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Inaugural Telecast Souvenir Program

WBAY-TV

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SOUVENIR PROGRAM

Salute To WBAY-TV

(Owned and Operated by the Norbertine Fathers)

The Second Television Station In Wisconsin

and

The First Television Station In Green Bay

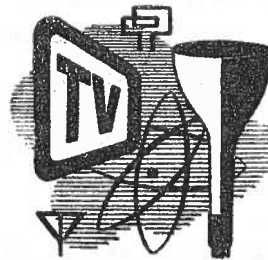
Upon The Occasion Of The

Premier Telecast

from

Green Bay

TUESDAY, MARCH 17, 1953



**TESTIMONIAL DINNER PROGRAM
TENDERED TO WBAY-TV
BY THE GREEN BAY ASSOCIATION OF COMMERCE
and the
CITIZENS OF GREEN BAY**

GUESTS OF HONOR

Right Rev. Sylvester M. Killeen, Coadjutor Abbot, St. Norbert Abbey
Rev. D. M. Burke, President, Norbertine Fathers
Very Rev. Michael J. Mc Keough, Dean, St. Norbert College
Rev. Anselm M. Keefe, Dean Emeritus, St. Norbert College
Rev. R. D. Mulroy, Secretary, Norbertine Fathers
Rev. Matthew J. Beemster, Treasurer, Norbertine Fathers and Managing Director WBAY
Rev. Basil Reuss, Professor of Political Science, St. Norbert College
Rev. John Gehl, Pastor, Cathedral
Haydn R. Evans, General Manager, WBAY - WBAY-TV
Philo T. Farnsworth, Vice President and Technical Director, Capehart-Farnsworth Corporation
John Byrnes, Congressman, 8th District Wisconsin
Dominic Olejniczak, President, League of Wisconsin Municipalities and Mayor of Green Bay
Reynolds R. Challoner, President, Green Bay Association of Commerce
E. J. Smith, Chairman, Brown County Board of Supervisors
E. A. Seymour, Mayor, City of De Pere
Ben A. Laird, President, WDUZ and President, Wisconsin Broadcasters Association
John M. Walter, Manager, WJPG and Director, Green Bay Newspaper Co.
Russell Winters, 1st Vice President, Green Bay Association of Commerce
Frank Cartier, 2nd Vice President, Green Bay Association of Commerce
John Rose, Sr., Treasurer, Green Bay Association of Commerce
John A. Borgenson, General Manager, Green Bay Association of Commerce

OFFICERS AND DIRECTORS GREEN BAY ASSOCIATION OF COMMERCE

PRESIDENT	Reynolds R. Challoner, Employers Mutuals of Wisconsin
1ST VICE PRESIDENT	Russell Winters, The Larsen Company
2ND VICE PRESIDENT	Frank Cartier, Frank Cartier Realtors Company
TREASURER	John Rose, Sr., Kellogg-Citizens National Bank
SECRETARY	John A. Borgenson
PAST PRESIDENT	Walter Scherf, Northern Glove & Mitten Company

W. H. Mac Donald, Wisconsin Public Service Corp.
L. L. Mohlke, West Side State Bank
Elmer Eisenman, Eisenman & Gale
Jules Berger, Metal Service Company
John Ross, Diana Manufacturing Company
Peter Chluminatto, Hoberg Paper Mills
Merle Hadley, Brown County Building & Loan
Earl Murphy, Nau's
Russell Petreat, Joannes Brothers
Russell Baker, Baker Construction Company
John Evans, Evans & Race
M. G. Bush, L. D. Schreiber & Company
William Nelson, Nelson Machinery Company
Jerry Atkinson, H. C. Prange Company

PROGRAM

7:00 P.M. Opening ceremonies starting television in Northeastern Wisconsin.

Toastmaster:

Reynolds R. Challoner

Invocation:

Rev. John Gehl

DINNER

Introduction of Guests of Honor:

Greetings from the Citizens of Green Bay:

Mayor Dominic Olejniczak

Presentation of plaque:

Reynolds R. Challoner

Acceptance:

Right Rev. Sylvester M. Killeen

History of WBAY and WBAY-TV:

Rev. Basil Reuss

Plans for WBAY-TV operations:

Haydn Evans

Principal Address

John W. Byrnes, MC

Adjournment to Studio of WBAY-TV, Columbus Club

PAST, PRESENT and FUTURE

Although the students (under the supervision of Rev. I. F. Van Dyke) were experimenting with a new science called "wireless" back in 1922, it was not until 1925 that St. Norbert College truly entered the Radio Field. A make-shift Studio (with burlap sound-proofing) was set up in the present Administration Building, with the home-made transmitter in nearby Boyle Hall. On certain evenings each week, an hour or two of broadcasting was attempted . . . on a purely sustaining basis.

Then, in the late 20's the Station moved to the Columbus Club top floor . . . where our new TV Studios are presently located. By now the Station had an advertising license. Rev. James A. Wagner was Managing Director and Harold T. I. Shannon handled Programming and Sales. A 5-piece band, known as the Farm Hands, entertained for an hour each noon.

In 1933, a Green Bay Packer game was carried from Hawaii. It was the first time in Radio history that all methods of communication were jointly used in broadcasting an athletic event. First the play-by-play action, from the field, was telephoned five miles to the short-wave Station in Hawaii. Then, it was relayed via short-wave across the ocean to San Francisco, where Western Union telegraphed the game along to our Studios.

In 1940, several new members were added to the Staff . . . including Johnny Olson, Allen Franklin, Eddy Jason, Clair Stone, Uncle Louie, Rog Mueller and Haydn Evans. The Station acquired a basic CBS contract which meant that every CBS feature program was available for broadcast.

In 1947, Rev. M. J. Beamster was named Managing Director . . . and a year later plans for a Television Station were discussed. The Radio Staff had now increased to more than 40 employees as compared to the 11 members in the late 30's.

In 1948 came the "freeze". No new TV licenses were issued by the Federal Communications Commission, but Green Bay Radio . . . being in a non-TV market, flourished.

In 1952, on November 13, came the good news! WBAY had been assigned V H F Channel 2, with maximum power. The job of getting a big new TV Station "off the ground" by March 17, 1953 was under way.

In 1953, our objectives in TV are the same as in Radio: To serve our community to the best of our ability.