



11/17/14

Hi Ernest

You did indeed listen to our AM station. We call it CVI for Charleston Visitor Information

The call letters are WSPO ( left over from a former sports program we did.

The station went on the air about 1930... the on air slogan use to be, 1390 since 1930.

It was WCSC back then, which stood for, We're Charleston South Carolina.

It later became part of a local family group that included AM, WCSC FM and WCSC TV.

In the 1980, the son, John Rivers jr. within months of his father's passing sold off the properties for a large sum. The call letters had to be different after the sale. WCSC FM had already been changed to WXTC, the new owners of the AM changed it to WCSE. It sounded close to WCSC.

Later, the FM letters WXTC were put on the AM and the FM was sold off.

Since the 50's, 1390 has been 5 KW day and 5 KW night with a 3 tower directional antenna at night.

Sometimes when the DA is mis behaving it will be 1KW non DA.

I started working with the station in 1979. I left for a while to own a station, then I returned. Later, I moved to another station. The company I have been with for over 12 years bought the station about 6 years ago. It was like coming home.

That's my story.

All the best to you!

Bruce

Bruce Roberts

Director of Engineering

Apex Broadcasting

