

WBZ





Here is pictured our new Radio and Television Center. It houses all of the studios and offices of WBZ, WBZ-FM, and WBZ-TV.

Radio programs are fed from these studios over special lines to the WBZ transmitter (50,000-watts) at Hull, Massachusetts and to the WBZA transmitter (1,000-watts) in Springfield, Massachusetts.

WBZ and WBZA, operating in synchronism, have more than 2,000,000 families, within ear shot. All of the New England States are represented by our audience with most of it concentrated in Massachusetts, Maine, New Hampshire, and Vermont.

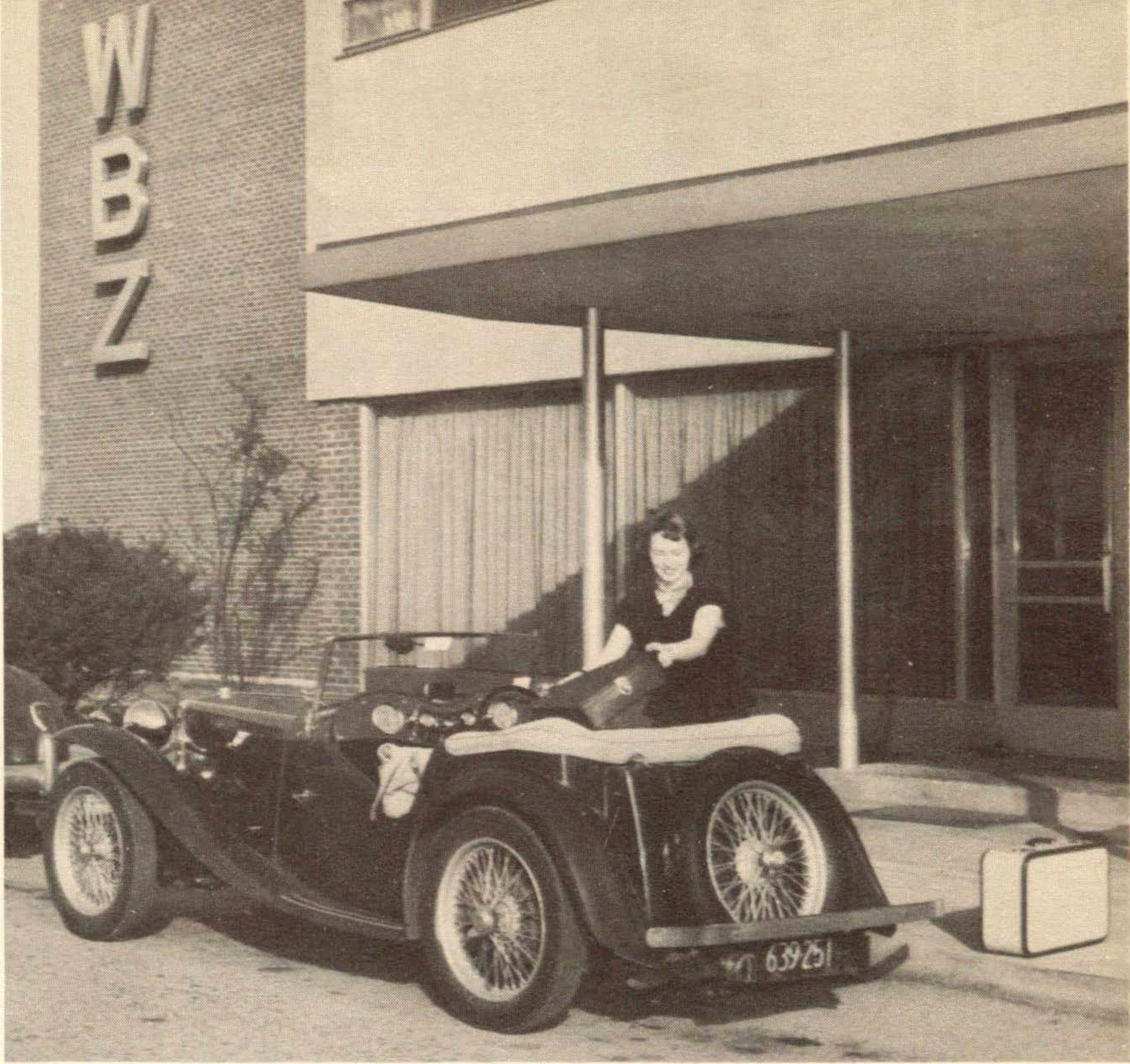
The WBZ-TV transmitter is located in the new Center, close at hand to its 649 foot tower. It serves an audience located within a radius of approximately 40 miles. This vast audience makes Greater Boston the fifth ranking television market in the United States.

The WBZ-FM transmitter, located at the Center with antenna on the TV tower, and the WBZA-FM transmitter in East Springfield, Massachusetts, both duplicate the programs heard on WBZ and WBZA.

These ultra-modern and efficient facilities have been made possible by the loyal support of the many WBZ fans. Most of you are listeners and/or viewers of our programs; most of you patronize our sponsors, and many of you are our sponsors.

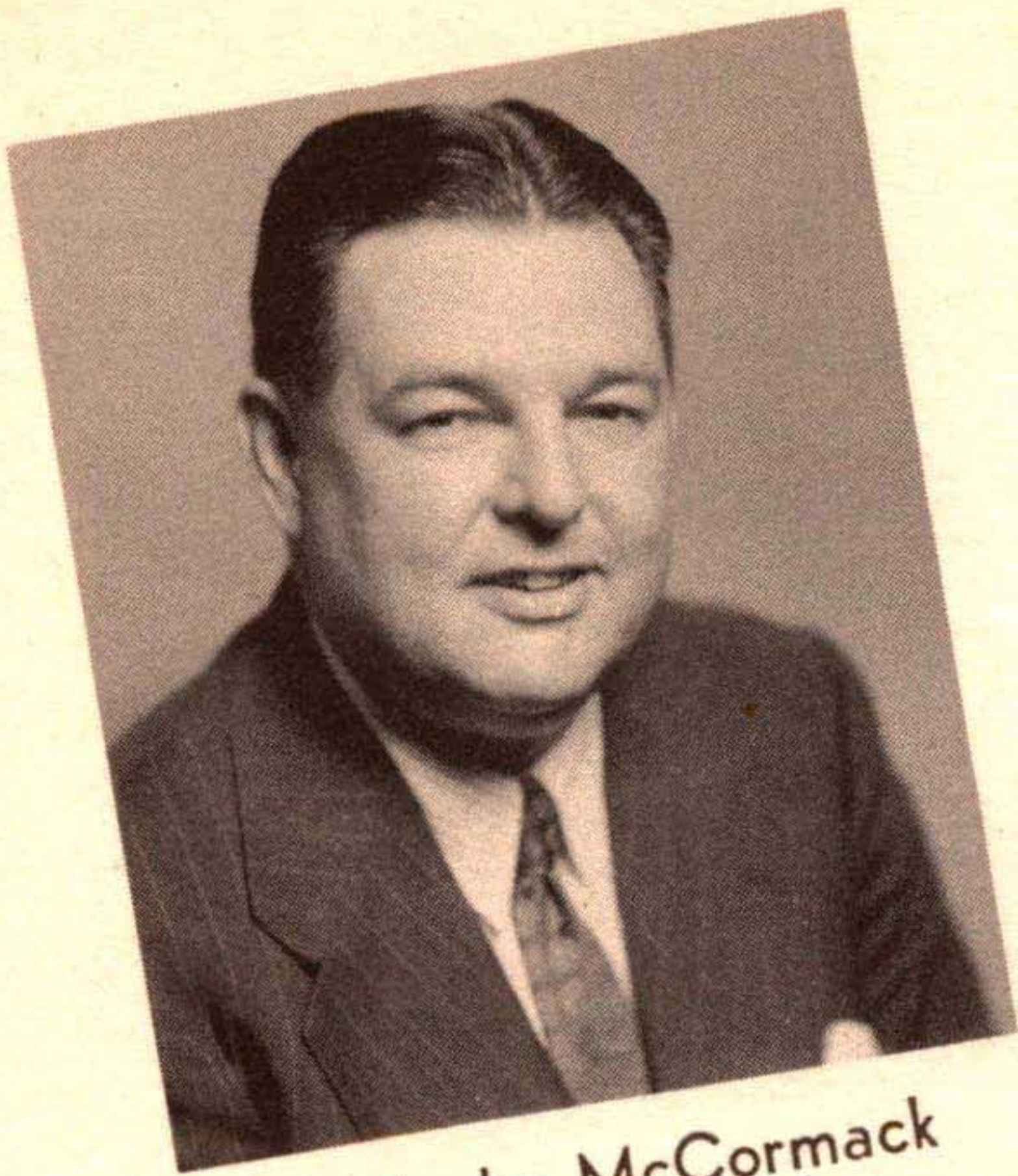
Our staff joins me in a warm "thank you," and the hope that our Radio and Television Center will continue to serve you well!

Talent arrives with costumes for video rehearsals (R).



Popular sports-caster, Bump Hadley, autographs for young fans in WBZ lobby.





