

WINNY



"Winnie the Community Gal"

The "Winnie" Broadcasting Co.

PUTNAM, CONNECTICUT

Walnut 8-2721
8-2722

September 30, 1961

Mr. Ernest R. Cooper
National Radio Club
438 East 21st Street
Brooklyn 26, N. Y.

Dear Mr. Cooper:

Good evening, dear listener! Glad to hear from you. I think it might be a little difficult to check back on exactly what was played at the times you specified but the programming is correct according to our log on September 28th. The first part of your report is according to Hoyle, however, I do not know if our announcer gave a "plug" for the U.S. Air Force, however, we do have an ET that is a opening jingle for weather and station break supplied by the Army. We should sign off with National Anthem exactly at 7:00 PM. Ours is a sunrise to sunset station, but ONE DAY we might be 'round the clock, depending on the prosperity of the neighborhood.

Have you by chance caught out sister station, WILI, in Willimantic. We have a charming appellation, the Winny-Willie Broadcasting network. WPCT was sold to present owner, Mr. Herbert C. Rice a little more than a year ago and the call letters were changed to something that sounded very much "community" hence, Willie and Winny.

Thanks for the good wishes: we need them as we have only two regular announcers, one salesman and myself at the letter keyboard doing traffic and copy. It's rough and we fight but I think we love each other.

Sign on weekdays is 5.59, Sundays 6:59. Sign off October 1 at 6:15, 4:30 November and we really get cut in December -- 4:15PM. Regard to good ole Brooklyn -- we are next to Brooklyn, Connecticut here.

Sincerely,

Winnie Beetle

Winnie Beetle

Encl

P.S. What is DX?