

WBBO

FM 93

WHCH

AM 78

January 11, 1988

Dear Kermit:

Thank you for your report of reception of WHCH on December 23, 1987. We did air commercials for Frazier Shoes...and Hardin's Drug "Where you get discount prices just like your neighbors." I am not certain of the song that you heard played following those commercials.

It appears that your reception of WHCH was made possible by the fact that we were a minute or two later than the station in Dunn in signing-off that day.

Since your report, our AM call letters have been changed back to WBBO-AM and we continue to simulcast with our FM station.

The FM station transmitter was recently moved to a site near Tryon, N.C. which tripled our coverage area. The format is now a mixture of jazz and light contemporary called "The Breeze."

Maybe you'll have the opportunity to hear the station as WBBO in the near future.

Cordially,



Pat Nanney
Assistant Manager