack Williams died on August 24, 1998. Three children: sons John Jr. (Ric) and Michael (Mic), daughter Nikki and several grandchildren survive him. Vera Williams preceded him in death in 1997.

Conclusions

This study has led to the following conclusion as to why Jack Williams was an effective broadcaster and politician. His native ability to write effectively and communicate over the radio allowed Williams his initial success and prominence as a broadcaster. As he matured and assumed managerial duties, his ability to change, his excellent managerial skills, and a keen business sense became the keys to his success in administrative roles.

In his role as broadcaster, Williams guided KOY through the uncertain times of the Great Depression. He hired and retained a talented air staff in the 1940s, and succeeded in re-programming the radio station with positive results when the radio industry was threatened by the new technology of television in the early 1950s. His foresight in reinvesting a portion of his salary back into KOY resulted in his becoming an equal partner in the station in 1948. When his company sold KOY in 1967, the property had increased in value by nearly seven times its worth in the 19 years that Williams had been part owner and program director; evidence of his ability to create and sustain a viable media outlet. Southern Broadcasting Company's decision to retain Williams as a vice president on their board of directors once they purchased KOY speaks to the confidence others in the industry placed in him as a broadcaster and businessman.

School Board President Williams adapted to the social change that had its beginnings in Phoenix in the late 1940s by casting the deciding vote to integrate Phoenix elementary schools in the early 1950s. Mayor Williams effectively managed one of the fastest

growing cities in the Southwestern United States, overseeing and encouraging the rapid growth of Phoenix in the latter half of the 1950s. Governor Williams' managerial skills aided him with his selection of competent people to staff his administration. He was successful in working with a legislature which, in prior administrations, had been at odds with the governor. This ability to manage government effectively contributed to the state's fiscal and population growth and held taxes in check during his three terms in office.

This study has also attempted to answer the following research questions:

How Did Williams' Early Radio Announcing Career Contribute to His Later Becoming a Political Figure?

It was former KOY owner Burrige Butler who first encouraged Williams to become active in community affairs. Butler's experience with community activism in the Chicago market as the owner of WLS had a positive influence on the status of that radio station and once he had purchased KOY and moved to Arizona he intended to repeat that success. Having a radio personality representing the station in the affairs of the community can place a broadcasting station in a positive light as listeners often identify the personality as the station and vice versa. Williams' effective public speaking style, which he honed as a radio announcer, served him as a candidate for office and as an elected official.

During the 1940s when Phoenix had but two licensed radio stations, the "Yours Sincerely" radio show that Williams hosted was quite popular. Williams had been on the air since 1929 in the Phoenix market and had become well known to the listening

audience. Furthermore, as a newsman, Williams came into almost daily contact with community and state leaders. In the late 1940s and with the full support of his then partners in KOY, he continued to play an active role in public service to the Phoenix community. His friendships with the members of the “elite” families of Phoenix only served to bolster his standing in the community.

Consequently, it can be concluded that Williams’ radio announcing career contributed to his rise as a political figure through his place of employment’s support of his involvement in public service, his name recognition and popularity as a radio station personality, his verbal communication skills acquired while plying his trade as a radio announcer, and his close ties with community leaders, many of which were established through his association with the radio station.

What Contributions Did Williams Make to the Success of KOY?

If success can be measured in longevity, Williams’ six-decade association with KOY, as staff announcer, program director, owner, and corporate board member is an anomaly in an industry noted for a high rate of employee turnover. However, his role in KOY’s success as a broadcasting outlet goes beyond his length of service there.

As program director, he was able to hire and retain on-air talent whose skills as announcers may have surpassed his own, an indication that ego did not play a part in his hiring process. He was able to manage and motivate such established entertainment “stars” as Gene Autry and Spike Jones and was also able to distinguish those who

possessed the ability to achieve “stardom” by hiring Steve Allen to host a local radio program.

When KOY lost its network affiliation with the Columbia Broadcasting system in 1950 and later that same year when television debuted in the Phoenix market, Williams was able to adjust KOY’s programming to not only allow the station to survive but to flourish financially and to attract more listeners than the station had enjoyed in the previous decades.

As station owner, Williams worked with his partners to continue to build KOY into a financial success. Documents from 1966 show the station was on very solid financial ground. In 1967, the station was sold to the Southern Broadcasting Company for a sum far surpassing what had been paid for the property in past sales of the station and nearly twice as much as AM properties sold for thirty years later.

It can be concluded that Williams’ programming skills, managerial skills and business knowledge were all crucial elements in the success of Radio Station KOY from the 1930s through the 1960s.

What Were the Major Economic and Social Issues facing Phoenix and Arizona in the 1950s, 1960s and Early 1970s and how did Williams Address Them as a Broadcaster and Politician?

Population growth and industrial expansion were the two major economic issues facing Phoenix and Arizona in the middle decades of the Twentieth Century. The mining industry and agriculture had served as the main economic focus since territorial days and Arizonans had long prided themselves on being the state of the “four C’s;” copper, citrus,

cattle and cotton. During his tenure as Mayor of Phoenix and as Governor of Arizona, Williams added a fifth C: commerce.

