

STATION WHOV ON THE AIR TOMORROW

Leading Local Business Men Backing WROV

The members of Radio Roanoke, Incorporated, the broadcasting firm that has organized and financed station WROV—Roanoke's new radio station, which goes on the air tomorrow from a list that runs from "Who's Who in Roanoke business."

President of the corporation is Leo P. Henery, former mayor of Roanoke and one of the more prominent jewelry store operators in the South. J. Kirk Ring, executive vice-president of Roanoke's City Mills, treasurer is Ernest J. Mitchell, head of the Mitchell Clothing Company. The above three, along with Wallace Clement, of the Clement Brokerage Company, Lambert B. Beukewitz, general manager of the station, J. Randall Kinsley, Coca-Cola bottler, and Howard Beasley, orchardist and produce dealer, comprise the board of directors.

Other stockholders are: Ralph B. Gunn, president of the Mountain Trust Bank; Lynn R. Hammond, president of the Hammond Lithograph Works; Norman McGee, president of the McGee-Vinick grocery chain; Elmore D. Helms, president of the National Theater Corporation and Leasing Agent, Jr.; and a group of local investors.

With the ownership of the station divided among 12 stockholders, the people of Roanoke are virtually assured of a well balanced policy of operation, inasmuch as no single name dominates the ownership. One factor that was pointed out in a recent radio trade publication article was that the ownership of the station is in a situation whereby the problems and needs of the station's clients will be readily understood because among the owners are advertisers themselves.

However, the fact that the stockholders are heavy local advertisers was not a factor in allotting preferred time on WROV. In fact, time was not made available to stockholders until after they had been given to all local firms that time was being offered on the station. The result was that in some cases competitors obtained preferential time and stockholders did not.

As was stated, the station is the corporation's application to the Federal Communications Commission, any one of the 11 stockholders has financed and built the station on his own, but by combining resources the listeners in the Roanoke area are being given a station that will be financially able to improve facilities and keep up with developments in the radio field. That this was a sincere statement was evidenced by the fact that soon after receiving an AM permit, and was granted the first FM construction permit in the Roanoke area.

Prizes Offered For News Tips

In order to reward people who report the news to give news tips to the WROV news staff, a "News Tip of the Week" contest will be held each week with cash prizes and theater tickets to local theaters in information on news stories.

In order to be eligible for news tips prizes the person giving the tip will not want his name made public and in such cases the station will respect the wishes of the caller. In such cases give the editor your name and tell him to withhold it from the news distributing organization and of course should not be on a story which the WROV news room already has.

The three best tips of the week will earn cash prizes of five dollars each and tickets to local theaters to be given on other newsworthy tips. So if you know of exclusive news, or news-crash accidents, fires, when they happen, or any special news, call WROV at 3-4444 and ask for the news tip editor.



ON-THE-SPOT NEWS COVERAGE EQUIPMENT—Shown above are the mobile and airborne units of station WROV which will be used to cover news and special events from the scene. As soon as equipment can be assembled the units will be put into use in remote broadcasts on major events. A short wave transmitter, recording machinery and portable wire recorder will be placed in the plane, a new Cessna that is operated for WROV by the Woodrum Flying Service.

Personnel Includes Outstanding Radio Men

"We have the cream of the crop," said Leo P. Henery, president of Radio Roanoke, Inc., in commenting on the staff of radio men assembled to operate WROV, Roanoke's new station.

"From the manager down they represent the best men available in their respective branches of radio," he said. Mr. Henery pointed out that Lambert B. Beukewitz, general manager and a director in the radio industry and has had varied experience since the early days of broadcasting.

With Network Mr. Beukewitz came to Roanoke from the station largest department of the Mutual Broadcasting System, the world's largest network, where he represented Mutual in its dealings with affiliated stations in the middle Atlantic states. Prior to becoming associated with Mutual he was promotion and merchandising manager at WGLS, an NBC owned and operated station in Philadelphia, KYW, before that he was personal manager of "The Lone Ranger" on the NBC station in Richmond, Virginia, and station WOOD, in Grand Rapids.

Mr. Henery said that the staff was selected by Mr. Beukewitz and that this knowledge of the qualifications of radio men has been reflected in the appointments made for the station.

Frank Koehler, formerly sales and merchandising manager at WGLS, is commercial manager at WROV. Mr. Koehler, who organized the sales department at WGLS, came to Roanoke from the NBC station in Richmond and prior to that was with NBC in New York City.

