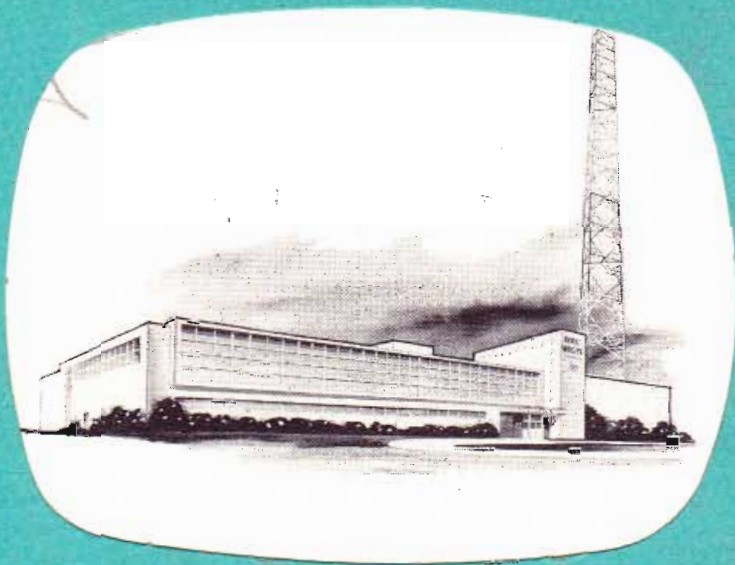


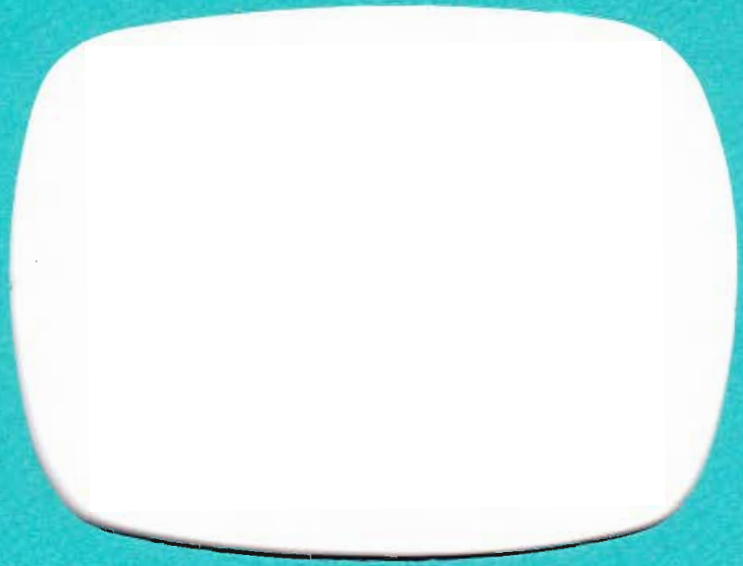
progress through the years

WRC

TELEVISION AND RADIO



NATIONAL BROADCASTING COMPANY, INC.



Ed Walker

+
Willard Scott



*THE NEW LOOK of WRC-TV and WRC in Washington—heralding
a new “Age of Color” in Television . . . a finer future in Radio . . .*



THE DATE was May 2, 1957. Thirty-five years had passed since WRC, “The Voice of the Capital” as it was then known, was first heard in the land. Now, to a high ridge in Northwest Washington—once the site of an historic manor house, the “Grasslands”—came a gathering of leading citizens. They included the Vice President of the United States, Richard M. Nixon. They included Robert W. Sarnoff, President of the National Broadcasting Company, and Carleton D. Smith, Vice-President of NBC and General Manager of WRC-TV & WRC. Together, they put into place the cornerstone of NBC’s new Capital Facilities.

More than stone and mortar went into place that day . . . and more than a building has since been dedicated. What actually transpired on both occasions is best described as a reaffirmation of faith. It is a faith born of a past that has been ever expanding, ever challenging. It is a faith derived from a future whose horizons are literally unlimited.

Armed with that faith, we stand now—between our eventful yesterdays and unknown tomorrows—convinced that never have the prospects been so great to serve the community and the nation. Never has the moment been so needful to weld, through our service of communications—the road on which all ideas must travel—the bonds of universal brotherhood, so vital to the peace we all seek.

We have dedicated a building, true—the latest and most modern of the NBC network. But more than the structure is the spirit . . . the spirit with which we dedicate ourselves.

It is a *pioneering* spirit, whose origins go decades back in time . . .



BRIGADIER GENERAL DAVID SARNOFF,
Chairman of the Board, Radio Corporation of America.

A 1916 memorandum to the Marconi Company . . .

*“ I have in mind a plan of development which would make radio a ‘household utility’ in the same sense as a piano or phonograph. The idea is to bring music into the house by wireless. The receiver can be designed in the form of a simple radio music box***supplied with amplifying tubes and a loudspeaker telephone***The box can be placed on a table in the parlor or living room . . . ”*

April, 1939 . . . inaugurating Television at the New York World’s Fair . . .

