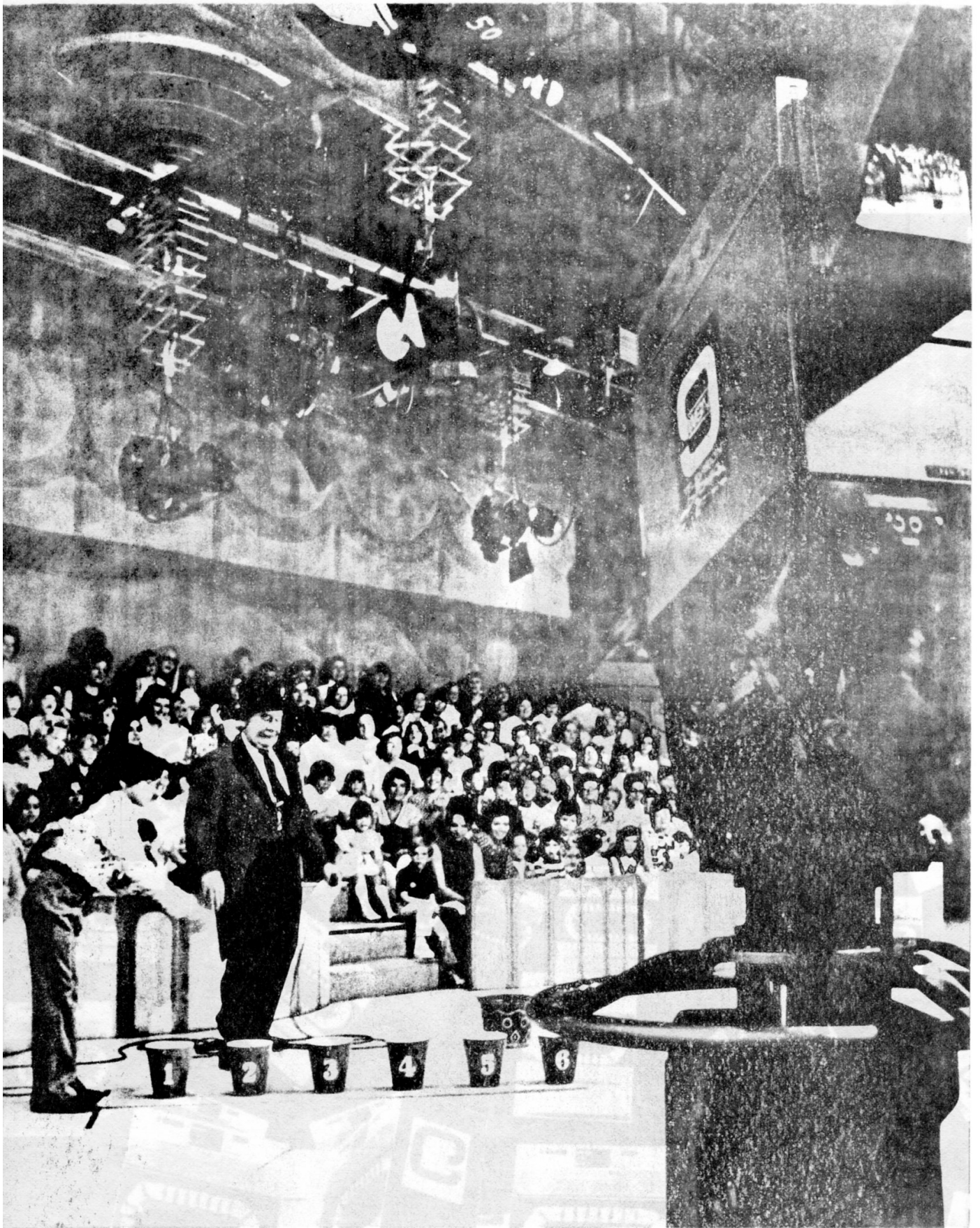


RCA Broadcast
News
1974

Broadcast News





Long-running favorite, "Bozo's Circus" is more popular than ever with WGN-TV audiences. It is one of many live programs presented by Television 9.

WGN Continental Broadcasting Company Marks Fifty Years of Service



The "Next Event" tag supered on this TCR-100 might refer to the second "Cart" machine being installed in WGN-TV's tape room. The new system is the 200th TCR delivered by RCA.

"The history of WGN is a long and proud one of service, quality in programming, integrity and creativity. Today, just as in 1924 when our call letters first went out on the airwaves, we live and abide by one of our first beliefs . . . "to be the very best broadcasting operation in the nation.""

