

6/24/1934

WWNC's New Equipment

The new broadcasting equipment which has been installed by Station WWNC and which will be put in full operation today should increase considerably the effectiveness of the station, making radio reception from this station distinctly better and giving it a decidedly wider carrying power. The improvement, the story of which is told more fully in a special section of The Citizen-Times today, has interest not only for the people of Asheville and its immediate vicinity but also for all those who live within the radio territory served by Station WWNC, a territory which already embraced some 31 counties in Western North Carolina, 24 in Eastern Tennessee, 5 in Kentucky, 8 in Virginia and 6 in South Carolina. This territory should now be extended. Certainly the service will be bettered.

Putting in this new equipment has, of course, involved a substantial expense but the Citizen Broadcasting Company, by which WWNC is owned, believes that this expense will be justified by the results. It has faith in radio, faith in the territory served by this station, faith in Asheville. The new equipment will make the broadcasting done over WWNC as good technically as the best broadcasting from any station, for the new equipment which now goes in use here is the most modern thus far developed and is expected to improve the quality of the station's signal and increase its range. The development is a further evidence of the determination to put WWNC at the front among radio stations in this part of the country—to put it at the front and keep it there.

There are in the territory served primarily by WWNC upwards of half a million people. The area is important in a variety of ways industrially, agriculturally, as an all-year-round recreation center. It embraces some of the most important manufacturing communities of the Carolinas and Kentucky, it includes farm regions which are improving even in these times, it takes in the Great Smoky Mountains National Park and its environs. To many of the tens of thousands of radio owners within this territory WWNC affords the only continuous blanket air coverage available to them. It is the station which they can tune in on most easily at any hour of the day or night; it is the only station they can get in daytime. The coverage of the station was already surprisingly large it should now be consistently extended.

All this is important, we think, to Asheville as the shopping center of much of this territory; unquestionably it is important to the radio audiences of the territory. The hope and expectation of the Citizen Broadcasting Company is that the mechanical improvement that has now been accomplished will be accompanied by an increased improvement in the quality of the programs themselves. As the only full-time National Broadcasting Company outlet in North Carolina, and the only station in this section of the country where the summer radio programs, due to the presence in the mountains of thousands of tourists during the hot weather months, are as important as those at other seasons of the year, WWNC believes that it enjoys unusual opportunities for building up the radio service here. It is working energetically to that end.

LYNN GEARHART JOINS STAFF OF STATION WWNC

Asheville, N.C. 6/24/34

LYNN GEARHART, formerly with Radio Station WFLA, in Clearwater, Fla., last week joined the staff of announcers at Station WWNC in Asheville, it was announced yesterday.

Mr. Gearhart has been engaged in radio work for many years and has in the past been identified with Station WTAM, at Cleveland, Ohio, and Station WGR, at Buffalo, N. Y.

He is an experienced announcer and also has had training in the preparation of continuities and dramatic scripts.

Pack Memorial Public Library
Asheville, N. C.

over

NORTH CAROLINA ROOMS
Pack Memorial Public Library