Malcolm McCormack



Verne Williams



Georgia Mae



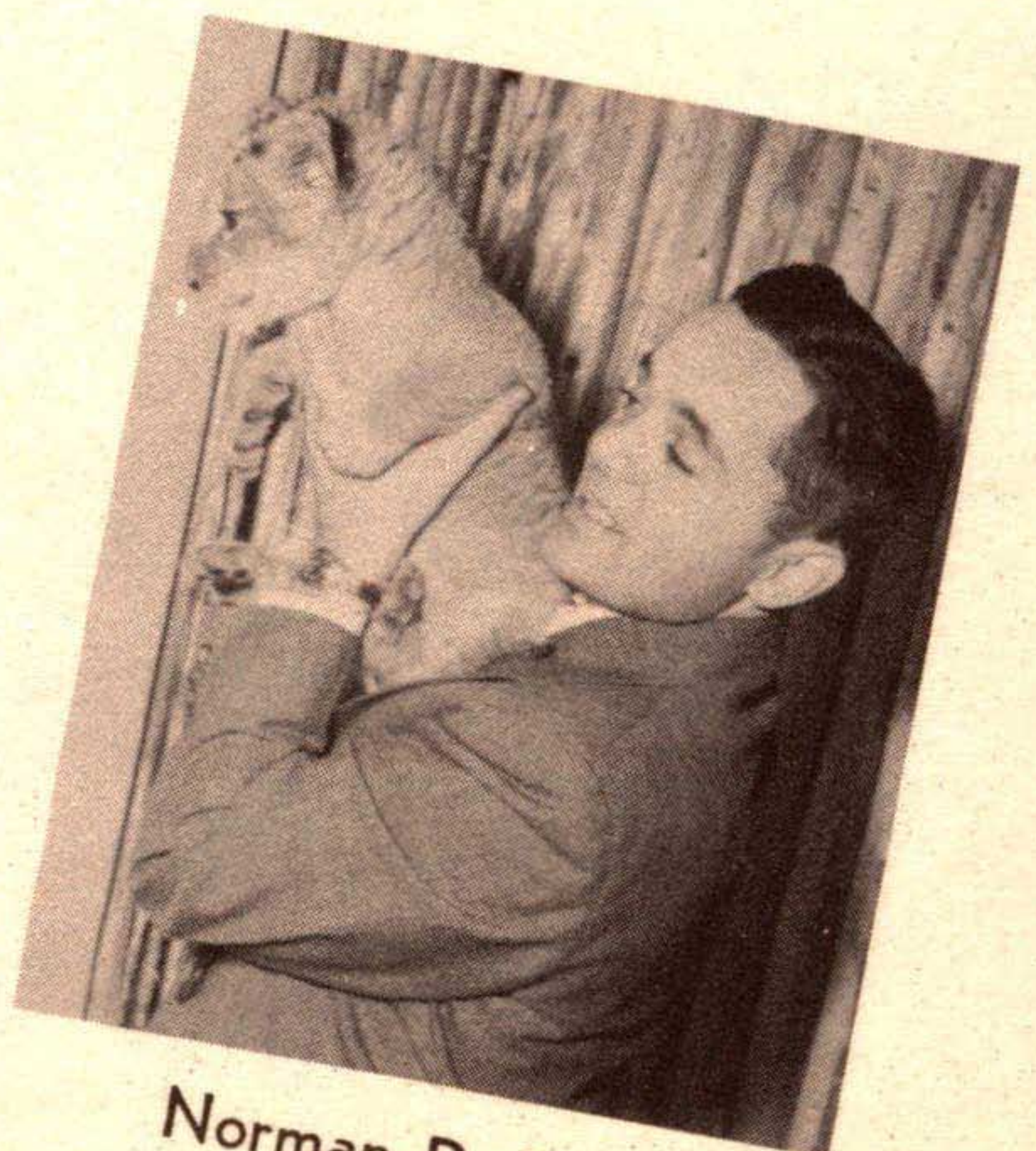
Wynn Stevens



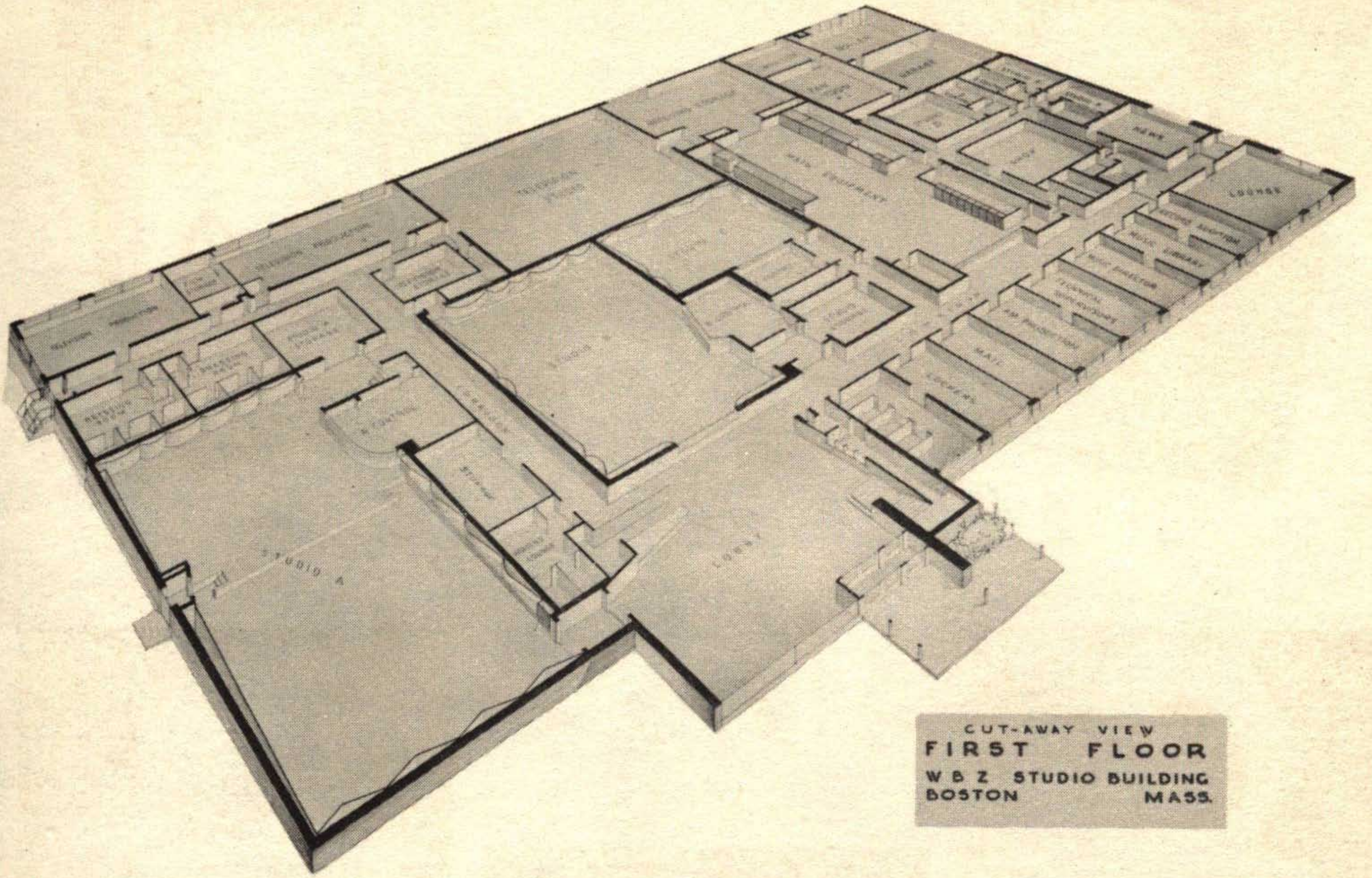
Geoffrey Harwood



