



W E T C

Your Favorite Station for Music and News

WENDELL - ZEBULON RADIO COMPANY
INCORPORATED

540 KILOCYCLES ON
YOUR RADIO DIAL

WENDELL - ZEBULON
NORTH CAROLINA

March 21, 1961

Mr. Ernest R. Cooper- Editor
National Radio Club
438 East 21st Street
Brooklyn 26, New York

Dear Mr. Cooper:

Thank you for your letter of March 9, 1961 acknowledging receiving our signal in Brooklyn. It is good to know we are reaching out so far. Thanks to Mr. John Teedie, we did get many letters. The contents of your reception received on March 9, 1961 is correct.

The population of Wendell-Zebulon is about 4000 but the coverage of WETC within its .5 MV/M signal is 500,000. The entire county we are in is considered urbanized by the US census bureau. In addition we completely cover four more counties and parts of many more all within the signal intensity mentioned above. Our daytime coverage map is enclosed. We are a daytime station and commercial program only during daytime hours. There is no particular significance to our call letters, however we have used on numerous announcements "We Entertain Tobacco Counties". We are in the heart of the rich tobacco growing country. Our frequency checks are made during the daytime hours. This month we begin operation at 6:30 AM and close at 6:15 PM. I don't have the schedule for next month but it should be add one half hour to each end. At this time I am not planning any more tests immediately, However, this summer I will be installing a new transmitter and making many changes in the present one and will let you know when I will do this.

I live in the New York metropolitan area and will give you a telephone call in a few days. I go to North Carolina occasionally and usually do some work on the equipment when I am there.

Thanks again for your interest in WETC.

Sincerely,

Lewis V. Parrish
President