



"THE TRI-STATE STATION"

OWNED AND OPERATED BY THE ASHLAND BROADCASTING CO. (INC.)

BASIC AFFILIATE

The Southern Network
AND THE



RADIO BLOCK

ASHLAND, KENTUCKY

October
Two
1942

Mr. David F. Thomas
Proctorville, Ohio

Dear Mr. Thomas:

We appreciated your very fine letter regarding our baseball broadcasts. Not only were we proud of the comments you made on our signal and in the handling of our work, but we were also interested in your suggestions about the content of our broadcasts.

For your information, so you may understand our set-up, we get the games by contract with Radio Stations WSAI - WLW, which are licensed to the Crosley Corporation. Mr. Powell Crosley, Jr., who owns the corporation, is also the man who owns the Cincinnati "Reds". Whether this has anything to do with the way they handle the games, or not, we do not know, though we assume that it is.

We received one Brooklyn game at a time when they were in a tight spot, and on September 26 when the Cincinnati game was rained out, we were promised the St. Louis game, but it was rained out also. These are the only two instances this season when we might have taken games other than the Cincinnati games. There may have been one or two Cincinnati games offered at night or Sundays, but of this we are not absolutely sure.

You mentioned Sunday games. We would certainly have liked to have them, but baseball broadcasting over WCMI is dependent, according to the rules of organized baseball, upon permission granted by the local professional teams in Ashland and Huntington. This is obtainable only with difficulty and always contains the stipulation that no Cincinnati games will be broadcast at night or on Sunday.

Mr. David F. Thomas

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You may be sure that there are as many technicalities in programming a station as there are in maintaining excellent technical standards and sometimes the program results may be very far from perfect even when they are the best a person can do. In any event, we are glad to hear from a thoughtful listener, for his suggestions are sometimes very useful and even when we can not follow them we are glad to explain the matter to a person who has been interested enough to sit down and write us a letter.

We do not use WATA very often and WEOB (formerly W9XXL) could probably not be heard over a few miles, but will be glad to advise you in advance the next time we plan a broadcast on either of these short-wave transmitters, for we would like to have your comments if you succeed in picking them up.

With all best wishes, we are

Very truly yours,

Ashland Broadcasting Company

By Warren G. Davis
Manager

Warren G. Davis:als