This statement by Daniel T. Pecaro, executive vice president and general manager of WGN Continental Broadcasting Company, befits the Company's fiftieth anniversary in broadcasting.

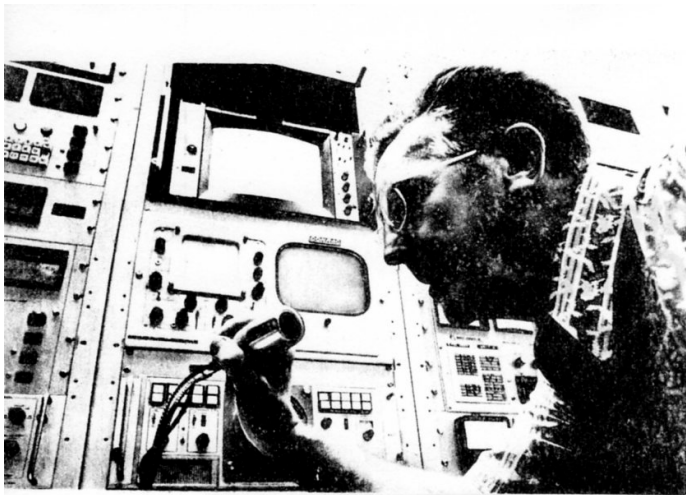
"Fifty Years of Service" is a mantle worn proudly but not lightly by WGN, Chicago. It is a logical and fitting extension to the Company's long-standing creed "The most respected call letters in broadcasting". Since the WGN call letters were first aired in 1924, the emphasis has been on excellence in both quality of service and in technical facilities. Innovations, awards and achievements came early and continue as an on-going tradition. The list of broadcasting "firsts" scored by WGN radio and television is imposing. Display cases

line several walls of the WGN Continental Broadcast Center, and contain many WGN broadcasting awards and memorabilia.

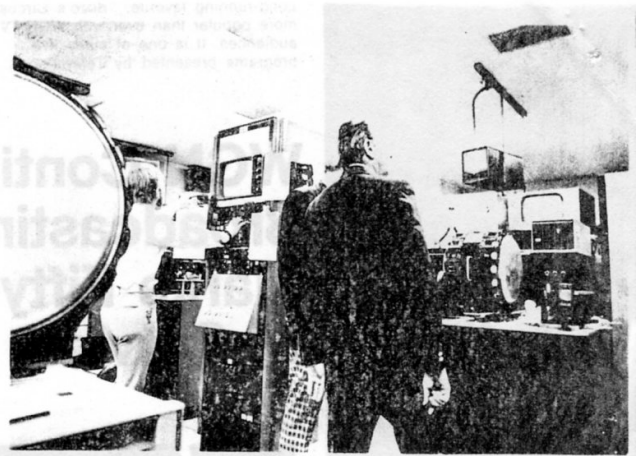
The magnitude of the WGN Continental broadcast operations is readily appreciated by visitors to the Center. The main building is an attractive two-story window-wall structure which houses the world's largest independent broadcast facility. It sits on 21 acres of ground, with generous parking area, its own heliport, and ample unused acreage for future growth. The staff numbers more than 550.

Included in the Center are administrative and operating offices as well as complete radio and television studio and production facilities. Remarkably, the Center has been able to keep pace with changing technology and expanding production requirements.

BROADCAST NEWS, Vol. #112, December 1961 included a cover feature article on WGN's new broadcast facility and its early commitment to color programming. The



"RF" Room at WGN Continental Broadcast Center houses remote control and monitoring for AM and TV transmitters. It is located adjacent to Master Control.



In the Film Room, machine controls for the four TK-27 film systems are remoted to a central panel. A second set of remote panels is in Master Control.

article depicted the facilities, planning and the then-current color programming. Since that time, there has been virtually a complete update of the equipment complement and considerable expansion in the area of equipment.

In spite of a substantial increase in production, the facility was so well planned that it has been able to adapt to the increased workload.

A moving force in the planning and design of the WGN complex at 2501 Bradley Place was Carl Meyers, Vice President for Engineering. Mr. Meyers, a broadcast industry pioneer and a veteran of four decades with WGN has retired. Technical operations are now the responsibility of Ralph Batt, Vice President and Engineering Manager, and Woodrow "Woody" Crane, Chief Engineer.