As mayor, Williams' aggressive policy of annexation of unincorporated areas resulted in a nearly six-fold increase in size of the incorporated area of the City of Phoenix. As the city area increased so did its population; from 165,273 in 1956 to 439,170 when Williams left office in 1960. Much of this population increase can be attributed to the Williams Administration's cooperation with Phoenix civic and business organizations in attracting new business and industry to the city.

As governor, Williams continued the policy of orderly economic growth for the state of Arizona that he had begun as Mayor of Phoenix. The state's population continued to increase throughout his terms as governor as a favorable climate and a favorable tax base attracted more light industries. Fiscal responsibility was a hallmark of Williams' tenure as governor as he balanced the state's budget in each of his eight years in office.

Race relations were a major social issue facing Phoenix and Arizona in the 1950s, 1960s and early 1970s, as African-Americans repositioned themselves socially, economically and politically. As the Phoenix Elementary School District's board president, Williams cast the deciding vote to integrate Phoenix' elementary schools. However, as mayor, he reversed his supportive stance on civil rights when, in 1956, the mayor and city council rejected legislation to end discriminatory practices in the city.

It can be concluded that, while governor, Williams' successes in balancing the state's budget, encouraging the growth of business and commerce, and holding down taxes all indirectly contributed to the economic and social welfare of minorities in the state.

Defining Williams' role in addressing social and economic issues as a broadcaster is difficult at best. His daily "Yours Sincerely" radio program on KOY was first and foremost an entertainment venue. Restricted by the Fairness Doctrine, Williams kept political and other controversial content to a minimum choosing instead to script his programs with light-hearted, non-controversial subject matter. When he returned to the air as governor, his programs took on a more political nature and social and economic issues were addressed more frequently, but still within the guidelines of the Fairness Doctrine.

How Did Williams' Campaign for Mayor Differ From His Campaign for Governor?

As a mayoral candidate, the Charter Government Committee supported Williams. This powerful, local political group was formed in the late 1940s and successfully backed the elections of candidates for mayor, city manager and city council into the mid-1960s when its political power began to wane. Williams had become a member of the Charter Government Committee in the early 1950s after Phoenix City Councilman and Charter Government Committee member Barry Goldwater endorsed his selection on the city council to fill a term that had been vacated. It is doubtful Williams could have sustained an effective mayoral campaign without the financial backing afforded by the Charter Government Committee endorsement. Furthermore, Williams continued to host his daily radio show on KOY during the campaign which helped maintain his name recognition for potential voters.

By the time Williams was prepared to run for governor (1966) the Charter Government Committee's political clout had all but disappeared from Phoenix politics, he did however retain the endorsement of both of Arizona's members of the United States Senate.

Party politics played into Williams' run for governor in a way it had not in his mayoral campaigns. Whereas the Phoenix City Charter forbade the declaration of political party affiliation in a candidate's campaign, as a candidate for governor, Williams ran on the Republican Party ticket, which at the time was the minority political party in Arizona.

Although he had been on the radio in Arizona for over 36 years, he was unable to continue to host his daily radio program while campaigning for governor. His ability to sustain name recognition with voters, therefore, relied more on personal appearances, newspaper interviews, and political advertising.

The tenor of the campaigns for mayor and governor also differed significantly. Williams lauded his opponent in his first mayoral race for running a "clean campaign." The second campaign was also free of political controversy. Two of his three gubernatorial campaigns, however, were fraught with controversy including charges of governmental mismanagement and political ineptitude.

How Did the Fairness Doctrine Affect His Daily Radio Program During His Political Campaigns?

Since his mayoral campaigns were held before Congress amended Section 315 of the Federal Communications Act of 1934 to include the requirement that if broadcasting

stations allow one qualified candidate the use of their facilities they must allow other qualified candidates the same opportunity, that portion of the Fairness Doctrine did not come into play. Moreover, while hosting his radio program on KOY during his mayoral campaigns, Williams kept editorializing on important public issues to a bare minimum thus avoiding having the station be required to air differing points of view as required by the Fairness Doctrine.

As a gubernatorial candidate, Williams was forced to end his daily radio shows because of the 1959 congressional amendment of Section 315. When he did return to the air as governor, restrictions were such on the way the show was produced and presented as to not be in violation of the Fairness Doctrine. These production and presentation techniques proved sufficient in deterring violation of Federal Communication Commission regulations and, while "Yours Sincerely" aired on KOY during his terms as governor, no one came forward to exercise the option of invoking either the Fairness Doctrine or its Section 315.

What Specific Actions Did Williams Take as a Broadcaster and as a Politician That Affected the Way Arizona Dealt with the Vietnam War Protests of the Late 1960s and Early 1970s?

Williams' response as a politician was to quell any threat of violent protest by relying on state and county law enforcement agencies and the Arizona National Guard to maintain order during Vietnam War protests in Arizona. Williams' conservative stance towards America's military involvement in Southeast Asia is confirmed by his support of the Arizona Board of Regent's decision to fire Arizona State University professor and

anti-war activist Morris Starsky, and by his belief that a communist threat against the United States was imminent unless victory was secured in Vietnam.

