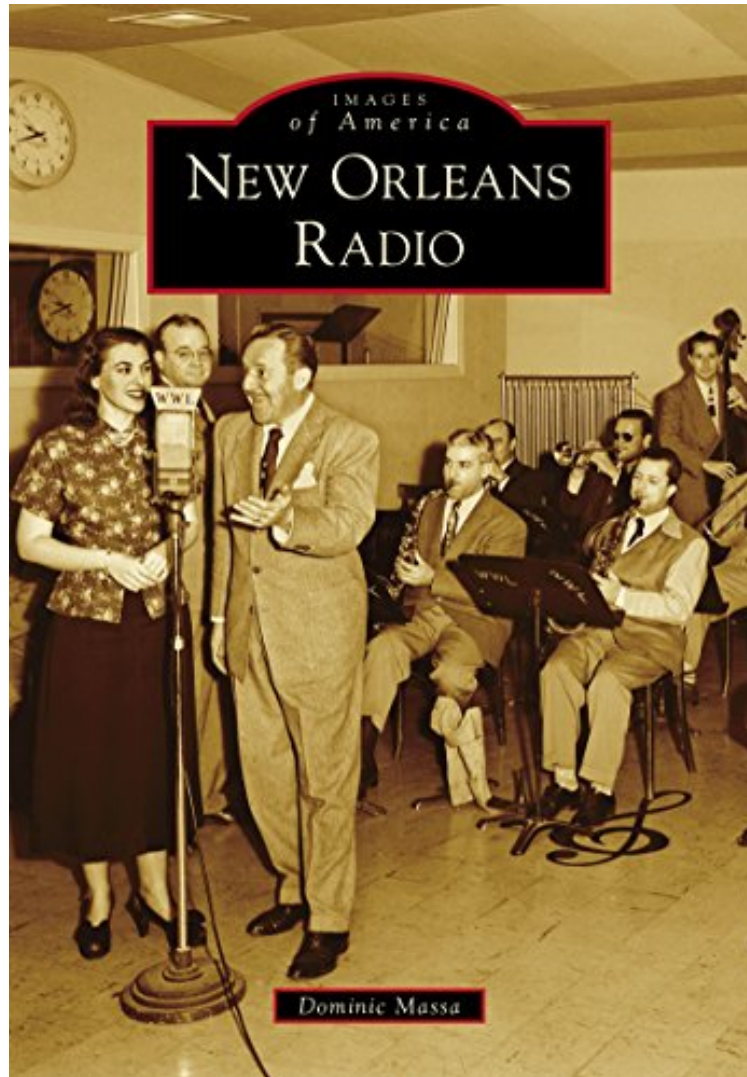


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New Orleans Radio (Images of America)

Dominic Massa

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From humble beginnings in a physics lab on the campus of Loyola University came the sounds of the first radio station in the lower Mississippi River Valley when WWL Radio signed on in 1922. The little station would grow into a

national powerhouse, with its morning Dawnbusters show and nightly broadcasts from the Blue Room of the Roosevelt Hotel. The city's second oldest station, WSMB, with studios in the Maison Blanche Building, developed its own cast of favorites, including "Nut and Jeff." Later, in the city known as the birthplace of jazz, radio played a key role in popularizing early rock and roll. Disc jockeys at leading stations WRIX and WNOE helped develop the Crescent City sound, along with local personalities with colorful names like "Poppa Stoppa," "Jack the Cat," and "Dr. Daddy-O."

About the Author Author Dominic Massa is a native of the New Orleans area who works as the executive producer and special projects director at WWL-TV. A past president of the Press Club of New Orleans, he has written and produced numerous programs and features on broadcasting history, including two for the city's PBS affiliate, WYES-TV: *New Orleans TV: The Golden Age* and *Stay Tuned: New Orleans*; *Classic TV Commercials*. He is also the author of *Images of America: New Orleans Television* from Arcadia Publishing.