Technical facilities for television bear out the fact that the WGN Continental Broadcast Center is a major production facility. The equipment complement includes:

- 9 Quad VTR's (3 assigned to WGN Continental Productions Company)
- 12 TK-44 Cameras (4 assigned to the TV-9 mobile unit)
- 4 TK-27 Film Islands
- 2 Mobile units (a new 4-camera 40' trailer, and a smaller 3-camera unit for WGN Continental Productions)

The Broadcast Center includes three large television studios identical in construction and completely isolated from each other. Studio #3 is assigned to WGN Productions. A fourth studio, garage-like, has a large turntable for displaying cars, trucks and other large products. One additional small studio is on the second floor and is used for some news broadcasts and station breaks. Two large and fully isolated radio studios are also on the second floor.

Utilization of the studios is such that the sets are removed after each show, even

those used daily such as the news set. Even with this flexibility, the facilities are strained. Without it, some production and programming would have to be curtailed or handled elsewhere.

Cameras

Twelve TK-44 cameras are in use—eight in the Bradley Place studios, and four in one of the mobile units.

The cameras, which Mr. Crane calls "the best on the market," have performed very well for WGN. From the technical side, the reliability, fast warm-up and minimal maintenance requirements of the TK-44's are noteworthy.

Production and programming people are even more enthusiastic in commenting on the quality of color. Bill Lotzer, Production Manager, says "you can really tell the cameras when doing a sporting event—like a Black Hawk hockey game. When the puck leaves the ice and zooms into the darkness of the stands, the '44's adjust to changes in the scene and pick up the detail. The others don't make it."

The TK-44 cameras work a rigorous schedule. The three studios are usually scheduled solid during the day, with two or three cameras used for each show.

Control positions for the eight studio cameras are located in Master Control. A patch panel next to the Master Control console provides flexibility by permitting camera switching among the studios. Up to four cameras can be used in any selected studio.

WGN's new 40-foot mobile unit with its complement of four, and wired and capable of six, TK-44's rarely has a day off. Because of WGN's extensive live sports programming, the utilization of the mobile unit is remarkable. During the baseball season, the van shuttles between Wrigley Field and White Sox Park, covering the home games of both the Cubs and the Sox.

In the Fall, Black Hawk Hockey is broadcast, along with a number of high school sports events, including football, basketball and swimming. In some cases, regional championships and tournaments are covered simultaneously, so that outside remote units must be rented to supplement WGN's two mobile vans (one owned and operated by WGN Continental Productions).

Video Tape Operations

With heavy programming, production and syndication requirements, the WGN video tape operation is bustling. Three VTR's in a separate Tape/Editing Room are for WGN Productions' use. Six quad machines are in the main Video Tape Room, sharing the space with a TCR-100. The "cart" machine has been in use since early 1973, and has made its presence felt. It has relieved the burden on the VTR's so that more production can be accomplished with the available machines, and with fewer scheduling conflicts.

As a result of the TCR-100's effective performance, WGN-TV ordered a second machine. Their new "Cart" system has a special significance: it is a milestone for RCA, representing the 200th TCR-100 delivered.

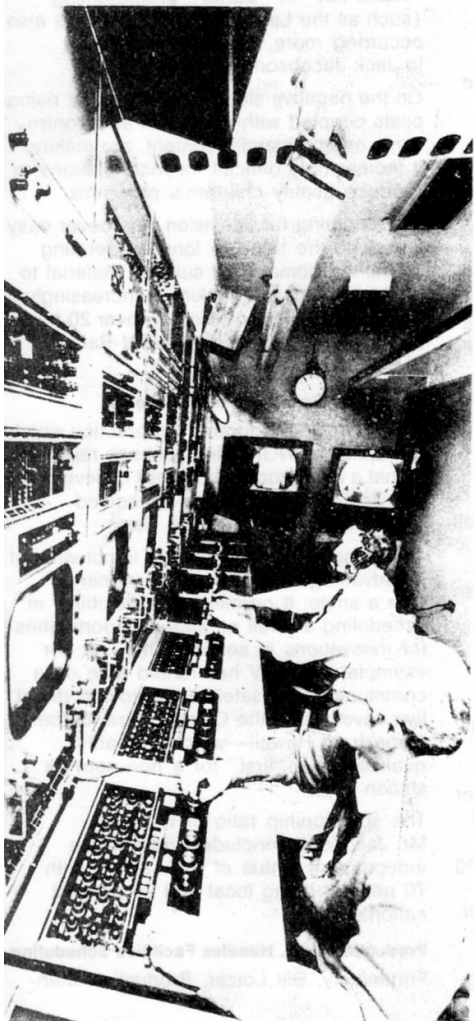
The first "Cart" machine is used for dubbing and playback of commercials and PSA's, and is averaging 140 plays per day. It has become accepted to the point where a failure of the TCR-100 causes a mini-crisis in the tape room, recovering spot tape reels and loading the reel VTR's.