Due to the lack of radio scripts for “Yours Sincerely” on KOY for the years 1969 and 1970, it can not be determined if Williams addressed the issue of Vietnam War protests and protestors. However, an examination of radio scripts for the years 1971 and 1973 show that he did not use his daily radio program to bolster his policies toward his response to anti-war protests and anti-war protestors.

How Did Williams Deal with the Recall Attempt of 1973?

Instead of defending his action in signing HB 2134 in 1972 that prompted the recall attempt, Williams chose to outwardly ignore the controversy surrounding his administration’s action. He did not mention the recall in speeches delivered during the months in which petitions were being gathered calling for his removal from office, nor did he address the issue in any of his radio broadcasts in the early months of 1973. Williams relied instead on Special Assistant Robert Macon to organize support against the recall.

Although Williams later said that he was confident the recall would have failed had it not been dismissed because of questionable petitions, it can be concluded that the emotional and financial strain suffered by the governor due to the recall attempt was a factor in his decision not to seek a fourth term.

Overview

Jack Williams was a unique and highly successful broadcaster and politician who played a prominent role in Arizona public affairs for more than 50 years. His success in broadcasting contributed to his prominence and, ultimately, to his lengthy political career, which included three terms in the highest public office in the state. His honesty and integrity were seldom compromised and he managed to leave an indelible mark on those with whom he came in contact with throughout his long, productive life.

Suggestions for Further Research

This study has attempted to explore the dual careers of broadcaster/politician Jack Williams. During this undertaking, several areas for future research were brought to light. Some of the important figures mentioned in this study are worthy of the broadcast historian's attention including Glenn Snyder, George Cook, Radio Station KTAR newsman and former Arizona Governor Howard Pyle, and former Radio Station KOOL newsman and former Arizona Governor and United States Senator Ernest McFarland.

Also worthy of future research are the histories of several radio and television stations of the years encompassing this study including a more thorough history of Radio Station KOY, Arizona's first radio station; Radio Station KTAR, Phoenix, which signed on the

air not long after KOY and remains a ratings leader in the Phoenix radio market; and

KPHO-TV, Phoenix, Arizona's first television station.

BIBLIOGRAPHY

BIBLIOGRAPHY

Books

- Albarran, Alan B. *Media Economics: Understanding Markets, Industries, and Concepts*. Ames: Iowa University Press, 1996.
- Asbury, Frank. *Yours Sincerely*. Chino Valley, AZ: H.T. Press, 1994.
- Baran, Stanley J. and Dennis K. Davis. *Mass Communication Theory: Foundations, Ferment and Future*. Belmont: Wadsworth Publishing Company, 1995.
- Barnouw, Erik. *A Tower in Babel: A History of Broadcasting in the United States, to 1933*. New York: Oxford University Press, 1966.
- Barnouw, Erik. *The Golden Web: A History of Broadcasting in the United States, 1933-1953*. New York: Oxford University Press, 1968.
- Barnouw, Erik. *The Image Empire: A History of Broadcasting in the United States, From 1953*. New York: Oxford University Press, 1970.
- Benton, Wilbourn E. *Texas: Its Government and Politics*. Englewood Cliffs, New Jersey: Prentice-Hall, 1977.
- Berman, David K. *Arizona Politics and Government: The Quest for Autonomy, Democracy, and Development*. Lincoln: University of Nebraska Press, 1998.
- Broadcasting and Cable Yearbook*. New Providence: R.R. Bowker, 2000.
- Carter, T. Barton, Marc A. Franklin and Jay B. Wright. *The First Amendment and the Fifth Estate*. Westbury: The Foundation Press, 1996.
- Czitrom, Daniel J. *Media and the American Mind: From Morse to McLuhan*. Chapel Hill: University of North Carolina Press, 1982.
- Dominick, Joseph R. and James E. Fletcher. *Broadcasting Research Methods*. Boston: Allyn and Bacon, 1985.
- Downes, Randolph C. *The Rise of Warren Gamaliel Harding*. Ohio State University Press, 1970.
- Evans, James F. *Prairie Farmer and WLS: The Burrige D. Butler Years*. Urbana: University of Illinois Press, 1969.