“ . . . And now we add sight to sound. It is with a feeling of humbleness that I come to this moment of announcing the birth in this country of a new art so important in its implications that it is bound to affect all society. It is an art which shines like a torch of hope in a troubled world. It is a creative force which we must learn to use for the benefit of all mankind. ”

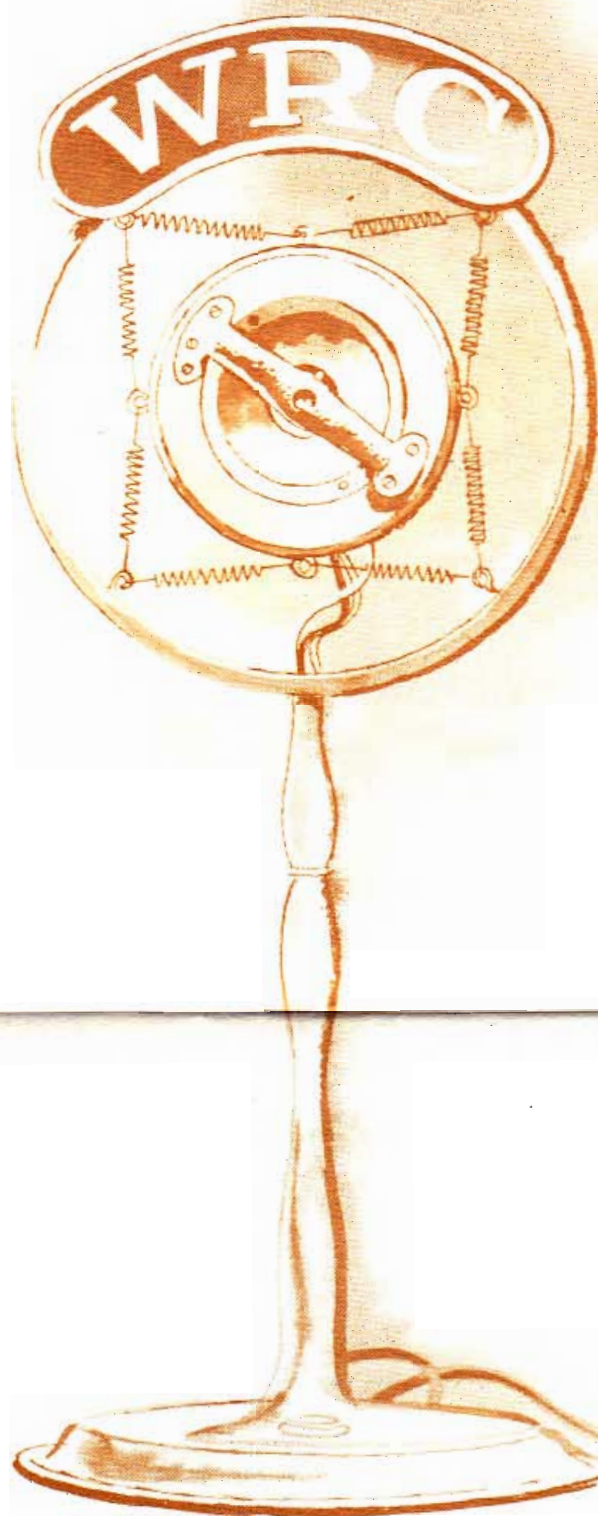
WRC RADIO IS BORN...



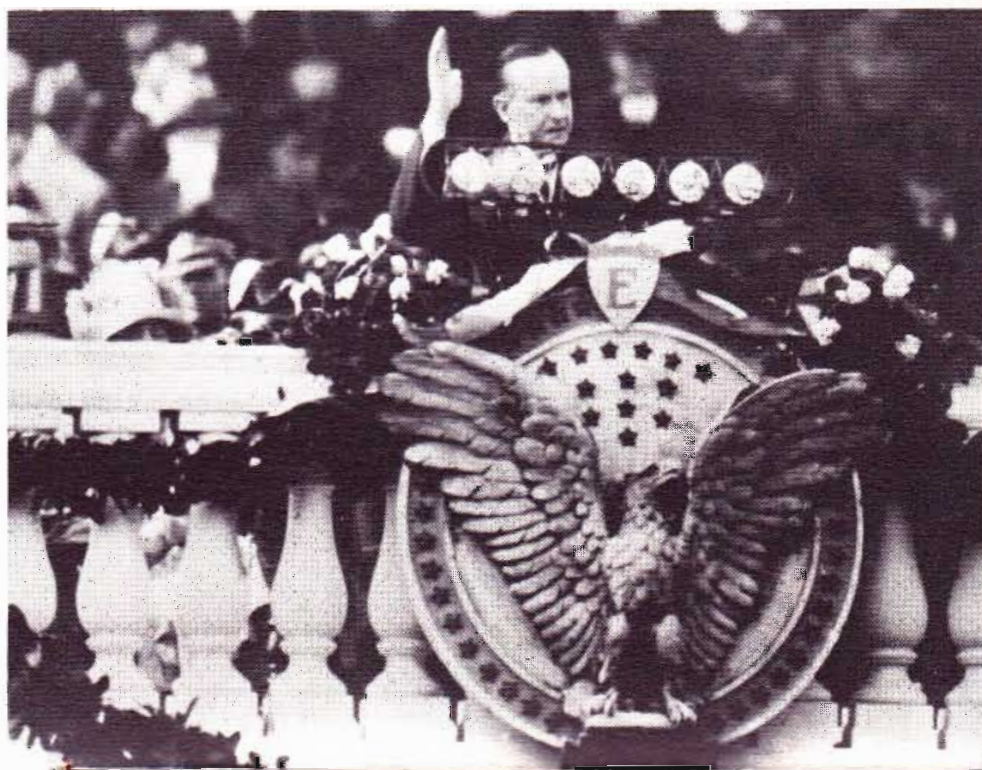
"Listen in tonight," urged an ad in *The Evening Star* and *The Washington Post* announcing WRC's debut. "With a transmitter of great power, range and clearness, Washington will hear programs of music, lectures and fun; with important government news and vital information."