Did Hollywood Showers
Named as program director is Gordon Phillips who was a program director of FM activities at the Don Lee Network, the largest regional network in the country, and who has been able to obtain a man whose ability had not been for his desire to return to his home station.

Assistant to Mr. Ralston and plant supervisor is Marion Stoner of Dexter, Michigan—Mr. Stoner was an engineer for the Columbia Broadcasting System at Boston. Also on the engineering staff are Robert Houston, of Minneapolis, who comes here from WEAJ in Cincinnati, and Joseph Moses, of Roanoke, who was formerly at WPUP in Pulaski. Other engineers will be named from a list of Roanoke applicants.

Other appointments are Ross Edwards, as music director and A. W. Becker who will be in the program department. Mr. Edwards was with the Chicago City Opera Company for ten years before coming into radio. He is a brother of Cliff Edwards, known in screen and radio circles as "Duke" Eddy. Mr. Becker also has a musical background, having studied at the Cincinnati College of Music. He came to Roanoke from Spartanburg, S. C., where he was program director at WOOD. Dick Noel, from Johnston, Pa., will be one of the announcers and will be named from a list of local applicants.

Michael Wayne, of Salem, who was with Mutual in Washington, and did the network program "Midnight Press" will also join the announcing staff. Another local man, Coleman Auslin, will be a WROV announcer.

Business office accountant is Mrs. Gray Lawrence, of Salem. Miss Ann Patton, of Roanoke, is receptionist and Mrs. Marguerite Wood, of Roanoke is secretary.

Officials of local civic and fraternal organizations are invited to send news items to the WROV news department.

WROV-FM Plans to Push Forward Soon

While Radio Station WROV will take to the air tomorrow the FM side of the station (known in technical terms as AM or amplitude modulation) plans are being rushed forward to construct soon as possible another outlet, WROV-FM, a transmitter for FM or frequency modulation type radio.

The mobile transmitter, to be installed in the Chevrolet all-steel station wagon equipped with short-wave unit and wire recorder equipment, and an airborne unit, a brand-new Cessna 441, a single-motored airplane which will also make use of a short-wave broadcasting unit and wire recording outfit as soon as equipment is installed.

Full Coverage
Under the direction of Dan Cronin and Dick Sutfill, WROV's news editors, both units will be used, when necessary, in covering major news events which occur within the "sphere of influence" of WROV. Arriving at the scene of an accident, fire, crash, fire, etc., the mobile units will be used to broadcast direct via short wave to the studios atop the Mountain Trust Bank building in downtown Roanoke, and relayed to WROV's listeners instantaneously.

The mobile transmitter, to be installed in the Chevrolet as soon as equipment installation at the main studios and transmitter area is completed, and the airborne unit makes WROV one of the finest equipped stations in its classification in the nation, the station manager declared.

The mobile unit has been painted white from bumper to bumper. Green lettering on the sides, rear paneling and top identify it as mobile broadcasting unit No. 2. In order that the mobile transmitter will be more easily identified from the air by the "WROV" call letters, blue green letters "WROV" have been painted on the roof.

Present plans call for "wire recording" on-the-spot news coverage so that, when returned to the main studios and the WROV news room, the most complete newscast possible will be made available to the listeners at the earliest possible moment.

The wire recorders to be used by WROV are the first portable wire recorders of the production line at Wirecord corporation's plant in Detroit. The wire recorders are different from those now on the market in that WROV's will not have to have an electric current to operate on which to operate. These can be taken anywhere—in the middle of an open field, atop mountain peaks, or in the woods—and operate on storage batteries. Since each weighs but 34 pounds, and is carrying a load of 1000 feet of tape, the ease of transportation of them is a simple matter.

"NAME IT-CLAIM IT" SHOWN TO BE AIRD

Of the unusual shows that will be aired by WROV will be "Name It-Claim It" a treasure hunt program that will originate in the stores of a local grocery chain and be re-broadcast "each night," Monday through Friday, at 7:15.

"Name It-Claim It" will give anyone a chance to get on the air and to win prizes. The show works in this manner: An item is selected as the object of the hunt and the store customers search the shelves to find it with the emcee interviewing the searchers and all the customers in the store taking part in the fun.