- Furgurson, Ernest B. *Hard Right: The Rise of Jesse Helms*. New York: W.W. Norton And Company, 1986.
- Goff, John F. *Arizona Biographical Dictionary*. Cave Creek, AZ: Black Mountain Press, 1983.
- Halstead, Fred. *Out Now!: A Participant's Account of the American Movement Against the Vietnam War*. New York: Monad Press, 1978.
- Head, Sydney W. *Broadcasting in America: A Survey of Television and Radio*. Boston: Houghton Mifflin Company, 1972.
- Heineman, Kenneth J. *Campus Wars: The Peace Movement at American State Universities*. New York: New York University Press, 1993.
- Johnson, Wesley G. Jr. *Phoenix in the Twentieth Century: Essays in Community History*. Norman: University of Oklahoma Press, 1993.
- Luckingham, Bradford. *Minorities in Phoenix: A Profile of Mexican American, Chinese American and African American Communities, 1860-1992*. Tucson: University of Arizona Press, 1989.
- Luckingham, Bradford. *Phoenix: A History of a Southwest Metropolis*. Tucson: University of Arizona Press, 1994.
- Morris, Edmund. *Dutch*. New York: Random House, 2000.
- Oringel, Robert S. *Audio Control Handbook for Radio and Television Broadcasting*. New York: Hastings House, 1972.
- Sheridan, Thomas E. *Arizona: A History*. Tucson: University of Arizona Press, 1995.
- Smith, Zachary, ed. *Politics and Public Policy in Arizona*. London: Praeger, 1993.
- Trimble, Marshall. *Arizona: A Cavalcade of History*. Phoenix: Treasure Chest Publications, 1989.
- TV Factbook*. Washington, D.C.: Warren Publishing Company, 1994.
- Webster, James G. and Lawrence W. Lichty. *Ratings Analysis: Theory and Practice*. Hillsdale: Erlbaum, 1991.
- Wells, Tom. *The War Within: America's Battle Over Vietnam*. Berkeley: University of California Press, 1994.

Williams, Jack. *From the Ground Up: Stories of Arizona's Mines and Early Mineral Discoveries*. Douglas: Phelps Dodge Corporation, 1981.

Zeigler, Sherilyn K. and Howard, Herbert H. *Broadcast Advertising*. Ames: Iowa State Press, 1991.

Correspondence

Butler, Albert Jr. Letter to Jack Williams. 6 February 1967. Jack Williams Family Archives, Phoenix, Arizona.

Campbell, Frank B. Jr. Letter to Jack Williams, Glenn Snyder, George Cook and Mae Hogg. 22 September 1967. Jack Williams Family Archives, Phoenix, Arizona.

Confidential Memorandum from Bill Lester to Jack Williams. Undated. Jack Williams Family Archives, Phoenix, Arizona.

Cox, Adrian. Letter to Jack Williams. 15 May 1967. Jack Williams Family Archives, Phoenix, Arizona.

Eaton, David H. Letter to Jack Williams. 4 January 1968. Jack Williams Family Archives, Phoenix, Arizona.

Eisenhower, Mamie Doud. Letter to Jack Williams dated 25 April 1969. Jack Williams Family Archives, Phoenix, Arizona.

Fannin, Paul J. Letter to Jack Williams dated 12 June 1975. Jack Williams Family Archives, Phoenix, Arizona.

Fannin, Paul J. Letter to Jack Williams dated 16 July 1975. Jack Williams Family Archives, Phoenix, Arizona.

Ford, Gerald R. Letter to Jack Williams dated 1 May 1975. Jack Williams Family Archives, Phoenix, Arizona.

Ford, Gerald R. Letter to Jack Williams dated 23 January 1975. Jack Williams Family Archives, Phoenix, Arizona.

Ford, Gerald R. Letter to Jack Williams dated 5 June 1975. Jack Williams Family Archives, Phoenix, Arizona.

Goldwater, Barry. Letter to Jack Williams dated 17 November 1972. Jack Williams Family Archives, Phoenix, Arizona.

- Gosnell, R.E. Letter to Jack Williams. 7 October 1967. Jack Williams Family Archives, Phoenix, Arizona.
- Gosnell, R.E. Letter to Jack Williams. 11 September 1967. Jack Williams Family Archives, Phoenix, Arizona.
- Hudson, Helen S. Letter to Jack Williams, 20 June 1966. Jack Williams Family Archives, Phoenix, Arizona.
- Johnson, John G. Letter to Jack Williams. 3 February 1967. Jack Williams Family Archives, Phoenix, Arizona.
- Johnson, John G. Letter to Jack Williams. 1 October 1974. Jack Williams Family Archives, Phoenix, Arizona.
- Johnson, John G. Letter to Jack Williams. 13 February 1967. Jack Williams Family Archives, Phoenix, Arizona.
- Johnson, John G. Letter to Jack Williams. 27 March 1969. Jack Williams Family Archives, Phoenix, Arizona.
- Johnson, John G. Letter to Jack Williams. 28 December 1966. Jack Williams Family Archives, Phoenix, Arizona.
- Law Offices of Jennings, Strouss, Salmon and Trask. Letter to Jack Williams. 14 November 1967. Jack Williams Family Archives, Phoenix, Arizona.
- Law Offices of Lewis, Roca, Scoville, Beauchamp, and Linton. Covenants of
- Matheson, Mac C. Letter to Jack Williams. 30 March 1967. Jack Williams Family Archives, Phoenix, Arizona
- Memorandum from Jack Williams to Glenn Snyder. 10 April 1967. Jack Williams Family Archives, Phoenix Arizona.
- Memorandum From Jack Williams to John Hogg. Undated. Jack Williams Family Archives, Phoenix, Arizona.
- Nixon, Richard M. Letter to Jack Williams dated 16 May 1974. Jack Williams Family Archives, Phoenix, Arizona.
- Nixon, Richard M. Letter to Jack Williams dated 18 January 1975. Jack Williams Family Archives, Phoenix, Arizona.