It was the first day of August, 1923. President Harding lay seriously ill in the Palace Hotel in San Francisco . . . the Army Air Service was entering upon its annual maneuvers "satisfied that airplanes can sink battleships at sea" . . . Senator Underwood's hat was in the ring for the Democratic presidential nomination . . . and "The Girl of the Golden West" was playing at Washington's Metropolitan Theater. And in a single studio, considered by some "far out in the country,"—in the Riggs Bank Building at 14th Street and Park Road, N.W.—WRC began its operations.

The dedication ceremonies started somewhat inauspiciously—with the announcer speaking into the wrong side of the box microphone. But he recovered in time to present, among others, the Assistant Secretary of the Navy, Theodore Roosevelt, Jr., and the Vice President and General



Manager of RCA, David Sarnoff, who declared: "I feel confident that the time will come when this station will serve not only the residents of the District of Columbia, but will extend its wholesome influence throughout the land." Within a year, this prophecy had been exceeded . . . letters revealing that WRC had been heard in all but eight states of the Union, and Mexico,



MANY "FIRSTS" ON WRC RADIO

Central America and England, as well.

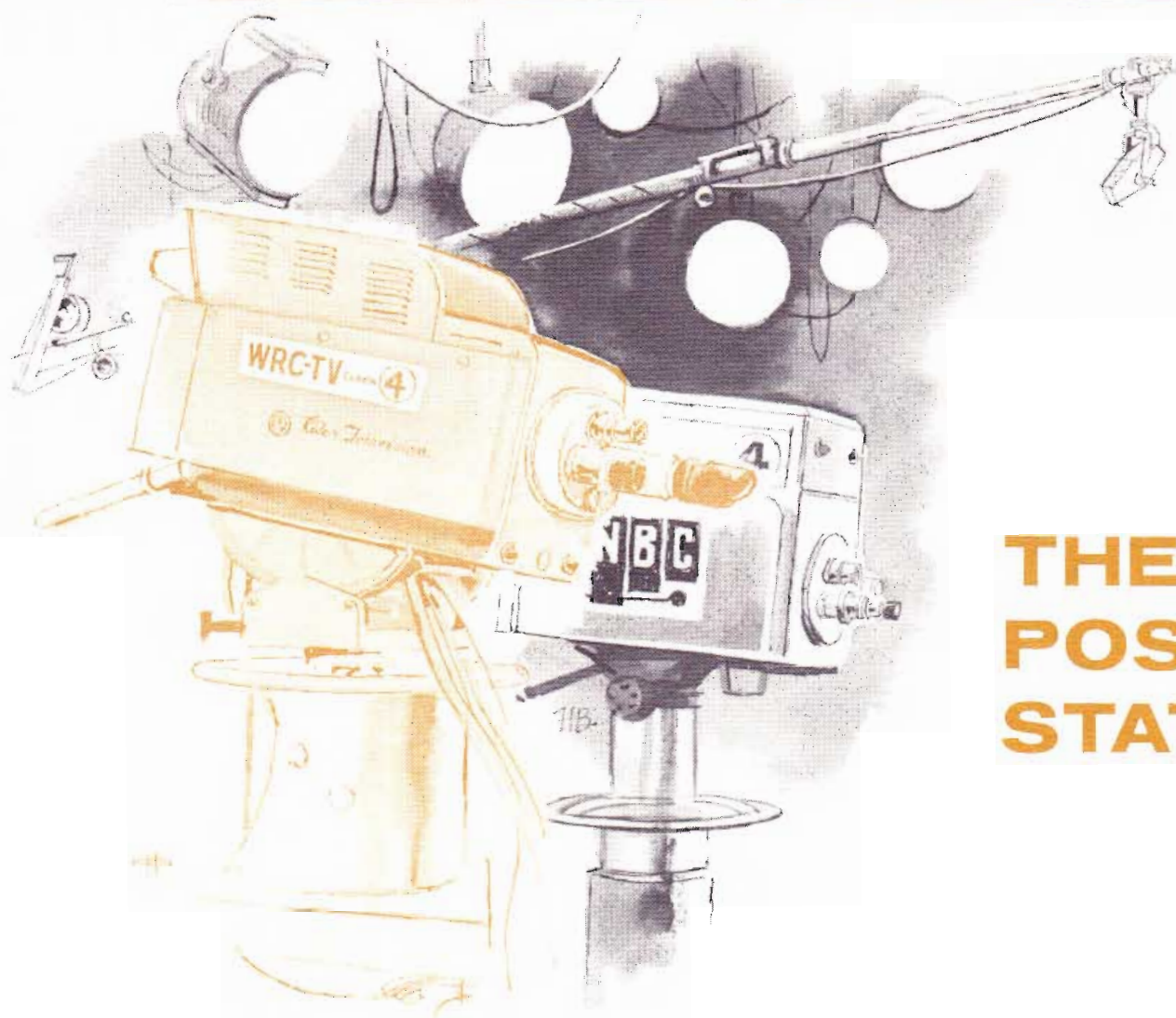
There was no NBC network when the station began. Nor did the station broadcast full time, for WRC had to share the same frequency with another Washington station, since gone. But despite the confusion that this engendered, and despite such occasional disturbances as line failures, severe storms and the aurora borealis, WRC surmounted its difficulties and initiated the record that today spells such a rich heritage upon which to build the future.

