

WGOLD

The Golden Rock of The Granite City

MR. JOHN SAMPSON;

THE FOLLOWING LETTERS CONFIRMS YOUR RECEPTION OF WVAL ON 11/8/86 ON 660 KHz. SORRY FOR THE DELAY IN GETTING THIS LETTER TO YOU, BUT THINGS HAVE BEEN QUITE HECTIC SINCE THE FREQUENCY CHANGE.

WGOLD (WVAL) SWITCHED FREQUENCIES AND INCREASED POWER ON FRIDAY, OCTOBER 31st HALLOWEEN DAY. PREVIOUS TO THAT WVAL WAS LICENSED FOR DAYTIME OPERATION ONLY AT A POWER OF 250 WATTS. WITH THE RECENT CHANGE OVER WE ARE ALLOWED TO BROADCAST AT 10,000 WATTS DURING THE DAYTIME AND BACK TO 250 WATTS AT NIGHT. ENCLOSED YOU'LL FIND A MAP OF OUR DAYTIME COVERAGE AREA. A NIGHT PATTERN MAP IS ALSO AVAILABLE UPON REQUEST.

NEEDLESS TO SAY WE ARE VERY PLEASED WITH THE NEW POWER AND INCREASED COVERAGE AREA. WVAL WENT ON THE AIR IN THE MID SIXTIES AND FOR TWENTY PLUS YEARS PLAYED COUNTRY MUSIC AT 800 ON THE DIAL.

WHEN I ARRIVED IN APRIL OF 1984 WE CHANGED FORMAT TO A GOLDEN OLDIES MODE. WE'VE BEEN PLEASANTLY SURPRISED. OUR AUDIENCE SHARE HAS GONE FROM A .3 TO AN 8 PERCENT PUTTING US AT A SOLID NUMBER TWO IN THE ST. CLOUD MARKET.

DAYTIME OPERATION DURING THE WINTER MONTHS AT 10K WILL BE LIMITED. DURING THE MONTH OF NOVEMBER HOURS WILL BE FROM 7:15 A.M. TO 4:45 P.M. FOR THE MONTH OF DECEMBER IT 7:45 A.M. TO 4:30 P.M. HOURS WILL GROW TOWARDS SPRING AND SUMMER.

WE'VE RECEIVED LETTERS SIMILAR TO YOURS FROM AS FAR AWAY AS SOUTH DAKOTA AND WISCONSIN, AND PHONE CALLS FROM ALEXANDRIA AND BRAINERD FROM LISTENERS SAYING THEIR PICKING US UP LOUD AND CLEAR.

THANKS FOR SENDING YOUR LETTER AND LISTENING TO THE NEW 66 WGOLD!

SINCERELY,



BILL ZANDER

PROGRAM DIRECTOR WGOLD



AM Radio 800
TRI-COUNTY BROADCASTING CO.

P.O. Box 255 • Sauk Rapids/St. Cloud, MN 56379 • (612) 252-6200

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