



REES CONGRATULATES WBAL ON ENHANCED NEWS IMAGE

The management at WBAL wanted to improve the Hearst/Argyle news image in the very competitive Baltimore market. An in-depth analysis of the existing news environment indicated that one of the factors in viewers' perception of WBAL's image was the aesthetics and configuration of the news department itself. Achieving WBAL's goals required increasing the space allocated to news and relocating it to a more appropriate place in the station. With planning assistance from REES' broadcast design specialists, the move not only allowed for a more efficient use of the square footage, but brought the News Department closer to the news studio, creative services, and photographers, as well as giving reporters better access to news vehicles.

The improved spatial efficiencies also allowed WBAL to expand the space devoted to news support areas and gave the News Director clear visual access to the studio.

The General Manager said the change was remarkable and since his office was now located adjacent to the News Department, he could see the improvement every day.



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