

# WLSR

Stereo-FM Radio, 104.9 MHz — Lima's only full time commercial stereo radio station, broadcasting beautiful music 24 hours a day. Demographics indicate a strong following among a discriminating adult audience.

LOCAL NEWS at 6 AM, 7 AM, 8 AM, 12 Noon, 4 PM, 6 PM and 10 PM, plus ABC NETWORK NATIONAL NEWSCASTS at quarter past each hour.

WLSR also broadcasts special features such as the RONALD REAGAN SHOW and EARL BUTZ COMMENTARY.

Music features include the world-famed NEW YORK PHILHARMONIC and the BOSTON POPS CONCERTS. Locally, WLSR stereocasts all LIMA SYMPHONY CONCERTS and the FESTIVAL OF MUSIC featuring Limaland High School Concert Bands.



**LIMA BROADCAST HOUSE  
1301 N. CABLE ROAD, LIMA, OHIO  
HOME OF RADIO STATIONS WCIT-WLSR**

# WCIT

940 KC — The exciting sounds of contemporary radio in Limaland for the 19-to-49-year-olds. The best of popular music, carefully selected from the greatest albums and singles of today and recent years. Consistently up-tempo, but not abrasive or frantic, the sound is programmed with meticulous attention to exactly the right balance of slow tunes to fast ... and vocal selections to instrumental.

WCIT is the leader in promotions and contests — with BRIDAL FAIR, COOKING SHOW FOR HOMEMAKERS, MISS LIMALAND TEENAGER CONTEST, and the annual EASTER EGG HUNT.

NEWS on the hour every hour ... plus GOOD MORNING, MAYOR weekdays at 9:30 AM.

KERMIT,

THANKS FOR YOUR LETTER IT'S INTERESTING TO FIND OUT HOW FAR WE CAN GET OUT WHEN CONDITIONS ARE RIGHT. WE HAVE A LITTLE 250 WATT DIRECTIONAL STATION HERE IN LIMA. BROADCASTING IN A FIGURE 8 PATTERN WITH 2 TOWERS. I'VE INCLOSED AN OLD COVERAGE MAP TO GIVE YOU SOME IDEA.

IT'S GOOD HEARING FROM YOU MAYBE WE'LL BE TALKING AT YOU AGAIN SOON.

HAPPY NEW YEAR

BILL APPEL

A handwritten signature in blue ink that reads "Bill Appel". The signature is written in a cursive, flowing style.

STATION MANAGER