



"WILLIE"
THE COMMUNITY MAN

The "Willie" Broadcasting Company
WILLIE
WILLIMANTIC, CONNECTICUT

October 4th, 1960
(day-time)

Mr. S. R. Morss
R-3
Bradford, Mass.

Dear Mr. Morss:

It was quite the cheerful thing to hear from Bradford, Massachusetts. I must thank you for sending out such a well-liked letter. I can only thank you by answering your correctness at once.

You were not only correct with station WINY, but you had the program timing sharp and exact. Not knowing exactly what you own for receiving equipment, I can say you've done an excellent job catching our signal.

WINY has recently changed hands. Before it was WPCT. We are operating on a carrier frequency of 1350 Kilo., with a power output of one thousand watts. We are strictly a daytimer...going off the air this month (Oct.) at 6:15/4

WINY is owned and operated by the "Winny" Broadcasting Company. Under almost the same call letters we have the brother station in Willimantic, Connecticut, which is WILLI. This is owned and operated by the "Willie" Broadcasting Company. This station is near thirty miles from the Putnam, WINY. And, WILLI operates on a carrier frequency of 1400 kilo., with a power output of 250 watts... and in the near future expects to be increased to one thousand watts. Both radio stations work together like brother and sister, and I might add...are very successful.

Briefly, that's the story about both stations.... WILLI, and WINY. I hope this letter has done the job. Thank you for writing and hope that you'll be a regular listener...if your receiver can take it.

Sincerely...(on the air that Sunday)

THE "WILLIE" BROADCASTING COMPANY

Michael J. Gerardi

Michael J. Gerardi
D. J.

MJG:klr