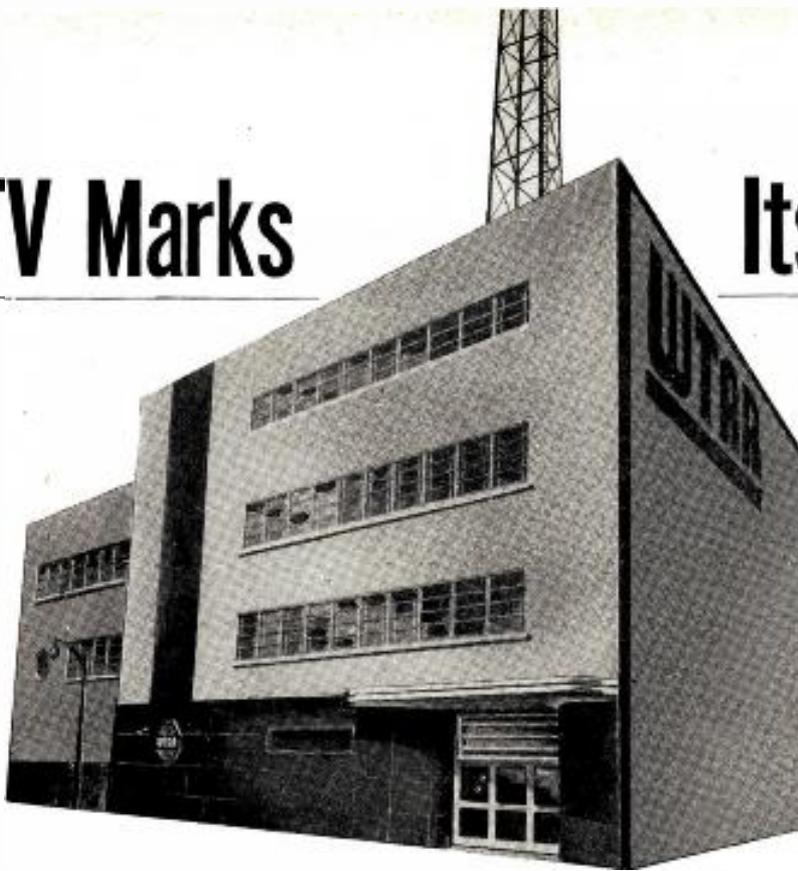


Teletype:

WTAR-TV Marks

Its First Year



IN PEACE and in war, Norfolk businessmen enjoy the patronage of countrymen whose buying income is far above average.

The metropolitan area is the 25th market of the U. S., according to population figures. It is one of the South's largest.

In 1950, its estimated retail sales stood at \$449,957,000. A good amount of this business is assured because of government activity. For example, Virginia's Hampton Roads is Navy-minded, fore and aft. The grand total of money in circulation from Navy payrolls alone comes to over \$20 million.

This is the Newport News-Norfolk-Portsmouth zone that speaks out as 33d in the country for effective buying income. That's fertile area for television. And it is where WTAR-TV makes its home.

The station, which saluted its first birthday April 2, serves a Virginia-North Carolina population area that is estimated at nearly one million.

When WTAR-TV started its trail blazing in the Cavalier State it had an oversized promotion task on its hands. But on the chosen day, television arrived in a blaze of pagantry. Star of the show was WTAR-TV, newest addition to the AM and FM operations of WTAR Radio Corp., owned by Norfolk Newspapers Inc.

In cooperation with its newspaper brethren, the *Virginia-Pilot* and the *Ledger-Dispatch*, one of the largest TV shows ever held in the South was staged for three days at the City Arena, Norfolk's new and modern civic center.

Large booths set up on the arena floor displayed some 23 different makes of receivers. On the stage, a large TV studio was put up, with

complete production equipment.

During the three days, four 15-minute shows in the afternoon and six at night were produced on the stage. Talent was supplied by 125 local entertainers. People could watch the shows in production on stage or else could watch them on TV receivers provided in booths on the arena floor.

Spokesmen from TV dealers and distributors in the Tidewater region were on hand to explain different makes and models. A 56-page TV section of the Sunday *Virginia-Pilot* and the Monday *Ledger* heralded the event.

Station Starts With 19 Local Shows

WTAR-TV was a modest enterprise in its beginning. With 600 sets in the area, the station started operations with 19 local shows or 5 1/4 hours local programming a week. Average air-time was nine hours per day. Live network shows were selected from all four TV networks.

Now, there are some 65,000 TV sets. This increase took place in a market of 192,200 radio homes, according to the station's figures.

WTAR-TV concludes this set boost for one year to be one of the largest on record for any first-year TV outlet.

Local programming has jumped to 30 shows, or 10 hours per week. Station, as of April 1, was carrying 41 out of 69 top TV programs of all four networks. Staff personnel increased from 40 to 100. The station reached the 5,000-hour mark in airtime.

As at the onset of TV in the Tidewater area, the Norfolk Newspapers cooperated by recording the station's first celebration with a quantity of publicity.

During Anniversary Week, 30-page TV sections were printed by both newspapers, dedicating them to WTAR-TV and the distributor-dealer set in the Tidewater area. Fifty dealers, aligning with distributors, inaugurated the anniversary with special attractions in city-wide showrooms, giving away 11 receivers.

In the past year, WTAR-TV estimates it spent over \$10,000 and bought 5,000 column inches of space in nine Tidewater and northeastern North Carolina newspapers as a continuing advertising campaign.

WTAR-TV was preceded in the Norfolk area by two older members of its family by quite a few years. WTAR, the AM operation, made its debut Sept. 21, 1923. It continually increased power from its original 15 w and by 1941 had become a 5 kw operation. In 1947, a 50 kw FM station was added.

Campbell Arnoux is president of WTAR Radio Corp. and has been director of its operations for the past 17 years. When he joined the station in 1934, Mr. Arnoux had been manager of KTHS Hot Springs, Ark. His title became general manager of WTAR, and since that time he has been at the

station's helm, directing the growth of operations.

Among the managing, producing and directing echelon are TV Operations Manager John C. Peffer, TV Production Manager Winston Hope, and Chief Engineer Richard Lindell. A staff of 24 engineers man the visual and audio technics.

Early last year WTAR Radio Corp. moved into its new million-dollar radio-television center at 720 Boush St. It was dedicated Sept. 20. The modern building contains business offices and studios.

WTAR-TV operates on Channel 4 (66-72 mc) with an effective radiated power of 24.2 kw visual and 12.1 kw aural. Its 400-ft. tower is located behind the WTAR center.

Slover Heads Board Of Executives

Chief executives of the AM-FM-TV facility are Col. S. L. Slover, chairman of the board; Mr. Arnoux, president; Henry S. Lewis, vice president and treasurer; C. Ralph Beamon, secretary; Robert Lambe, sales manager, and Frederick N. Lowe, promotion manager.

Its TV Rate Card #3 (Jan. 1, 1951) lists rates at \$400 per hour Class A; \$300 per hour Class B, and \$200 per hour Class C.

WTAR-TV lays claim to success in TV operation in quickly adapting itself to local likes. One of its popular local shows is *Telenews*, most of which is produced by the station. Regional coverage adds to

(Continued on page 70)

* * *



Mr. Lambe

Mr. Peffer

Mr. Hope

Mr. Lindell



President Arnoux directs operations from the "front office."