



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

U.P. Operations, Chief
Engineer.