It was a time of "firsts." WRC made the first broadcast from the Capitol Building, reporting the Woodrow Wilson memorial exercises. It became the first station to broadcast an address by a President of the United States (President Coolidge) . . . was the first to broadcast a presidential inaugural . . . a political speech . . . a debate. It presented the first political commentator heard on the air . . . and participated, connected by telephone line, with Station WJZ of New York City, in the first radio network—providing a blow-by-blow account of the Wills-Firpo fight.

It was a time of "names," as well. Katherine (Kate) Smith and her orchestra broadcast from WRC, as did Graham McNamee, Ted Husing, Milton Cross and Norman Brokenshire, just to mention a few.

As the years rolled by, WRC—as an owned and operated station of the NBC network—came to reflect our times in a manner that few other stations have had the opportunity to do—originating the historic broadcast on December 8, 1941, in which President Roosevelt asked Congress to declare war on Japan . . . and later, Prime Minister Winston Churchill's dramatic wartime address to Congress . . . and later still, broadcast the victorious homecoming of General "Ike" Eisenhower.

Since its location in the Riggs Bank Building, WRC has occupied three other homes—The National Press Building, the Trans-Lux Building, and the Sheraton-Park Hotel. Now in its new home—one of the most complete radio broadcasting facilities in the nation—it stands on the threshold of a new future, enviably endowed by its long experience and proud heritage.



THE FIRST POSTWAR TV STATION...

... licensed by the FCC was WRC-TV (then WNBW). Twenty-four years have passed since the birth of WRC-Radio. Now the headlines reported: President Truman promises efficient administration of Taft-Hartley Act . . . Secretary of State Marshall signs pact to give UN capitol diplomatic immunity . . . and in Tokyo, General MacArthur declares Japan should be supervised for a generation. Lansburgh's was advertising RCA-Victor TV receivers with a 52-square inch picture tube \$375, and the Nats were playing Boston at the American League Park, when at 7:30 PM, from a transmitter installed in the former Garden Room of the Wardman Park Hotel, a program of news-reel film, variety show, scenic film, boxing matches and a film of a symphony orchestra, with Toscanini conducting, inaugurated NBC network operations between Washington and station WNBW, New York City. The calendar read: June 27, 1947.

There were only about 700 sets in Washington at that time, but this small audience did not deter the staff from seeking to set as dramatic a record in TV as had been accomplished in Radio. The

first television pickup from the White House was fed to the NBC network by WRC-TV . . . a presidential appeal to the nation to conserve food. Previously, the station had presented the inauguration of President Truman and Vice-President Barkley, the first time an inaugural had ever been televised.

Making the most of the fact that sight was now added to sound, the station's programs ran the gamut from Catholic University's dramatic productions to professional football games of the Baltimore Colts. When in the Spring of '49, the Elizabethan Theater of the Folger Library was used for the first time, NBC's cameras were there to telecast "Julius Caesar" by the Amherst College Players. Soon its remote cameras were probing into the Smithsonian Institution, the Pentagon, the Lincoln Museum and the National Gallery of Art . . . the beginning of a succession of revealing and informative broadcasts. It was only a matter of time before the nation was seeing news as it happened, as the station took its rapidly multiplying audience to Congressional hearings



WRC-TV PIONEERS COLOR

and unfolding news events. Within an hour after President Truman announced American intervention in Korea, the station's two mobile units transmitted special programs from the White House and the Pentagon. Not long after, a series of 80 weekly public service programs was sent out over the network, featuring the Assistant to the President, Dr. John Steelman, and reporting on the Korean struggle through high government officials and film shot in Korea by NBC cameramen.

WRC-TV is proud, too, that it played a part in bringing color television to fruition. Long before color television was delivered into the hands of the American public, WRC-TV's staff and talent were applied to developing programs in the new medium for closed circuit broadcasts in Washington. By 1950, as many as ten hours of color programs a week were being broadcast, seen in black and white on Washington home receivers thanks

to the compatibility of RCA color.

