

Are You Listening?

WFSC in Franklin; Broadcasts Start Sat., May 4 at Noon Turn Your Radio Dial to 1050

Macon County's Own Radio Station Opens

WFSC Begins Broadcasts Saturday, Prominent Citizens To Appear

At noon on Saturday of this week the long awaited entrance of radio station WFSC into the local scene becomes a reality. Prominent citizens from Macon County and its neighboring communities and counties will headline the opening broadcast.

While the complete list of tending dignitaries was not complete at press time, it was stated by station manager Edwin P. Healy that invitations have been extended to a large number of state, county and local officials of Macon county.

The guest list will also include prominent officials and civic figures from adjoining counties who in most cases are expected to come to Franklin for the big event.

Worship Via Radio

The opening program will get underway promptly at noon on Saturday from the WFSC studios in the Noetel building.

Regularly scheduled programs will follow the initial broadcast.

According to station officials, arrangements are being concluded to include a group of tape recordings of high school bands in the area on the initial program. Station personnel have been busy recording the special programs from schools in the area to be served by the radio station.

Recognizing the responsibility of a balanced program schedule, WFSC has completed arrangements to broadcast religious programs each day with special emphasis on Sunday radio worship.

The factor of distance limits the number of churches whose services can be brought to radio listeners in this area. But plans have been completed to bring to listeners a full hour of worship services of Franklin churches each Sunday morning under the auspices of the Franklin Ministerial Association at 11 a. m. Plans now call for Sunday services from the

Methodist, Baptist, Presbyterian and Episcopal churches of Franklin. The service schedule will be announced following its arrangement by the Ministerial Association.

Plans have been completed, as previously announced, for regular Sunday schedules of broadcasts featuring the Baptist Hour and the Protestant Hour. The latter program series will present first the Presbyterian Hour segment. This will be followed later in the year by Methodist and Episcopal series.

of the National League. "Red" Barber will be at the microphone as he follows the Dodgers at home and on the road.

At this writing it is impossible to state how far WFSC can go in broadcasting play-by-play accounts of Pony and Little League contests played in Franklin but efforts are being made to give listeners on-the-scene reports. In any event, scores will be broadcast regularly.

Plans are not yet complete for Fall football schedules but it is proposed that college games will be brought to listeners if schedules can be arranged.

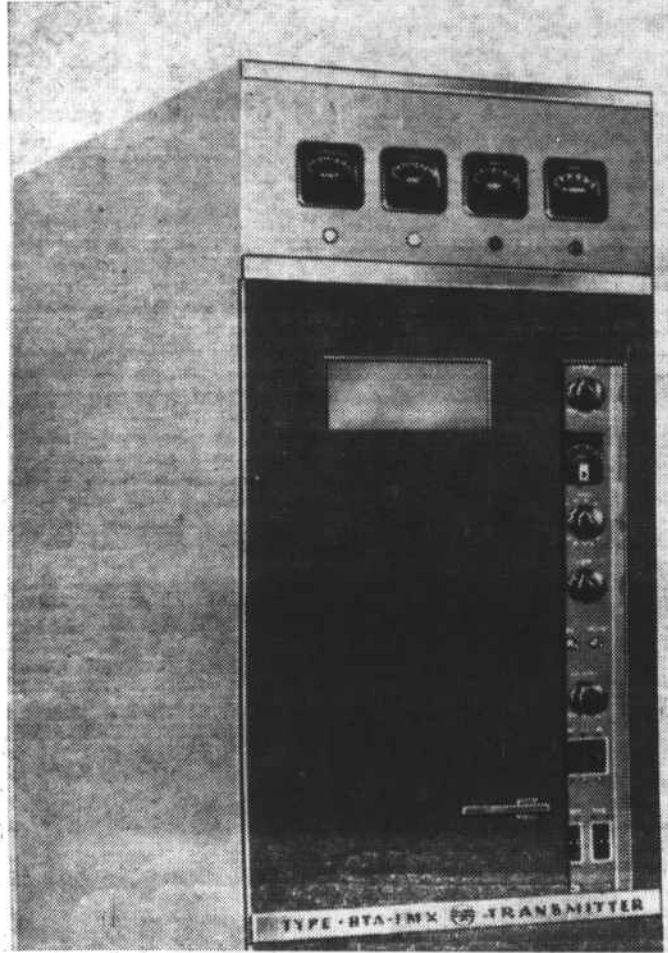
To many questions asking about the broadcasting of Franklin High School football games of the Brooklyn Dodgers and basketball games, it is only

possible to say that present federal limitations do not permit WFSC to remain on the air at night. Thus, unless some other arrangement can be made, it will be possible to bring only sports news before and after such games. This is a problem at present beyond the authority of WFSC.