With the installation of the second TCR-100, Chief Engineer "Woody" Crane sees much more flexibility of operation. There will be ample back-up capability to avoid panic situations.

And there will be extra capacity to move into other operational areas with the TCR's. More film spots and ID's can be moved into the "cart" format. And the TCR's might be utilized for standard show



"Phil Donahue Show", nationally syndicated by Avco Broadcasting, is telecast live from the WGN studios. Here Phil and Bob Hope exchange pleasantries during a June 1974 performance.



openings and closings, sign-ons and sign-offs. Further along is the potential for using the "cart" machines for selected production assignments. Since WGN Continental Productions Company often requires multiple dubs of many commercials, the TCR can be used as the master for making dubs on a reel VTR.

Smooth switching and uniformity of on-air color are two TCR-100 technical features that Mr. Crane appreciates.

Mr. Crane notes that the second TCR-100 will result in increased productivity for the video tape room. More production can be accomplished, since more VTR's will be available for dubbing and production assignments as well as for programming.

Current plans call for a complete re-arrangement of the crowded tape room, with the two TCR-100's positioned opposite each other, separated by an aisle. More space must be provided for "cart" storage, since the station now maintains an active file of 2,000 cartridges, with the number growing constantly. A recent addition is the accessory Cartridge Winder.

Film Projection Room

The WGN-TV film projection room includes four complete TK-27 islands, with six TP-66's; four TP-100's; two TP-7A's and two 35mm Film Projectors.

According to Mr. Crane, the film systems are used extensively for programming, commercial playbacks and for production. There has rarely been a requirement for making up a spot film reel, and with the addition of the second TCR-100, the need for doing so is most unlikely.

Camera shading for twelve TK-44 cameras. Bottom photo shows eight shading positions in Master Control. Top photo is of interior of WGN's mobile unit which includes a normal complement of four cameras, with controls available for six.

Four film screening rooms adjoin the film projection room, and are in regular use, since WGN's policy and practice is to screen every piece of film and tape received for content, technical quality and moral acceptability.

Machine controls for all four film islands are remotized to a central panel in the Film Projection Room as well as to Master Control.

"RF" Room

Remote control and instrumentation for both the AM and TV transmitters is centralized in a small area near Master Control which is designated as the "RF" Room.

In addition to the studio Remote Control equipment and Automatic Logging outputs, the room includes the radio and television STL microwave racks, and a two-way radio system for communicating with the traffic helicopters, and for dispatching news, film crews and motorcycle couriers. Also mounted in this area is a RCA AVQ-10 weather radar display monitor.

The WGN engineering group modified the weather radar, cutting the scan speed in half, thereby resulting in a substantial increase in sensitivity. In addition, a flat-plate antenna was installed to increase gain and eliminate side-lobe response. A TK-21 monochrome camera is focused on the weather radar display tube. The signal is fed through a colorplexer and is distributed around the building on an assigned channel.

TV Transmitter/Antenna

Since 1969, WGN-TV's Antenna and Transmitter have been located atop the John Hancock Center. The transmitter is a TT-12/12EH, a 25 kW parallel system, and the Ch. 9 antenna is a Zee Panel mounted on the West Tower of the Center.

"Woody" Crane is a firm believer in the parallel transmitter configuration because of its reliability and protection against lost air time.

The TT-12/12EH Transmitter replaced a 50 kW TT-50AH which was installed in 1956 in the Prudential Building, then Chicago's tallest structure.

Engineering Trends

The Engineering Department for the WGN Continental operation numbers more than 130 persons. With the operation and maintenance for the television and radio stations, seven studios, two video tape rooms, a film projection room, two mobile units and transmitters, even this sizable staff is extended.

In coping with ever-increasing workloads, Mr. Crane acknowledges a number of encouraging technical developments, including reduced equipment size, and simpler, more reliable circuitry, with more automated functions. He sees this trend extended in the future to increased application of "black box" modular technology—with plug-in replacements or even "throw-away" modules which are already being utilized in some consumer products.

Programming An Independent

As an independent operating in a market with three network-owned stations, Television 9 had to carve a niche for itself.

Identity was essential, as was alternative programming. WGN-TV met the challenge by stressing live programming, especially sports, and by relating closely to the community. The theme line "WGN is Chicago" is not limited to programming, but is carried through all levels of operation at WGN.

"WGN probably carries more live programming than any station in this country," says Jack Jacobson, Vice President and Group Program Manager. Exclusive of sports, about a third is syndicated tape and the balance film.

