



WTAD

THE ST. NORBERT COLLEGE STATION

1936



enter of

NORTHEASTERN WISCONSIN
UPPER MICHIGAN

Studios

IN GREEN BAY - APPLETON AND OSHKOSH

Dedication

"WE dedicate this new Radio Broadcasting Station to public service, to foster the best interests of all.

"Let it be first and above all to the service of God, the Almighty Creator, who in His Infinite Wisdom has furnished the elements, which make it possible to send the sounds through the air; to God above all be the praise and the honor and the glory.

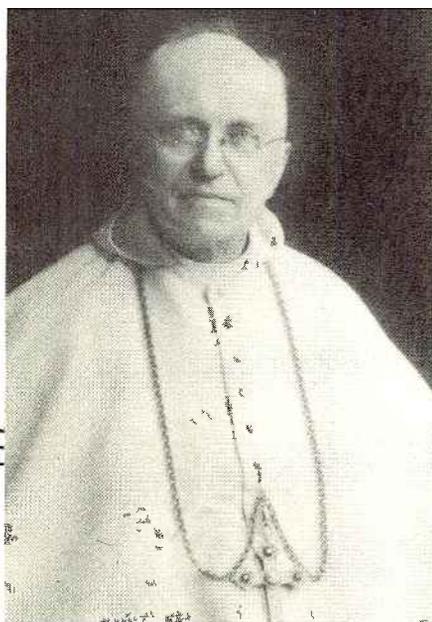
"This instrument be to the service of our Country, to assist our rulers in their difficult task of the government of a great people, in the Federal, State and Municipal affairs.

"Be it to the service of the public in the religious and educational field to instruct and enlighten the people in moral and civic problems of such vital importance to them.

"We would rather see this beautiful new instrument with all its equipment destroyed, than ever to have it offend the Majesty of God, or injure the welfare of the Country or the interests of the people.

"And now let it go forth on the air; and let the heavens proclaim the Glory of God, and the firmament announce the works of His hands."

— ABBOT PENNINGS



President
Right Rev. Abbot
Bernard H. Pennings, O. Praem.

THE Right Rev. Abbot Bernard H. Pennings, O. Praem., president of St. Norbert College, West De Pere, Wisconsin, and WHBY, Inc., which owns WTAQ, came to the United States in 1893 from Holland where he had been educated and had held various positions of trust and responsibility in Berne Abbey and Collège. Five years after arriving in Wisconsin, he took charge of St. Joseph's Shrine, West De Pere, at which place he immediately established St. Norbert College. From a debt-ridden church to a million dollar educational institution is his record for St. Norbert College, now a fully accredited and outstanding liberal arts college. Abbot Pennings' interest in radio and helpful cooperation have made possible the establishment of WTAQ. His wise guidance of St. Norbert College and WHBY, Inc., predicts a brilliant future for the new station.



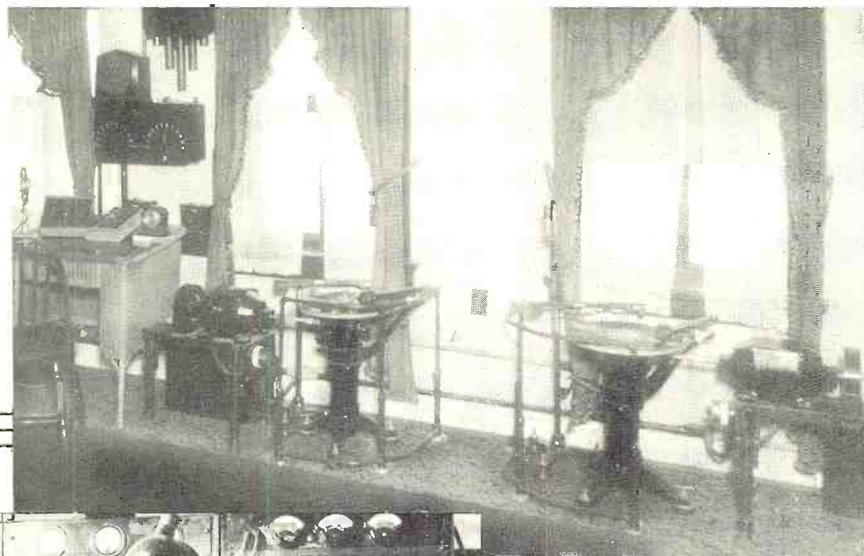
Vice President
Very Rev. Dr. D. M. Burke, O. Praem.