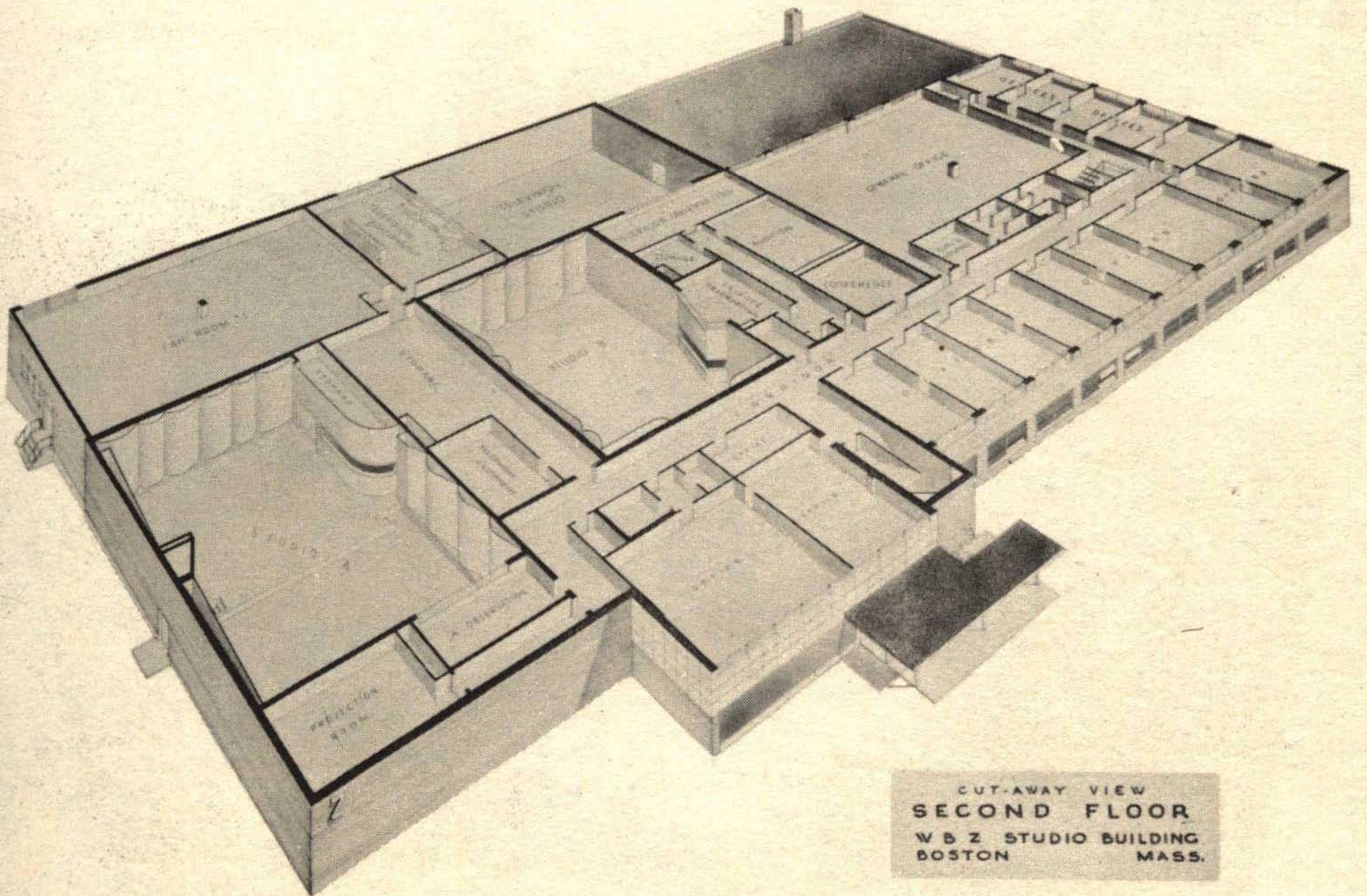
Dr. James Austin



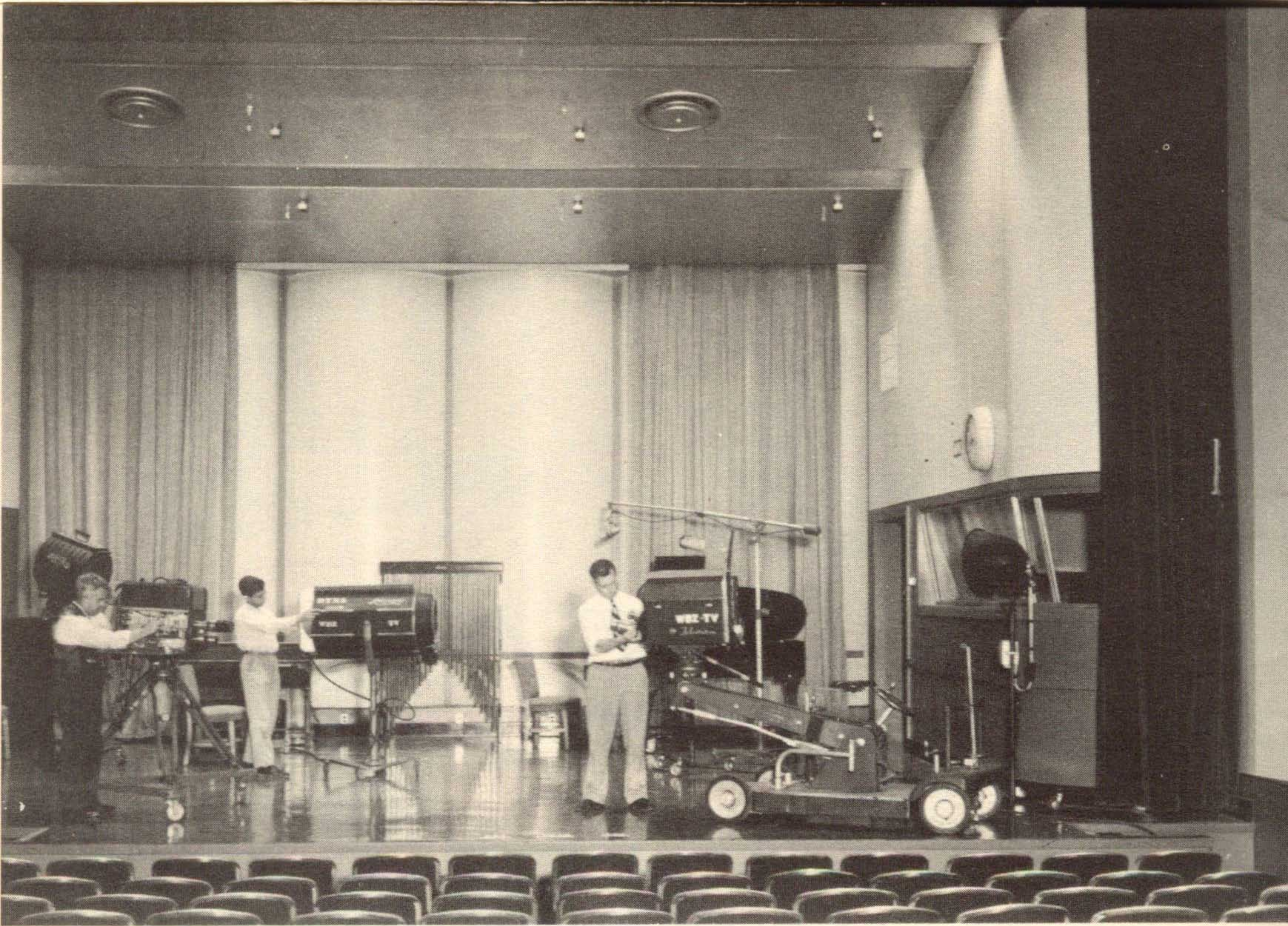
Norman D. Harris



CUT-AWAY VIEW
FIRST FLOOR
 W B Z STUDIO BUILDING
 BOSTON MASS.

