

*This acknowledges receipt of your letter. Thank you for Oct 2.*

MEMORANDUM

TO: *Hermit Geary*

DATE: *Sept 17, 1960*

FROM: Dick Evans, WYZZ (Pronounced "WHIZ") SUBJECT: WYZZ PROGRAM PLANS

Because you are interested in the well-being of our community, we believe you will want to help expand the service which WYZZ is rendering as "Northeastern Pennsylvania's First Fine Music Station" One simple question will dramatize what WYZZ is and does:--

If the London Philharmonic Orchestra were going to play here tonight, wouldn't you, and those of like mind, be among those present? If Marie Callas were going to sing tonight in your town, wouldn't you, and your friends of similar tastes, be present at the concert? We believe that you, and they, would be present.

Every single night of the past year, orchestras and singers of this stature have played in Wilkes-Barre and Scranton, and also in the cities and towns for one hundred miles around. You didn't have to stir from your home to hear this Great Music of the World. You didn't have to buy a ticket. Your FM Radio tuned to WYZZ has been your front seat.

WYZZ is UNIQUE in that of all the many fine cultural and musical activities with which our Region is blessed, WYZZ is the ONLY cultural and musical endeavor that operates daily, every single day of the year. WYZZ is, indeed, UNIQUE in that it has extended the cultural and musical horizons of these other organizations from just a few performances a year to performances every single night of the year. Truly, the IMPACT FOR GOOD which WYZZ makes possible may be likened to hundreds of such individual concerts and performances taking place throughout the year.

WYZZ is UNIQUE in still another way. During our first year of operation, WYZZ inaugurated a policy of presenting full-length symphonies, operas, and other works complete and uninterrupted by commercial messages. The reason for this policy is that certain types of musical works and compositions, because of their content or great length, just DO NOT LEND themselves to commercial interruption. To interrupt such works with commercials would be akin to having five peddlers come out to hawk their wares in the middle of a performance of the Metropolitan Opera. BUT the expenses of operating WYZZ and presenting such Programs still go on.

Therefore, most of these Programs in the past year were made possible by the gifts and donations of Patrons and Subscribers to the WYZZ Program Guide. If we are to continue, and even expand, these Programs during our second year, WYZZ must depend on its Friends and the "Friends of Fine Music".

During the next year, for as little as the cost of one fine recording, you can assure for yourself hundreds of hours of pleasurable listening to..."The World's Greatest Music, played by the World's Greatest Musicians, and interpreted by the World's Greatest Conductors". Here, indeed, is a priceless commodity and service at an extremely small cost to you.

We are enclosing a copy of the Sunday Independent article on WYZZ. Please read it to judge how well we have rendered a truly different and worthwhile kind of broadcast service. Then, refer to the WYZZ Patron and Subscription Blank enclosed.

Let your financial circumstances, best thoughts and warmest impulse tell you what to do.