THE Very Rev. Dr. D. M. Burke, O. Praem., prior of St. Norbert Abbey, is vice-president of St. Norbert College and WHBY, Inc. He received his B.A. degree from St. Norbert in 1926 and then attended Gregorian University, Rome, Italy, from which he received his Doctor of Theology degree in 1930. He then attended Angelic Institute, Rome, where he received his Doctor of Canon Law degree in 1932. Returning to the United States he was appointed professor of philosophy at St. Norbert College and in 1933 was made head of the department. Rev. Burke has taken a keen interest in the affairs of WHBY, Inc., and has aided materially in the successful operation of the Station. WTAQ is fortunate in having an executive of Rev. Burke's capabilities to aid in its guidance.

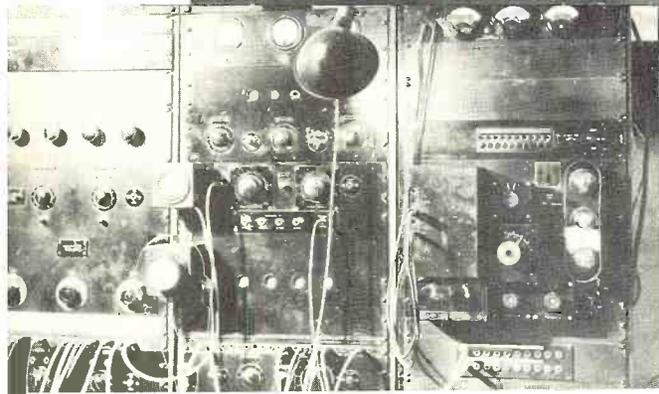
General Manager
Secretary-Treasurer
Rev. James A. Wagner, O. Praem.



THE St. Norbert College stations WHBY and WTAQ have achieved their high ranking through the genius of their manager, Rev. James A. Wagner, O. Praem., whose years of experience in radio have won for him the reputation of "the best informed priest in the radio field today." Rev. Wagner is the only known priest holding a commercial radio operator's license. He received his B.A. degree from St. Norbert College in 1924, joining the Norbertine order while pursuing his studies, and was ordained to the priesthood in 1927. Father Wagner's association with radio began during his college career with the inauguration of WHBY at St. Norbert in 1925. He has been associated with the enterprise in a managerial capacity ever since.



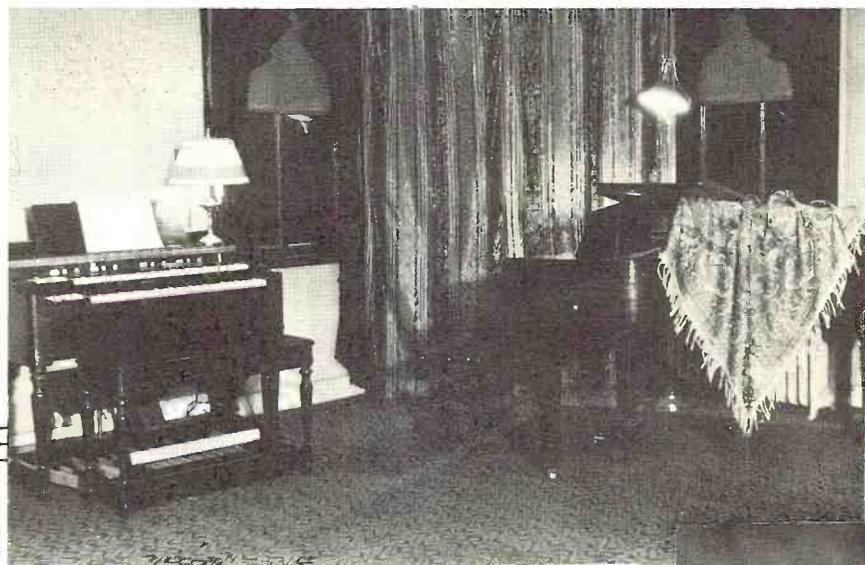
Turn-tables in Studio "B"



