

RADIO **WSDC** STATION

DAVIE BROADCASTING CO., INC.

TELEPHONE 634-2177

MOCKSVILLE, N. C.

P. O. BOX 236

January 30, 1963

John Sampson  
23 Terrence Ter.  
Freehold, N. J.

Dear Mr. Sampson:

We received your reply on our test broadcast of the 29th. of October which stated your ability to receive the program. You were (correct , ~~not correct~~) in your statements on the program content.

Our operation consists of a 250 Watt Gates Transmitter, a 120 ft. series fed Non-directional tower. We are presently operating with a Gates Studioette Console, but will shortly install the Yard by Gates. It will give us more versatility in use of our turntables, an Ampex 601 Recorder and a Roberts Recorder, and are using electrovoice mikes.

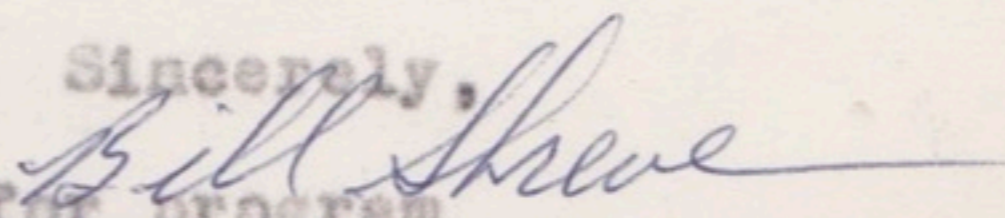
Since we are new on the air (August 23, 1962), our record library is not sufficiently stocked as we would like to see it. But in time to come we hope the improvement will show through. There is one fact that we think stands out and that is the quality contained in our small selection. Joni James, Percy Faith, Johnny Mathis, Mitch Miller, Bobby Darin, etc. We do not file all the music we get, but what we think is best from each field.

We have five staff members. Ted Boysworth, father of two and our Engineer, Jim Hobbs, father of three, Announcer-Salesman, Gene Flowers, single, Announcer-Salesman, Peggy Shreve, Traffic-Manager, wife of Bill Shreve, Manager, and they are mother and father to three. We do have a part-time man, Johnny Johnson, who is a Junior at Davie County High School. We think we have a fine station for a small community and a fine staff to go with it.

Our programming consists of Music (Popular, Country & Western, Rock and Roll, Gospel, Hymns), Religious programming, Sports, News, Farm, School, Public Service.

Why don't you drop in to see us when you are in the neighborhood, and we do hope that you enjoyed our test program.

Sincerely,



Bill Shreve-Manager---Announcer for program

"WE SERVE DAVIE COUNTY"