Strong News Department

While counter-programming is a major consideration, frequently the network offerings are met head-on. News is one such area. The WGN evening news at 10 P. M. is pitted directly against the three network station news programs, and holds its share of audience. Television 9 also provides a half-hour of news for the late-late audience before sign-off. Comprehensive local news reporting and coverage of special interest areas accounts for WGN's ability to compete directly with the network news.

The news staff is a combined operation, covering both radio and television. News Manager "Chuck" Harrison has a full-time staff of 55 plus "stringers" throughout the coverage area. News bureaus are also maintained in Washington and in Springfield, Ill.

To expedite delivery of fast-breaking news film, the station operates a squad of radio-directed motorcycles as well as news mobile units. These motorcycle couriers rush film from the news site to WGN for fast processing and airing.

WGN's extensive news facilities include a daily feed of national and international news from TvN Inc. as well as from UPI, AP and City News wire services. The station is also superbly equipped for weather reporting, including the radar system. The accuracy of weather reporting has been such that WGN provides a weather service to selected subscribers.

Programming Pattern

"For an independent to succeed," Jack Jacobson says, "it must establish a solid identity with the market and the audience."

Television 9 signs on week-days with "Top-of-the-Morning", a live half-hour farm program, the only station in the market to offer a farm show.

The morning program format is a proven winner for locking-in viewers. WGN-TV's live children's programs have dominated the market for years, with personalities that youngsters readily relate to. The "Bozo the Clown" Show is an elaborate daily production with a complete 16-piece band and guest acts to support "Bozo" and his troupe of regulars. The show has been such a phenomenal success in the market that the waiting list for tickets now extends to seven years. It is said that couples apply for tickets at the same time that they apply for their marriage licenses.

"Garfield Goose" has been a popular puppet/cartoon show aired by TV-9 since the early fifties, hosted, written and produced by Frazier Thomas.

Counter-programming is most evident in the important 5-7 P.M. period. WGN-TV fills this slot with highly successful sit-coms which carry the audience into prime time. During the prime period, sports events or first-run syndicated series such as "World at War" are shown, along with non-network specials and movies. WGN's film vault includes hundreds of first-quality movies. On Sunday afternoons, "Family Classics" hosted by Frazier Thomas draws excellent ratings, even when matched against the NFL football game.

In maintaining its high ratio of live programming, WGN-TV is constantly seeking out special events to cover, as well as new sports. The station broadcasts more local parades than any in Chicago, including such perennials as St. Patrick's Day, Columbus Day, Christmas, and "Pet Parade". Five state high school championships are televised.

Extensive Sports Coverage

From the beginning, sports programming has been the hallmark of WGN and WGN-TV. In addition to the customary baseball, football and hockey games, other sports events covered include basketball, swimming, tennis, golf, bowling, horse racing and soccer plus hunting and fishing shows. The quest for sports events with audience appeal is never-ending. This year, the Chicago Fire World Football League and WFL network games, will be carried by TV-9. WGN radio will be broadcasting

the Chicago Bears for the 22nd consecutive year along with "Big Ten" football every week.

Nationally recognized Jack Brickhouse, busiest of America's baseball television announcers and the radio voice of the Chicago Bears, is Vice President and Manager of WGN's award-winning radio and television sports department.

Programming Trends

In keeping with its community-oriented tradition, WGN provides extensive public service programming. "People-to-People", "Issues Unlimited" and "Charlando"—the latter a Spanish language program—are some of the shows produced at TV-9.

Harry Trigg, Program Director for WGN-TV observes a number of trends in the area of programming. There is a large increase in the "made for television" movies, he notes. More three- or four-part "Mini-Series" are also being produced now.

The proliferation of advertisers on movie schedules is producing a counter-trend, Mr. Trigg adds, where a single sponsor buys the total time period and is able to develop better identity with fewer commercial breaks.

"Trade-out" or "barter" programming (such as the Lawrence Welk Show) is also occurring more frequently according to Jack Jacobson.

On the negative side, Mr. Trigg says, rising costs coupled with confusion and controversy on commercial content, are making it increasingly difficult for local stations to produce quality children's programs.

Programming for television was never easy and, with the trend to longer operating hours, the demand for suitable material to fill the time slots is making it increasingly tough. WGN-TV is now on-air over 20 hours a day, 144 hours weekly. WGN Radio is a 24-hour a day operation.

Innovation Easier for Independents

An uncommon programming practice which is working at WGN, Mr. Jacobson reports is that a new program concept is developed first and is approved and scheduled *before* being presented to Sales.