Central Control Board

ST. NORBERT COLLEGE was granted a license to operate the 100 Watt Station, WHBY, back in 1925. As the station's scope increased, it was felt that North-eastern Wisconsin and upper Michigan needed a station with greater power than WHBY was able to obtain. When the opportunity presented itself to purchase and move WTAQ, a 1000 watt station, from Eau Claire to Green Bay, St. Norbert College was quick to take advantage of it. The new station WTAQ was placed in operation Feb. 9, 1936.

Studio "A" Green Bay



Receptionists
Eleanor Belongée,
Agatha Beemster



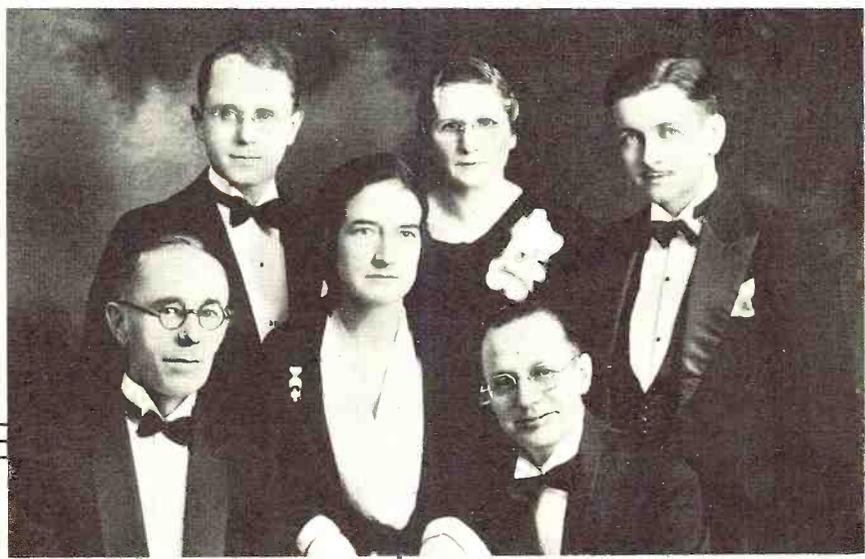
WTAQ operates on 1000 watts at 1330 kilocycles, with the transmitter located at West De Pere, Wisconsin. The transmitter equipment is housed in a modern building designed specifically for radio purposes. This equipment is the latest type, high-fidelity, manufactured by Radio Corporation of America. It includes apparatus for monitoring programs visibly as well as audibly to make certain that the quality of the transmitted sound is as perfect as possible. The antenna system consists of four 200 foot vertical towers, the first of their kind made by Truscon. The efficient transmission of sound from WTAQ assures radio listeners the best reception possible under all atmospheric conditions.



The Farm Hands

THE studios of WTAO were designed under the guidance of radio sound engineers to provide the proper acoustics so necessary to good broadcasting and good reception. The main studios and general offices are located atop the Bellin Building in Green Bay. Here are three separate studios, complete in every respect. Studio "A" is large enough to accommodate almost every type of program, including broadcasts of bands and orchestras. Studio "B" has complete turntable equipment, both $33\frac{1}{3}$ R.P.M. and 76 R.P.M., for the broadcast of recordings and transcriptions. Studio "C" is also equipped with transcription turntables and is large enough for the production of small programs. All equipment is modern and efficient.

Silver String Ensemble



SUPPLEMENTARY studios are maintained in the Columbus Club and St. Norbert College. Remote control broadcast lines run to the Beaumont Hotel, Northland Hotel, Dance-land, Joannes Memorial Hall, Packer Stadium and St. Joseph's Catholic Church, De Pere. Out of town studios are maintained in the Irving Zuelke Building, Appleton, Wisconsin, to which a separate section of this booklet is devoted, and above the Peacock Restaurant in Oshkosh. This network of outlets makes it possible for WTAQ to bring to its listeners a variety of diversified programs it would be impossible to produce in a studio. It also means that important events, no matter where they are held in this vicinity, are made available to WTAQ listeners.



