

# WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY



BALTIMORE 3, MARYLAND

## Progress Report

WMAR-TV Maryland's pioneer television station is proud to report that since it first went on the air with tests on October 27, 1947, it has averaged about 37½ hours per week of program service, and 15½ hours per week of test pattern. Similarly, WMAR-FM which has been on the air since January 29, 1948, has averaged 7 hours per day of program service.

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WMAR-TV has programmed its favorite title, "Report to the People," on many occasions: on occasion of repeated coverage of City Council sessions, on the occasion of the installation of the new Archbishop of Baltimore, on the televising of Army Day parades, and the Freedom Train and Baltimore Day celebration. Baltimore's Art Museum has become a live center of many kinds of cultural art, music and drama as well as painting and sculpture, and WMAR-TV televises these aspects of community development from the Museum each week. Johns Hopkins University has generated numerous programs for television, including a new dramatic scientific series, and a dramatic production of "Electra" by the University's "Playshop."

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Baltimore's schools are represented weekly in a "Teen Age Forum" telecast from the Art Museum; and Baltimore's daily life is re-lived by night through nightly newsreels, freshly compiled seven days weekly by WMAR's own film camera crews. Similarly her charities and institutions have found a ready friend in WMAR-TV which tells their stories to a growing audience. (There were 10,273 TV receivers in the Baltimore area on May 1, 1948, but less than 1000 in Oct. 1947)



In addition, network programs are provided by a co-operative television industry from several sources: CBS, ABC, DuMont, and off-the-air pickups from WMAL-TV, Washington, D. C. Sports events are also a favorite among WMAR-TV's audience and include such telecasts as the following: Naval Academy football, college and professional basketball, baseball, boxing, wrestling, the historic horse races of Pimlico, soccer, ice hockey, lacrosse, hunt meets, track meets, badminton, fencing, swimming, yacht races, and other events.

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WMAR-FM has broadcast the Baltimore Symphony Orchestra's educational concerts for youth, and has fed them to other stations in Washington and elsewhere in Maryland. WMAR-FM has also presented a weekly symposium of editorial opinion gleaned from the community newspapers of the State, weekly presentations of the finest available classics of the theatre, and hourly summations of news. In addition, WMAR-FM has been used to conduct tests in passenger vehicles, including a survey of the possibilities of transit radio which showed that 95.4 percent of 6651 persons interviewed desire this service on a regular basis.

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Both WMAR-TV and WMAR-FM are now planning to bring the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage will be provided through the facilities of the Continental Network, and TV through the facilities of the industry's television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

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