

Full Time — 1230 K.C.

Owned and Operated by Ponca City Publishing Co.



The Voice of North-Central Oklahoma Since 1928

P. O. Box 588
(405) 765-6607
Ponca City, Oklahoma 74601

April 23, 1979

Holland L. Lindblade
1017 N. 90th St. #2
Omaha, Nebraska 68114

Dear Mr. Lindblade:

Thank you for your letter of distance reception. Your log appears to be very accurate. We're glad to hear that our signal appeared to be in good shape.

I would guess that our signal was weak at times because part of our testing was at 25% modulation which would not be near as readable. That in addition to atmosphere and other conditions would probably account for any problems.

We are somewhat of a Pioneer Station having been licensed in Chicago as a roving station in 1926 or 27. We became permanent in Ponca City as WBBZ in 1928. The letters stand for World's Busiest Business Zone according to some of our information. At that time we were only about 100 watts. There are only about a half dozen stations in Oklahoma that are any older to our knowledge and only two others have kept the "W" call sign. We wouldn't change now for anything.

The station was purchased in 1949 by the Ponca City Publishing Company and remains under that ownership. Sometime between those periods the station was moved to 1230 KHz and power upped to 250 watts. In 1970 we were allowed to use 1000 watts during daytime hours.

It's always fun to hear from DX'ers, thank you again for your letter.

Sincerely,
Radio Station WBBZ


Don Putnam

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