

**S0480 Hayes, Bernard (1935- ),  
Papers, 1961-1989,  
16 Folders, 2 Audio Tapes**

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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 re-instated.

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.

**SCOPE 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 newsclippings 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**

The collection includes photocopies of Bernie Hayes' scrapbooks from 1961-1978 and copy photographs from the scrapbooks. It also contains a cassette tape of six 45 RPM records produced or recorded by Bernie Hayes and an oral history conducted by Kenn Thomas and Doris Allen on December xx, 1989. Divided into three series: 1. Scrapbooks, 1961-1989; 2. Photographs, 1964-1978; and 3. Tapes, 1966-1989.

### **FOLDER LISTING**

Series 1 - Scrapbooks, 1961-1989

1. Newsclippings, 1983-1989
2. Record Labels, 1966-1989
3. Scrapbook, 1961-1977
4. Scrapbook, 1964-1966
5. Scrapbook, 1969-1973
6. Scrapbook, 1972-1978
7. Scrapbook, 1974-1976
8. Scrapbook, 1975-1978
9. Scrapbook, 1977-1978

Series 2 - Photographs 14086-14191, 1964-1978

10. Scrapbook Photographs 14086-14125, 1964-1978
- 14086 KATZ, St. Louis, 1965
- 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  
14110-14115 "Boom Boom" Washington, Bernie Hayes and  
unidentified people  
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  
14118 Count Basie and Robert B. Q.  
14119 Bernie Hayes playing pool with Albert King, June  
1967  
14120-14121 Bernie Hayes with "Jerrico", July 1967  
14122 Gene Aikens  
14123 Wally Roker, July 1967  
14124 Charles "Deek" Atkins and "Boo" Frazier, July  
1967  
14125 Jack Daniels, "Soul Heart," July 15, 1967  
11. Scrapbook Photographs 14126-14140, 1969-1973  
14126 John Hayes, Maxine, John Nance "Weldon" "Scoop"  
14127 Weldon McDougall  
14128 Paul Serrano, Alonzo King, March 1968  
14129 Paul Serrano, Bernie Hayes and Hank Spann  
14130 James Brown and KATZ DJs drinking Royal Crown  
Cola  
14131 Bernie Hayes, Chuck Cunningham, Bobby Byrd,  
Jerome Dixon, Robert B. Q., Buster Jones, Doug  
Eason, with RC Cola, May 19, 1967  
14132 Johnny Taylor, Bernie Hayes, April 1970  
14133 Scottie Lawrence, Bernie Hayes, Gene Norman,  
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14134 Marshall, Jim Gates, Bernie Hayes at Kiel, April  
14, 1972  
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

12. Scrapbook Photographs 14141-14144, 1972-1978  
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  
13. Scrapbook Photographs 14146-14148, 1975-1978  
14145-14146 First black MCA Marketing Staff: Lamont Simpkins, Atlanta; Wendell Bates, National (Los Angeles); Sparkle Kemp (LA); Earl Sellers (New York City-Washington, DC); Bernie Hayes (St. Louis, Midwest), Miami Beach, August 3-7, 1977  
14. Photographs 14149-14191  
14149 L to R: unknown, Jerome Dixon (DJ); unknown, Doug Eason (DJ)  
14150 unidentified  
14151 Robert B. Q., KATZ DJ; Buster Jones, KATZ DJ; Shirley B. Q.  
14152 German Massenberg, engineer (?) at Che Riviera  
14153 KATZ disc jockeys  
14154 Leo Cheers  
14155 D. Brooks  
14156 Buster Jones, KATZ DJ  
14157 Bernie Hayes, KATZ DJ  
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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  
14162 Luther Ingram  
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14166 Backstage, Kiel Auditorium. KATZ Disc Jockeys, L-R: Robert B. Q., Bernie Hayes, Buster Jones and Doug Eason  
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15. T1041 - Oral History Interview, conducted by Kenn Thomas and Doris Allen, December , 1989.  
16. T1042 - 45 RPM Singles:  
Bernard Hayes, producer. Fontella Bass.  
"The Pill" and "I Don't Want Nobody But My Baby."  
Nentu, NTS 107, nd.  
Bernie Hayes and the Junior Wells Band. "The Soul Pearl" and "Calling On My Buddy's [sic]." Bright Star, BS 500, 1966.

Bernie Hayes. "Tribute To A Black Woman, Parts 1 and 2."  
" Volt, VOA-4032, January 1970.  
Bernie Hayes. "Cool Strut, Parts 1 and 2." Volt, VOA-4047,  
August 1970.  
Bernard Hayes, executive producer. Fontella Bass. "You Can  
Betcha In Love." Epic, 8-50341, 1977.  
Uvee Hayes. "In My Eyes" and "Do Ya?" Mission Park,  
MP-1946-A-2, June 1989

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