



Radio Station WRPM

Radio Pearl River County

1530 ON YOUR DIAL

HIGHWAY 11 SOUTH
POPLARVILLE, MISS.

Gentlemen:

Enclosed is a WRPM-FM 100,000 watt coverage map with red lines to indicate WRPM-AM 10,000 watt primary and secondary coverage.

The WRPM-FM coverage map shows a radius of one hundred miles. It reaches from above Laurel in the north to below New Orleans in the south, and from Baton Rouge on the west to Mobile on the east.

WRPM-AM, 10,000 watts since 1967, shows a primary coverage that reaches above Hattiesburg in the north to below Slidell in the south, and beyond Franklinton on the west to beyond Wiggins on the east. Including WRPM-AM secondary coverage, the two stations have almost the same coverage. Both stations put a very good selling signal into New Orleans and across the entire Gulf Coast.

Although we advertise the fact that we program good music on WRPM-AM and WRPM-FM, we do not simulcast. Good music is a different type radio format for this area and has met with surprisingly good acceptance. Many people in the area, who had long since quit listening to radio, are now enjoying our good music stations. From all reports we have a tremendous listening audience from sign on till sign off on both WRPM-AM and on WRPM-FM. The WRPM-AM station is a daytime station while WRPM-FM is a full time station offering night time programming for an area served, before now, by daytime AM stations only.

Included is our 10,000 watt AM rate card. As a promotion for 1970 we are using our original 1,000 watt rate card dated April 1963 when WRPM-AM first went on the air. You will also find 1970 promotional rates for our 100,000 watt FM station stapled to the front of our AM rate card.

With our extensive coverage and our good music programming we are reaching an ever growing market which means more value for your advertising dollar.

Would you include us in your next advertising campaign? Our facilities are at your disposal and any additional information will be gladly supplied.

Yours sincerely,

Ben O. Griffin

A Message of Appreciation to You	<h1>THANK-U-GRAM</h1> <i>In recognition of the good you have done</i>	A Careful Acknowledgment to You
WRPM Radio, Box 352 Poplarville, Miss. 39470, 10/13/70		
John N. Sampson, 4148 Wycliff Drive, Winston-Salem, North Carolina--On the basis of your monitor report for Wednesday Oct 7, 1970 checked with our program log, you were listening to Radio Station WRPM.		
WRPM 10,000 WATTS 1530 KC.	WRPM-FM 100,000 WATTS 107.9 MC.	<i>Ben O. Griffin</i> Sincerely, Ben O. Griffin, owner
P. O. BOX 252 POPLARVILLE, MISSISSIPPI 39470		