



**960 FIRST IN ROANOKE**  
**WFIR**

P. O. BOX 150, ROANOKE, VIRGINIA-24002

DATE --

*Feb 23, 1978*

TO: *DAVID F. THOMAS*  
*RADIO W.U.M.S*  
*P.O. BOX 11531*  
*TAMPA, FLORIDA 33610*

Thank you for your reception report on WFIR

ON --- *2-6-78* TIME --- *2-3<sup>00</sup> AM*

WFIR operates on 960 Khz with a power of 5 Kw., both day and night. At night we are directional with mostly a North-South pattern.

We are a member of the CBS Radio Network and our present operating hours are ~~from 5:00 AM to 1:00 AM.~~ *24 HOURS.*

Transmitter is an RCA BTA-5U. Studio equipment is by RCA, Gates and Collins.

Roanoke is located in SW. Virginia at the Southern entrance to the Shenandoah valley, population just over a hundred thousand in the city proper.

Thanks again for your report.

E. F. St. Clair, C. Engineer

*E. F. St. Clair*



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Mr. David F. Thomas  
Radio W.U.M.S.  
P.O.Box 11531  
Tampa Florida 33610

Dear Mr. Thomas,

Thank you for your report on reception of WFIR Radio on 960 Khz.

In answer to your questions about WDBJ-WFIR - Times World Corp. sold all their assets about nine years ago. At the time they owned the newspaper, WDBJ-TV, WDBJ-AM and WDBJ-FM.

All these properties went to separate buyers (four different).

The TV station retained the WDBJ call sign and the AM and FM had to find new call letters.

WDBJ-AM became WFIR and WDBJ-FM became WPVR.

Recently the WPVR buyer also acquired WFIR, so once again the old WDBJ-AM and FM are under common ownership.

The new owner is Jim Gibbons Radio which also has two stations located in Frederick, Md.

Hope the above is of some interest.

Best regards,

E. F. St. Clair, C. Eng WFIR-WPVR.

*E. F. St. Clair*