Nixon, Richard M. Letter to Jack Williams dated 21 March 1974. Jack Williams Family Archives, Phoenix, Arizona.

Nixon, Richard M. Letter to Jack Williams dated 22 February 1973. Jack Williams Family Archives, Phoenix Arizona.

Nixon, Richard M. Letter to Jack Williams dated 5 June 1973. Jack Williams Family Archives, Phoenix, Arizona.

Pyle, Howard. Letter to Jack Williams dated 2 October 1966. Jack Williams Family Archives, Phoenix, Arizona.

Pyle, Howard. Letter to Jack Williams dated 27 July 1966. Jack Williams Family Archives, Phoenix, Arizona.

Reagan, Ronald. Letter to Jack Williams dated 14 December 1972. Jack Williams Family Archives, Phoenix Arizona.

Ross, James W. Letter to Glenn Snyder, 22 June 1966. Jack Williams Family Archives, Phoenix, Arizona.

Ross, James W. Letter to Jack Williams. 28 June 1967. Jack Williams Family Archives, Phoenix, Arizona.

Smith, Darrell F. Letter to Jack Williams, 6 December 1966. Arizona Department of Library, Archives, and Public Records History and Archives Division, Arizona State Capitol, Phoenix.

Snyder, Glenn. Letter to George Cook. 12 April 1967. Jack Williams Family Archives, Phoenix, Arizona.

Snyder, Glenn. Letter to Jack Williams. 11 November 1966. Jack Williams Family Archives, Phoenix, Arizona.

Snyder, Glenn. Letter to Jack Williams. 7 February 1967. Jack Williams Family Archives, Phoenix, Arizona.

Station Memorandum from John Hogg to Jack Williams. 19 April 1965. Jack Williams Family Archives, Phoenix Arizona.

Williams Jack. Letter to Gary Edens. 9 December 1974. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Letter to Howard Pyle dated 18 August 1966. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Letter to Howard Pyle dated 22 September 1966. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Letter to John G. Johnson. 20 September 1974. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Letter to Transamerica Title Insurance Company. 3 April 1970. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Letter to Carlisle Ellis, 16 March 1958. Jack Williams Family Archives, Phoenix, Arizona.

Government Documents

Arizona. *A Concurrent Resolution of the Death of the Honorable John H. Haugh*. 1996.

City of Phoenix, City Clerk. *Minutes of City Council Meeting*. 2 January 1958.

City of Phoenix, City Clerk. *Minutes of City Council Meeting*. 2 May 1956.

City of Phoenix, City Clerk. *Minutes of City Council Meeting*. 26 April 1956.

City of Phoenix, City Clerk. *Minutes of City Council Meeting*. 3 January 1956.

City of Phoenix, City Clerk. *Minutes of City Council Meeting*. 31 July 1956.

Commission on Civil Rights. *Hearings Before the United States Commission on Civil Rights*. Phoenix, Arizona, 3 February 1962.

House Bill 2134, State of Arizona, House of Representatives, 30th Legislature, 2nd Regular Session.

Office of the Secretary of State of Arizona. *Loyalty Oath of Office*. 21 December 1966.

Sahr, Robert. "Consumer Price Index Conversion Factors to Convert Dollars." Department of Political Science, Oregon State University, Corvallis. 2000.

State of Arizona v. Starsky, 106 Ariz. 329 P.2d 943 (Az 1970).

United States Department of Commerce, Bureau of Navigation, Radio Division. *Radio Service Bulletin*. No. 62, 1 June 1922.

United States Department of Commerce, Bureau of Navigation, Radio Division. *Radio Service Bulletin*. 1 July 1922.

United States Department of Commerce, Bureau of Navigation, Radio Division. *Radio Service Bulletin*. No. 66, 2 October 1922.

United States Department of Commerce, Bureau of Navigation, Radio Division. *Commercial and Government Radio Stations of the United States*. 30 June 1927.

Interviews

Edens, Gary. Interview by Roger Heinrich conducted 24 April 2001.

Williams, Jack. Interview by Patrick O' Reilly, 23 November 1984. Transcript. Jack Williams' Family Archives, Phoenix, Arizona.

Williams, Ric. Interview by Roger Heinrich conducted 1 June 2001.

Newspapers and Periodicals

Amos, Wayne. "The Trip to the Top." *The Arizona Republic*, 8 January 1967, sec. A p. 6.

"Arizona's Future." Political Advertisement in *The Arizona Republic*, 3 November 1966.

Avery, Ben. "Williams Has Worked With All but One Governor." *The Arizona Republic* 21 July 1966.

"Charter Council Record Lauded by Williams." *The Arizona Republic*, 3 November 1955.

"City Employee Pay Raise Attacked As Election Eve Play for Votes." *The Arizona Republic*, 29 October 1955.