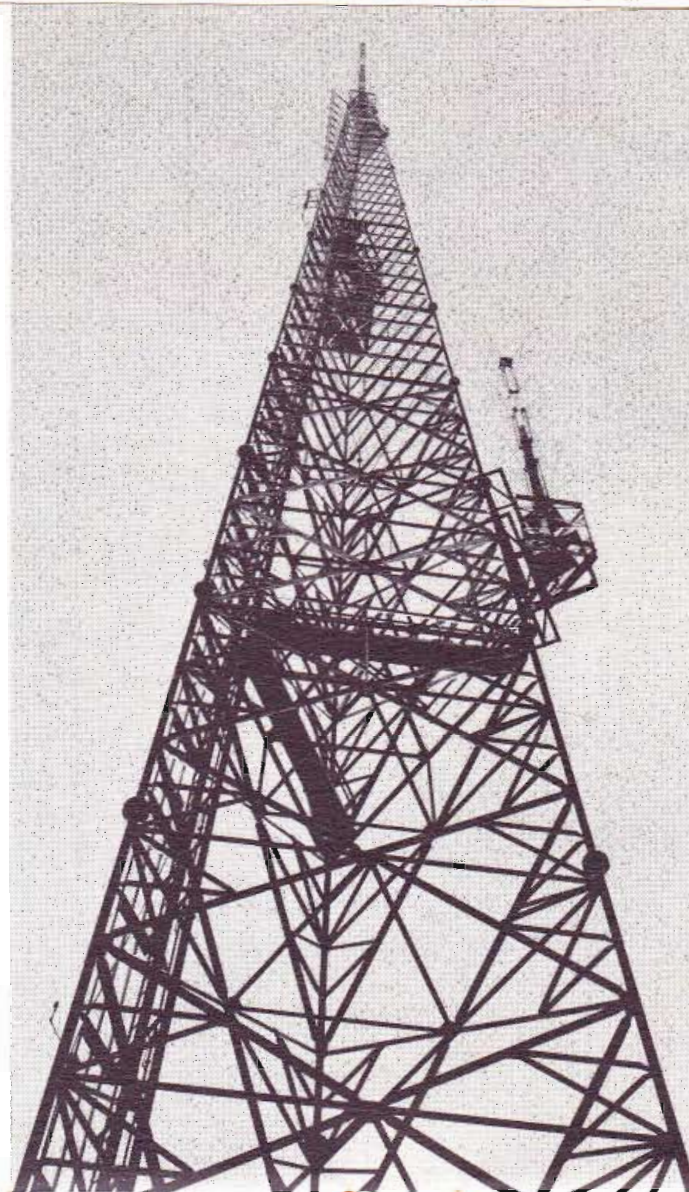
There were 143,000 sets in the Washington metropolitan area by this time, and the station was originating a large number of programs for the NBC network, including "The Camel News Caravan," "The American Forum of the Air," and "The Armed Forces Hour." Today, it shares in presenting the Huntley-Brinkley news report heard nightly during the week, and from its studios such prize-winning programs as "Meet The Press" and "Youth Wants To Know" go out to the nation.

In its new quarters, fully equipped for color broadcasts, WRC-TV—having assisted in making history—looks to the days ahead with every confidence that it will continue to reflect the march of events in the nation's capital and serve its community with other outstanding news and entertainment programs of the network, better prepared than ever in its past.

LATITUDE 38° N LONGITUDE 77° W

... marks the spot where WRC-TV's new tower soars 849 feet above sea-level, announcing the presence of NBC's newest broadcasting facilities. Out from this metallic finger pointing skyward—the jumping-off place of the signal that enters your home—goes the product of the new station ... all the programs that are the end result of all the people, all the talents, all the complicated modern equipment. It is a tower that has "roots," so to speak, in every studio and every control-room in the carefully designed, ultra-modern communications building that adjoins it below ...

NBC's 80 TON TOWER has a main antenna and two emergency antennas serving TV and FM Radio. WRC's AM tower is located in Prince Georges County, Md.



BY COMPARISON with WRC's first home—a single, curtain-draped studio rented in a bank building—today's home of "NBC in Washington" is a huge, complex, multi-purpose communications center. Its 91,370 square feet of floor space provide room for three television studios, three radio studios, a technical center, two announce booths, news-

rooms, dressing rooms for performers, operations lounge, cafeteria and office facilities for NBC's large staff. Six million feet of wire are laid throughout this carefully designed structure, and the power facilities required to operate it are sufficient to light some 1500 homes.