Operating as an independent is not without its advantages, Mr. Jacobson remarks with a smile. It permits more flexibility in scheduling as well as added opportunities for innovations in service. This Fall, for example, WGN-TV has rented time on a communications satellite to provide direct live coverage of the Chicago Fire football game from Hawaii—which probably qualifies as a "first" for a non-network station.

The sponsorship ratio of WGN-TV, Mr. Jacobson concludes, reflects the independent status of the station, with 70 percent being local and 30 percent national.

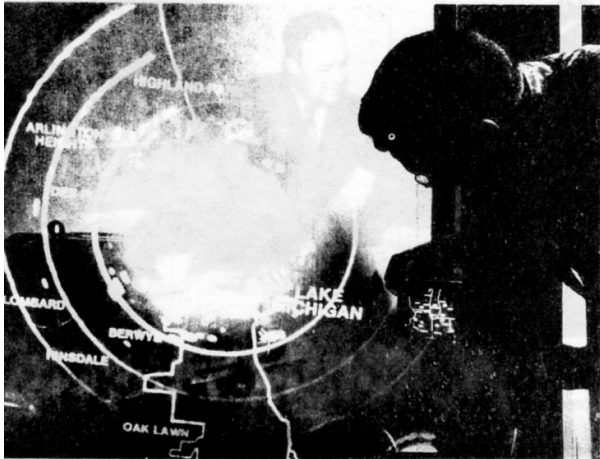
Production Dept. Handles Facilities Scheduling

Fortunately, Bill Lotzer, Production Man-

A familiar sight in Chicago's sky, WGN helicopters have logged over 19 million miles, receiving the first citation awarded by the FAA for broadcast helicopter service.

Weather reporting facilities at WGN include the radar system shown here.

Baseball is a major part of WGN's extensive sports coverage which keeps the TV-9 mobile unit busy year 'round.



ager, Television, has the knack of keeping cool under fire. The "cool" is necessary, since his department, in addition to handling production for WGN-TV, is also responsible for the scheduling of all studio facilities, including the mobile unit. All screenings are scheduled by Mr. Lotzer's department. On occasion, as many as five screenings, tape and film, are going on simultaneously.

WGN-TV carries 148 baseball games and provides facilities and manpower for producing 138 White Sox games. Black-Hawk hockey games are also aired, along with regular coverage of other seasonal competitive sports.

The video tape operation, Mr. Lotzer says, goes on practically around the clock. During the day, sometimes two or three events are going simultaneously, straining the facilities and resulting in scheduling problems. All of the baseball games are taped, as are many incoming programs which are broadcast on a delayed basis (Hughes Network Sports, for example).

WGN Continental Productions, while having three VTR's assigned specifically for their use, sometimes has a need for additional machines.

The Phil Donahue Show is produced at WGN studios and aired live from 10-11 A.M., and is also taped. Within an hour after the show, a tape of the program is hand-carried to Dayton by messenger for syndication by AVCO.

Because of its excellent facilities and central location, WGN-TV serves as the origination point for independent network programs (such as CBC in Canada). Big 10 basketball games are covered by the TV-9 mobile unit for the TVS Television Network. In these cases, a tape dub is made for back-up.

As a result of all the tape activity, a tape spot reel had to be assembled for troublesome time periods—especially the evening news show. This usually occupied an engineer and a production man for two or three hours a day, according to Mr. Lotzer. And, he adds, "The 'cart' machine has

helped production by relieving the strain on the VTR's. The spot reel is no longer necessary, and the tape spots are aired smoothly and automatically with the TCR-100."

WGN Continental Productions Company

"Brad" Eidmann, Executive Vice President and General Manager of WGN Continental Productions Company, is responsible for a good share of the usage of the WGN Continental Broadcast Center.

A subsidiary of WGN Continental Broadcasting Company, the Production Company has its own separate tape room, operates its own 3-camera mobile unit, and is assigned Studio #3 for in-house production work.

