

BROADCASTING CORPORATION OF AMERICA

HOME OFFICE . . . RIVERSIDE, CALIFORNIA

January 15, 1952
ADDRESS REPLY TO COMPANY OR STATION
THIS LETTER IS FROM STATION

KYOR, Blythe, Calif.

Mr. Stanwood R. Marss
Rural Route no 3
Bradford, Mass

Dear Mr. Marss;

Thank you for your letter of January seventh. I was on duty to make the frequency check for KYOR. MR. ERNEST R. COOPER (N.R.C. also) picked us up in Brooklyn, New York the same morning. We are a small station, three engineer-announcers with tickets, one announcer, one salesman, one bookkeeper, and three part time special feature announcers. We air to over 32,000-people and take in part of Western Arizona. We carry L.B.S. shows.

Many thanks for your letter. I keep these letters in my file to show my sixteen kids that I'll have some day.

John D. Zvalo
ENGINEER-ANNOUNCER &
PROGRAM DIRECTOR
AFFILIATED

B. C. A. STATIONS

KPRO—RIVERSIDE—SAN BERNARDINO
KPOR—FM—RIVERSIDE—SAN BERNARDINO
KARO—TV—RIVERSIDE—SAN BERNARDINO

KROP—BRAWLEY—EL CENTRO
KREC—INDIO—PALM SPRINGS
KYOR—BLYTHE

B.C.A. CALIFORNIA RURAL NETWORK
FM RADIO AND TELEVISION CORP.—KRPO

P.S: John W. Jertsen in Watertown, Mass is a good friend of mine.