



P.O. Box 744, Burnsville, NC 28714

(704) 682-3510, 682-3798, 765-6778

February 22, 1983

DX'ers:

Sorry for the delay in a response to letters we received following the test on January 31, 1983. Seems like letters just kept coming in. Most of the letters came from listeners Northeast of North Carolina. Distant locations included Florida, Texas, Oklahoma, Nebraska and several letters from Canada.

It was interesting to note the difference in reception from listeners located close to each other. Many listeners reported hearing the test clear enough to copy everything word for word while others could only name a song or pick out a word here and there. Most DX'ers noted interference from XEQ in Mexico. All DX'ers who sent us letters did mention something which proves it was WKYK they heard. This letter confirms the reception of WKYK on January 31, 1983. The test was conducted from 1:30am until 2:00am EST and consist of pop music with Id's after each selection and 1,000 hertz tones several times during the test. The test was conducted with a power of 5,000 watts, non-directional using a Continental Electronics type 315R-1 Power Rock transmitter. WKYK operates daytime hours on 940 khz with 5,000 watts, non-directional and 250 watts nighttime with directional antenna. Two of the three towers are self supporting and one is a guyed tower. All three towers are folded unipole fed towers 206 feet tall. WKYK programs Country music through the day and beginning at 6:00pm soft rock music at night and is presently on the air from 6:00am to 11:00pm, Monday thru Saturday and 7:00am to 10:00pm on Sunday and is automated with a Cetec 7,000 broadcast computer.

One of the most interesting letters we received was from William J. Prater, an inmate at a U.S. Penitentiary in Terre Haute, Indiana. He copied a good signal using a G.E. Superradio model 7-2880 with a built in antenna and it was battery operated.

We believe WKYK is a very unique radio station especially for a small market (Town 1500 people, County 16,000) 30 miles from Metro-Asheville. I have enclosed some information about the station that you should find interesting. Many listeners requested bumper stickers and other promotional items. However, we just recently finished a promotion giving away \$9,400 in cash and prizes and do not currently have any bumper stickers or other promotional materials on hand.

Thanks again to everyone who tuned us in. If you are ever through the mountains of North Carolina be sure to stop in to see us.

Sincerely,

Michael A. Sink

Michael A. Sink

J.P. Operations, Chief Engineer

Family of the Week

Sink Clan Operates Own Radio Station

By GWEN SWEENEY
Grit Staff Writer

The Sink family all operate on the same wavelength. They run their own radio station—WKYK, in Burnsville, N.C.

It all started in the late 1950s when J. Ardell Sink put himself through High Point College, in High Point, N.C., working as an announcer at an area radio station.

A few years later, he was serving as general manager at WSKS in West Jefferson, N.C., where his wife, Remelle, worked as receptionist and scheduled on-air commercials.

After considerable "brainstorming," the couple decided to pursue a long-standing dream of owning their own radio station.

In 1969, they formed a family corporation and purchased three stations, with WKYK as the major station.

TODAY, all five members of the Sink family work in some phase of radio, and four of them work at WKYK.

The station is located just one mile from the family home, next to Mount Mitchell. During the day WKYK offers its 10,000 listeners contemporary country music and in

the evening "red-satin rock."

Ardell, president of the corporation, serves as engineer, salesman, copywriter, and production director.

Remelle is the corporation's vice president and oversees the station's accounting.

"When the children were growing up they showed no interest in radio. We didn't push—they all made up their own minds," Remelle said.

Marsa, 24, the oldest of the children, met and married her husband, Gary Jarrett, while working at WKYK. The couple are now employed at a nearby station.

ANOTHER Sink romance was kindled at WKYK when son Michael worked as a part-time announcer while carrying on a courtship with his high school sweetheart, Pam.

Mike, now 23, serves as manager and director of sports, in addition to being chief engineer for all three of Sink's stations. Pam works by his side as the station's receptionist and traffic clerk.

Holly, at 22 the youngest of the Sink children, serves as an announcer and runs the station's business computer.

All of the Sinks usually have their turn on the air at some time during the day. It might be Ardell with his daily editorial, Mike announcing local sports events, Holly introducing a new song, or Pam and Remelle praising the wares of one of the station's advertisers.



Holly, J. Ardell, Remelle, Michael, Pam and Jeremy Sink

Church Finds Quilt Show a Big Drawing Card for Fund Raising

By LYNN J. CATALINA

It was the most impressive array of quilts ever assembled in the Glastonbury, Conn., area. And for the show's sponsor, satisfaction came from both its emotional and financial success.

Members of the women's fellowship of the South Glastonbury Congregational Church decided recently to organize a fund raiser for their church. But they wanted something different from the two herb fairs they sponsored in previous years — and different from the Early American fairs so popular in New

church women about 10 years ago, the group decided to organize a quilt show, with emphasis on precious quilted items rather than on quilt sales.

THE RESULT was a bright assemblage of 300 antique and modern quilts plus 200 quilted items — such as pillows, wall hangings and nursery articles — artistically displayed in virtually every room of the church. The show generated \$7,000 for some much-needed church renovations.

The funds, however, came not from the sale of quilts but

quilted items were only loaned to the church for display during the two-day show.

Tight security and plenty of insurance were called for. Some of the quilts dated back to 1800, with appraised values of up to \$2,000.

Every item was identified and described in a 64-page booklet, copies of which were presented to the 2,700 people in attendance.

THE colorful assortment included Bicentennial quilts, crazy quilts and intricately designed floral quilts. Fabrics were as varied as silk and suit-

Pet Peeves

My pet peeve is to go to a nice restaurant and order a meal with a salad and have them bring the salad with brown-edged lettuce that looks like it had been

Planer Molder Saw

WKYK Installs New Transmitter

WKYK's engineers have just completed installation of a new Continental Electronics 5,000 watt transmitter for daytime broadcasting and new CCA 1,000 watt Auxillary transmitter for nighttime broadcasting. WKYK is the only 5,000 watt non-directional, clear channel, standard broadcast station in Western North Carolina. The new transmitter equipment and the Cetec 7,000 broadcast Computer are equipped for future AM stereo broadcasting. According to J. Ardeil Sink, President of Mark Media, Inc., owner of WKYK, the FCC has already approved AM stereo and WKYK expects to be one of the first small market stations in America to broadcast in AM stereo. WKYK is one of the most

technologically advanced radio station in Eastern America with the use of state of the art equipment. WKYK with its 5,000 watts daytime signal now reaches a potential listening audience of more than half a million people. WKYK is licensed to operate unlimited hours up to 24 hours per day and is the only station in Yancey, Mitchell, Madison, McDowell or Avery counties operating at night. Since a limited number of stations are licensed to operate on clear channel at 940, there is less interference and signals travel further.

WKYK provides news, sports and special features programming from Mutual Broadcasting System, the World's largest Radio Network. WKYK's musical for-

mat is contemporary country daytime with Red Satin Rock nighttime. In Yancey, Mitchell, Madison, Avery and McDowell counties, WKYK is the only station providing live coverage of high school sports and exclusive live coverage of Appalachian State University, Western Carolina University and Mars Hill College sports. WKYK has one hour of Gospel Music daily and popular religious programming all day Sunday. The station's Marti- Remote system provides live coverage of news, community events, sporting events and remote broadcasts. According to the latest Arbitron county report, WKYK has the highest share of audience of any radio station in North Carolina. WKYK employs a staff of 12 professional broadcasters.

Michael A. Sink
Station Mgr. - Chief Engineer



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