



AMERICAN BROADCASTING COMPANY AFFILIATE
OWNED AND OPERATED BY BLOOMINGTON BROADCASTING CORP.

January 16, 1950

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

Dear Mr. Morss:

This will acknowledge your report of re-
ception of WJBC during the week of
December 7-13, 1949.

Announcer Jim Ferguson and Chief Engineer
Ted Bailey join with me in wishing you A
Happy New Year!

Cordially,

E.A.

Ellis Atteberry
General Manager
WJBC & WJBC-FM

EA:el

P.S. Our souvenir has been mailed under separate
separate cover.

WJBC Heard in New Zealand After Shift to New Tower

East St. Louis, Texas Listeners Also Win \$10

L. T. Clayden of New Zealand sat at his radio Sunday night, Dec. 11, fishing for radio stations. At the 1230 mark on his dial he picked up a program with a distinct American flavor. He took the time to tell somebody about it and was awarded \$10 for his trouble.

Mr. Clayden Wednesday was awarded the first prize by Radio Station WJBC to the listener reporting from the farthest distance during the week long contest fol-

lowing the station's switchover to its new 400 foot tower and transmitter.

Mr. Clayden wrote Ellis Atteberry, general manager of WJBC, that the signal he received was "fairly strong." He picked it up at 8:04 p. m. his time (2:04 a. m. Bloomington time.) The program was Jim's Jukebox Serenade with Jim Ferguson as announcer. The distance was estimated at roughly 8,000 miles.

Mr. Clayden lives at Matakana, North Auckland, New Zealand. He wrote that he is somewhat of a radio bug, having logged some 570 radio stations, 370 of them from the United States. He reported some interference from a station in Reno, Nevada.

Hundreds of Replies.

Winners in the contest were announced by Mr. Atteberry after sorting through hundreds of replies and checking distances on a world map. The contest period was Dec. 7-13 when WJBC was on the air round the clock. Judging of the contest was delayed until Wednesday to allow time for all entries to be received.

Winner of the \$10 prize for the farthest listener in the United States was J. M. Cass of Corpus Christi, Texas, a distance of approximately 1,000 miles. He was tuning in with a Westinghouse portable radio with a built-in aerial.

Running him a close race were listeners in Bradford, Mass., Fort Covington, N. Y., and Lockhart, Fla. There were also replies from other listeners in these states as well as Iowa, Kansas, Michigan, Missouri, North Dakota, Ohio, Oklahoma, West Virginia and Wisconsin. The replies indicated that WJBC was heard generally throughout the eastern half of the United States but not in the western states, probably due to interference from other stations.

\$10 To Illinois Woman.

The \$10 prize to the farthest listener in Illinois went to Helen L. Coy of East St. Louis. She urged WJBC to continue its all-

night broadcast operations. Many replies were received in the area from Chicago to the north to Central Australia in the south.

Listeners in Peoria, Clinton, Petersburg, Pontiac, Stanford, Peoria, Urbana, Decatur, Champaign, Washington, Farmer City, Eureka, Forrest, Minonk Loda, Springfield, Ellsworth, Waynesville, Rantoul, Heyworth, LeRoy, Minier, La Salle, Joliet, Hillsboro, Dwight, Colfax, Argenta, Kenney and Taylorville took the pains to tell WJBC that its signal was much clearer and stronger than prior to the switchover to the new equipment. They were particularly lavish in their praise of FM reception. Many reported that the stronger signal permitted them to tune out interference which had handicapped reception previously.

Many Bloomington-Normal listeners reported greatly improved reception and a stronger signal.