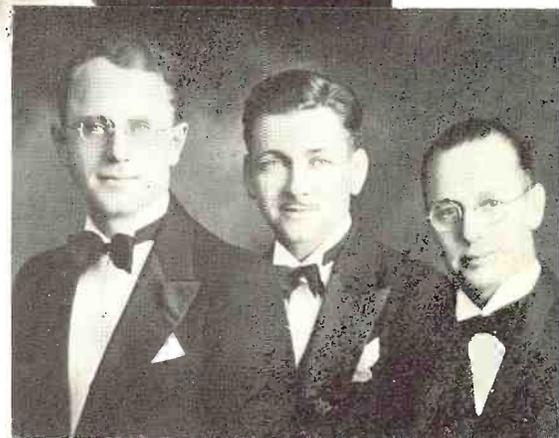
Studio Syncopators

REALIZING that radio is a show, and that the listeners' pleasure is always paramount, WT AQ places special emphasis on the maintenance of entertainment on a high plane. A study of the log of WT AQ shows that 65 per cent of the programs broadcast are produced by live talent; that 35 per cent are transcribed or recorded programs. Live talent programs broadcast over WT AQ include musical programs, both classical and popular; dramatic shows, sports broadcasts, news broadcasts, market reports, church services and lectures. WT AQ has on its staff 22 skilled musicians and dramatic artists providing listeners with this variety of entertainment. These live talent programs are augmented by the programs of the World Broadcasting System and the National Broadcasting Company, with transcriptions, and programs of popular recorded music.

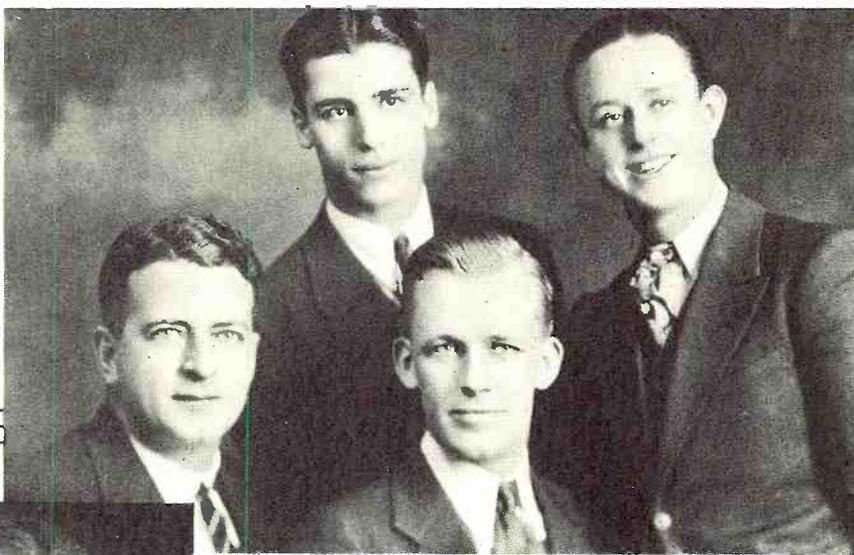
String Trio



The Fiddlers Three



THE writing and production of programs at WTAQ is in the hands of a competent, experienced staff, skilled in the knowledge of what is needed to produce a successful show. This staff works closely with sponsors of commercial shows, building entertainment features that have a wide appeal to listeners, remembering always that the primary factor is to sell the sponsor's merchandise. Sponsors are aided with coordinated merchandising helps in an effort to make WTAQ programs do the best selling job possible. WTAQ's production department is able to build any type of program a sponsor may desire.



