

WYVE

Wythe County Broadcasting Company

P. O. BOX 534

195 SOUTH FIRST STREET

PHONE 228-3185
AREA CODE 703

WYTHEVILLE, VIRGINIA
24382

JANUARY 7, 1969

DEAR JOHN:

THANK YOU FOR THE FINE REPORT ON OUR SIGNAL IN WINSTON-SALEM. WYVE IS A 1,000-WATT, DAYTIMER FEATURING A MIDDLE-OF-THE-ROAD FORMAT. WE DO NOT HAVE A DIRECTIONAL ANTENNA PATTERN, BUT WE ARE LOCATED NEAR THE HIGHEST POINT ALONG INTERSTATE-81 WHICH MAY ACCOUNT FOR OUR COVERAGE. DEPENDING ON THE CONDITIONS, WE LAY OUT A GOOD SIGNAL IN JUST ABOUT EVERY DIRECTION.

OUR STUDIOS ARE LOCATED IN DOWNTOWN WYTHEVILLE AND OUR TRANSMITTER IS BESIDE THE INTERSTATE-81 BY-PASS ABOUT 1½ MILES NORTH OF TOWN.

ON SATURDAY, JANUARY 4, 1969, THE DAY YOU RECIEVED OUR STATION, THE ANNOUNCER ON DUTY WAS REGGIE NEAL, WHO IS A GRADUATE OF ANNOUNCER SCHOOL IN WASHINGTON, D.C.

WE HAVE A FULL-TIME ENGINEER, THREE FULL-TIME ANNOUNCERS, AND THREE PART-TIME ANNOUNCERS. WE ALSO HAVE A LOCAL NEWS DEPARTMENT, WITH TWO LOCAL NEWS PROGRAMS DAILY.

I HOPE THIS SERVES TO INTRODUCE YOU TO WYVE AND I EXTEND AN INVITATION TO VISIT OUR STATION ANYTIME YOU ARE IN THE WYTHEVILLE AREA.

YOURS TRULY,

Craig Allison
CRAIG ALLISON NEWS & PROG. DIR.
1280 KC

B A B

N A B

1000 WATTS

V A B

Radio Code of Good Practices