

RADIO STATION  
**WOW**  
OMAHA, NEBRASKA  
590 KC                      5000 WATTS



This will confirm your reception report of WOW-TV Thanks!

WOW-TV, 11/1/71 6:33 CST - 7:00 PM CST  
per your report is verified as follows:

6:34 Good Year Tires  
6:35 Lutheran Insurance  
6:47 First National Bank of Omaha  
6:48 Squirt  
6:57:30 Falstaff Beer  
6:58 Foreman and Clark  
6:59 Sports Haven  
6:59:20 Council Bluffs Bank  
6:59:40 Admiral, Chief & Skyview Theaters  
6:59:55 Station ID

KFMX to begin approximately December 1, 1971  
Thank you.

*CA*

# editorial ...WOW-TV ...WOW RADIO

HAPPY BIRTHDAY, WOW-TV

BROADCAST AUGUST 29, 1963

Fourteen years ago today, Station WOW-TV officially signed on the air to begin a regular schedule of commercial telecasting. In so doing, the station became the first TV station in the five midwestern states of Nebraska, Iowa, Kansas, North and South Dakota. Over three years of intensive training and study preceded WOW-TV's first day of regular telecasting. Our training center was Creighton University, where Creighton students and personnel joined WOW personnel in learning the fundamentals of television production.

On this date in 1949, WOW-TV presented only eight hours of television programming. Today we are presenting approximately eighteen hours of programming daily. But not only the amount of television programming has changed. For example, on our birthdate we had to wait 48 hours for newsfilm to be flown to Omaha. Today, from a single source, CBS-TV, we receive news stories the moment they happen, including such dramatic events as the orbital flights of the astronauts in Project Mercury; and, as recently as yesterday, we presented nearly three hours of instantaneous coverage of the Washington Civil Rights demonstration.

When we ourselves started out, we had only one newsfilm camera. Today we have 21 reporter-photographers on our staff, all equipped with the latest of electronic devices.

On our birthdate, the networks were accustomed to spending the staggering sum of \$25,000 to \$30,000 on a full-hour show. Today it is not uncommon to spend three-quarters of a million dollars on a show which appears on the air only once.

In 1949 practically all the great writers, stars and directors looked down on television with lofty disdain. Today there are very few holdouts, and television viewers see the greatest stars not only of the United States but of the whole world.

In the years since 1949, WOW-TV has kept pace with the rapidly changing technological advances of the industry and has equipped itself with the very latest and most modern equipment available. Videotape, for example, which allows us to record programs for instantaneous or delayed playback, has given us utmost flexibility in our programming.

WOW-TV will continue to keep abreast of the advances of this powerful medium of communications, and we look forward to the year ahead when we will continue to bring to the people of the community untold hours of entertainment, news and other forms of public service programming.

The WOW Stations send you this copy of an editorial, recently aired, for your thoughtful review and possible comment. We further solicit your comments and suggestions regarding our programming.

WOW-TV, Channel 6. WOW Radio, 590 Kc. WOW-FM, 92.3 Mc.  
Omaha, Nebraska

jlc  
8/29/63