"Did You Know?" *The Arizona Republic* 10 September 1999.

"Four In Race For Post of Mayor." *The Arizona Republic*, 7 November 1955.

"Fourteen Candidates Vie For Phoenix Posts Tuesday." *The Arizona Republic*, 10 November 1957.

Fox, Kel M. "Yavapai in the Legislature." *Yavapai County Messenger* 9 January 1948.

Goddard: Williams Pro-What? *The Arizona Republic*, 5 November 1968.

Kazy, Ted. "Jack Seeks Mayoralty So He Can Help City." *The Arizona Republic*, 6 November 1955.

Kelly, Charles. "Jack Williams is Dead at 88." *The Arizona Republic* 26 August 1998.

King, Bill and Orren Beaty. "Majorities Eliminate Runoff." *The Arizona Republic*, 9 November 1955.

King, Bill. "Phoenix Votes for Mayor and Councilmen Today." *The Arizona Republic*, 8 November 1955.

"Lee Trails Incumbent by 17,832." *The Arizona Republic*, 13 November 1957.

Meek, Walter W. "Governor's Race is Highlight of State Contests." *The Arizona Republic*, 5 November 1970.

Meek, Walter W. "Incumbents Lead 8,000, But Opponent Won't Concede." *The Arizona Republic*, 5 November 1970.

Meyers, Patricia. "Stars Past, Present Put Brand on Valley Scene." *The Arizona Republic* 7 May 1995.

Newsweek. "Governors." 23 April 2001, 8.

Schwartz, David. "Zingers, Tales Fly as Mayors Relive Old Times in Phoenix." *The Arizona Republic* 31 October 1991.

Stanley, John. "Quirky Steve Allen Filled Local Airwave with Charm." *The Arizona Republic* 1 November 2000.

"State Shows a Profit." *The Phoenix Gazette*, 16 August 1974.

"Station KOY Picks Officers." *Phoenix Gazette* 16 June 1948.

"Vote Tomorrow for Your Charter Council Candidates." Political Advertisement in *The Arizona Republic*, 7 November 1955.

"Williams Leaves Legacy of True Service; Today's Leaders can Learn From Former Governor." *The Arizona Republic* 26 August 1998.

Wynn, Bernie. "Clear Skies May Increase Voter Turnout." *The Arizona Republic*, 3 November 1970.

Wynn, Bernie. "First Returns Show State GOP Sweep." *The Arizona Republic*, 9 November 1968.

Wynn, Bernie. "Goddard and Elson Waging Hard Races." *The Arizona Republic*, 3 November 1968.

Wynn, Bernie. "Williams Wins." *The Arizona Republic*, 9 November 1966.

Radio Station Documents

Exhibits A through H. Promissory Note From Southern Broadcasting to Salt River Valley Broadcasting Company. 15 May 1967. Jack Williams Family Archives, Phoenix, Arizona.

KOY Radio Incorporated. Statement of Financial Condition. 11 August 1966.

KOY Radio, Incorporated. Statement of Financial Condition. 14 September 1966.

KOY Radio, Incorporated. Statement of Financial Condition. 28 February 1967.

KOY Radio, Incorporated. Statement of Financial Condition. 28 July 1966.

Minutes of Special Meeting of the Board of Directors of Salt River Broadcasting Company. 15 May 1967. Jack Williams Family Archives, Phoenix, Arizona.

Non Compete. Jack Williams Family Archives, Phoenix, Arizona.

Price Waterhouse and Company. Computation of Purchase Price and Financial Statements of Radio Station KOY. 30 April 1967. Jack Williams Family Archives, Phoenix, Arizona.

Report on Southern Broadcasting Company. Enclosed in a Letter From Glenn Snyder to Jack Williams dated 8 December 1966. Jack Williams Family Archives, Phoenix, Arizona.

Report on Winston-Salem Broadcasting. 8 December 1966. Jack Williams Family Archives, Phoenix, Arizona.

Selected "Yours Sincerely" Scripts, 1955-1974, by Jack Williams on KOY, Phoenix, Arizona. The Arizona Historical Society, Phoenix, Arizona, and, Jack Williams Family Archives, Phoenix, Arizona.

Selected Radio Commercial Scripts Paid for by the Williams for Governor Committee, 1968. Jack Williams Family Archives, Phoenix, Arizona.

Selected Television Commercial Scripts Paid for by the Williams for Governor Committee, 1968. Jack Williams Family Archives, Phoenix Arizona.

Unpublished Document. "KOY 1921-1981: 60th Anniversary Gala." 5 November 1981 The Wrigley Mansion Arizona Biltmore, Phoenix, Arizona.

Unpublished Document. "KOY Radio-The History, 1999 (?)." KOY Radio Archives, Phoenix, Arizona

Williams, Jack. Unpublished Document from Personal Papers, 1994. Jack Williams Family Archives, Phoenix, Arizona.

