



Member of  
**NATIONAL RADIO CLUB**

Radio Station WISE  
Asheville, N.C.

Please reply to:  
John Sampson  
4148 Wycliff Dr.  
Winston-Salem, NC  
27106

Gentlemen:  
I am pleased to report reception of your station on Monday, May 4, 1970,  
from 8:27 1/2 PM to 9:05 PM Eastern Daylight Time on 1310 kcs.

- Items and announcements heard on this broadcast are as follows:
- 8:27 1/2 End of a record by Aretha Franklin from the American Contemporary Network & Chuck Leonard
  - 8:29 Announcement concerning the contest to win a 1970 Motorola Console Color TV (a Diamond Watch, etc). A clue (... between 145 & 155 lbs) was given & the address for entries ("Color TV, WISE Radio") & that entries must be submitted before midnight on May 11.
  - 8:29 1/2 Weather forecast - then the phone number for dedications (253-5381) was given, a dedication was made, & the song - "Spirit in the Sky" played.
  - 8:33 Your signal faded until 8:41
  - 8:41 Ad for The Surfside Drive In was in progress
  - 8:42 Ad for Pepsi Cola was given - then the phone number for dedications, a dedication & a song
  - 8:42 1/2 Your signal faded until 8:45. (over)

Receiver: Hammarlund HQ-180A Signal strength: Good when you peaked, but  
Antenna: 4 1/2 foot loop  
Interference: Some from several stations but you were quite subject to fading.  
Atmospheric noise: None Fading: as noted Readability: Fair when you peaked  
Temperature: 50 degrees. Weather: Clear } Unusual

I shall be pleased to hear from you in reply to the above report, and to receive a letter of verification of my reception, for which RETURN POSTAGE is enclosed. Sincerely thanking you, I am  
on your WISE  
Very truly yours,  
John Sampson  
It is most unusual to hear you so well after sunset (or any time) here. Did you change your nite pattern? Many thanks  
letterhead, if possible  
He self-addressed stamped envelope

- 8:45 ad for Pepsi Cola (in progress) & song - "Easy as ABC"
- 8:48 1/2 Dedication, & song "Arizona"
- 8:51 Ad for The Surfside Drive In (at 1047 Patten) - then an announcement concerning how to publicize events was given (Mail information 3 weeks in advance to "Service" care of WISE)
- 8:52 1/2 Song - "Easy Come, Easy Go."
- 8:55 Ad for STP Oil Treatment & start of a newscast from the American Contemporary network
- 8:59 1/2 End of the newscast, station ID, & you faded
- 9:02 Announcement, dedication & song by Donovan
- 9:05 1/2 Weather forecast, announcement that the Pepsi-Cola, Surfside Request Show is in progress, & a song was played

7-29-70

Verified.  
Charles B. Ingram, C.E.