



Cranford and Johnson in 1986

The First 47 Years

CJRW Timeline (1961-2008)

1961 – Wayne Cranford and Jim Johnson opened Cranford/Johnson on October 15

1965 – Produced and placed first local TV spot in color

1967 – Area Market Research Associates added (sold to Alltel in 1989); The Woods Brothers Agency founded

1971 – CJRW placed first national network buy from Arkansas

1984 – Ron Robinson named President, name changed to CJR

1986 – Celebrated 25th anniversary

1990 – Merged with The Woods Brothers; name changed to CJRW; Shelby Woods named Chairman of the Executive Committee

1997 – CJRW becomes employee/shareholder-owned company as ESOP

1998 – Merged with Blackwood-Martin in Fayetteville and opened Northwest Arkansas office

2003 – Wayne Woods named President

2006 – David Martin named CEO

2006 – Acquired Jones Productions

2007 – Acquired Marcantel Crouch LeBlanc in Dallas and opened Dallas office

2008 – Wayne Cranford named to Inaugural Class of Southwest Advertising Hall of Fame; Shelby Woods received Maurice Lewis Lifetime Achievement Award by Arkansas Hospitality Association