But Harold Corbin and Jimmy Boyd will keep WFSC listeners fully aware of all sports news during the "dawn to dusk" daily program schedule of the new "seven county" station.

Sports

WFSC listeners will now have the opportunity of receiving daily radio sports news and play-by-play accounts of all day games of the Brooklyn Dodgers and basketball games, it is only



New RCA Transmitter

No effort or expense has been spared to make WFSC the most modern station in this general area. Part of the proof is shown in the new ultra-modern transmitter shown above. This equipment along with other WFSC installations was recommended by our consulting engineer, Palmer A. Greer as the best available. We feel that our equipment for day-to-day program service is unsurpassed anywhere in radio.

Schedule Regular Week-Day

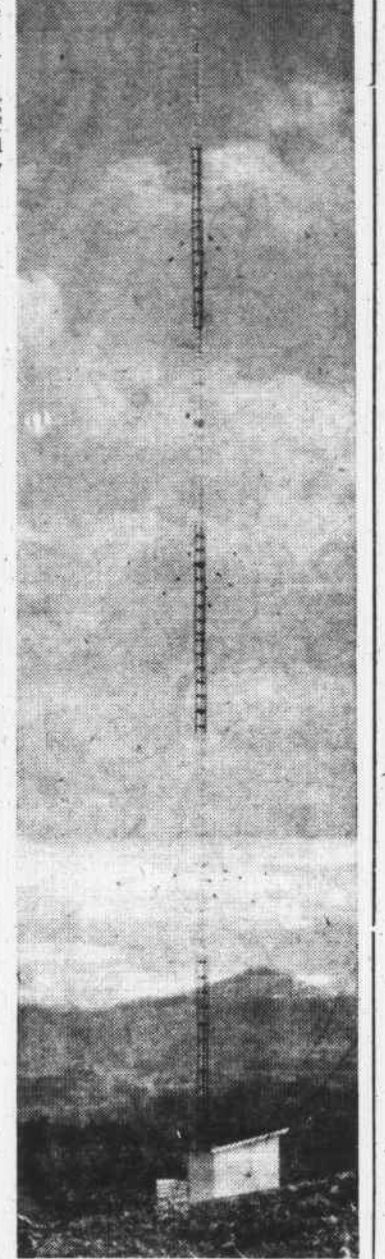
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| 5:30 Sign on | 10:45 Citizen's Bulletin board |
| 5:31 Mountain country jubilee | 11:00 Birthday club |
| 6:00 WFSC news | 11:15 Treasure chest |
| 6:05 Mountain country jubilee cont. | 11:30 Hymns of the hills |
| 7:00 WFSC morning edition late news | Saturday only, mountain echoes, Rev. R. D. Burnett |
| 7:15 Mountain country jubilee cont. | 12:00 News |
| 7:30 Weather round-up | 12:15 Moments of remembrance |
| 7:35 Mountain country jubilee cont. | 12:20 Dinner bell |
| 7:55 News | 1:00 Baseball—Brooklyn Dodgers |
| 8:00 Clayton calling | (Time will vary with game starting time.) |
| 8:29 Weather | 4:30 Teen age platter party |
| 8:30 Sylva on the air | 5:30 Supper time jamboree |
| 9:00 Morning devotion | 6:00 Evening news |
| 9:15 Coffee break | 6:15 N. C. news |
| 9:30 Dollar a minute | 6:20 Sports |
| 9:45 Party line | 6:25 Weather |
| 10:00 News | 6:30 Evening Serenade |
| 10:05 Carolina Baby time | 7:27 Evening sign off |
| 10:15 Good neighbor show | Prayer by Macon County ministerial assoc. |
| 10:30 Hi-Ladies | 7:30 Sign off. |

Sunday Program

All programs Sunday morning will be devoted to devotional and worship services with the regular eleven o'clock worship service being broadcast from a different Franklin church each Sunday morning.