Speeches

Williams Jack. Speech to Tucson Republican Women. 26 September 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Introduction of Barry Goldwater Testimonial Dinner in Phoenix. 10 February 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Selected Campaign Speeches, September 1966 to November 1966. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech at the Southern Arizona Republican Barbeque. 18 May 1968. Jack Williams Family Archive, Phoenix, Arizona.

Williams, Jack. Speech before the United States Congress in Washington, D.C. 16 May 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Arizona Broadcasters Association Spring Meeting, 28 April 1967. Arizona Department of Library, Archives and Public Records, State Capitol, Phoenix.

Williams, Jack. Speech to the Phoenix Young Republican Club, 3 February 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Arizona Broadcasters Association Spring Conference, 12 May 1972 Arizona Department of Library, Archives and Public Records, State Capitol, Phoenix.

Williams, Jack. Speech to Motorola Employees in Phoenix. 2 September 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to National Republican Women's Conference, 7 April 1972, Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Phi Delta Kappa Fraternity in Flagstaff, Arizona. 19 May 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Phoenix Sertoma Club, 11 January 1972, Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Pima County Republican Women. 1 October 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Republican Legislators. 14 September 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Scottsdale Republican Women's Club. 3 February 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Senior Officers of the Arizona National Guard, 23 March 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to Tempe Republican Women. 23 September 1968. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the Arizona Newspapers Association. 14 January 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the Greenlee County Republican Women in Morenci, Arizona. 18 February 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the Kiwanis Club of Prescott, Arizona. 27 January 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the League of Women Voters of Arizona. 10 February 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the Office of Navajo Economic Security in Tuba City, Arizona. 19 May 1972. Jack Williams Family Archives, Phoenix, Arizona.

Williams, Jack. Speech to the Republican Women's Club of Kingman, Arizona. 14 August 1968. Jack Williams Family Archives, Phoenix, Arizona.

- Williams, Jack. Speech to the Southern Arizona Chapter of Sigma Delta Chi. 27 January 1972. Jack Williams Family Archives, Phoenix, Arizona.
- Williams, Jack. Speech to the Sun City Republican Club. 22 April 1969. Jack Williams Family Archives, Phoenix, Arizona.
- Williams, Jack. Speech to Tucson Chamber of Commerce, 15 June 1972, Jack Williams Family Archives, Phoenix, Arizona.
- Williams, Jack. Speech to Tucson College Republicans. 10 October 1968. Jack Williams Family Archives, Phoenix, Arizona.
- Williams, Jack. Governor's Day Speech in Sun City, Arizona, 22 April 1968. Jack Williams Family Archives, Phoenix, Arizona.
- Williams, Jack. Speech to Gathering at Clifton Arizona, 31 March 1967. Jack Williams Family Archives, Phoenix, Arizona.

Theses and Dissertations

- Allen, Chris Ward. "Coast to Coast and Border to Border: The Influence of Jack Shelly On Broadcast Journalism." Ph.D. diss., University of Missouri, 1996.
- Lichty, Lawrence W. "The Nation's Station: A History of Radio Station WLW." Ph.D. diss., Ohio State University, 1964.
- Linton Bruce A. "A History of Chicago Radio Station Programming, 1921-1931, With Emphasis on Stations WMAQ and WGN." Ph.D. diss., Northwestern University, 1953.
- Lott, George E. Jr. "The History of Radio Station WTAR: The Pioneer Years, 1923-1934." Ph.D. diss., Michigan State University, 1970.
- Maldonado, Jose A. "Anatomy of a Recall" Unpublished Document 1993. Arizona State University Libraries, Archives and Manuscripts, Tempe, Arizona.
- Rinks, Jerry W. "We Shield Millions: A History of WSM, 1925-1950." Ph.D. diss., University of Tennessee, 1995.
- Ruiz, Elizabeth. "Arizona's Controversial Farm Labor Law, 1973" Chicano Research Collection, University Libraries, Arizona State University, Tempe.
- Scher, Saul N. "Voice of the City: The History of WNYC, New York City's Municipal Radio Station, 1924-1962." Ph.D. diss., New York University, 1965.

Stokes, George M. "A Public Service Program History of Radio Station WFAA-820."
Ph.D. diss., Northwestern University, 1954.

Tozier, Carolyn D. "Pauline Frederick and the Rise of Network Television News, 1948-1960." Ph.D. diss., University of Maryland, 1995.