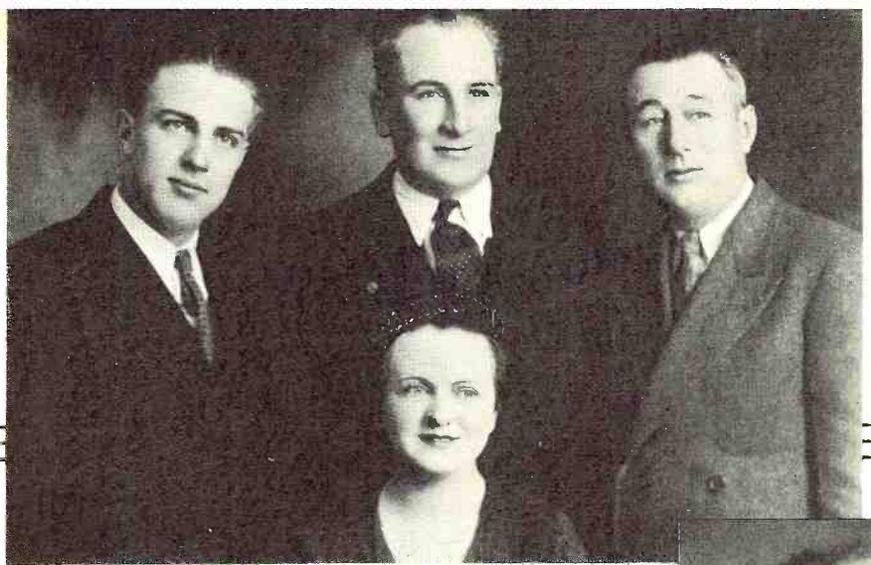
Announcing Staff
Bob Harrison (B. E. Darling),
Paul Montavon, Everett Cobb,
Charles Williams



Lornie Wilkenson
Program Director

REALIZING that the announcer is the listener's closest contact with a radio program, WTAQ places special emphasis on this phase of broadcasting. WTAQ announcers are chosen, not alone for their mastery of correct diction, but for their ability to interpret the needs and theme of a particular broadcast and blend their personalities with it. In doing this they are able to make a program a personal message from the sponsor to the listener and enable the program to do a real selling job. WTAQ employs six announcers; four for studio programs, one for news broadcasts and one for sports broadcasts. They form a staff able to handle any type of air show in a manner satisfactory to sponsor and listener.

Sales Department
Russell Swanson, Leo O'Brien,
Billie Burt, Athlyn Deshais



Val Schneider
Commercial Manager



PROSPECTIVE users of WT AQ time find the commercial department of the station well equipped to aid sponsors in coordinating radio advertising with other forms of advertising and sales effort to produce a well balanced plan of merchandising. Each individual sponsor is given a specialized service so that his expenditure will produce the greatest possible results. WT AQ is represented nationally by a firm of radio sales counsellors which is equipped to advise and service any client, no matter where he is located. This complete service enables WT AQ to offer advertisers time on the station with the assurance that their accounts will be handled in a manner most likely to produce desired results.



Appleton Studio



J. L. Gallagher
Appleton Studio Manager

WTAQ's Appleton studios in the Irving Zuelke building have been designed and constructed to lend the utmost facility to radio broadcasting. They are spacious, perfectly appointed and provided with the latest in radio broadcasting equipment. At scheduled periods, five hours daily, the WTAQ programs emanating from these studios include live talent music, drama and educational features; transcriptions and recorded music. Although WTAQ has adopted the net-work plan of program generalization, the studios at Appleton are patterned so as to serve its areas with programs of local interest and specialized appeal.

