

WEST VIRGINIA'S GIANT SOUND

WKAZ

210 DICKINSON STREET, CHARLESTON, WEST VIRGINIA • Dickens 3-7541

February 22, 1957

David F. Thomas
Long Wave Listening Post
Radio WUMS
Proctorville, Ohio

Dear Mr. Thomas,

This is to confirm the reception of your letter concerning WKAZ Radio. Also, to verify your reception of WKAZ on February 19, 1957 from 6:00 PM to 6:30 PM. Your description of our signal was very helpful. You were among the first to report on our call change.

The Kanawha Valley Broadcasting Company sold WGKV to the Evans Broadcasting Company. In turn, The Kanawha Valley Broadcasting Company bought WKNA and changed the call letters to WKAZ Radio. WKAZ bought spots on WSAZ - TV as part of their advertising campaign.

WKAZ's power for daytime operation is 5,000 Watts and 1,000 Watts for night time operation. WKAZ's pattern will remain the same as WKNA's pattern was in the past. WKAZ is operating as AM and FM from 3:00 PM to 9:00PM.

WKAZ's call letters were picked to be as close as possible in sound to WSAZ since we are connected in some ways with WSAZ.



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Thank you for your story on WSAZ and for your compliment concerning our organization.

Your letter was very helpful and I want to take this opportunity to thank you for your interest.

Yours truly,

William E. Ford

William E. Ford
Studio Supervisor - WKAZ Radio

WEF: MMM



WKAZ CHARLESTON • 5 KW 950 KC / WSAZ HUNTINGTON • 5 KW 930 KC / WSAZ-TV BASIC NBC NETWORK • CHANNEL 3