ment of uhf converters which were extremely scarce at the start of 1953. Mass meetings were held with dealers and installation men with 700 to 1,000 people in attendance and a panel of experts on the maintenance and techniques of uhf sales and installation. Newspaper ads, up to a full page, in the Hartford, New Britain, and central Connecticut newspapers were run in the form of “Reports to the People” covering the station’s plans and the methods of equipping present sets for uhf. The WKNB radio station ran saturation schedules of announcements urging conversion to Ch. 30 and also featuring programs on a clinic and question and answer type format to educate the public on the subject of uhf.

Two Evangelists

Two men were thoroughly oriented in the characteristics of uhf and the station’s programming plans. These men made regular appearances at luncheons and dinner meetings for civic organizations, service clubs, and various clubs and associations throughout central Connecticut. Thousands of people were contacted in this manner in informal discussions and question and answer sessions that resulted in a broader understanding of uhf and the new Ch. 30 operation that in turn produced many new installations.

WKNB-TV went on the air with the transmitter in Farmington, Conn., as its major base of operations. All programming, network and film, originate at this point, and local programming was post-

During the three and a half months of operation, WKNB-TV has experienced only one major interruption in service during its commercial hours of 3:30 p.m. to 12:30 a.m. This was caused by a short circuit in one of the tube sockets which was easily repaired when the trouble was finally located, but determining the cause of the trouble was such a lengthy problem that the station remained off the air all day. Minor interruptions have occurred during the test pattern hours of 10 a.m. to 3:30 p.m., in most cases resulting from the accumulation of dust in the transmitter as a result of making full scale installations, while the building construction was still in progress. An interesting point during the construction of the station was a heavy accumulation of ice on the 500 foot tower during a January ice storm. Two members of the engineering department narrowly escaped serious injury when 60,000 pounds of ice fell from the tower at one time while they were inspecting the site. At this time, the transmitter building, which was located only 18 feet from the tower to prevent excessive line loss, had not been roofed in and consisted only of siding. The two men, originally estimated that the ice fell on the sidewalks was crushed like matches by the ice, and had the building been completed, it, too, would have been crushed by the weight of the falling ice. Fortunately, the RCA TFU-21BL antenna which was resting on a cradle approximately forty feet below the tower escaped damage due to the proximity of the tower to the transmitter building, which will probably be true in many uhf installations, had necessitated the installation of heating cable for the entire 500 feet of tower to prevent a recurrence of this incident. It is also expected that before next winter de-icing equipment will be installed on the antenna.

Conservatism Paid

And so, as the uhf picture has developed, it seems that WKNB-TV planned well. We were deliberately conservative, making no claims and doing no promotion until all facts and figures were completed, and until the dealers and servicemen were ready to sell and install converters, sets and antennas, that meant that people through the area could receive our programs.

The station has been extremely careful to authenticate all of its set counts, and the April count of 61,789 Ch. 30 units in this area, with an estimated count in May of over 70,000, bears proof that uhf television can be and is an established medium that needs only time to equal in numbers the penetration of its vhf predecessors and offers a superior quality picture in a service area that under full power will closely rival that of vhf.

Let me come back again to that very important fact—vhf and uhf are not competitors, but full blood brothers. People in this area no longer look at uhf as a new “type” of television—it is television. People don’t refer any longer to WKNB-TV as the new “uhf” station, but as “Ch. 30.” I believe that in a very short time, throughout the United States, people will pay no attention to all to whether a station is vhf or uhf, any more than they now care whether present vhf stations are high band or low.