

Where the difference is the music

WLRG
LARGE
STEREO **92** FM

3236 COVE ROAD, N. W. • P. O. BOX 624
ROANOKE, VIRGINIA 24004
PHONE (703) 362-9375 • (703) 366-5350

June 21, 1977

Mr. Bill Nittler
603 W. 1st
McCook, NE 69001

Dear Bill:

Thank you very much for your letter and your interest in our station. We're very pleased you could pick us up. We have just recently relocated our transmitter and antenna. We moved it from its former location in town to Poor Mountain, just southwest of the city. The move increased our coverage area some 400%. We needed to make this move in order to serve the total survey area which is becoming more and more important to advertisers.

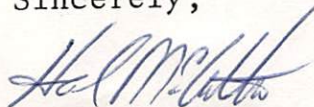
I am enclosing our newsletter and it explains some of the things we're doing. Our music is programmed by Bonneville Programming out of New York.

In the last Arbitron ratings, WLRG was ranked the #1 FM station and #3 overall out of the eleven stations in the market. Although the station has been here for 13 years, the present owner has had the station for close to five years. We are proud of the success of WLRG and hope to make further improvements in the future. One important forthcoming will be an increase to full power, probably 100,000 watts directional.

Again, thanks for your letter and we'll keep you posted on further developments.

If you are ever in the Roanoke Valley, please feel free to stop in and visit us.

Sincerely,



Hal McArthur
General Manager

HLM/gm