

W T L B

STAR BROADCASTING COMPANY, INC.
100 PAUL BUILDING
UTICA 2, NEW YORK

ABC RADIO NETWORK

1000 WATTS — 1310 KC.

December 26/57

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

Dear Mr. Cooper:

First of all, I'm delighted to verify and confirm your reception of WTIB on Monday, December 16th at 4 a.m. Glad we were able to top WCAM. We have had many fine reports about reception of our DX program from National Radio Club members.

Call letters were changed early in March of 1957. Station, formerly owned by J. Eric Williams, was sold to Star Broadcasting Company on December 10, 1957. Star Broadcasting Company also owns two other stations, WBBF in Rochester, N.Y. and WGVA in Geneva, New York. Call letters have no particular significance. They are the initials, however, of the President of our company, Mr. Thomas L. Brown. We have had the wags refer to us as the "sandwich" station "With Tomato, Lettuch, Bacon." Also "We Thrill Lascious Blonds," and "We Tolerate Lousy Broadcasting."

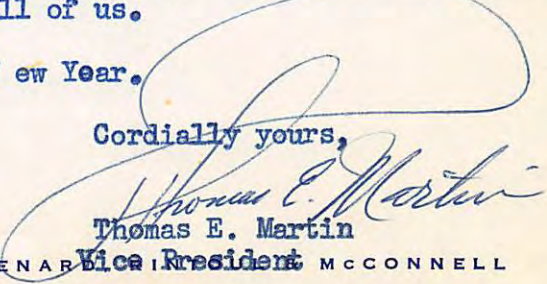
We ran 1,000 watts of power on the DX show. We were non directional at the time. Sorry we don't have a coverage map at the moment as we have just installed four new stainless towers and a complete new ground system. A complete technical run is being made and proper phasing for the directional array set up, so old maps would not be too accurate. We do cover the entire Utica-Rome metropolitan area however and reach over 90,000 radio homes in the market.

Regular hours of operation are from 6 a.m. to midnight Monday through Saturday and 8 a.m. to midnight Sunday. Our early morning frequency check periods are staggered so can not give you any schedule.

Trust I've answered all your questions. If the typing is a bit off the beam, blame it on me as we have been plenty rushed during the holiday season and I've "made like my secretary" to take some of the pressure off all of us.

Best wishes for a happy and prosperous New Year.

Cordially yours,


Thomas E. Martin

Vice President

REPRESENTED NATIONALLY BY VENABLE, SMITH & MCGONNELL