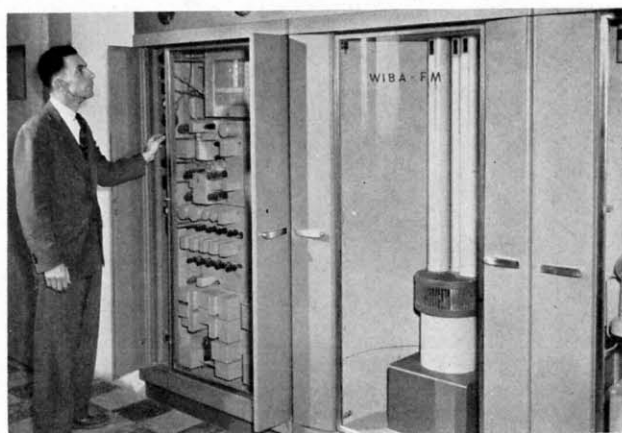
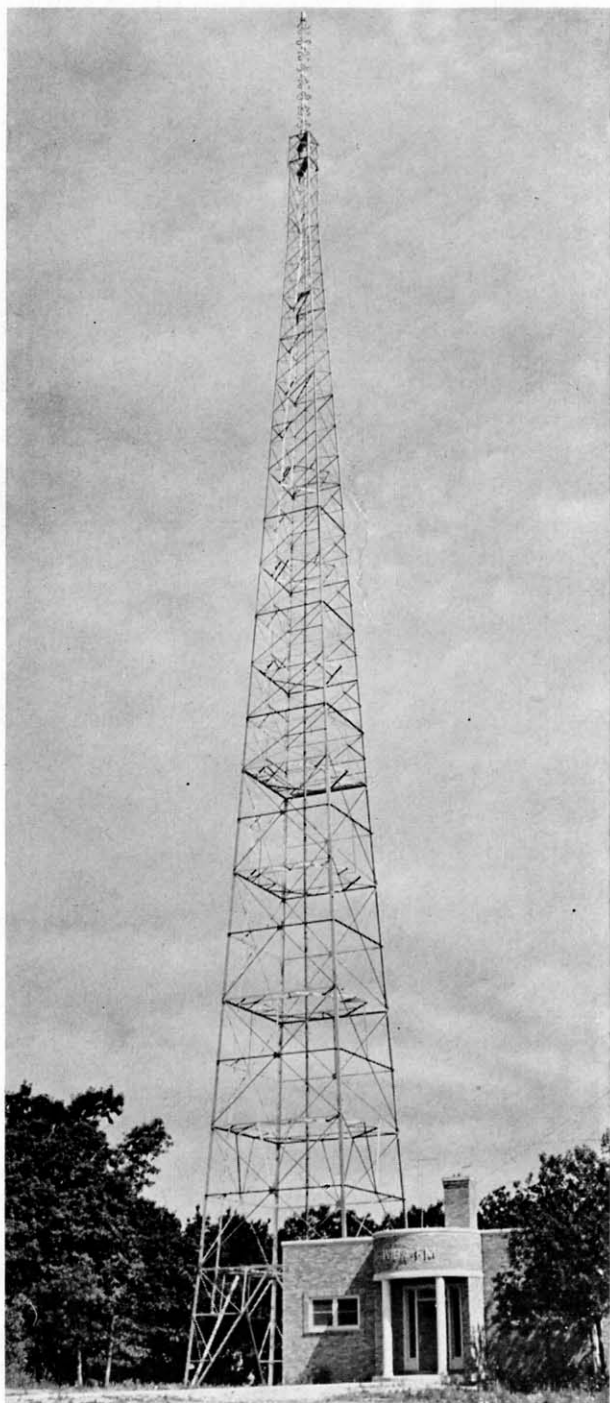


WIBA-FM Madison, Wisconsin

The setting for WIBA-FM is the famed capital city of Wisconsin, with its University, beautiful lakes, pleasant living and rich, rolling countryside dotted with dairy farms. The Badger Broadcasting Company, which operates WIBA (5 kw AM) and WIBA-FM, is principally owned by *The Capital Times* and *Wisconsin State Journal*, Madison daily papers. The FM operation began March 7, 1948, with a temporary antenna fed by the Western Electric 506B-2 transmitter, installed in the handsome new transmitter building shown in the accompanying photograph. The new building is at Blue Mounds, Wisconsin, 26 airline miles from Madison, with an elevation of 1,716 feet above sea level, and 750 feet above average terrain, second highest point in the state. Because of the remote location on a high hill, three miles from the nearest village, complete living quarters for the engineering staff are included. The building is an excellent example of modern architecture in brick, stone and concrete.

On July 14, 1948, the 300-foot tower, eight-bay Clover-Leaf and six-inch transmission line were complete and tested, and WIBA-FM began to cover a large segment of southern Wisconsin's dairy farms and prosperous towns with its 45,000 watts effective radiated power. To alert the listening audience to the new service, ads in Madison newspapers and in the country weeklies, and a 30-minute broadcast entitled "The FM Story", described the way FM works and its technical advantages in layman's language, and the service that WIBA-FM would bring to the community.

General Manager Kenneth F. Schmidt and Chief Engineer Norman Hahn find that their FM transmitter is the strong performer they had hoped for. Says Manager Schmidt: "The response to our FM operation has been wonderfully enthusiastic. Our FM signal has proved itself a reliable delivery agent throughout our wide-spread service area."



Above, new transmitter building and antenna tower for WIBA-FM at Blue Mounds, 1716 feet above sea level in southern Wisconsin. At right, Chief Engineer Norman Hahn adjusts new 10 kw FM transmitter.