



P. O. BOX 425

SOUTHEAST MISSISSIPPI BROADCASTING COMPANY

PHONE 466-2413

MAGEE, MISSISSIPPI

OCT. 20, 1966

DEAR ERNEST,

YEP, YO' SHO' 'NUFF PICKED UP ON US THAT NIGHT OF OCT. 14, BECAUSE WE WUZ THE GUILTY UN'S...WE HAD JUST MOVED OUR TRANSMITTER OUT HERE TO OUR NEW STUDIOS ABOUT THREE OR FOUR MILES SOUTHEAST OF MAGEE EARLIER AND HAD CHANGED THE CHRYSAL FROM THE OLD 790 TO THE NEW 810 AND WAS CHECKING THE DADBLAMED FREQUENCY...THE REASON FOR THE SUDDEN SHUT-DOWN WAS THAT WE WERE 600 CYCLES OFF AND THAT CAUSES THE FCC TO WANT TO START MAKING PAPER WADS OUT OF TICKETS AND STATION LICENSES, YOU KNOW.

TO EXPLAIN OUR CURRENT OPERATION...WE ARE PRESENTLY OPERATING ON A TEMPORARY PERMIT ON 810 KCS, NON-DIRECTIONAL, CLEAR CHANNEL, WITH OUR OLD 1000 WATT GATES BC1G TRANSMITTER OFF OF OUR NEWLY CONSTRUCTED 610 FOOT  $\frac{1}{2}$  HALF WAVE TOWER....NOW, AS SOON AS WE CAN GET OUR OTHER TWO 310 FOOT TOWERS PUT UP (which is under way at this minute) AND GET OUR BRAND NEW ITA 50,000 WATT TRANSMITTER DE-BUGGED AND TESTED, WE WILL BE READY TO ROLL.

OUR CURRENT HOURS OF OPERATION ARE SUNRISE TO SUNSET WITH THIS TEMPORARY PERMIT, BUT OUR PERMIT WITH THE 50KW ON 810 KCS WILL BE A LITTLE MORE COMPLICATED. WE WILL BE DIRECTIONAL ALL THE WAY WITH OUR STRONGEST SIGNAL EAST AND WEST AND HELD IN TO THE NORTH AND SOUTH SOMEWHAT. ON PAPER, OUR .5 MILLIVOLT AREA  $\times$  WILL BE A HUNDRED MILES INTO ALABAMA TO RAYVILLE, LA, EAST TO WEST, AND FROM DURANT TO WIGGINS, MISS., NORTH TO SOUTH WITH OUR 50KW. BEFORE SUNRISE AND AFTER SUNSET WILL BE 250 WATTS WITH OPERATING HOURS ALL TOTALED FROM 4AM TO MID-NIGHT ON OUR AM SETUP...BUT...WE CURRENTLY HAVE APPLIED FOR 100,000 WATTS OF FM WHICH WE FEEL CONFIDENT OF GETTING GRANTED AND YOU CAN GUESS WHERE THAT FM STUFF WILL HELP OUT..WHAT WITH COLLEDGE AND LOCAL SPORTS AND COUNTRY MUSIC PROGRAMMING ON FM.

THE TRANSMITTER WE'RE USING WILL BE USED FOR STAND-BY AND NIGHT TIME OPERATION AFTER WE GET THAT 50,000 WATTER KICKED OFF. NOW, AS FAR AS WHEN WILL WE GET THE 50KW GOING, ERNEST, I DUZN'T KNOW. I'M GUESSING, BARRING ANY FURTHER COMPLICATIONS, AROUND THE FIRST OF THE YEAR. WOULD APPRECIATE YOUR TUNING IN 810 IN ABOUT A MONTH THOUGH AND CHECKING PERIODICALLY TO SEE IF YOU CAN CATCH OUR 50KW TESTING. YOU MIGHT PASS THE WORD ALONG TO YOUR CLUB BUDDIES...AS YOU KNOW, A HELL UV A LOT OF TEST MEASURING WILL BE REQUIRED ON THIS BIG BASTARD...

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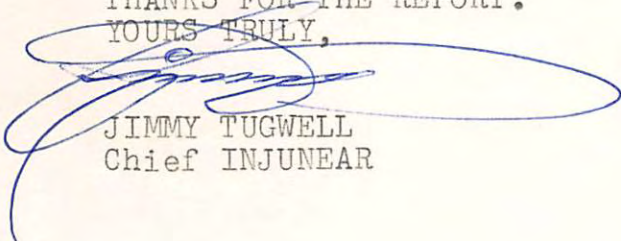
**SERVING SOUTH CENTRAL MISSISSIPPI**

WELL, ERNEST, THAT IS JUST ABOUT THE DOPE AS FAR AS I KNOW, BUT IF YOU WOULD LIKE FURTHER INFO, JUST ASK AND I WILL TRY TO ANSWER AND IF I DON'T KNOW, I'LL MAKE UP A LIE ABOUT IT...

NOW....LET ME ASK A FAVOR OF YOU....DO YOU KNOW A PUBLICATION, OR DO YOU HAVE INFORMATION AT YOUR DISPOSAL, TELLING THE HEIGHT OF AM RADIO TOWERS??????? AS YOU CAN SEE, I'M LOOKING FOR SOME BRAGGING INFORMATION. AS IT STANDS NOW, I CAN BE SAFE IN SAYING THAT WSJC HAS THE TALLEST AM RADIO TOWER IN MISSISSIPPI...BUT WHAT I WANT TO KNOW, WHO IS CLOSE TO US THAT HAS ONE AS TALL OR TALLER. CAN I SAY WE HAVE THE TALLEST AM RADIO TOWER IN THE SOUTH??? WOULD APPRECIATE THIS INFO IF YOU HAVE IT OR KNOW HOW I CAN GET IT WITHOUT HAVING TO WRITE TO EVERY DAMN STATION HERE IN THE SOUTH. AND AGIN, THEY COULD LIE ABOUT IT, TOO.

AS FAR AS COVERAGE MAPS ARE CONCERNED, WE AIN'T GOT NAIRY A ONE THAT FITS THIS TEMPORARY SET-UP AND WE CAN'T GET ONE MADE UP FOR THE 50KW TILL WE GET IT SET UP. REMIND ME ABOUT THE MIDDLE OF NEXT YEAR AND I BELIEVE I CAN OBLIGE.

THANKS FOR THE REPORT.  
YOURS TRULY,



JIMMY TUGWELL  
Chief INJUNEAR