

# WWJC

1270 RADIO  
WITH A  
PURPOSE!

28 December 1964

J. W. Brauner, Punxsutawney, Pa.

Dear Dixie friend and listener:

Thanks for letting us know that you were a listener to WWJC's early morning test broadcast on December 21, 1964. We are, accordingly, pleased to verify your report of WWJC (AM) reception.

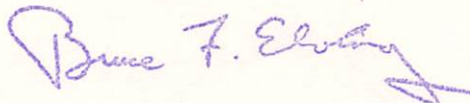
As you may know, WWJC is a 5000-watt Christian radio station, broadcasting the Gospel message on a sunrise to sunset basis daily. We like to think that the people who tune into our occasional equipment test broadcasts constitute a part of this outreach.

Our license, unfortunately, does not permit regular early-morning broadcasting, but we thank you for your interest in our programming, as well as taking the trouble to report hearing our station. The response to this broadcast was unexpectedly high; therefore, I hope that this somewhat impersonal form reply will serve your purposes. Should you desire further information about our station and its unique mission, we will be only too happy to comply.

By way of technical information, WWJC operates an RCA 5D 5 kw transmitter on the regional frequency of 1270 kilocycles. We hold a construction permit for 100,000 watts on FM at 105.1 megacycles, which will enable us to add many additional evening hours to our schedule. WWJC-FM's signal will be radiated from atop an existing 500-foot television tower high above Duluth's scenic hills.

Should you ever be a visitor in this area, we welcome you to our studios at any time we are on the air.

Yours most sincerely (73),



Bruce F. Elving  
Director of Sales Promotion

We have no monthly frequency test period, J. W. You were the only one of about a dozen Pennsylvania reporters to experience poor reception of our test. I wonder why? Thank you for the report, and a good '65 to you.

bruce e.