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July 28, 1976

Rolland L. Lindblade
1017 N. 90th St. #2
Omaha NE68114

Dear Rolland:

Congratulations! You are the first DX'er to hear WMIX on regular schedule with its new night-time 500-watt transmitter.

This verifies your reception in Omaha of WMIX on 940 khz from 12:55 a.m. to 1:16 a.m. CDT on July 12, 1976.

We've been 24 hours NSP since June 28th, when we got the authorization from the FCC to begin program tests. Our pattern is a bow-tie-type affair, that puts most of the power to the East and the West. CBM and XEQ, of course, are dominant on the frequency, and so our pattern is severely limited in their directions. Surprisingly, one of the major lobes is pointed almost directly at Des Moines!

WMIX is an older station, dating back to 1946, and the FM was on the air about six months before the AM. The previous owners had the station since its birth and on through 1973, treating it as a very local station with FM schedule 6 a.m. to 10 p.m. When Withers Broadcasting purchased WMIX, the FM went 24 hours and it paid off rapidly, with overall billings doubled. Soon, FM will be automated and completely split from AM except for certain keyx newscasts daily.

From the DX'er's standpoint, the 24 hours NSP schedule isn't much fun, but from the standpoint of working with a station that knows what it's doing and does it well, it's fun.

I've been a little slow on verie-letters because most of my type-writing time has been spent preparing the NRC Log copy.

Best regards,

John Callarman
News Director.