

2014

0822: Lawrence H. "Bud" Rogers Papers

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The Lawrence H. “Bud” Rogers Papers

Accession Number: 2014/11.0822



Special Collections Department
James E. Morrow Library
Marshall University
Huntington, West Virginia
2015

The Lawrence H. Rogers Papers
1952 - 1992

Accession Number: 2014/11.0822
Processed by: Rebecca Tackett and Nat DeBruin
Date Completed: June 5, 2015
Location: Special Collections Department, Morrow Library, Room 217

Corporate Name: WSAZ-TV,
Date:
Extent: .75 Cu. ft.
System of Arrangement: Arranged in two series.

This collection was a gift from Ms. Frazier Walker, granddaughter of Lawrence Rogers.

Scope and Content of the Collection: The collection consists primarily of newspaper articles, biographical sketches, and historical summaries of Mr. Roger's career in the television industry and the Federal Reserve Board. The bulk of the materials are related to his time as the General Manager of the WSAZ-TV station in Huntington, West Virginia and as the President of Taft Broadcasting Company in Cincinnati, Ohio. The collection contains some correspondence, both personal and business related. The collection is organized into two series; Series I, Personal Papers and, Series II, WSAZ-TV.

Biographical Note: Lawrence Harrison (Bud) Rogers was born in Trenton, New Jersey on September 5, 1921. A graduate of Princeton University in 1943 (BA in History), he served in the United States Army during World War II. He began working in radio at the WSAZ station in Huntington, WV. In 1948 he became a manager in the fledgling television industry at WSAZ-TV and was promoted to General Manager in 1951.

Rogers became an influential figure in the industry, pioneering editorials on television in 1956 and was instrumental in the construction of the nation's first long distance microwave relay system for local television broadcasts. He left Huntington in 1960 to become the Vice President of Operations of Taft Broadcasting Company in Cincinnati, OH and in 1963 he was elected President of the company.

Series I: Personal Papers

- Folder 1: Trip to Moscow – May 25, 1972 to June 8, 1972
- Folder 2: Articles about Lawrence H. Rogers – November 25, 1952 to February 5, 1976
- Folder 3: Articles about Lawrence H. Rogers – Undated
- Folder 4: Biographies/Historical Summaries – November 8, 1954 to January 26, 1976
- Folder 5: Biographies/Historical Summaries – Undated
- Folder 6: Certificates and Awards – July 1954 to May 12, 1959
- Folder 7: Greeting Cards and Invitations – Undated
- Folder 8: Sketches and Notes – Undated
- Folder 9: Photos – 1963 to October 6, 1966
- Folder 10: Photos – Undated
- Folder 11: Published materials – May 29, 1963 to October 6, 1966
- Folder 12: Editorials – October 28, 1960 to August 13, 1969
- Folder 13: Personal Material – 1947 to 1958 [as designated by Lawrence H Rogers]
- Folder 14: Personal Material – 1947 to 1959 [as designated by Lawrence H Rogers]
- Folder 15: Personal Material – 1956 to 1963 [as designated by Lawrence H Rogers]
- Folder 16: Personal Material – Undated [as designated by Lawrence H Rogers]
- Folder 17: Personal Material – Undated [as designated by Lawrence H Rogers]
- Folder 18: Personal Material – Undated [as designated by Lawrence H Rogers]

Series 2: WSAZ

- Folder 1: WSAZ – June 16, 1948 to October 5, 1966
- Folder 2: WSAZ – Undated
- Folder 3: Business Correspondence – May 27, 1955 to June 29, 1992
- Folder 4: Business Correspondence – Undated
- Folder 5: Investors Reader – December 2, 1964