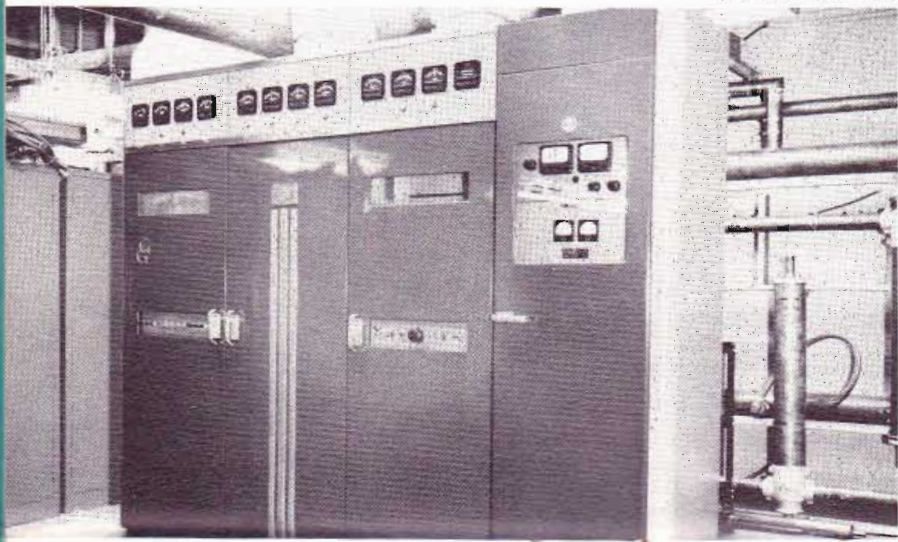




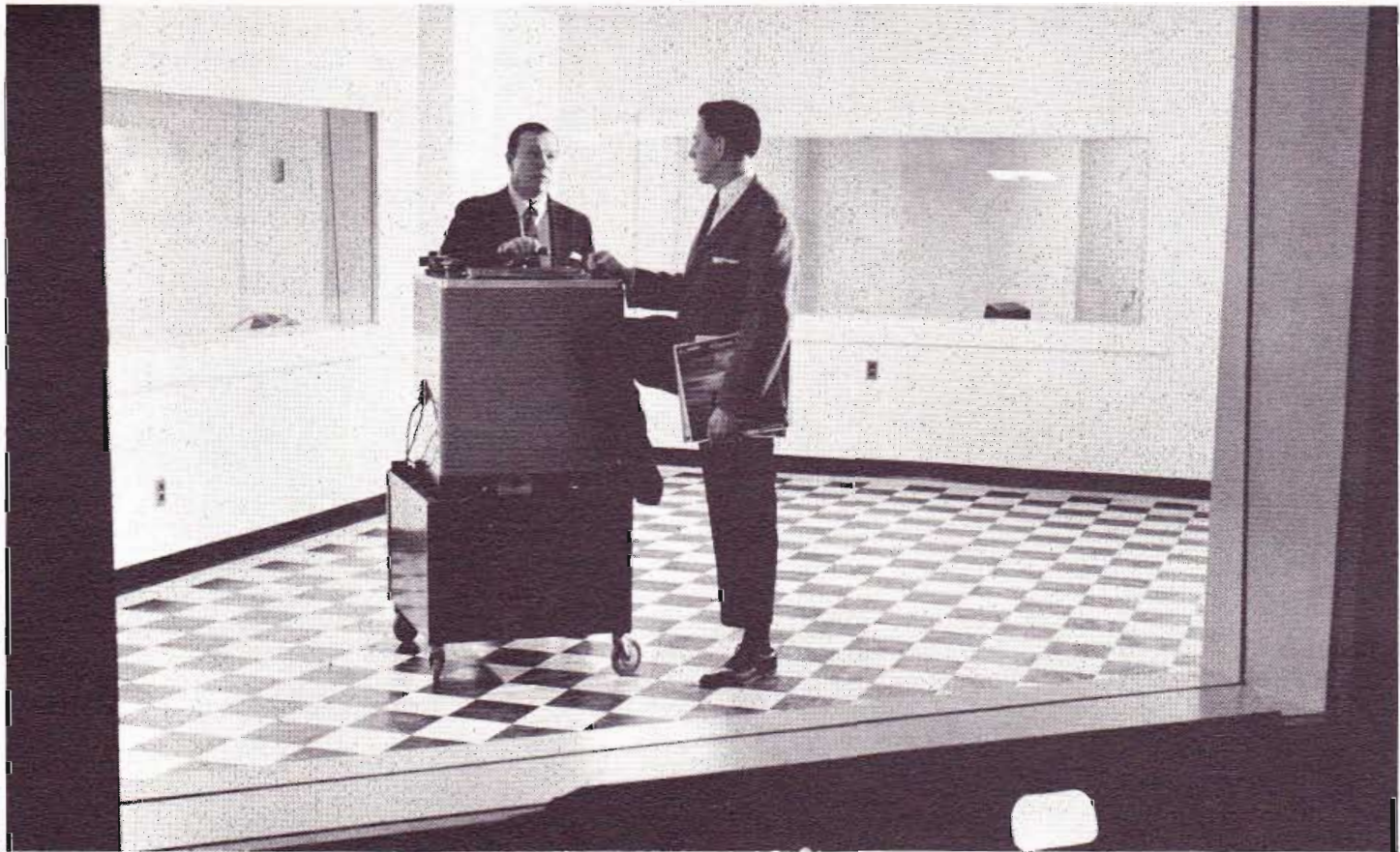
CONTROL PANEL
FM TRANSMITTER



RECORDING



THREE RADIO STUDIOS that can be controlled from the control board of any single one of them, at any time, form the heart of WRC's new radio broadcasting center. Each studio is visible from the other, and double-glass windows between the control rooms and studios serve to deflect sound downward so as to protect against echo. Their unique engineering design makes it possible for WRC to send one program out on AM, another program out on FM and still a different program over the NBC network—all simultaneously. Complete recording facilities—both tape and disc—make possible reproduction of programs for delayed broadcasts.