Betty Jean and her Gang



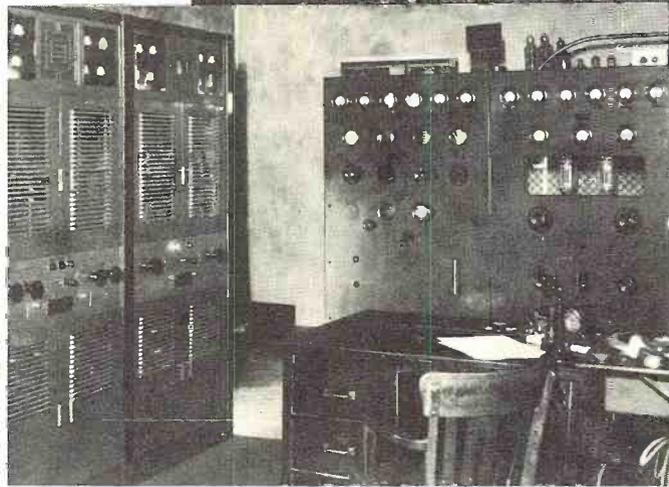
Emlyn Owen
Appleton Program Director



THE Appleton studios of WTAQ maintains its own staff of announcers, artists and program personnel, well equipped to produce and broadcast most any type radio program a sponsor may desire. The Appleton studios of WTAQ serves as Appleton's own radio station. The sales organization of the Appleton studios concentrate largely on local accounts, feeling that there is a definite place for radio advertising over WTAQ in the plans of local businesses. It is the desire and plan of WTAQ to increase the scope of the Appleton studios in order to better serve the best interests of its advertisers and its listeners.



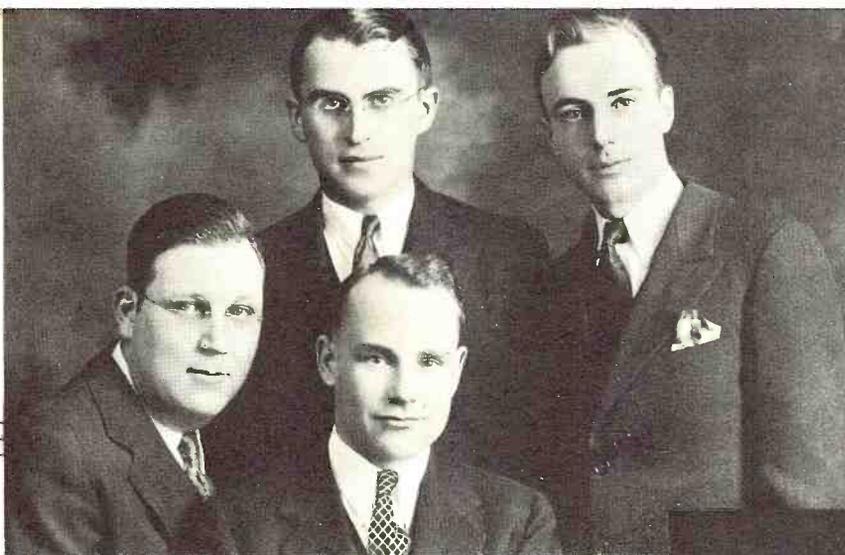
Transmitter Building, West De Pere



Transmitter Equipment

WTAQ also maintains studios in Oshkosh above the Peacock Restaurant. Like the Appleton studios, it is the purpose of the Oshkosh studios of WTAQ to serve the Oshkosh area with programs of local interest primarily. The presence of studios of WTAQ in Oshkosh, Appleton and Green Bay serves to knit together the three largest cities of the Fox River Valley into one community, promoting a friendly spirit among these cities.

Operating Engineers
Charles Chase, Wallace Stengel,
Vincent Vander Heiden, Harold Dole



Norman Hahn
Chief Engineer



THE pleasure derived from a radio program depends, not only upon the artists appearing before the microphone, but upon the quality of the equipment used and the men who control that equipment. WTAQ's engineers are men skilled in radio operation. Their combined experience represents thirty years in radio station operation. They can be relied upon to bring out the best in every radio program going out over WTAQ. This is important to listeners, for they are assured highest quality reception at all times. It is important to advertisers for they are guaranteed that their sales messages will be received in the best manner possible.

THE territory served by WTAQ is the populous Fox River Valley manufacturing district and the fertile dairy farming section bordering on the Fox River Valley. WTAQ's primary area includes a population of 400,000. There are approximately 100,000 families owning 60,000 radio sets. Statistics show that in WTAQ's primary area wages amounting to over forty million dollars were paid last year. During the same period of time, farm income in WTAQ's primary area amounted to over fifty million dollars. Business indices will show that the area covered by WTAQ has enjoyed more prosperity during the past four years than any other section of the state. Advertisers using WTAQ find a listener audience ready to buy.

“WTAQ’s purpose in publishing this booklet is to enable listeners to become better acquainted with the station’s aims, programs and personnel. We invite you to visit us any time . . . in the studios or on the air. Needless to say, your comments on WTAQ and your patronage of our advertisers will be greatly appreciated.”