

Souvenir of



...NBC...
RED AND BLUE
NETWORKS

MINNESOTA
RADIO NETWORK

ROCHESTER, MINNESOTA



ROCHESTER

Fourth Largest City in Minnesota

Rochester, the world famed city of 40,000 residents and transients daily, center of Minnesota's wealthiest farming region, is the ideal point for meetings and conventions, with its direct connections by hiway, train, bus, and plane; its 40 hotels and its unexcelled assembly and recreation facilities.

Half million dollar Mayo Civic Auditorium seating 6500 people.

Home of famous Mayo Clinic, visited by 300,000 transients annually.

Industries include: Canning of Peas and Corn, manufacturing of Condensed Milk, Oil Burners, Sky Lights, Cosmetic and Drug Products, Parts for Portable Radios and Phonographs, Carburetors, Cabinets and Mill Work.

POPULATION:—Growth of Rochester

1910	7,844	1930.....	20,621
1920	13,722	1940	30,000
			official directory estimate
			plus 10,000 transients daily

IMPORTANT CITIES IN PRIMARY AREA 1939 Official Directory Estimates

Faribault	16,230	Lake City	4,126
Austin	17,109	Wabasha	2,802
Red Wing	13,403	Spring Valley	2,110
Owatonna	10,100	Kenyon	2,076



100 First Avenue
Rochester, Minnesota

KROC's studios, now located in the new 100 First Avenue Building, mark the first time in the history of the entire Northwest that studios have been designed and constructed expressly for that purpose from the ground up. The new quarters meet every exacting technical requirement the industry demands for perfection in broadcasting.

KROC Lobby



THE modern decorative treatment of the lobby and executive office, panelled in walnut and furnished in pleasing color ensembles provides additional evidence of KROC's efforts to give Southern Minnesota the most modern in broadcast studios.



Executive Office
and
Audition Room

Studio "A"



THE accoustical treatment, a vital factor in broadcasting was accomplished by the use of transite, a hard-surfaced material closely perforated and backed by rock wool. This construction makes, literally, a room suspended within a room to effectively prevent sound reflection in the studio and transmission of exterior noises into the room.



Studio "B"



THE studio lighting system is recessed into the ceiling and the lights are covered by concentric grills. As an example of extreme caution taken to avoid foreign noises during broadcasting, these concentric louvres were all spot welded to prevent sympathetic vibration caused by certain musical tones. Double plate glass windows were installed to prevent sound "leakage," but the novel feature is the slope of the glass to preclude sound reverberation and prevent light reflection.

Control Room



THE "heart" of KROC's activities is in the complex equipment installed in the control room situated between Studios "A" and "B." Centered in the room is the latest control panel which enables the engineer to keep in touch with six different programs simultaneously. Nothing has been overlooked to render the equipment as reliable, efficient and up-to-date as possible.



News Room

THE newsroom, located in a private lobby with entrances to the studios, contains a World News teletype wire service in operation 20 hours a day, has a ceiling of "sponge acoustic" which acts as a sound absorber and effectively prevents transmission of exterior noises into the studios.



Continuity Room

THE continuity office, commercial office, and business office (not pictured), are designed for maximum efficiency. Like the lobby, they are illuminated by tubular fluorescent lights. The entire suite of offices and studios is completely air conditioned, effecting a change of clean, cool, humidified air every three minutes.

Commercial
Office





Transmitter

THE air-conditioned transmitter located on Highway No. 52 has turntables for recordings and transcriptions and a library of over 6,000 selections. Broadcast transmission is through the latest R. C. A. high fidelity equipment including short wave facilities used with KROC's mobile unit.

Partial View
Interior of
Transmitter



Owatonna
Studio



THE Owatonna and Faribault studios are important outlets for alert advertisers and are added sources of Southern Minnesota talent and entertainment.



Owatonna
Lobby



Owatonna Control Room

THE control rooms in Owatonna and Faribault are managed by a competent staff and are capable of handling a wide variety of programs.



"CAL" SMITH
Manager—Owatonna Studio



JOE FOSS
Manager—Faribault Studios



GALEN YUST
Engineer—Owatonna

PERSONNEL OF KROC



Gregory P. Gentling
Pres. & Gen. Manager

Maxine M. Jacobs
Secy. & Office Manager

Virginia Wrought
Private Secy.

Gerald W. Wing
Vice-Pres. & Studio Director

LaVelle Waltman
Program Director

"Sally" Milne
Continuity Dept.



