Bernard Hayes, news director for KWMU Radio, loaned his scrapbooks and papers for copying to the Western Historical Manuscript Collection on November 29, 1989.

Bernie Hayes began his radio career in the Air Force in 1950 as an announcer for the Armed Forces Radio Service. After his military service, Hayes returned to the University of Illinois and graduated with a degree in journalism. In 1956 he began work as the black on-air personality and first black news announcer for a radio station in Alexandria, Louisiana. Hayes went on to other broadcasting jobs in New York and New Jersey in 1961 and in Chicago throughout 1962 and 1963. In Chicago, Hayes worked for WMMP, the first black-owned radio station in the midwest; WSBC and WGES, narrowcast stations that programmed for ethnic areas within the city; and WVON ("Voice of the Negro"'), a radio station owned by the Chess brothers, whose record label featured such blues and rock artists as Muddy Waters and Chuck Berry. Hayes moved to San Francisco in 1964 and joined the staff of KSOL, a soul music station. Hayes also worked as a producer and recording artist for Volt, a subsidiary of the soul music label, Stax Records.

Hayes arrived in St. Louis in April 1965, working first for KXLW and then as an announcer for KATZ, a black music station. His career in St. Louis radio took several controversial turns. In May 1972, Hayes and seven other black disc jockeys walked off the job at KWK Radio, forcing a halt to the station's broadcasts. The disc jockeys had organized to protest Hayes' demotion to advertising salesman and other personnel changes made by a new, all-white management team from Tennessee. The Congress on Racial Equality supported this action with pickets. Replaced in March 1977 as the program director at black-oriented KKSS-FM by Scott St. James, a white male, Hayes filed a EOCC class action suit against the station charging hiring discrimination. Listeners also organized a petition drive and advertiser boycott against the station. The Missouri Commission on Human Rights decided in favor of Hayes. Finally, in September 1983 the management of KATZ Radio cancelled the discussion part of Hayes' Sunday morning program, a noted forum for local black politics. After many listener complaints and a meeting with local black aldermen, the program was reinstated.

Bernie Hayes became the news director at KWMU radio in March 1987, while working as community affairs director for station KIRL. In 1989 Hayes began an independent record label, Mission Park, which released a 45 RPM single, "In My Eyes," sung by his wife, Uvee, and produced by a renown local rhythm and blues artist, Oliver Sain. Hayes has received many awards from civic groups for his contributions to improving the quality and diversity of radio programming for the black community in St. Louis.

SCAPE AND CONTENT
The Bernard Hayes papers primarily document Bernie Hayes' career as a radio broadcaster
from 1961-1988, although four photographs date from the 1950s. The collection includes photocopies of scrapbooks containing publicity literature and photographs reflecting Hayes' radio work in Chicago, Louisiana, New York and San Francisco from the early to mid-1960s. The papers also contain memoranda and newscclippings pertaining to Hayes' involvement in lawsuits and pickets against KWK in 1972 (f. 5,6,7) and KKSS in 1977 (f. 3, 7, 9.) One scrapbook includes copy photographs of Bernie Hayes from childhood (f. 12), in high school in 1952 (f.10), and in the Armed Forces (f. 12.) Other photographs include images of local radio personalities, civic leaders, rhythm and blues and soul musicians, and record company personnel. Some copy photographs taken from Instamatic prints appear unclear. The collection also contains an oral history with Bernie Hayes and a cassette tape of records he produced or recorded, 1966-1989.

SERIES DESCRIPTION

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1. Newscclippings, 1983-1989
2. Record Labels, 1966-1989
7. Scrapbook, 1974-1976
8. Scrapbook, 1975-1978
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10. Scrapbook Photographs 14086-14125, 1964-1978
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14087 WMPP, Chicago, 1964
14088 Franklin McCarthy and Bernie Hayes, Chicago, 1962
14089-14091 Bernie Hayes, KSOL San Francisco, 1964-1965
14092 Bernie Hayes, Palo Alto, CA, 1964
14093-14095 Sly Stone at the Cow Palace, San Francisco
(Bernie Hayes, top right), April 1965
14096 Jackie Ross, Solomon Burke, and Gene Chandler.
Soul Nite at the Cow Palace, April 1965
14097 Bob White, Bernie Hayes and Herb Campbell, Cow Palace, April 1965
14098 Bob White and Bernie Hayes, Cow Palace, April 1965
14099 Walter Jackson, April 1965
14100 Bernie Hayes at James Brown's show, May 19, 1977
14101 Richard Stamz and Bernie Hayes
14102 Jack Daniels, Bernie Hayes and Warren "Duke" Lanier of the Four Tops, August 1966
14103 "Tanya," J. Bonner and Bernie Hayes
14104 Spider Burke, Bernie Hayes and Jimmy Smith
14105 Pete Hall and Bernie Hayes, August 29, 1966
14106 Bernie and Carl Davis, September 1, 1966
14107 Bernie Hayes and Gladys Horton, August 1966
14108 Bernie and Bill "Doc" Lee, Chicago, 1964
14109 Bernie Hayes' high school photograph from Phillipsite, Wendell Phillips High School yearbook, Chicago, IL, 1952
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14116 Gene Anderson and the International Hook Up, Hi Records recording artists (distributed by London); management agency at 5082 Martin Luther King Drive
14117 Alfonso J. Cervantes and Lou Thimes, May 26, 1968
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14119 Bernie Hayes playing pool with Albert King, June 1967
14120-14121 Bernie Hayes with "Jerrico", July 1967
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14127 Weldon McDougall
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14129 Paul Serrano, Bernie Hayes and Hank Spann
14130 James Brown and KATZ DJs drinking Royal Crown Cola
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14133 Scottie Lawrence, Bernie Hayes, Gene Norman, November 1970
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14135 Bernie Hayes with saxophone, April 14, 1972
14136 Bernie Hayes and one of the Temptations
14137 Bernie Hayes and the Bar-Kays
14138 Bernie Hayes and the Quiet Elegants
14139 Bernie Hayes and Reverend Jesse Jackson
14140 Bernie Hayes and unidentified man
   14141 Bernie Hayes with dog
   14142 Bernie Hayes in Armed Forces, c. 1950
   14143 Bernie Hayes, childhood photo
   14144 Bernie Hayes and two unidentified men in Armed Forces, c. 1950
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14. Photographs 14149-14191
   14149 L to R: unknown, Jerome Dixon (DJ); unknown, Doug Eason (DJ)
   14150 unidentified
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   14152 German Massenberg, engineer (?) at Che Riviera
   14153 KATZ disc jockeys
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   14159 Standing, L-R: ?; James Brown, Bernie Hayes, Jerome Dixon, ?; Seated: Robert B. Q. and Doug Eason
   14160 Agnew - Regal Sports; Jimmy Bishop, DJ; One of the Impressions
   14161 E. Rodney Jones; Doug Eason, Albert King
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16. T1042 - 45 RPM Singles:
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   "The Pill" and "I Don't Want Nobody But My Baby."
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