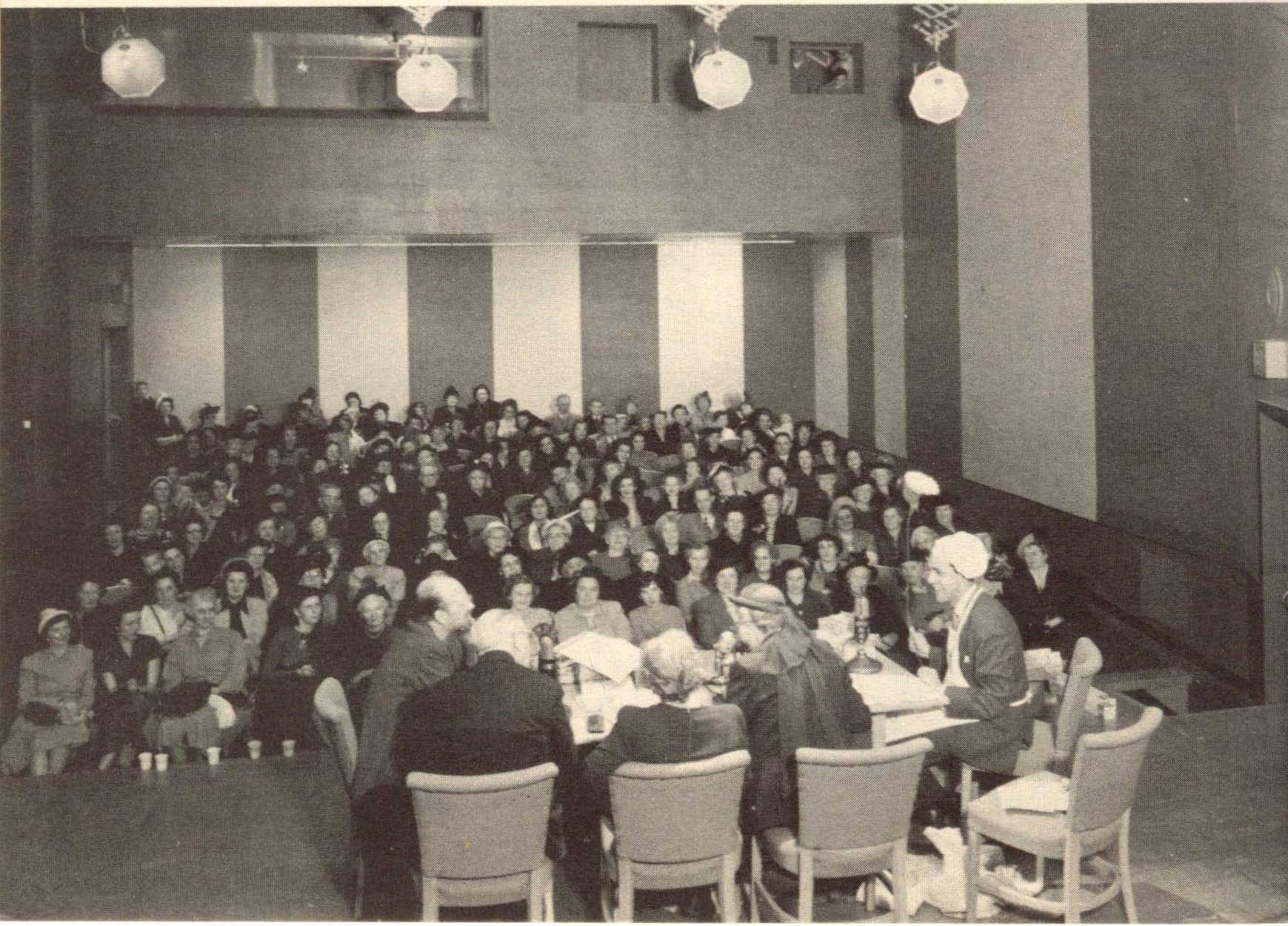


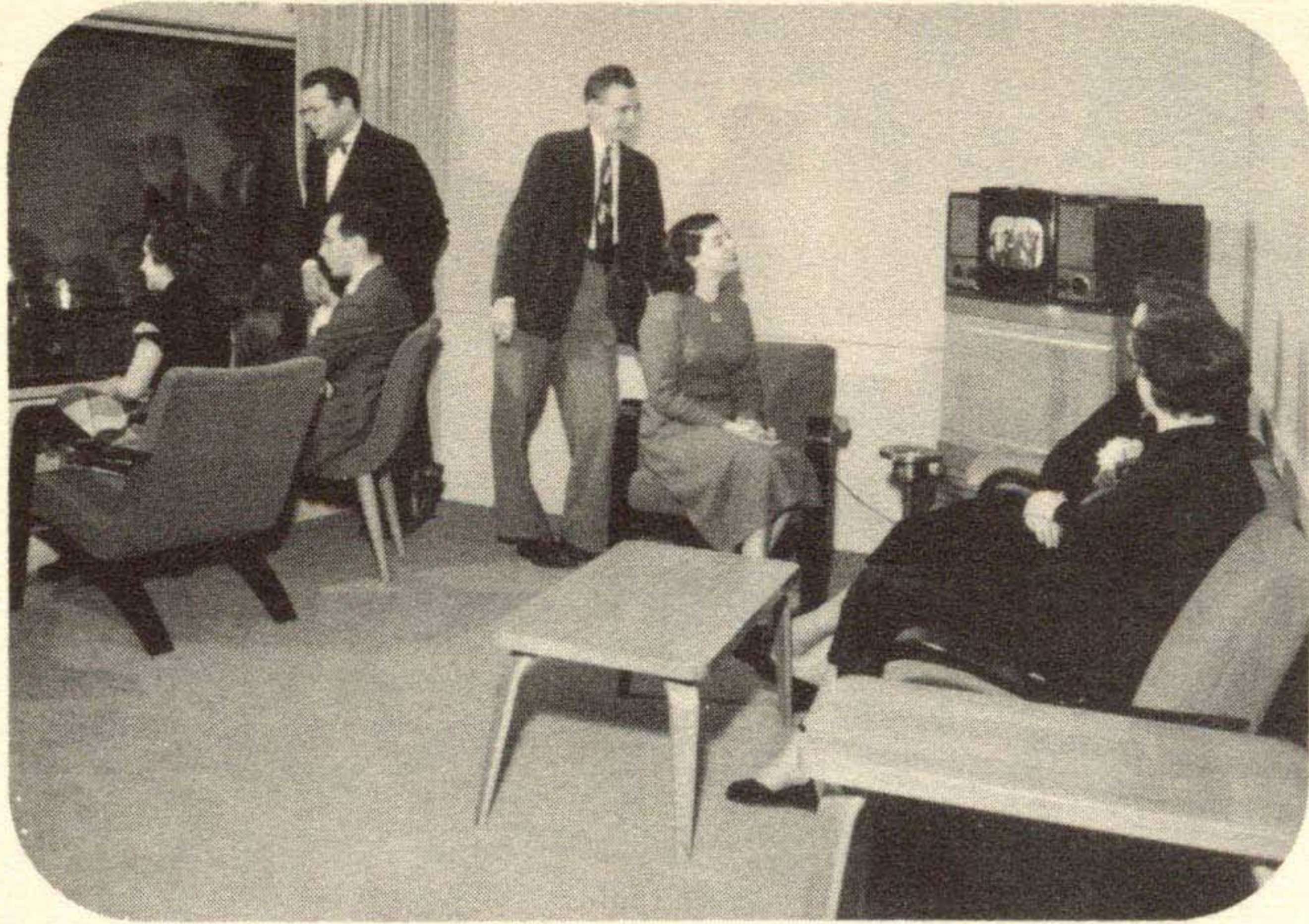
CUT-AWAY VIEW
SECOND FLOOR
 W B Z STUDIO BUILDING
 BOSTON MASS.



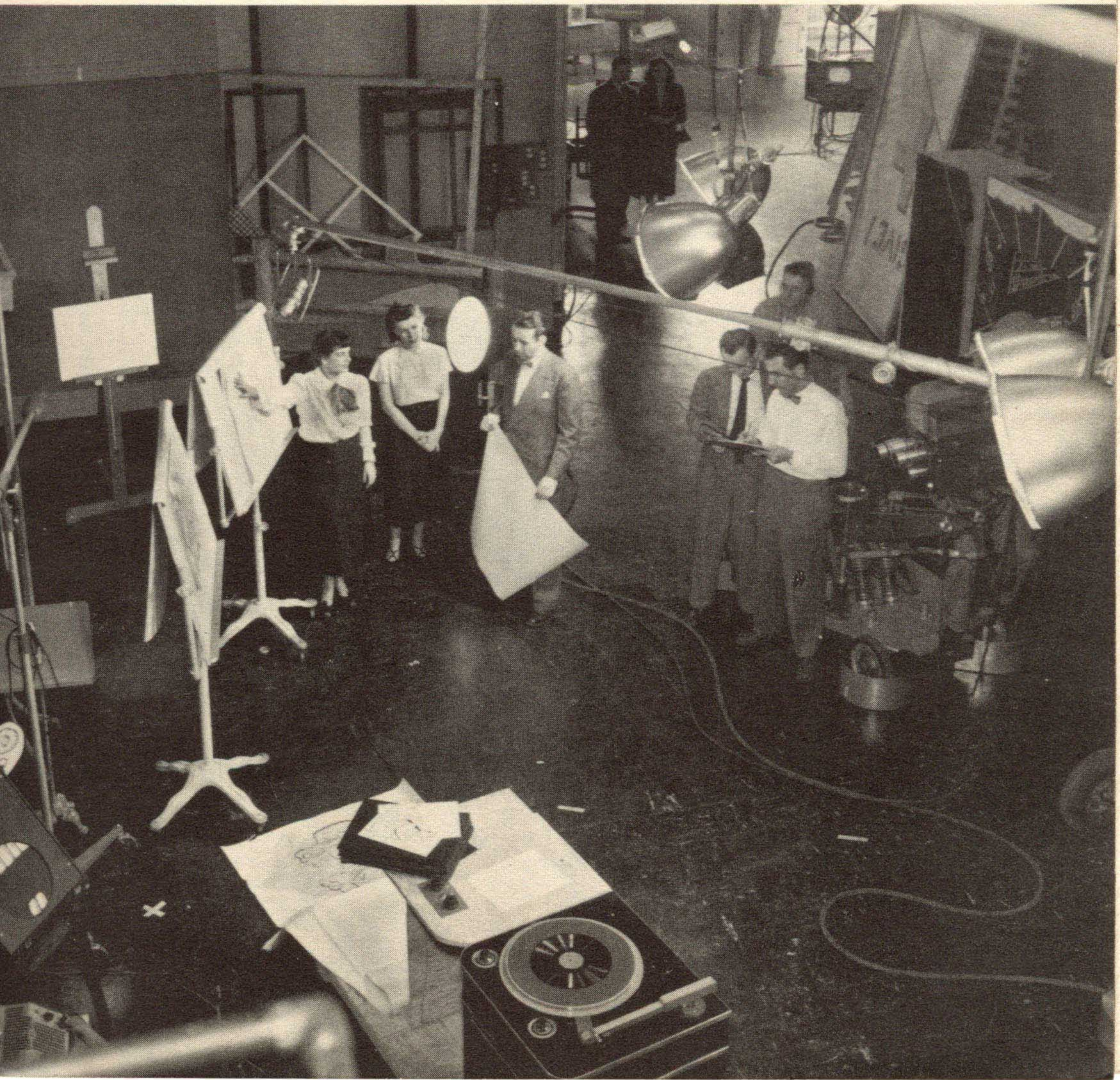
"A" Studio stage showing technicians setting up equipment for telecast (above).