Wm. "Bill" Neville
Staff Pianist and Organist

Allen Embury
Sports

E. Anson Thomas
Commercial Manager

G. David Gentling
Commercial Department

W. R. "Bill" Knutson
Commercial Representative

Fred C. Clarke
Chief Engineer



Robert W. Cross
Assist. Chief Engineer

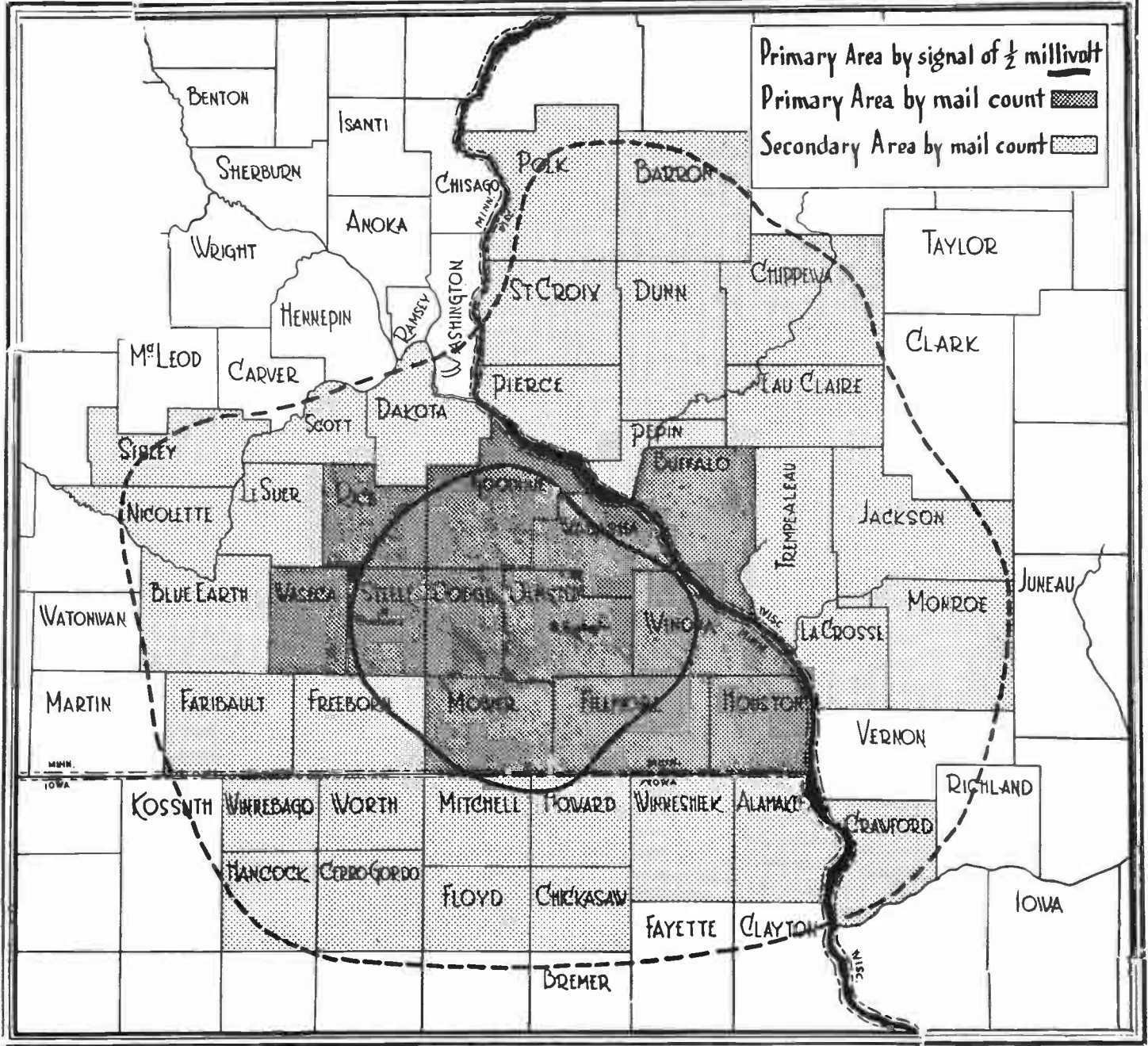
Clinton W. Knapp
Engineer

Don Von Holbenoff
Remote Operator

Boynton Hagaman
Operator

Bob Smith
Art & Advertising

Walter Bruzek
Special Events



KROC covers a trade area of 306,984 population and a total primary and secondary area of 1,025,108 people, including 200,407 radio homes. This is YOUR community, and programs are arranged in your interests. Combined with programs and advertising of local interest are the finest features of both the red and blue networks of the National Broadcasting Company and the Minnesota Radio Network.