WGN Continental Productions, Mr. Eidmann notes, is the largest production/post-production facility between the Coasts. In production work, he quickly adds, quality personnel outrank equipment and physical resources. Mr. Eidmann is convinced that his staff of producers, directors

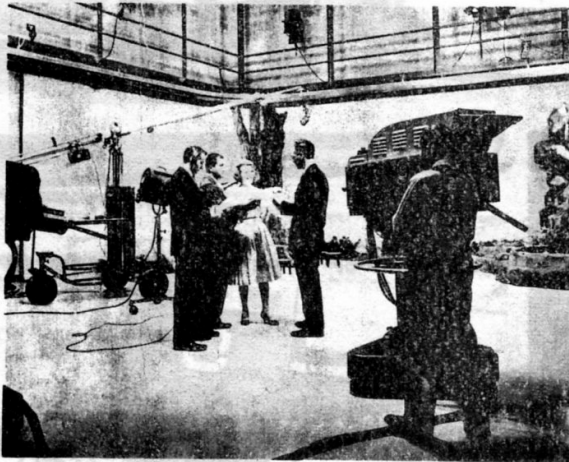


First remote broadcast of the Kentucky Derby in May, 1925. A corps of eight radio observers included Quin Ryan, Frank Dahm, Charles Correll and Freeman Gosden.

Young "old timers" at WGN gather around historic microphone used at the famous Scopes trial which took place in 1925 at Dayton, Tenn. Pictured (left to right) are Carl Meyers, V. P. for Engineering; Quin Ryan (seated) who reported the trial via radio broadcasts; Jack Brickhouse, nationally known sportscaster and now V. P. and Manager of WGN's Sports Department; Bob Elson, announcer and sportscaster, and announcer Pierre Andre.



An early WGN-TV color production was the widely acclaimed "Treetop House".



"Stop, Look and Learn"—one of TV-9's initial television presentations.



and creative people are second to none. Their performance credentials are most impressive.

WGN Continental Productions has been in business since 1960 and has produced thousands of commercials, hundreds of "series" syndicated shows, and a host of "specials". The "Great Music" series won a Peabody Award and gave the Production Company a start in syndication. This was followed by the long-running "Barn Dance" and the popular "Evening With . . ." series featuring top-name entertainers. Recent credits include the "Pearl Bailey Special" and "Phyllis Diller is a Circus".

Emphasis on Video Tape

The client roster for commercials reflects the consistently high quality standards maintained by WGN Productions. Sears-Roebuck, Household Finance, Texaco, Pabst Brewing and Englander are a sprinkling of the companies whose commercials are currently on the production schedule.

At WGN Continental Productions, Mr. Eidmann remarks, 80 percent of the end product is video tape and 20 percent film. This ratio probably does not hold for the teleproduction industry, he says, but was a natural consequence of WGN Productions' origin as the outgrowth of a television station, rather than a film house.

In addition to commercial and program production, WGN Productions is frequently involved in closed circuit television presentations. One such was a 61-city CCTV feed of AT&T's annual meeting. A Dental Convention at the Conrad Hilton Hotel was highlighted by a large-screen live television pick up of oral surgery by the WGN Productions remote unit.

Production Trends

Mr. Eidmann, too, is aware of the TCR-100 and its role in increasing productivity by releasing tape machines for programming and production.

In teleproduction work, he sees a quickening trend toward merging film and

tape techniques. In video tape, for example, much more use is being made of the single TV camera moving about, covering a number of angles—then going to post-production, using editing effects, sharp cuts and inserts to achieve the final result. More emphasis on creativity, particularly in video switching and effects as well as in camera work is also a welcome trend, Mr. Eidmann observes.

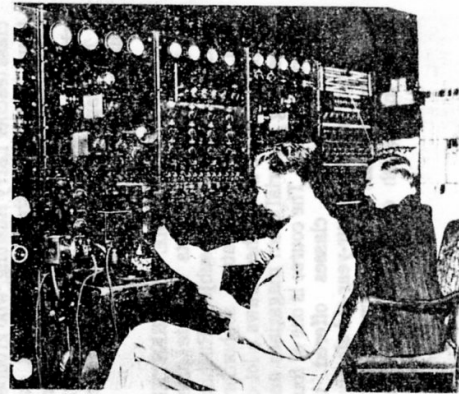
Public Affairs—A Strong Voice

In station organization, Public Affairs can be relegated to a symbolic, catch-all operation. However, under the capable direction of Alexander C. Field, Jr., Vice President and Manager of Public Affairs for group stations, it is definitely not that at WGN group stations.