Radio broadcast attracts 169 guests in "A" Studio





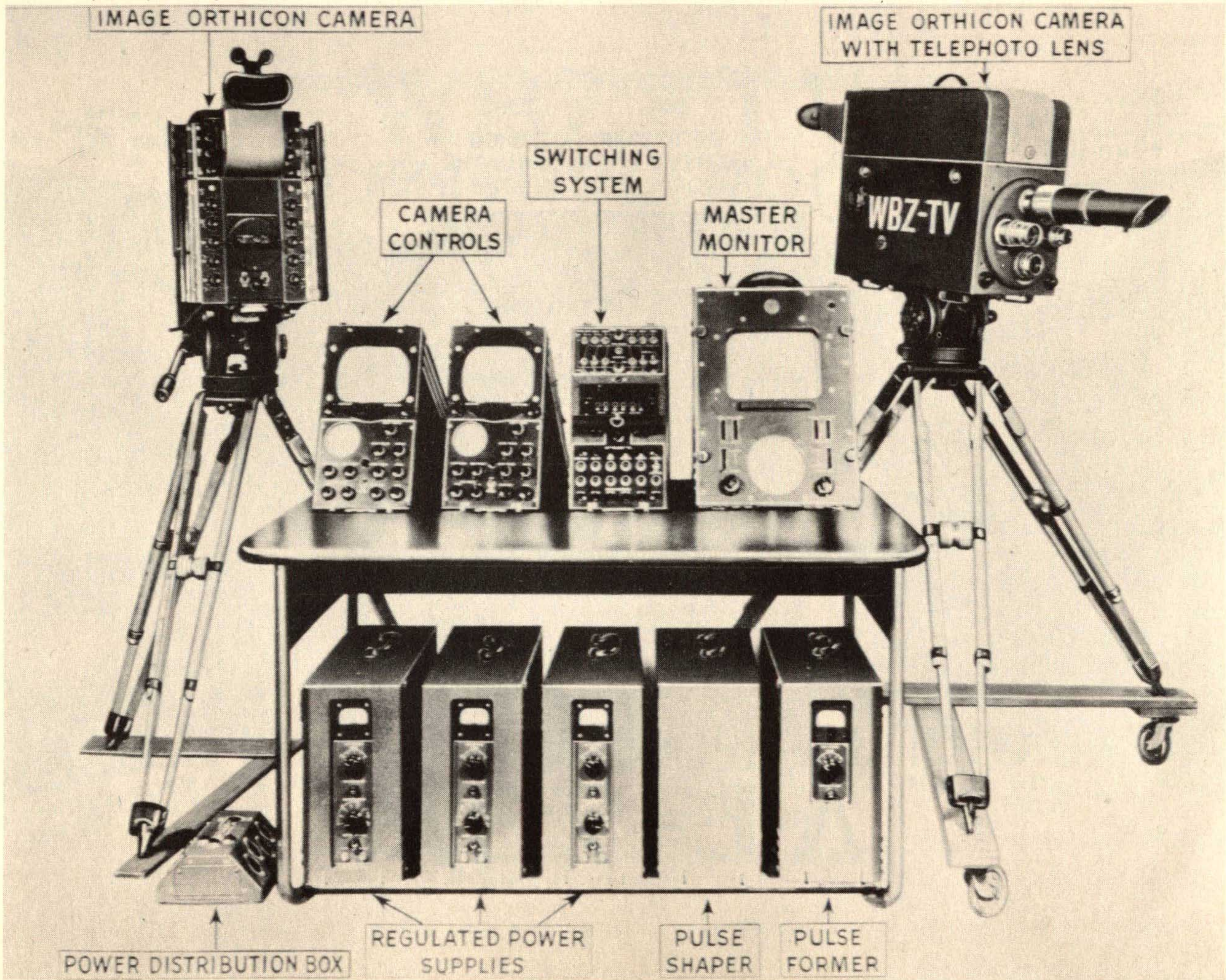
Three large studios are equipped with comfortable observation rooms ("B" Studio observation above), where clients and guests can watch action in studio, as well as on screen. Below is view of "B" Studio as seen from "B" Observation, showing talent, technicians, producers in rehearsal.





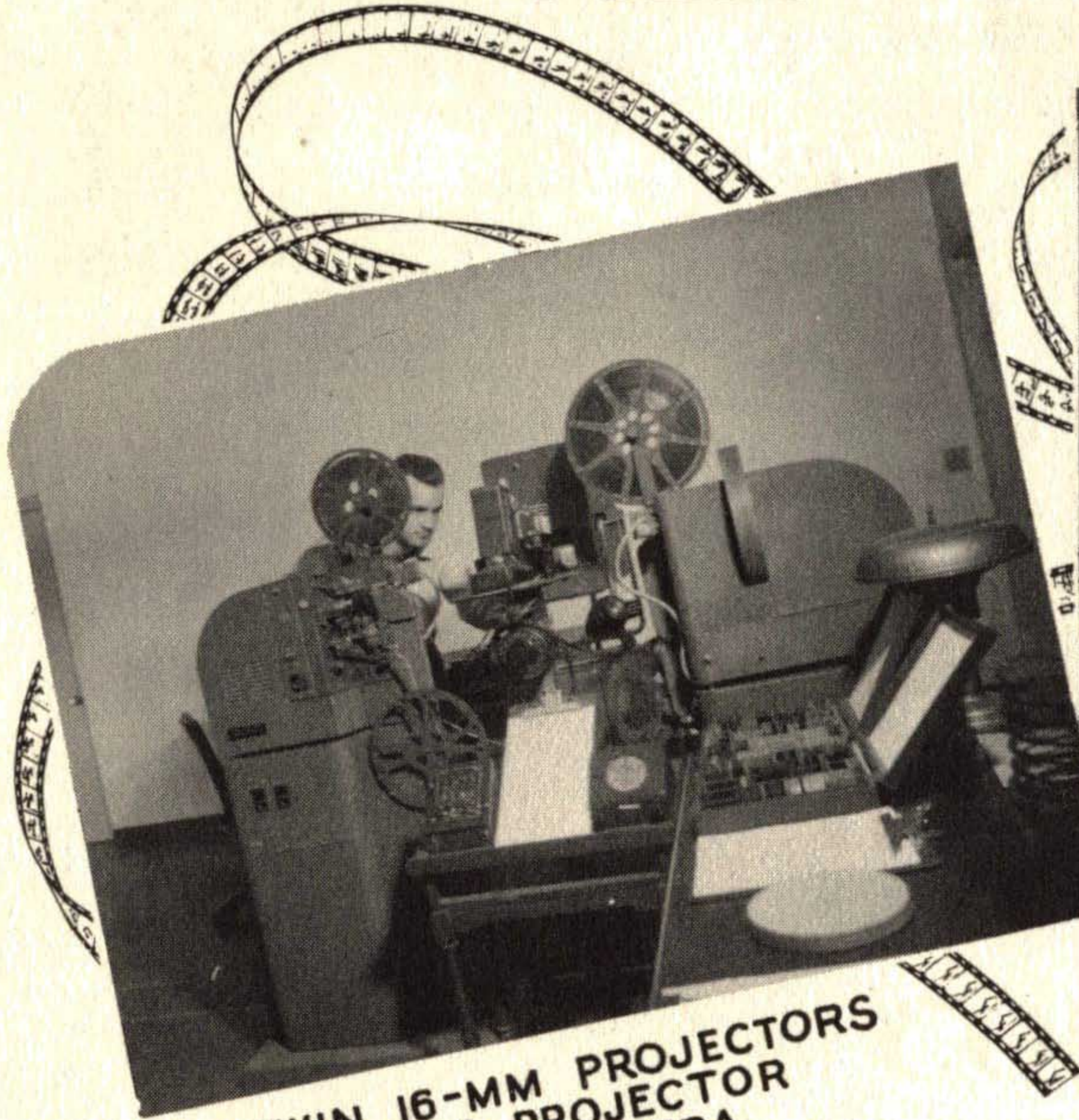
Fluorescent, incandescent, floods, spots, scoops form lighting maze in WBZ-TV's "T" Studio seen here

Involved in "live" telecasting is the camera "chain" pictured here. This equipment is used both for studio shows and "remote" pickups of sporting events, etc.

