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### News Story: WBAY-TV Now on 100-Thousand Watt Power

WBAY-TV

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SUBJECT: News Story  
RELEASE: Immediately  
FROM: WBAY-TV

WBAY-TV Now On 100-Thousand Watt Power

Green Bay - (Nov. 13) — Friday the 13th proved a lucky day for WBAY-TV, for at 10:30 this morning, Chief Engineer Wally Stangel pulled the main switch that put into operation the new 100-thousand watt transmitter, increasing the effective radiated power by one-hundred per cent.

Within a few hours after the new high power went into operation, the WBAY-TV switchboard was flooded with telephone calls from such distant places as Merrill and Stevens Point in central Wisconsin; Escanaba, Iron Mountain and Marquette in Upper Michigan; Petoskey and Traverse City in lower Michigan and score of cities in a hundred mile radius to the south. All calls reported the same results: "Wonderful reception from both picture and sound".

WBAY-TV is operating on Channel 2 with 100-thousand watts video and 50-thousand watts audio, from a 750-foot tower located a few miles southeast of Green Bay on a high point of land known as Scray Hill. Programs from CBS, ABC and DuMont Television Networks, plus locally-produced shows emanate from the WBAY-TV studios located in the Columbus Club in down-town Green Bay.

As a side-light, today marks the first anniversary of WBAY-TV, for it was on November 13, 1952 that a construction permit was granted by the Federal Communications Commission, and plans were formulated for televising the first program, which took place on March 17 of this year.