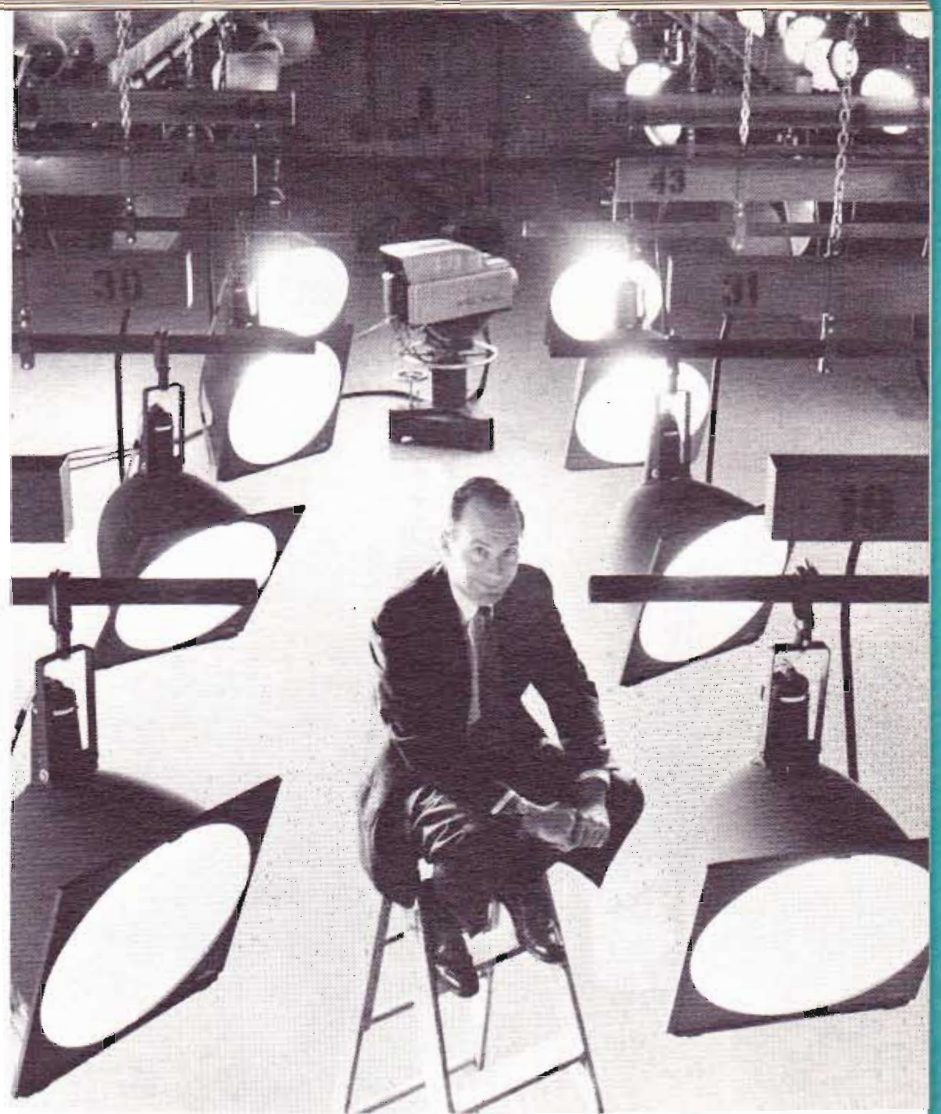


RADIO STUDIOS

SOURCE OF MANY OF THE PROGRAMS seen on WRC-TV are the studio facilities pictured here. Studio A the largest of the three splendidly equipped television studios—offers an expanse measuring 60 by 100 feet, making it possible to move cameras efficiently from one set to another. Automobiles can be driven into this studio for display, and it is



TECHNICAL CENTER



STUDIO A

also equipped with a complete kitchen for cooking demonstrations. Hanging from the ceiling are over 175 floodlights and spotlights in various sizes and shapes, controlled from a giant switchboard against one wall. On the lower floor is the station's Technical Center, containing the vital communications equipment that makes it the "engineering heart" of the structure. From this point, permanent lines go out to the White House, the U.S.