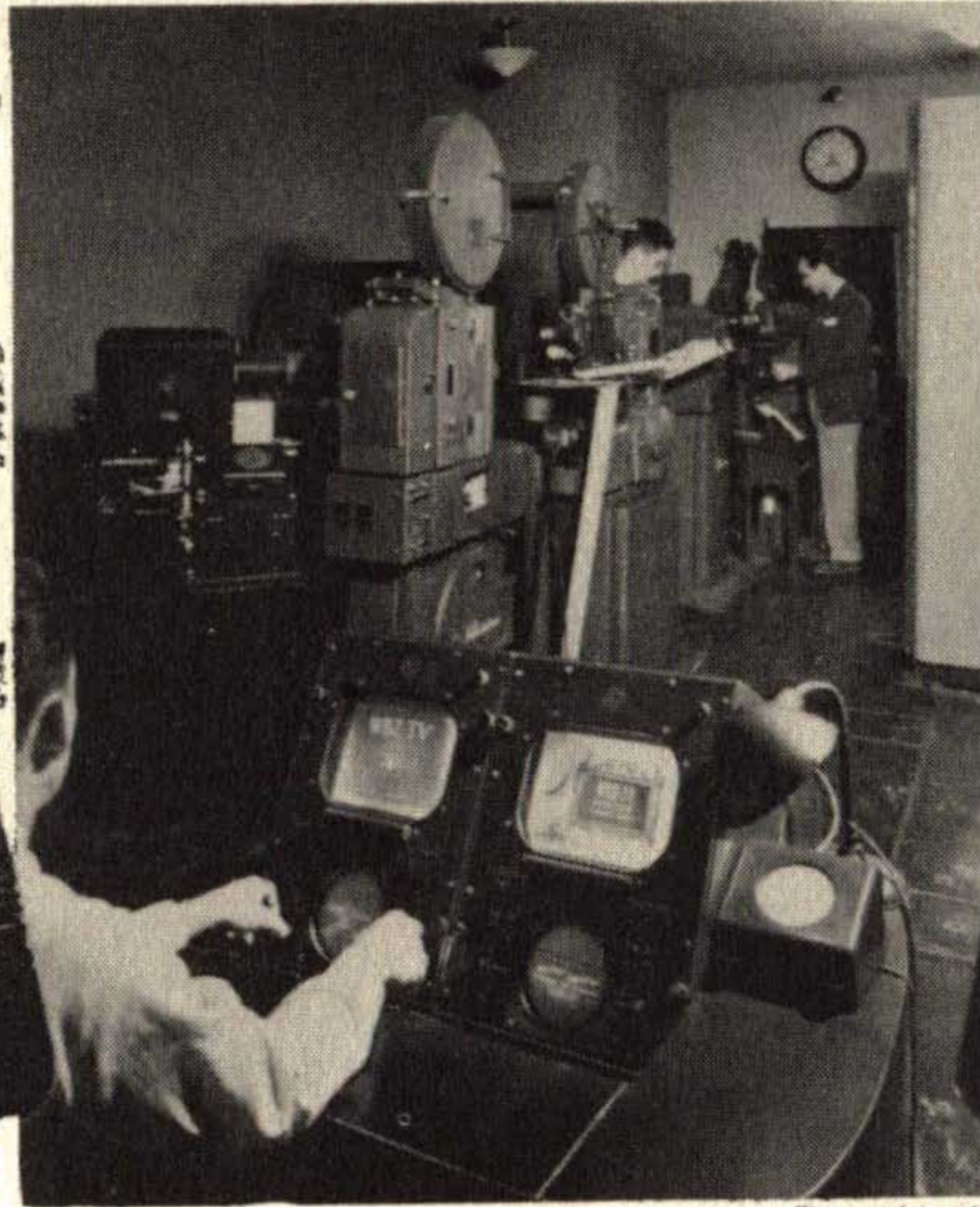


WBZ-TV

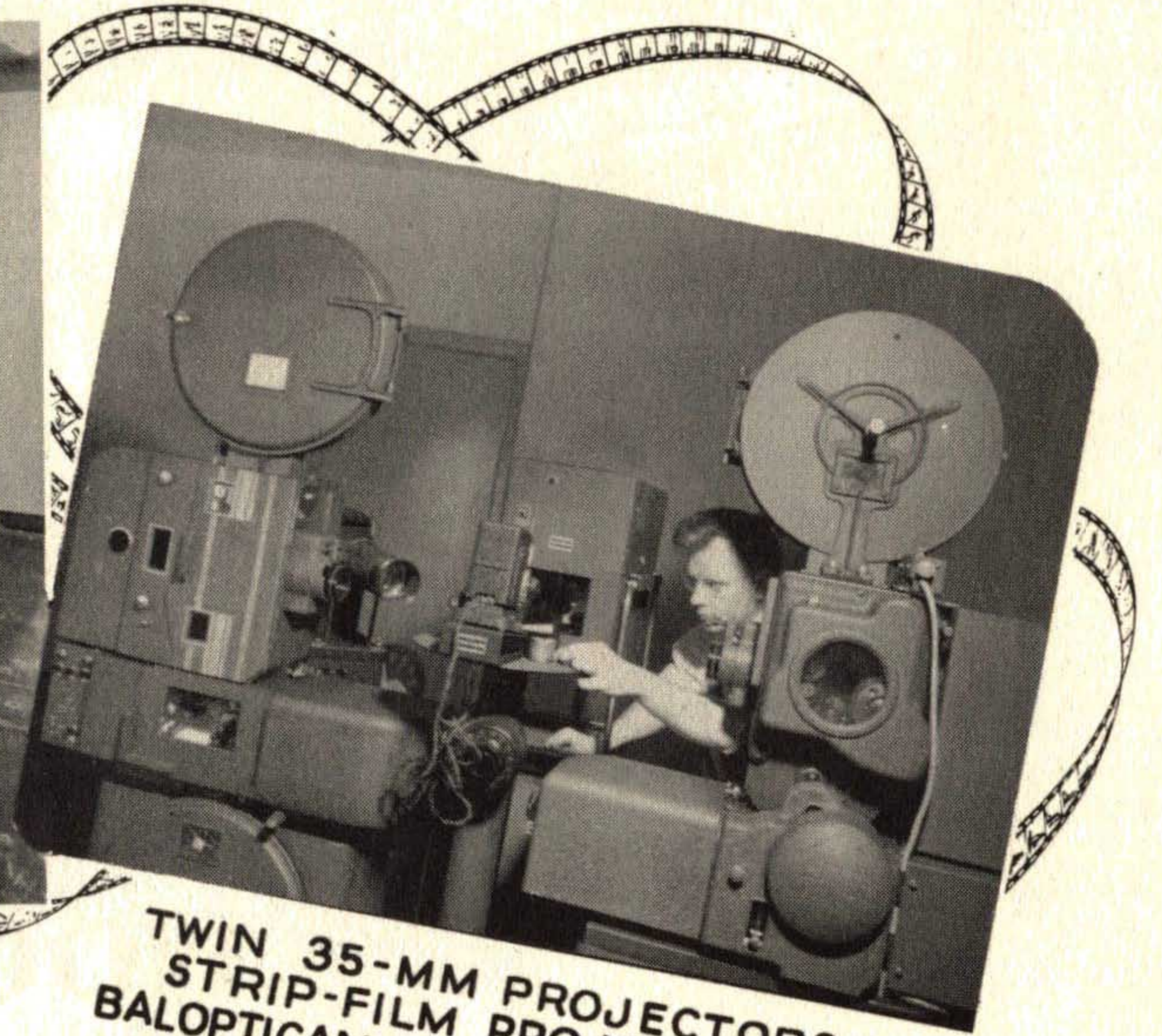
FILM PROJECTION STUDIO



TWIN 16-MM PROJECTORS
SLIDE PROJECTOR
FILM CAMERA



PROJECTION ROOM
SHOWING FILM CAMERA
CONTROL CONSOLES



TWIN 35-MM PROJECTORS
STRIP-FILM PROJECTOR
BALOPTICAN and FILM CAMERA

WBZ-TV CONTROL ROOM



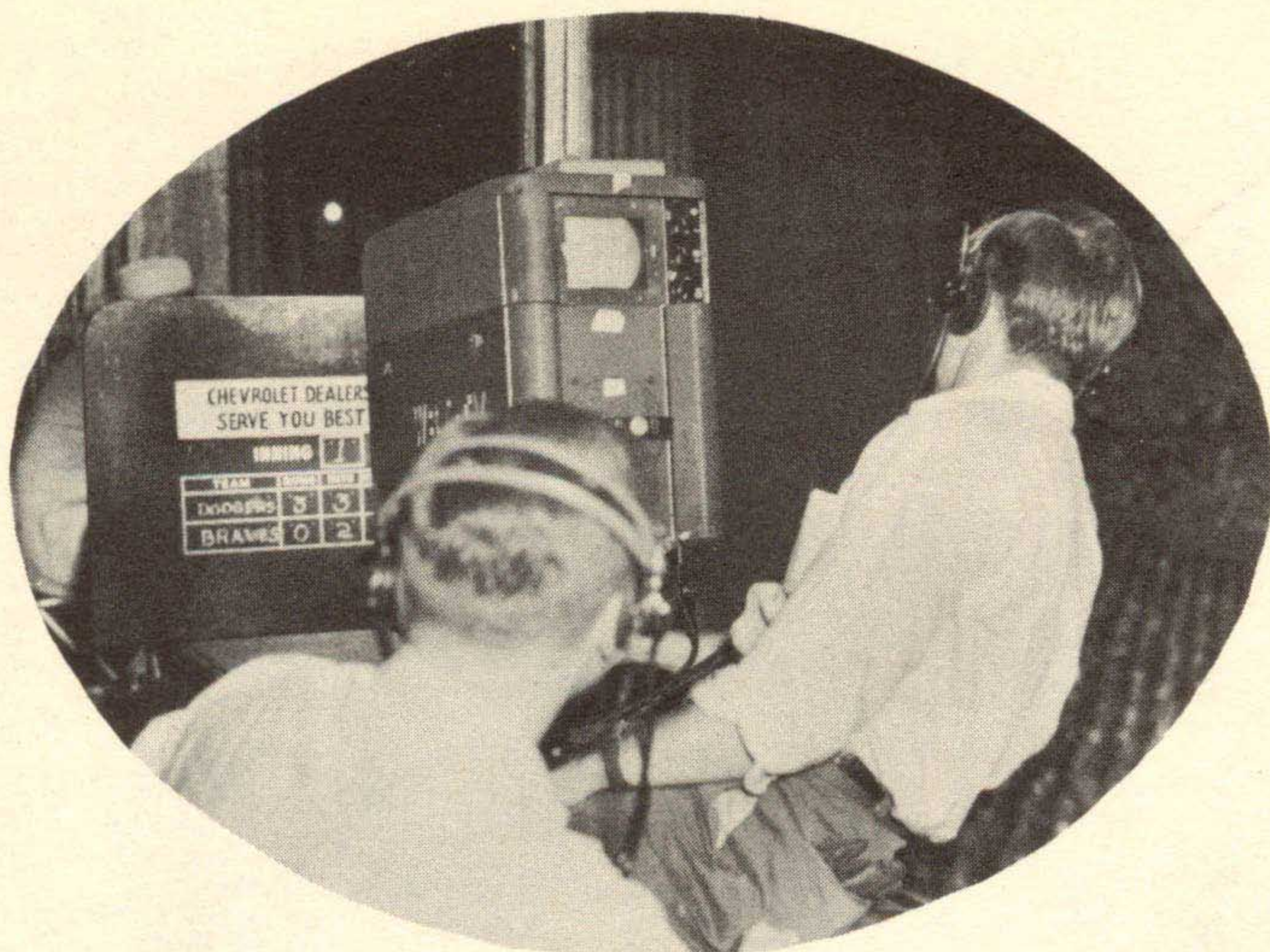
VIDEO MASTER CONTROL
FOR PROGRAM SWITCHING - PRE-MONITORING



TV CONTROL ROOM - SHOWING AUDIO
CONTROL AND CUT-IN STUDIO



STUDIO VIDEO CONTROL
AND PRODUCTION MONITORING SYSTEM

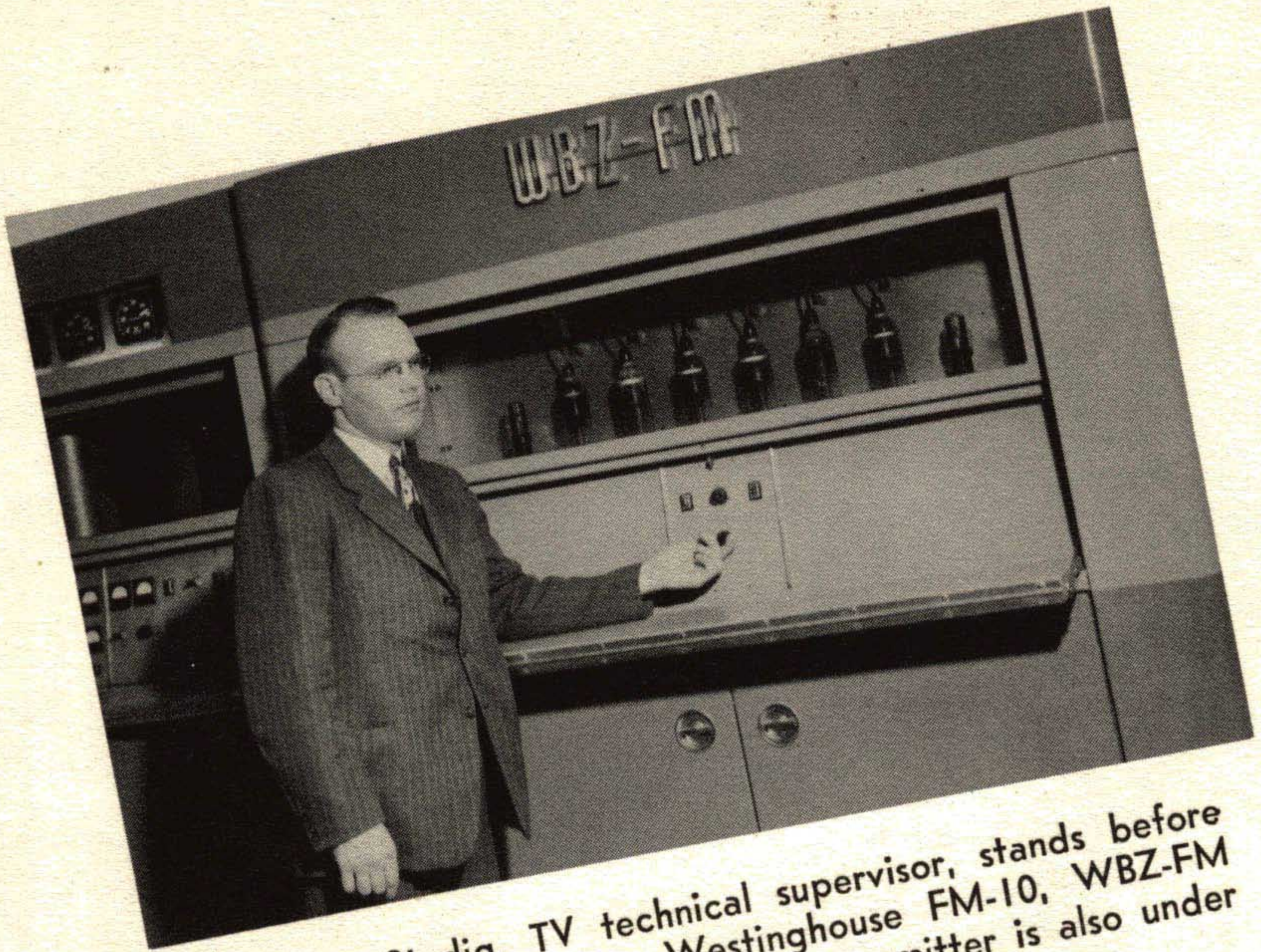