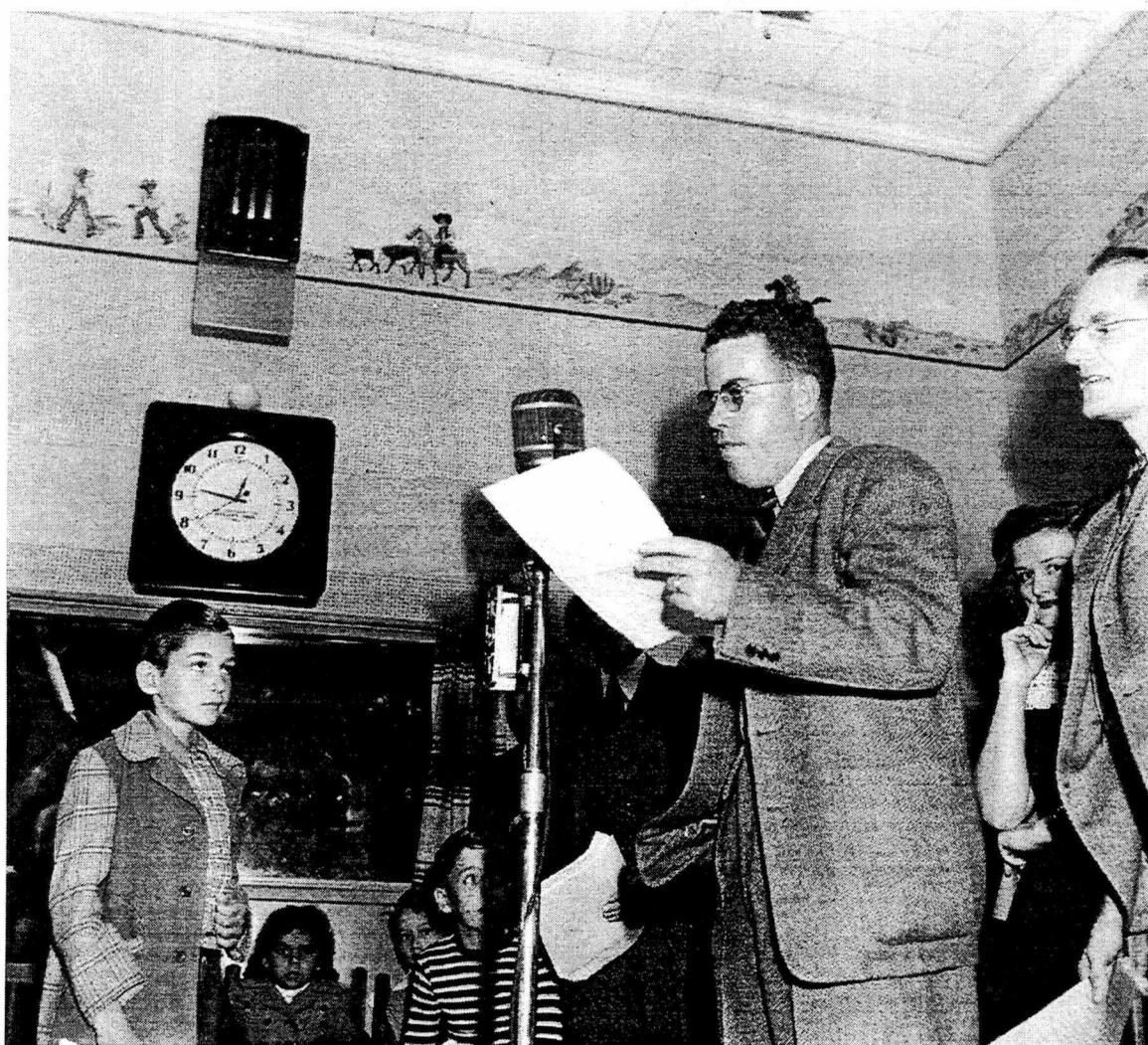
Williams, Jack. *On the Environment: We Have Found Our Pain, You Must Now Search For the Remedy*. College of Mines and Mineral Industries, Provo: University of Utah, 1970.

Wolsey, Heber G. "The History of Radio Station KSL From 1922 to Television."
Ph.D. diss., Michigan State University, 1967.

APPENDICES

APPENDIX A





APPENDIX B



APPENDIX C



APPENDIX D



APPENDIX E

*Keep
The Man Who
Kept His
Promises...*



Williams

GOVERNOR

R E P U B L I C A N



APPENDIX F

The Inaugural Ball Committee

cordially invites you to participate

in the

Inaugural Celebration

of the

Honorable Jack Williams

Governor of Arizona

Monday, the second day of January

nineteen hundred and sixty-seven

at eight o'clock in the evening

Ramada Inn

3804 E. Van Buren

Phoenix, Arizona

R.S.V.P.

Dress Optional

APPENDIX G





VITA

Roger Wayne Heinrich was born in Bowman, North Dakota on November 20, 1952. Reared on a ranch in rural Slope County, North Dakota, he attended the one-room Mound School from first through third grades. He later attended public schools in Rhame, North Dakota and graduated from Rhame High School in 1970. After graduating from Dickinson State University with an Associate of Arts degree in 1975, he worked in commercial radio for the next 26 years, with 7 of those years as news director of KOY in Phoenix, Arizona. He also was an announcer for the ABC owned Satellite Music Network for 6 years. He received a Bachelor of Arts in Communication from Arizona State University in 1992 and a Master of Mass Communication from Arizona State University in 1996. In 1997 he entered the graduate program at the University of Tennessee, Knoxville. While in Knoxville, he served as news director for the Horne Radio Group's stations, including the 50,000-watt WKVL. He received the Ph.D. degree in August 2001.

He is currently an Assistant Professor in the Department of Electronic Media Communication at Middle Tennessee State University in Murfreesboro.