

X-TRA NEWS Los Angeles

TO: Mr. Ernest R. Cooper

DATE: May 22, 1961

FROM: Kelly Thompson (Mrs.)

SUBJECT: Verification of Reception

Mr. Cooper:

This note will serve as confirmation of your monitor on our station (XEAK until May 6, 1961) February 12 from 9:40 P.M. to 10:12:45 P.M.

The letterhead will no doubt confuse you so will attempt an explanation. On March 1, 1961 the McLendon Corporation became owners of XEAK and on May 6th the format was changed to a 24 hour a day news operation and directed at Los Angeles. The rate card was changed entirely and business is directed to Los Angeles and national. We have our sales offices located in Los Angeles and our news is mainly about that area and national and international news. It is the world's first 24 hour news operation. Although the call letters are XETRA, promotionally we are known as X-TRA NEWS. Our transmitter is still located in Tijuana and we still maintain a San Diego office.

Hoping this answers all your questions, I remain;

Sincerely,



Kelly Thompson

X-TRA NEWS

San Diego

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