

A pioneer in radio since the first days of earphones and home-made crystal sets, Radio Station WOAI has consistently kept abreast of the progression of quality broadcasting. San Antonio, Texas, our city of license, is only one of the many rapidly growing south Texas areas served by WOAI. The first WOAI transmitter, a 500 watt unit, was signed on the air at 10:30am September 25, 1922 by Mr. G. A. C. Halff. It was one of the first super powered stations in Texas. As the story goes.....Mr. Halff was able to obtain hundreds of small radios to give away in conjunction with his business of the time. The problem which developed was that no one wanted his radios because they didn't have a station to listen to. Before long Mr. Halff put WOAI on the air and gave away all his radios!

The initial programming was a little bit of everything and anything! There were daily presentations featuring violin and piano selections with information on a variety of topics.

In July of 1925, WOAI increased its power from 500 watts to 1000 watts and declared their first commercially sponsored program which aired an orchestra playing typical Mexican melodies. In 1926 another increase was made to 2000 watts and the requests continued to pour in. One year later, 1927, the station signed on a 5000 watt transmitter at its new location 1031 Navarro. In July of 1930, WOAI increased its power to the legal limit of 50,000 watts. At this point, WOAI has become the only 50,000 watt clear channel station in South Texas. The majority of programming in the early 30's was soap operas and news on the hour.

↑ RCA MODEL
1050-B
50,000 WATTS

In 1937 the station erected a single 425 foot tower resulting in extended coverage. The site of the new tower was near Selma, 17 miles northeast of San Antonio...a site now known as the Selma City Hall. It was 2 years later that Henry Guerra joined the station as a news reporter. He went on to become the news anchor and celebrated his 50th anniversary with WOAI just last year.

On April 3, 1956, a B-26 bomber struck the tower and a replacement tower took one month to complete. In 1959, WOAI moved to a new transmitter site near Elmendorf, Texas and remained there for over 28 years. As television began to be a part of life, radio began to change. The soap operas were out and music was in. Throughout the 50's and 60's WOAI played a variety of music including classical and country.

In 1975, Clear Channel Communications, Inc. bought WOAI from AVCO Broadcasting Corporation for \$1,500,000. The format of 79% popular music with agriculture, news and talk was updated to the present day format of News/Talk/Sports. The talk shows became an intregal part of the programming, sports were introduced and the news reporting was increased. The daily farm reports and agriculture news remained and are still today being reported by Bill McReynolds.

100/11
12/12

In 1985 WOAI began broadcasting from a new state of the art Continental 316C-2, fifty thousand watt transmitter feeding a 540 foot Franklin antenna. Planning for the site near Zuhle, Texas took over 5 years and the project represented an investment of over half a million dollars.

WOAI has been a part of the radio broadcasting world for 68 years. The station has garnered awards every year representing the quality of programming, the creativity of journalism and the integrity of management.

WOAI is proud to serve the nation, 24 hours a day, as one of a few select class 1-A clear channel stations in the United States.

OCT. 27, 1965 - WOAI RADIO AND T.V. SOLD
CROSLEY CORP. (AVCO)

FIRST REAL RADIO NEWSROOM STARTED IN 1934
IMPROVED AND DEDICATED IN 1936 (1935)

MARCH 29, 1941 FREQUENCY CHANGED FROM 1190 KC
TO 1200 KC AND BECAME CLEAR CHAN. STATION.

VERTICAL ANT. PUT IN OPERATION DEC. 25, 1937.

APRIL 3, 1956 B-29 DESTROYED SAME VERTICAL.

MAY 6, 1956 NEW VERTICAL ANT. REPLACED.

JULY 1926 WOAI MADE FIRST CHAIN BROADCAST HOOK-UP
WITH STATIONS IN OMAHA NEB., KANSAS CITY, MEMPHIS,
NEW ORLEANS, HOT SPRINGS, ST. LOUIS, FT. WORTH.

FEB. 6, 1928 JOINED THE N.B.C. RED AND BLUE
NETWORK.

1944 - WOAI RECORDED 30 MIN. PROGRAM
FOR ARMED SERVICES RADIO FOR TROOPS OVERSEAS,
DURING WORLD WAR 2 - WOAI GAVE SEVERAL HUNDRED
HOURS OF FREE TIME TO ARMY AND AIR FORCE BASES
IN SAN ANTONIO AREA. INCLUDING PUBLICTY PROGRAMS,
WAR BOND DRIVES, SCRAP METAL DRIVES AND TECHNICAL
AID.

DEPARTMENT OF COMMERCE
RADIO DIVISION

OFFICE OF SUPERVISOR OF RADIO
CUSTOMHOUSE
NEW ORLEANS, LA.

September 4, 1930.

Radio Station W O A I.

License				
			500	
Class 2 -	September 14, 1922	360-485 meters	2500	watts
" A -	December 5, 1922	360 "	500	"
" B -	May 28, 1923	760 kilocycles	500	"
" B -	April 26, 1925	760 "	500	"
" B -	July 26, 1925	760 "	1000	"
License Amendment-	July 30, 1925	---	1500	"
Class B -	January 20, 1926	760 "	2000	"
Federal Radio Com-				
mission	June 1 1927	990 "	2000	"
" " "	June 15, 1927	990 "	5000	"
" " "	November 1, 1927	940 "	5000	"
" " "	March 28, 1928	1070 "	5000	"
" " "	November 9, 1928	1190 "	5000	"
Construction Permit	October 2, 1929	1190 "		25 kw. and additional 25 on experimental basis.