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Script from Inaugural Telecast

WBAY-TV

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PROGRAM: Inaugural Telecast

DATE: March 17, 1953

Time: 7:00 - ~~7:30~~ 7:30

VIDEO

SLIDE: Station ID #1

AUDIO

BOOTH: This is the Bay station, WBAY-TV,
Channel 2, Green Bay, Wisconsin

MUSIC: "GONE WITH THE WIND", RCA VICTOR, LPT 1008
SIDE 1, CUT 1, 33 1/3 RPM -- IN FULL
18 SECONDS. FADE AND HOLD UNDER 15 SECS.
OUTL

BOOTH: (ON CUE) Good evening, friends. We are
pleased to have you join us on this long-
awaited occasion -- the beginning of
regularly scheduled television broad-
casting by WBAY-TV. Tonight marks the
coming of television service to Green
Bay and Northeastern Wisconsin. WBAY-TV
is proud to be the station to initiate
this newest and most dynamic medium of
communication in one of America's
finest richest areas. The coming of
television to Northeastern Wisconsin is
an event of historic importance.
Therefore we have asked several
distinguished civic, spiritual and
business leaders from this area to be our
guests tonight on this inaugural broad-
cast. They are standing by in our studio
and you will meet them in just a moment.
Now, speaking from the television control

(MORE)

VIDEO

AUDIO

MCU BURKE

MCU ABBOT KILLEEN

MCU BURKE AT END OF
CONTRO ROOM

MCU FARNSWORTH (VARY AS
OCCASION WARRANTS)

CU BURKE

MCU BYRNES (VARY AS
OCCASION WARRANTS)

MCU BURKE

MCU OLEJNICZAK (VARY)

LS BURKE (VARY)

LS CHALLONER)

MS BURKE

LS EVANS (VARY)

MS BURKE (VARY)

SLIDE: ID

room, here is Burkette Farquhar, television
managem of WBAY-TV.

BURKE: (Introductory remarks. . . intros Abbot
Killeen for Invocation.)

ABBOT: (Invocation)

BURKE: (Intros Farnsworth)

FARMSWORTH: (Address)

BURKE (Intros Byrnes)

BYRNES: (Address)

BURKE: (Intros Olejniczak)

OLEJNICZAK: (Address)

BURKE: (Intros CHALLONER)

CHALLONER: (Address)

BURKE: (Intros Evans)

EVANS: (Address)

BURKE: (Closing remarks)

BOOTH:

VIDEO

FILM: MAGIC BOB part two (17:18)

COMMERCIAL #3; COBB'S SLIDES (1 min)

FILM: MAGIC BOB part three (17:39)

COMMERCIAL #4; RAHR'S SLIDES (1 min)

FILM: MAGIC BOB part four (24:12)

COMMERCIAL #5; APPLETON RAD SUPPLY
SLIDES (20 sec)

FILM: MAGIC BOB part five (24:41)

AUDIO

AUDIO ENGR: SCF

BOOTH:

AUDIO ENGR: SCF

BOOTH:

AUDIO ENGR: SCF

BOOTH:

AUDIO ENGR: SCF

STATION W BAY TV AT 11:00 PM (COMMERCIALS 11:00 PM AND 11:30 PM)

SLIDES: FLAT THEAT 3 (re-run) BOOTH: This has been Feature Theater, a full length motion picture presented for your late viewing pleasure. We invite you to be with us tomorrow night for another fine movie when we will again bring you Feature Theater.

[Tomorrow Night]

SCHEDULED TIME	PROGRAM & SPONSOR	FILM, TAPE OR SLIDE NUMBER, REMARKS	TYPE	SOURCE		ACTUAL TIME		FILM ON TAPE OR SLIDE	
				VIDEO	AUDIO	ON	OFF	TAPE	SLIDE
	RAHR BEER	5 slide 60 sec./spot RAHR SLIDES No's. 1 thru 5	CSA	X	B				
	APPLETON RADIO SUPPLY	20 sec. two slide spot APPLETON RADIO No. 1 & 2	CSA	X	B				
10:00-12 P.M. Ident.				X	B				
10:00-150 P.M. Pre-vue Tomorrow's Programs Invocation Star-Spangled Banner		Stand-by annor. over Ident. Slide No. 1 film No. 1	MS	X X X P	B B T SOF				

SCHEDULED TIME	PROGRAM & SPONSOR	FILM, TONE OR SLIDE NUMBER, REMARKS	TYPE	SOURCE		ACTUAL TIME		PICK UP	STATION
				VIDEO	AUDIO	ON	OFF		
6:59:50 P.M.	IDENT.			X	B				
7:00 P.M.	Opening Program								
7:00:30 P.M.	BLATZ	20 sec. film No. 1	CSA	I	1				
7:00:50 P.M.	ADMIRAL ID	ADMIRAL slide No. 1	CSA	X	SOF				
7:01 P.M.	LIFE IS WORTH LIVING (ADMIRAL)	Film No. 441-26	NC	X	B				
7:01:30 P.M.	tied to RED CROSS	20 sec. film No. 5	SSA	X	SOF				
7:01:50 P.M.	BOODA MOTORS ID	BOODA slide No. 1	CSA	X	B				
7:02 P.M.	BLATZ TRIANGLE THEATRE (LIVE) (BLATZ BREWING CO.)	21V film No. 15	NC	12P	12SOF				
7:02:30 P.M.	SUNSET CLUB (JOANNES BROS.)	20 sec. 3-slide spot (SUNSET CLUB 1, 2, & 3)	CSA	X	B				
7:02:50 P.M.	TELEVISION/ENGINEERS ID	TSE slide No. 1	CSA	X	B				
7:03 P.M.	WBAY-TV Feature Theatre	Unity - Magic Bow	P	F	SOF				
	CHARMIN TISSUE (HOBBERG PAPER)	60 sec. film No. 1	CSA	F	SOF				
	SKIPPY PEANUT BUTTER - 1 min. spot (OTTO L. KUEHN)	20 sec. sound film SKIPPY No. 22, cut to slide #1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25; booth annncr. over	CSA	F	SOF				
	COBB'S (SUNBEAM BREAD)	60 sec. 9 slide spot. SUNBEAM SLIDES No. 1	CSA	X	B				