



Member of
NATIONAL RADIO CLUB

Please reply to:

John Sampson
4148 Wycliff Dr.
Winston-Salem, N.C.
27106

Radio Station WWWC
Wilkesboro, North Carolina

Gentlemen:

I am pleased to report reception of your station on Saturday, March 21, 1970
from 3:46 PM to 4:08 PM Eastern Standard Time on 1240 kcs.

Items and announcements heard on this broadcast are as follows:

I apologize for the tentativeness of this report, however, I found you extremely difficult to hear, due, primarily, to interference from W1ST in Charlotte. I do have some loggings, however, & I hope that they will be sufficient to show that I did hear WWWW & warrant a verification of reception (& if I didn't hear you, I guess my ears were playing tricks on me!)

- 3:46 Ad for something that sounded like a "motor home" company
- 3:47 Country & western song by a man
- 3:48 Ad for K-Mart, I believe - anyhow, the store was open (for Easter Shopping) until 8:30 all week.
- 3:50 1/2 Country & western type song by a woman
- 3:52 1/2 Ad for something which I couldn't decipher & a country & western type song by a man (over)

Receiver: Hammarlund HQ-180A Signal strength: Very weak &
Antenna: 4 1/2 foot loop - used to null W1ST & hear you hard to hear
Interference: Very heavy from W1ST, Charlotte & WRNC, Raleigh.
Atmospheric noise: None Fading: As above Readability: Poor
Temperature 45 degrees. Weather cloudy & drizzly

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

Very truly yours,

The self-addressed, stamped envelope

John Sampson - Many thanks!

What is your normal daytime coverage area? Wilkesboro is not too far from here, & I thought I'd be able to hear you much better than I was able to. W1ST is about twice as far as you but still dominates 1240 (I do guess they have 1kw - are 1500 watts)

3:55 your signal faded for a few seconds & when it came back, a newscast was in progress. This featured international, national & North Carolina news.

4:00 End of the news, station ID - then a musical station ID (by a group of women) & a country & western type song by a man

4:02 Ad for a Mobile Home Company (Oakwood, I think) who said they were overstocked

4:03 1/2 Start of a song, & you faded

4:05 I think I heard a musical station ID - this one was hard to tell if it were "WWWC" or "WRNC" (Raleigh) followed by a song by Johnny Cash & June Carter "If I Were a Carpenter"

4:08 Announcement concerning an offer - it sounded like for a record player which plays 19 records (??) & something was available by writing to something located in Washington, DC. a (or) retail of \$2.10, yours for \$1.88) was mentioned, too.

I was unable to distinguish anything further, tho, after this (1240 got too jumbled with pre sunset signals)

Yes John that was us. We only have 100 watts so interference was expected to be bad. I would like to point out we are expecting a 900 watt increase this summer so you should get us. Alas this is something off the hat but I used to work at WRNC in Raleigh. If you're ever up this way why not drop by or we'll show you our station

Ken Cooper
Chief Engineer
WWWC
Wilkesboro, N.C.