WROV MASTER CONTROL HANDLES FM AND AM

The new model 25-B Western Electric speech in-pull control, AM and FM, is the first of its type to be delivered by the manufacturer and is considered by many engineers as the most advanced of its type. It was a feature of the equipment display at the convention of the National Association of Broadcasters in Chicago this fall. The console is designed to handle both AM and FM broadcasts and it was in looking forward to FM broadcasting that WROV selected it.

WROV's telephone number is 3-4444.

Plane, Mobile Units to Give On-Spot News

Spot coverage of all major news and special events within a 100-150 mile radius of Roanoke will be possible over Roanoke's newest radio station, WROV, in addition to the wire reports of the United Press and Reuters' News Agency and network news broadcasts.

Such on-the-spot coverage will be available to WROV listeners through the facilities of two remote broadcasting units—a mobile unit consisting of a 1946 Chevrolet all-steel station wagon equipped with short-wave unit and wire recorder equipment, and an airborne unit, a brand-new Cessna 441, a single-motored airplane which will also make use of a short-wave broadcasting unit and wire recording outfit as soon as equipment is installed.

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Two Services

This local and area news service will be only a part of the WROV complete news set-up. In addition to local and on-the-scene news reports, WROV listeners will hear some of the nation's outstanding commentators and network news-casters and will have the complete wire reports of two great news-gathering agencies, United Press and Reuters.

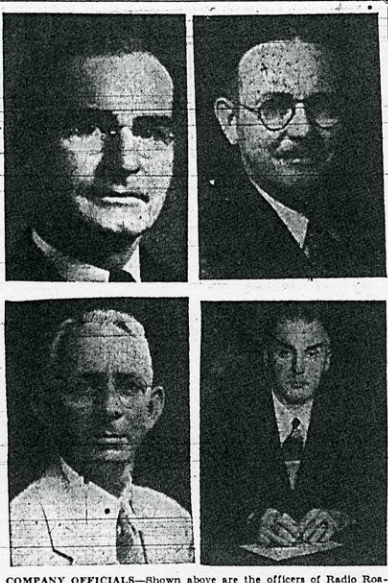
The United Press "around-the-clock" service will bring via tele-type, the latest news from the state, nation and all countries of the world—plus timely news features.

Recognizing the rapid turn of international events and the current need for a clearer understanding of reasons behind the moves on the international front, WROV has obtained Reuters' News Agency service with its daily coverage of every angle of the world—both capital and remote provinces—which is radio beamed from continent to continent.

This famous world-wide news service, with headquarters in London, has recently completed a century of coverage of events that make history day by day. In the United States Reuters' serves leading newspapers and radio stations over a network of 3,000 miles of leased wire circuits.

Non-commercial groups who are sponsoring local events will find the WROV news coverage ready and willing to co-operate in mentioning the events on newscasts.

Experts Believe Radio Equipment Finest In Its Class—With Mutual



COMPANY OFFICIALS—Shown above are the officers of Radio Roanoke, Inc. in the first operating station WROV. At the top left is Leo P. Henery, president; top right is J. Kirk Ring, vice president; lower left is Ernest Mitchell, treasurer; and lower right is Lambert B. Beukewitz, general manager.

Programs To Be Planned To Fit Listeners' Desires

Program planning policy on Roanoke's newest radio station, WROV, which goes on the air tomorrow will be based primarily on the predominant listening audience at each particular time of day with all types of music sprinkled throughout the schedule, Gordon Phillips, program director of WROV said.

Roanokers will have programs designed to "set them off" to a good start each morning while the late morning programs will be aimed primarily at housewife interest. General interest will prevail during the early afternoon while the middle will be "centered" between the hours of 4:45 and 6 o'clock.

Every evening is Family Evening on WROV. Phillips stated, with all the programs designed to appeal to everyone in the Mr. and Mrs. Roanoke family.

One of the early morning features will be a live studio broadcast by Jay Hugh Hall and his Original Blue Ridge entertainers. In the afternoon, highlighted programs will include "Queen For A Day" and "Heart's Desire," network shows which have proved extremely popular in every American city where they have been aired. Evening programs will feature music and variety shows.

Throughout the day, WROV will present newscasts and special events programs. Special five-minute news summaries will be aired at 6:00 and 6:55 a. m., while a 15-minute roundup of local, state and national news will be broadcast from the WROV News Room at 7:30 a. m. Frazier Hunt and Cecil Brown, well-known Mutual news analysts, will be presented at 9:00 and 11:00 a. m. respectively.

