

WSLS 10: On Your Side

The first television station to serve central and southwest Virginia, *WSLS 10* officially signed on the air December 11, 1952. *WSLS 10*, *WSLS-TV* was licensed by Shenandoah Life Insurance Company as one of Southwest Virginia's pioneer stations. *WSLS 10's* studios were built in the early 1950's. *WSLS 10's* transmitter site is 13.5 air miles southwest of Roanoke on top of Poor Mountain which has an elevation of 4,041 feet in Roanoke County.

WSLS 10 is a station of **firsts**. It was the **first** station to offer full color television, the **first** station to telecast from a remote location, the **first** station to use video tape, the **first** station to originate a Network program from the local station (The NBC Today Show), the **first** station to use electronic news gathering equipment, the **first** station to receive network programming via KU satellite downlink and **first** station to broadcast network programming in stereo and in 2007 *WSLS 10* was the **first station** to broadcast live local news in HD in the Roanoke market.

Roy H. Park Broadcasting of Ithaca, NY purchased *WSLS 10* in October 1969. To meet FCC requirements, radio stations *WSLS-AM* and *WSLS-FM* were divested. Today, the two radio stations are now *WSLC-FM* and *WSLQ-FM*. In 1997, *WSLS-TV* was purchased by *Media General Broadcast Group* and the station officially changed its name to *WSLS 10: On Your Side* on April 14th, 1997.

Since the purchase, there has been tremendous growth at the station: improved content of our news product, full-time 24-hour Storm Team 10 Weather Center, revamped news sets, improved quality of programming throughout all day parts, increased dollars spent on promotions, dominant community involvement, partnership with local cable networks, and still more to come...