The Sunday afternoon schedule will be a program filled with music, news and sports programs. It's an afternoon of good listening for everyone.

The complete Sunday schedule will be announced next week.



WFSC Transmitting Tower

This 204 ft. steel structure located on Lake Emory is another example of the effort being made by the owners of WFSC to provide our listening audience within 35-40 mile radius from Franklin with excellent reception of our programs.



JIMMY BOYD

WFSC's "Morning Man" is a former star with Pee Wee King's great country and western music aggregation. Christened James Sylvester Boyd in Landrum, South Carolina, where he first saw the light of day, he is better known as Jimmy.

Boyd is a fine musician and in recent years has earned an enviable reputation in the Piedmont section of the two Carolinas as an announcer and master of ceremonies at WTYN, Tryon, a station whose signals are heard throughout Polk, Henderson and Rutherford counties of the Tar Heel State and Spartanburg and Greenville counties of the Palmetto State.

Listen for him each morning on WFSC.



EDWIN P. HEALY

Mr. Healy, general manager of radio station WFSC, is a veteran of twelve years service in radio and television.

Born in Middlesboro, Kentucky, the new Franklin resident attended schools in that city, then studied the technical aspects of radio. He holds a first radio telephone license, issued by the Federal Communications Commission.

In addition to his fine technical knowledge of radio, Mr. Healy is an experienced manager and broadcaster. His years in radio have included stays at WMJK, Middlesboro; a period of service as a radio operator with the Kentucky State Police; WESC, Greenville, S. C.; WPRT, Prestonsburg, Kentucky; WATE-TV, Knoxville; and WOCH, North Vernon, Indiana. He was assistant manager and sales manager of the latter station.

Mr. Healy is a Lion and an active Baptist. With his wife and three children he resides in the Burrell apartment.



JO ANN HOPKINS

Miss Hopkins will be WFSC's receptionist and secretary. In her position she will be responsible for program and commercial schedules, correspondence and the writing of much program material.

Active in church and civic affairs, Miss Hopkins is treasurer of the Junior Women's Club; Sec.-Treas. of the Pony League, and girl's auxiliary councillor of the Cartoogechaye Baptist Church.

She is the daughter of Mr. and Mrs. Joe Hopkins and a member of the Ridgecrest Baptist Church.



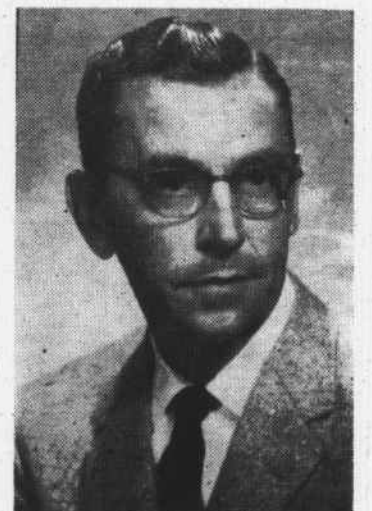
HAROLD P. CORBIN

Macon Countians already know Harold Corbin as an athlete and Pony and Little League enthusiast. Now on WFSC they will hear him as the afternoon announcer and sportscaster.

Mr. Corbin was born in the Holly Springs Community and was graduated from Franklin High School in 1951. He entered on active duty with the Air Forces and during his four year enlistment was promoted to the grade of staff sergeant. He returned to Franklin in 1955 and has since been employed at the Burlington Mill and as an Electrolux representative.

Corbin is manager of the Esso team in the Pony League and is player agent of the Little League. He is also known as an outfielder on the Franklin All Stars and was recently elected field captain and assistant manager.

He is the son of Mrs. Henry Corbin, of the Holly Springs community, and is Boy Scout director in the Holly Springs Community, and also a member of the Baptist Church there.



PALMER A. GREER

Mr. Greer, an outstanding specialist in his field, is the consulting Engineer for radio station WFSC. The management feels fortunate to have been able to obtain the services of Mr. Greer, who makes his home in Greenville, S. C.

Part time announcers will be E. C. Kingsbery and Jack "Red" Nichols. Mr. Kingsbery, former resident of Franklin, has retired after a successful business career and he and Mrs. Kingsbery are now making their home in Franklin.

Jack Nichols, who is employed by Baldwin Market, is a native of Franklin.

We Invite You To Be Listening Saturday And Every Day - At 1050 On Your Dial