

ment of uhf converters which were extremely scarce at the start of 1953. Mass meetings were held with dealers and installation men with 700 to 1,000 people in attendance and a panel of experts on the maintenance and techniques of uhf sales and installation. Newspaper ads, up to a full page, in the Hartford, New Britain, and central Connecticut newspapers were run in the form of "Reports to the People" covering the station's plans and the methods of equipping present sets for uhf. The WKNB radio station ran saturation schedules of announcements urging conversion to Ch. 30 and also featuring programs on a clinic and question and answer type format to educate the public on the subject of uhf.

Two Evangelists

Two men were thoroughly oriented in the characteristics of uhf and the station's programming plans. These men made regular appearances at luncheons and dinner meetings for civic organizations, service clubs, and various clubs and associations throughout central Connecticut. Thousands of people were contacted in this manner in informal discussions and question and answer sessions that resulted in a broader understanding of uhf and the new Ch. 30 operation that in turn produced many new installations.

WKNB-TV went on the air with the transmitter in Farmington, Conn., as its major base of operations. All programming, network and film, originate at this point, and local programming was post-

poned until such time as the station builds its new AM and TV studio building. However, pressure from local civic groups, advertisers, and the obvious value from a promotional point of view was immediately reflected in the purchase of a single camera chain which was installed in a room at the transmitter building. With this single camera the station has been able to meet the more urgent needs of the Hartford County area in public service programming and make available live commercials in specified periods. Recently the FCC granted the station approval to construct its new studio at Corbin's Corners in the southwest corner of West Hartford, and when the studios are completed late in 1953, full scale live programming will be established.

In addition to existing AM personnel for the radio station, 33 people have been added to staff the television station. Of these, eight are in the engineering department and six are in film. With the local sales operation covering all of the Connecticut River Valley, it was necessary to build a sales force of five men plus a sales manager.

The film department is considerably larger than originally estimated since the screening, editing, splicing, stripping, and shipping operations resulted in close to six hours of man power per hour of film presented. However, the station has been extremely particular about the quality of film presentations in an effort to establish film programming as an acceptable and basic part of a television station's programming format rather than a fill-in measure.

During the three and a half months of operation, WKNB-TV has experienced only one major interruption in service during its commercial hours of 3:30 p.m. to 12:30 a.m. This was caused by a short circuit in one of the tube sockets which was easily repaired when the trouble was finally located, but determining the cause of the trouble was such a lengthy problem that the station remained off the air all day. Minor interruptions have occurred during the test pattern hours of 10 a.m. to 3:30 p.m., in most cases resulting from the accumulation of dust in the transmitter as a result of making the transmitter installation while the building construction was still in progress. An interesting point during the construction of the station was a heavy accumulation of ice on the 500 foot tower during a January ice storm. Two members of the engineering department narrowly escaped serious injury when 60,000 pounds of ice fell from the tower at one time while they were inspecting the site. At this time, the transmitter building, which was located only 18 feet from the tower to prevent excessive line loss, had not been roofed in and consisted only of sidewalls. The two-by-six scaffolding around the sidewalls was crushed like matchsticks by the ice, and had the building been completed, it, too, would have been crushed by the weight of the falling ice. Fortunately, the RCA TFU-21BL antenna which was resting on a cradle approximately forty feet from the tower escaped damage. The close proximity of the tower to the transmitter building, which will probably be true in many uhf installations, had necessitated the installation of heating cable for the entire 500 feet of tower to prevent a recurrence of this incident. It is also expected that before next winter de-icing equipment will be installed on the antenna.

Conservatism Paid

And so, as the uhf picture has developed, it seems that WKNB-TV planned well. We were deliberately conservative, making no claims and doing no promotion until all facts and factors were well co-ordinated, and until the dealers and servicemen were ready to sell and install converters, sets and antennas, that meant that people through the area could receive our programs.

The station has been extremely careful to authenticate all of its set counts, and the April count of 61,789 Ch. 30 units in this area, with an estimated count in May of over 70,000, bears proof that uhf television can be and is an established medium that needs only time to equal in numbers the penetration of its vhf predecessors and offers a superior quality picture in a service area that under full power will closely rival that of vhf.

Let me come back again to that very important fact—vhf and uhf are not competitors, but full blood brothers. People in this area no longer look at uhf as a new "type" of television—it is television. People don't refer any longer to WKNB-TV as the new "uhf" station, but as "Ch. 30." I believe that in a very short time, throughout the United States, people will pay no attention at all to whether a station is vhf or uhf, any more than they now care whether present vhf stations are high band or low.

WSAZ-TV

HUNTINGTON • CHARLESTON

1 You can SELL this rich . . . growing . . . prosperous market with only ONE TV Station . . . The Only TV Station in this vast market . . .

2 Exclusively covered . . . in 103 Counties of West Virginia, Ohio, Kentucky and Virginia. Set Sales in WSAZ-TV's coverage area . . . 200,432 (RTMA Figures).

3 Your products will receive a fine reception with the excellent promotion and sales-wise departments of WSAZ-TV at your service . . . INVEST your advertising budget where your return is assured.

channel

WSAZ-TV

100,000 watts

HUNTINGTON, WEST VIRGINIA
represented by THE KATZ AGENCY.