

WKYB

NBC

The Radio Voice of The Paducah Sun-Democrat**WKYC****570**

ON YOUR A. M. DIAL

Phone 2-1678504 KENTUCKY AVENUE
PADUCAH, KENTUCKY**93.3**

ON YOUR F. M. DIAL

August 20, 1953

Mr. David F. Thomas
Proctorville, Ohio

Dear Mr. Thomas:

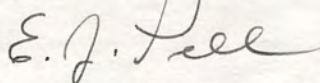
This is to verify your very interesting report of reception of WKYC (WKYB-FM). We are presently using WKYB-FM for our station identification, and this will be our practice from now on.

We have never received a mobile/portable FM report before, and are glad to get yours. We feel that our FM operation is quite valuable here, especially to fill in our tight AM directional pattern. We have an RCA 10 KW FM transmitter, with 4-bay antenna, for an effective power of around 30 KW. The transmitter is equipped with power cut-back to 3 KW operation, 9 KW effective. The antenna is 435' above ground and about 350' above average terrain for perhaps 50-100 miles out.

We personally feel that it is a shame FM is getting kicked around so much. About 5 or 6 years ago, the other station began operation here, and carried St. Louis Cardinals games. People began to buy FM sets and tuners. Then WKYB-FM came along to increase this boost with more sports, not available on AM. We feel that more could be done about separate FM programming, other than just sports. Of course, TV has no doubt been responsible for some of the slump in FM operations.

We intend to keep our FM operation. Our personal hope is that the various departments will eventually decide to sell FM more vigorously, to include high-type music, talks, etc, as well as ball games. We believe that people will still buy FM receivers, if there is some good reason and incentive for them to buy.

Very truly yours,



E. J. Pell, Chief Engineer

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Phone 2-1678

804 KENTUCKY AVENUE
PADUCAH, KENTUCKY

93.3

ON YOUR F. M. DIAL

August 20, 1953

Mr. David F. Thomas
Proctorville, Ohio

Dear Mr. Thomas:

We have your report of reception of WKYB on June 28, 1953.
This is to confirm your report, and to thank you for the same.

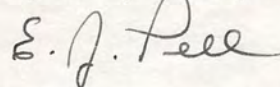
Your question about FM station identification- we formerly used WKYC for FM call letters, but about a year ago we decided that this was not closely enough identified with the same operators as WKYB. In other words, the listeners perhaps did not realize that WKYB and WKYC were affiliates. Therefore, we began to use "WKYB, WKYB-FM" as our stations identification, and this is our practice now. Some of our signs and stationery may not jibe with this, however.

Glad you enjoyed the church service. We just called the minister of the church, but find he is out of town.

Our AM operation is 1000 watts daytime, (2) tower directional, with major lobes North & South. We operate 500 watts nighttime, (3) tower directional, major lobes North & South. We have no intention of stopping operation of our FM, because we have a pattern that needs fill-in, and we feel that the FM does this, among other things. We will continue with FM, even though the national advertisers will not recognize it in establishing rates. We do sell local FM, baseball, football, basketball.

Thanks again for your fine report. Next time you come through, be sure to stop and visit with us.

Very truly yours,



E. J. Pell, Chief Engineer