



The New York Public Library
Schomburg Center for Research in Black Culture,
Manuscripts, Archives and Rare Books Division

Guide to the

WWRL newsletter collection

1966-1974

Sc MG 916

Summary

Creator: WWRL

Title: WWRL newsletter collection

Date: 1966-1974

Size: 0.21 linear feet (1 box)

Source: Gift of Jeanne Kolva, 2016.

Abstract: Founded in 1926, WWRL originally had a multi-lingual format serving the various ethnic communities of New York City. The radio station took on a mostly Spanish identity in the 1950s. In the mid-1960s, under the direction of news director Dick London, the station oriented towards African Americans living in New York City. As the station became an advocate for legislative change, London invited community leaders to voice their concerns publicly on air. The music and news advocacy was an integral part of the Black American community. WWRL played rhythm and blues music from 1964 to 1982, before changing to urban contemporary gospel music and religious programming from 1982 to 1997. DJ's for WWRL in the 1960s included Frankie Crocker and Jocko Henderson. Today, WWRL is the New York City outlet of the Black Information Network (BIN). This collection consists of one-page WWRL weekly newsletters which listed the "Soul 16", or the top 16 soul songs in the United States. These newsletters were available for free at various record stores. The newsletters listed songs under various headings, such as "New Sounds", "Boss Blues", and "On the Move". Around 1969, the newsletter's title changed to "WWRL Soul 16 Survey" and in the early 1970s, it changed again to "The Big 16 WWRL". Additionally, new category names included "Hit Bound" and "Top of the Dome". The collection contains newsletters from 1966-1972, but no year is complete.

Preferred citation: [Item], WWRL newsletter collection, Sc MG 916, Schomburg Center for Research in Black Culture, Manuscripts, Archives and Rare Books Division, The New York Public Library

Language of the Material: English

Processing note: Many of the early newsletters are color reproductions.

Creator History

Founded in 1926, WWRL originally had a multi-lingual format serving the various ethnic communities of New York City. The radio station took on a mostly Spanish identity in the 1950s. In the mid-1960s, under the direction of news director Dick London, the station oriented towards African Americans living in New York City. As the station became an advocate for legislative change, London invited community leaders to voice their concerns publicly on air. The music and news advocacy was an integral part of the Black American community. WWRL played rhythm and blues music from 1964 to 1982, before changing to urban contemporary gospel music and religious programming from 1982 to 1997. DJ's for WWRL in the 1960s included Frankie Crocker and Jocko Henderson. Today, WWRL is the New York City outlet of the Black Information Network (BIN).

Scope and Content Note

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Arrangement: Arranged chronologically.

Key Terms

Subjects

African American musicians
African American radio broadcasters
African American radio stations
African Americans -- Music
Rhythm and blues music
Soul music

Names

WWRL

Container List

- b. 1 f. 1 1966
- b. 1 f. 2 1967
- b. 1 f. 3 1968
- b. 1 f. 4 1969
- b. 1 f. 5 1970
- b. 1 f. 6 1971
- b. 1 f. 7 1972-1974