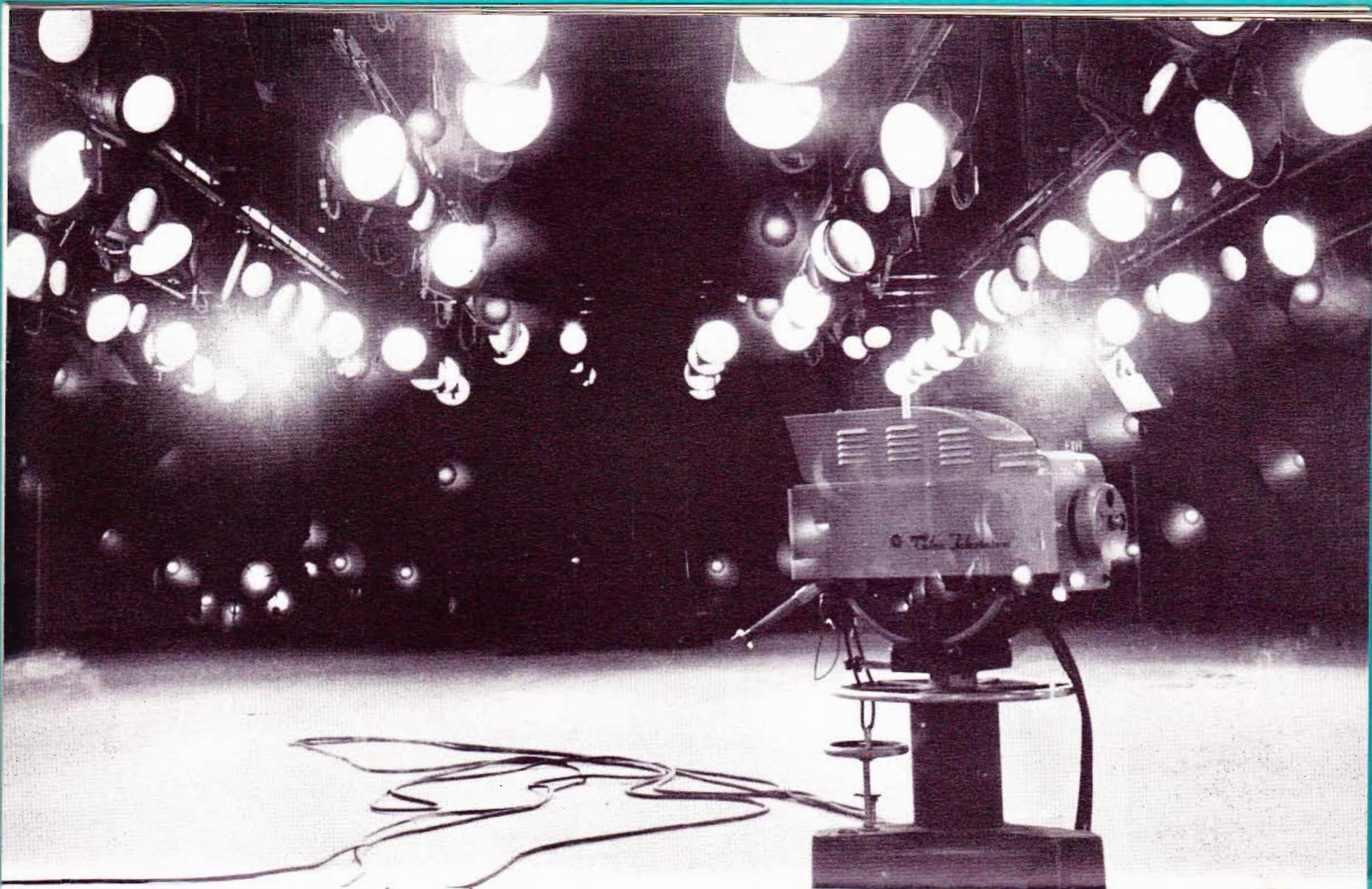
Capitol and other important news sources. At one side of the Technical Center is a studio control room, where a program director sits to cue the action of studio cameras and the introduction of motion picture film or slides. A complete studio control room on wheels is WRC-TV's remote mobile unit, which makes it possible to move to distant locations to feed television programs to the network.



CONTROL ROOM



MOBILE UNIT



AND SO . . . with the dedication of these facilities to the service of the nation by the President of the United States . . . officially "the switch is on." The opening of a new era of broadcasting in Washington has begun. The Age of Color is here. And WRC-TV indeed takes strength from the indisputable fact that it is designed from the depths of its foundation to the tip of its tower to make the most of it.

Thus with eagerness and pride does WRC-TV—and WRC look expectantly to what lies ahead. In time, Kings and Queens and Heads of Governments are likely to step before its microphones and come into focus before its cameras. Presidents will be inaugurated . . . government officials and members of Congress report on matters of consequence to the country. Wherever significant events unfold within the capital's area, the range of our vision and hearing will be extended through remote live cameras and radio lines. And to whatever degree that the finest in communications equipment can bring these and other happenings to the people with all the flavor of reality, to that degree is NBC in Washington ready to serve.

Progress, of course, is certain and inevitable. The true measure of any organization lies in the spirit with which it meets progress. Ours is a pioneering spirit, that helped give rise to both Radio and Television. It birthed the compatible color system in use today. Fired by this great heritage, and determined to be second to none in bringing you the best in entertainment and information, NBC's Capital Stations, fully cognizant of their responsibilities to the community, the nation and the world, humbly greet the future.