WBZ-TV's "Televan," a mobile control room, is used in the coverage of remote telecasts — such as football and baseball. Below the "Televan" is parked outside Harvard Stadium, while picture above shows the telecasting booth at Braves Field.

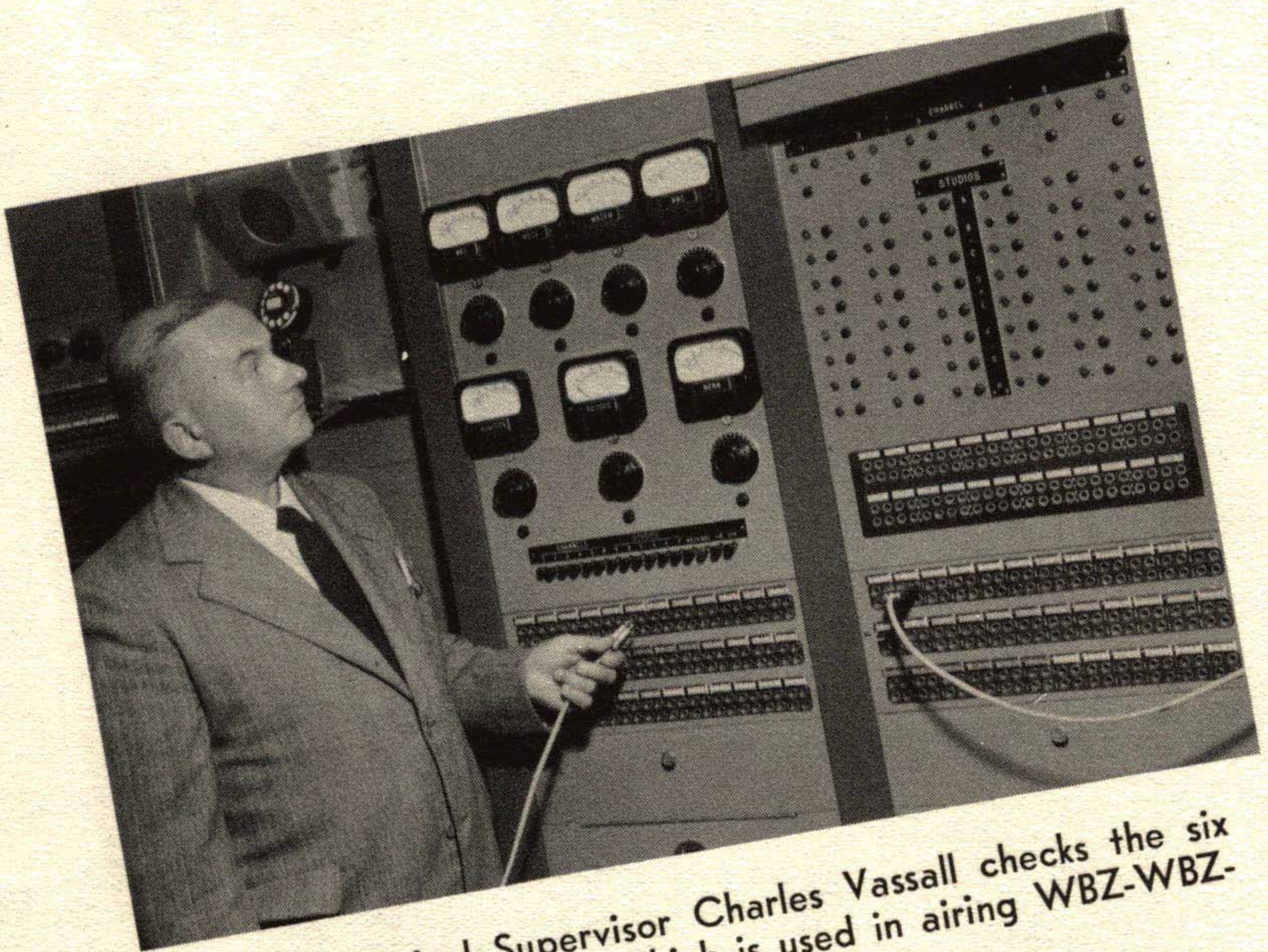




The Main Equipment Room at the WBZ Radio and Television Center houses the Master Control for WBZ, WBZA, WBZ-FM, (right foreground); the latest equipment in the recording of delayed broadcasts (center foreground); the WBZ-FM transmitter (right rear); the WBZ-TV transmitter console (center rear); and the WBZ-TV transmitter itself (left rear).



