

860 KILOCYCLES

WKKO

250 WATTS

EMERSON W. BROWNE
GENERAL MANAGER

CARL G. COLLINS, JR.
PROGRAM DIRECTOR

DAVIS E. WILSON
CHIEF ENGINEER

COCOA, FLORIDA

December 25, 1952

Mr. Ernest R. Cooper
438 East 21st St.
Brooklyn 26, New York

Dear Mr. Cooper:

This will verify your reception of WKKO on the morning of December 21st, 1952.

We particularly appreciate your report on the tone quality, inasmuch as we are using a transmitter (Gates) which is about twelve years old. However, all the equipment has been checked out for response and distortion and seems to be OK. We are now awaiting word from the FCC as to when we can go on commercially. We had hoped to get it by today, but it appears now that our opening date will be January first. We will be daytime only, non directional, and independent for a while, at least. As far as coverage is concerned, we expect to have a .5 MV/M contour covering Daytona to the north and reaching Orlando inland and Sebastian to the south.

Cocoa is a small town, and we will have to be a "local" station principally. The population of Cocoa and immediate vicinity is about 10,000. However, we expect to "sell" an area including Melbourne and Titusville, for a total population of about 25,000. Business seems to be good, and in spite of numerous delays in getting started, we are still optimistic.

Thanks for your letter, and our best wishes for a happy new year.

Sincerely,

Davis Wilson