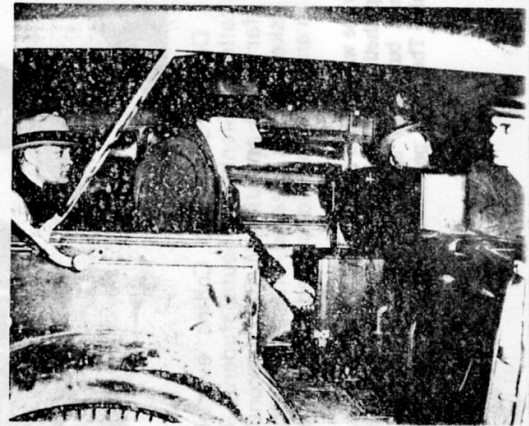
Public Affairs is endowed with a separate staff, management muscle and strong involvement in all community-related operations, including, of course, programming. It maintains its own staff of writers, film crew and other creative people. From four to six public affairs documentaries

WGN . . . A Few Historical Highlights

- 1924 Radio station purchased by Chicago Tribune, and call letters WGN were assigned (an acronym for the Tribune slogan, "World's Greatest Newspaper"). . . . baseball play-by-play was inaugurated. . . . coverage of Republican and Democratic Presidential Conventions. . . . Radio's first Amateur Hour started. . . . Football broadcasting began, with live coverage of #77—Red Grange—leading the Illini to victory over mighty Michigan.
- 1925 Direct coverage of Scopes "Monkey" trial from Tennessee. Kentucky Derby broadcast for first time. Indianapolis "500" race broadcast.
- 1926 Comedy team of Sam 'n Henry—later to achieve fame as Amos 'n Andy.
- 1928 First musical variety commercial program.
- 1932 First direct coverage of football from West Coast. Staff of engineers and announcers sent to Los Angeles to broadcast Notre Dame vs. California game. During Thirties—built new radio broadcast studio, complete with theater, adjoining the Tribune Tower.
- April 1948 First Ch. 9 telecast—Jack Brickhouse covering Golden Gloves Boxing from Chicago Stadium. Early TV shows included the long-running "Great Music from Chicago", "Blue Fairy", "Amateur Hour", and "Garfield Goose and Friends"—which is still on the air, hosted by Frazier Thomas, and just as popular as ever with succeeding generations of children.
- 1956 New antenna and TV transmitter installed at Prudential Building—"Maximum power from the highest tower". First color programming started.
- 1959 Peabody Award for musical entertainment.
- 1961 Dedication of Mid-America Broadcast Center (now the WGN Continental Broadcast Center), one of the largest and finest radio and television facilities under one roof.
- 1964 WGN granted the first, non-governmental heliport license in Chicago.
- 1969 New antenna and transmitter installed at John Hancock Center.
- 1973 New 40' TV Mobile Unit put in operation.



Radio Master Control at the Drake (circa 1928). Shown at the controls are Engineers Clyde White (deceased) and Ken Curtis.



"Calling All Cars!" WGN's Chief Engineer Carl Meyers (extreme left in picture) giving first test of police radio when WGN relayed messages to wide eyed detectives in squad cars in March, 1929.

are produced yearly, and these are separate from the series of "docs" and investigative studies developed by the News Department.

Program planning is done six to 12 months in advance according to Mr. Field.

Traffic is a major program responsibility of WGN Public Affairs. The station maintains a Heliport on its Bradley Place grounds, from which two jet-powered traffic helicopters operate for morning and evening commuter traffic coverage. The 'copters are manned by assigned police officers who can—and do—use the traffic 'copters for police work such as emergency rescues, fires, vehicle chases.

The WGN helicopters have logged over 19 million air miles, recently receiving the first citation ever awarded by the FAA for broadcast helicopter service.

A number of religious programs are carried by WGN as a public service, but all are locally produced by the stations with one notable exception—that being the Mormon Tabernacle Choir.

WGN, as a policy, does not accept political advertising of less than five minutes, on the premise that it takes this length of time to properly develop a viewpoint. Since this eliminates the saturation spots common to most campaigns, the stations get little political advertising revenue.

In building strong community ties, Public Affairs representatives meet with local groups on a regular basis to discuss needs and exchange ideas for community betterment.

As an extension to the Public Affairs participation in many local functions, WGN, as a company policy, encourages all of its people, particularly department managers, to be active in their communities.

WGN also advocates active membership and participation in job-related organizations. Consequently, the company is well represented on many NAB committees. Mr. Pecaro is on the Television Board of Directors; Mr. Batt is a member of the

Engineering Advisory Committee; Mr. Field is Chairman of the Minority Affairs Committee, and Patricia Nealin, WGN-TV Film Manager, was recently elected President of AWRT (Association of Women in Radio and Television).

Fifty Years of Service

The WGN Continental Broadcasting Company success story of fifty years might well be summed up in the phrase "the public be served". The innovations in programming, the constant improvement of technical facilities, the on-going community/human relations activities all focus on bringing the best in broadcasting service to Chicagoland. And it follows that this dedication to service relates directly to the WGN credo: "the most respected call letters in broadcasting". □