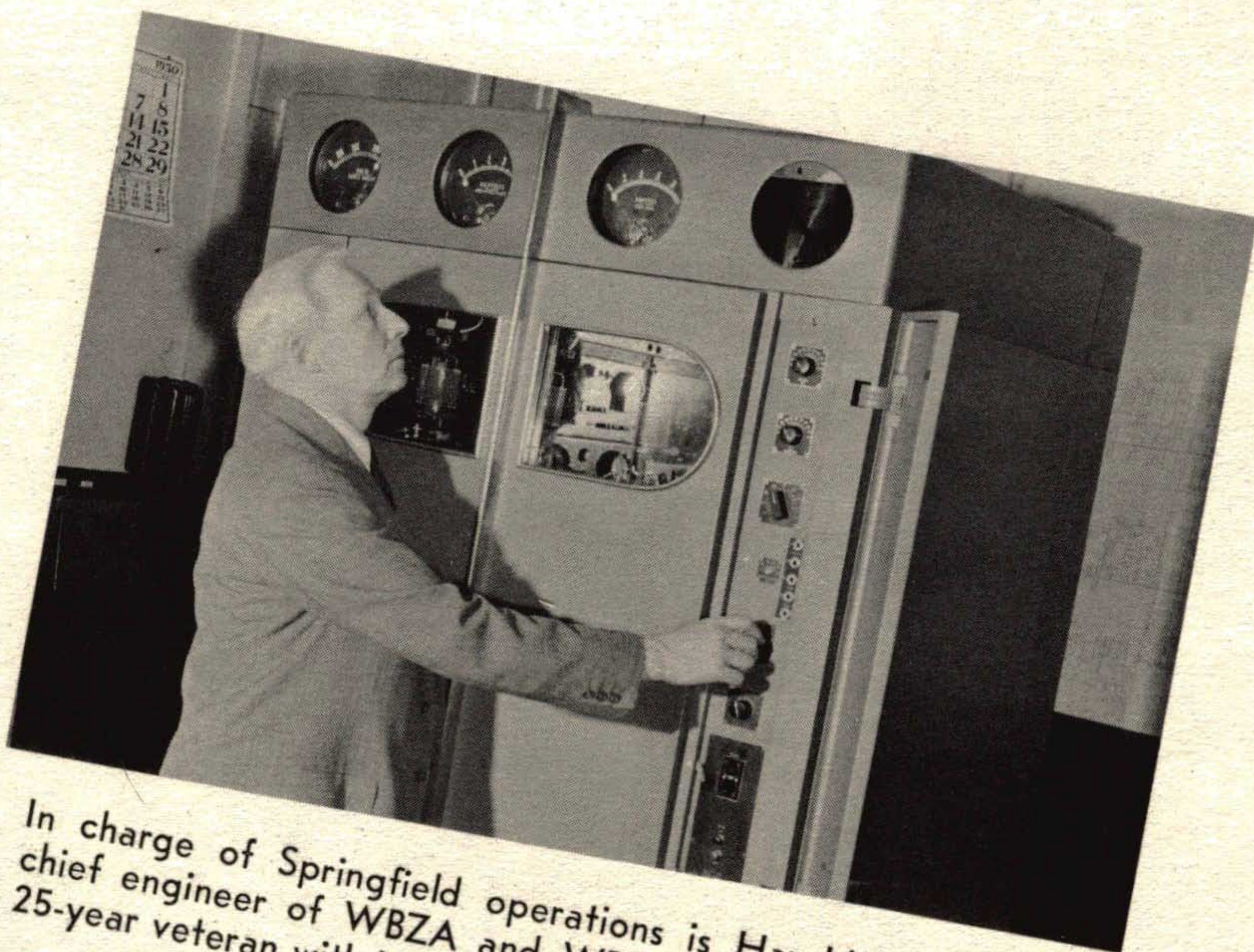
Sidney V. Stadig, TV technical supervisor, stands before the controls of the new Westinghouse FM-10, WBZ-FM transmitter. The operation of this transmitter is also under the supervision of Mr. Stadig.



Audio Technical Supervisor Charles Vassall checks the six channel selector control which is used in airing WBZ-WBZ-FM, WBZA and NBC programs.



The transmitting facilities for WBZ are located on the South Shore of Boston at Hull, Mass. Fred Osgood, transmitter supervisor, is shown here in the transmitter control room. The Hull location is also used in the transmission of Voice of America programs to foreign countries through the Westinghouse owned and operated short-wave station, WBOS.



In charge of Springfield operations is Harold R. Randol, chief engineer of WBZA and WBZA-FM. Mr. Randol is a 25-year veteran with Westinghouse radio stations.



Here in the WBZ Newsroom are located United Press and Associated Press radio news services, in addition to Western Union sports ticker reports. Newsmen are on duty 20 hours daily, preparing copy for both radio broadcasts and telecasts.

Over 23,000 records and transcriptions are housed in this specially designed Record Library at the WBZ Radio and Television Center.





Early morning announcers Carl deSuze (L) and Malcolm McCormack are shown in "E" Studio, one of two studios similarly equipped with triple turntables.

WBZ's "D" Studio is used primarily for discussion-type broadcasts. Here is a typical public service program featuring (L-R) Mass. Commissioner of Agriculture John Chandler in an interview with WBZ Farm Director Roger Harrison and Special Events Director Chick Morris, with announcer Arch Macdonald "standing by".





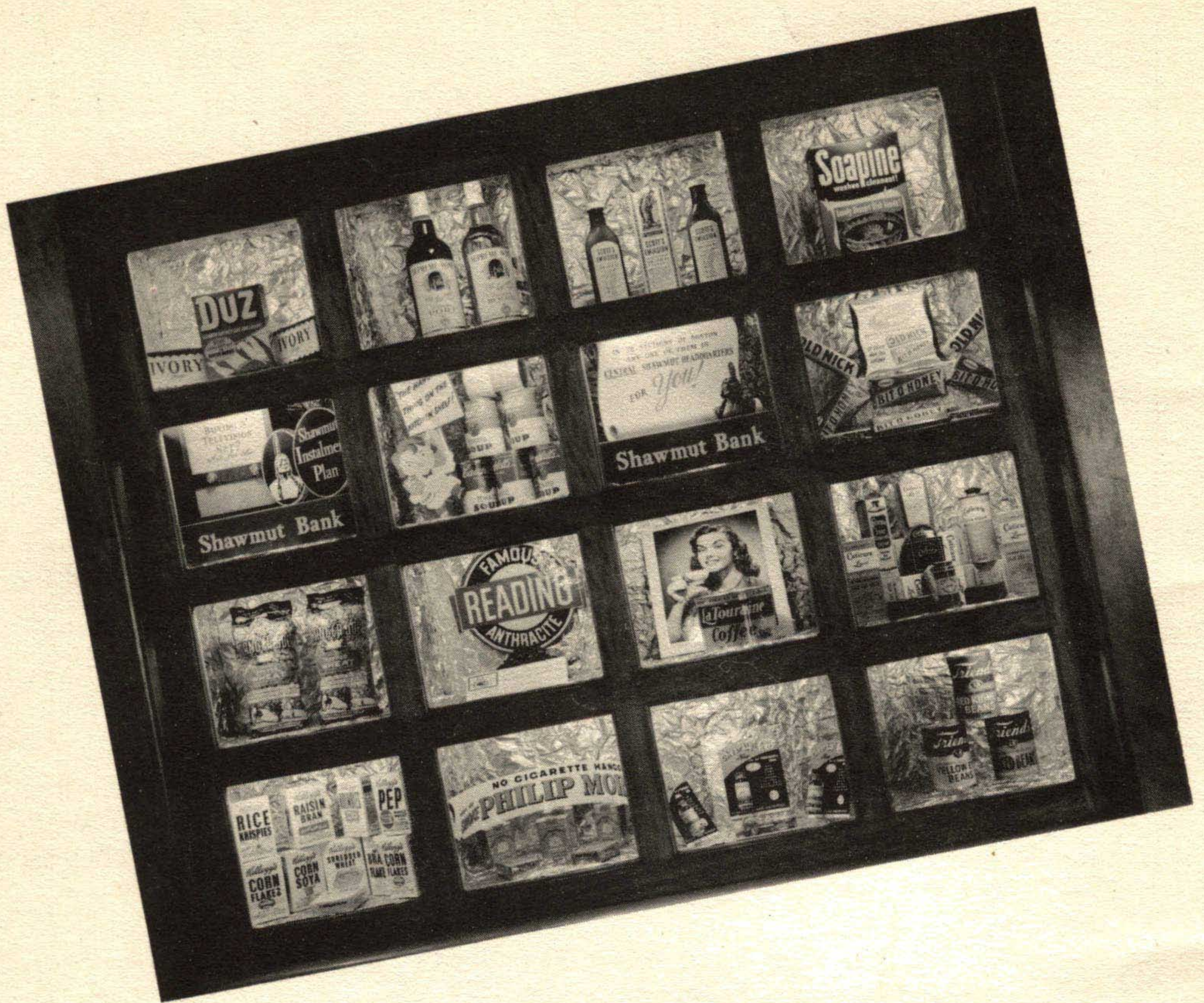
Station executives (L-R) W. C. Swartley, Station Manager; C. Herbert Masse, Sales Manager; W. H. Hauser, Chief Engineer; and W. Gordon Swan, Program Manager meet in the station manager's office.



In program planning session (above) are WBZ-TV program supervisor, Iran Berlow (L) and WBZ Program Supervisor George Creamer. Working under Program Manager W. Gordon Swan, Berlow and Creamer are in direct charge of programming for WBZ-TV and WBZ respectively.

Shown here in the Conference Room are (L-R) Publicity Manager Wendell A. Davis, Building Superintendent Robert Thompson; Auditor and Office Manager A. A. Palmer and Advertising and Sales Promotion Manager John G. Stilli, Jr.





Advertising is the heart of America's free enterprise system. Advertising brings to some 41 million radio and 7 million television homes the world's finest entertainment, information and education. For its visitors and employees, the lobby window display of WBZ advertised products (shown above) serves as a daily reminder of the advertisers' gigantic part in the American system of broadcasting.

AUTOGRAPHS

