

At this point in the station's development, Mr. Clausen sees technical manpower training and development as his major undertaking.

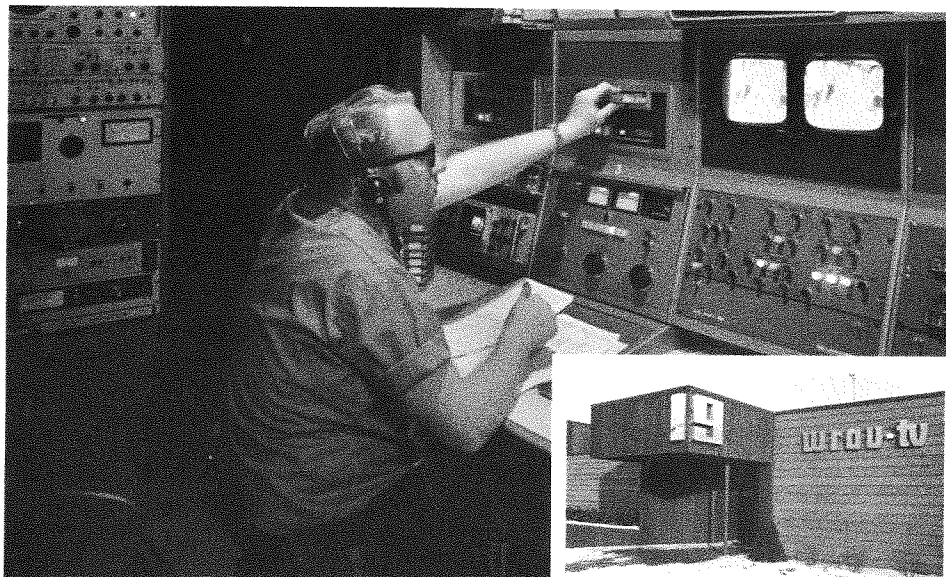
A "pyramid" system of training is followed, with the most proficient man on each equipment checking out other staff members. The approach is building a broader, stronger base of technical capability at WRAU-TV, Mr. Clausen notes, as well as increasing goal-oriented cooperation among the staff and developing future leaders.

Along with the BT-55U, the station has four Gates Criterion 80 units ("all are three-tone systems, and all work beautifully," comments Mr. Clausen), as well as a PE-240 color film camera, and two PE-350 live color cameras. WRAU-TV has established its reputation as Peoria's foremost production studio, Mr. Clausen reports, by such steps as being the first in the market to employ chroma-key, in complex production spots.

### Civic-Minded Market

With an interesting mix of educators, professional men, skilled industrial workers, and agricultural landowners, the Peoria market is highly civic-minded. Alert news programming and active community involvement are highly desirable.

Community programming is impressive. General Manager Bob Rice tapes his "Editorial" on world or local topics, for about 1 to 1-1/2 minutes, and this is aired four times daily. Text copies of each editorial are sent to over 250 community leaders, area legislators, and government officials. WRAU-TV finds occasional strong disagreement with its position among viewers, and re-



**CONTROL ROOM EFFICIENCY**—Responsibility for studio production switching, and for remote operation of the BT-55U transmitter, is combined in WRAU-TV's master control room. The remote control terminal rack is at left. Technician Steve Hullcranz inserts a tape cartridge into one of the station's four Gates Criterion 80 three-tone units. Insert photo shows the attractive main entrance to the station's main building, which houses the control room and all other operations except transmission.

gards this as healthy viewer interest.

Monthly, WRAU-TV airs "Q & A", a 1-1/2 to 2-1/2 hour program with a panel of experts answering phoned in questions on such topics as drugs, crime, mental health, and cancer. The program draws up to 350 telephoned questions per topic. It is sponsored as an institutional program by the Caterpillar Tractor Company.

Weekly, the station televises "Inside Peoria", with Chamber of Commerce cooperation, to cover city development, legal questions, or other subjects of wide civic interest and "Viewpoint", with station and area reporters firing questions at a featured community leader. Monthly, Mr. Rice personally takes the air on "Ask The Manager", replying to letter questions about the station. One-half hour every week-

day, the "Ann Lane Show" is aired with cooking demonstrations, local bazaars, knitting instructions, interviews with visiting celebrities, and other subjects with the women's angle as seen by Mrs. Doris Lowe.

### Future Growth Planned

Today, with its facilities all on one site, its news programming rated tops, its community involvement growing—and an advanced new Gates transmitter bringing its signal into Peoria homes as never before—WRAU-TV has won its twenty-year uphill climb. But there's no resting on the oars—General Manager Bob Rice and his staff are aggressively planning new and greater projects.

After all, what other course of action could anyone expect from a station in the group named **Forward Communications!**

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