At high noon, Roanokers will be able to hear the latest news developments on the local, state and national fronts with a 15-minute national news-cast. At 4:15 each afternoon, another fifteen-minute newscast will be presented, and an early evening 6:30 night news program will be presented at Fulton Lewis, Jr., famous Washington commentator will be heard at 7 p. m. each night, Monday through Friday.

General Heatter will bring his news commentary on a national scale at 9 o'clock and at 10:30. Dan Cronin, well-known for his local commentary, will bring Roanokers up-to-the-minute on local happenings direct from the station's News Room.

The final newscast will be presented at 10:45 p. m.

Mr. Phillips stressed that "all programs will be built carefully with the public's interest constantly in mind." From time to time, new ideas will be translated into new programs in an effort to keep the station's programs as progressive as is humanly possible.

Studio Layout Features Last Word in Design

WROV—what experts say is the finest equipped and modernly designed radio station in its power classification in the country—will take to the air tomorrow, giving Roanoke its third broadcasting outlet.

Studios are atop the Mountain Trust Bank building and transmission facilities are at Cleveland avenue and Fifteenth street, S. W. The station will operate on a frequency of 1460 kilocycles.

WROV is the 374th station to become affiliated with the Mutual Broadcasting System—the world's largest radio network. In addition to the programs of MBS, Station WROV will feature local talent, local news and special evening programs.

In order to give the most efficient coverage of Roanoke area news and special events, WROV has gone to the limit in obtaining special equipment such as an airborne broadcasting unit, a mobile broadcasting unit and self-powered wire recorders.

No expense has been spared to make the broadcast studios the best as the larger stations in the nation from a standpoint of acoustical quality, efficiency and comfort. One enters the studios through a doorway placed in glass block panel and opening into a large central lobby. The lobby is done in ultra-modern and leather furniture. As one stands in the center of the lobby he may view the entire station operation through glass panels. At the left is the new department with the teletype arranged so that station and studios through incoming news dispatches aid watch the members of the news staff as they go about their work.

Not in the "main" studio for newscasts, talks and station announcements. Then comes the recording studio which will be used for transcription. To the right of the transcription studio is studio B, the center is the master control room. Here the console and other equipment are in full view of those in the lobby and they may watch the engineers as they operate station operation through glass panels. At the left is the new department with the teletype arranged so that station and studios through incoming news dispatches aid watch the members of the news staff as they go about their work.

The walls of the studios are of the latest sprayed design—a big "E" effect—that leaves no parallel surfaces. This type installation—put in by Johns-Manville engineers—is designed so that if there is even the slightest reflection of light it would not go back to the point of origin and be heard in the microphone or on the level of the walls of a closed block base with several inches of insulation and then covered with the sprayed design translucent material. The water-casting is painted cascade green and the upper parts are finished in copper—giving an unusual and pleasing color scheme and blending in well with the Honduras mahogany paneling in the main lobby.

Architects and general contractors for the WROV studios were Dubank and Caldwell, of Roanoke, with Johns-Manville, Euseby Electric Company, Heese and Hurt, painters; G. E. McDaniel, air conditioning firm; and Killian Flooring Company, as sub-contractors.

WROV's telephone number is 3-4444.

TOM MIX SHOW—Will hear Monday through Friday afternoon at 8:45 o'clock for the Tom Mix Show, aired over WROV as one of many children's shows in the late afternoon.

QUIZ MASTERS—John Reio King (left) and Fred Cole, stars of the popular "Double Or Nothing" quiz show, will be aired over WROV Sunday evenings at 9:30 o'clock. This half-hour show has proved to be one of the most listened-to programs in the nation.

COMMENTATOR—Gabriel Heatter, commentator and news analyst, will be heard over WROV Mondays through Fridays from 8:00 to 9:15 p. m. and on Sunday nights at 10 o'clock on a half-hour show "A Brighter Tomorrow."

POPULAR BAND RETURNS—With the opening of WROV the Hall Brothers Original Blue Ridge Entertainers return to the air in Roanoke. The boys who were extremely popular and their mountain music just recently returned from service and reorganized.

POPULAR DAYTIME SHOW—Jack Bailey, congratulates a lucky lady on the "Queen For A Day" show, which will be heard over WROV at 3:30 each day, Monday through Friday.