



July 2, 1975

BOX 11-1410 • HARTFORD, CONN. • 06111  
AREA CODE 203 866-1411  
276-2775  
228-6215

Mr. Stephen B. White  
NBC Radio  
30 Rockefeller Plaza  
New York, New York 10022

Dear Steve:

Now into the third day of WPOP's all news format, and it is a great feeling to be out of the dentist chair.

Listener reaction has been favorable and somewhat overwhelming. What a relief to have all that soul-searching and decision-making behind. For the first time in many days, Steve, I am starting to feel a strong--very strong capital gains itch.

Per your request, I am enclosing the following:

1. A copy of the full-page ad which broke in the Hartford Courant on Sunday, June 27, 1975.
2. A copy of the invitation which we mailed to approximately 300 people. Incidentally, all of the envelopes were hand-written.
3. Copies of various newspaper articles which appeared before we made the format change.
4. A local rate card which indicates the logo design that we will be using.

**THE MERV GRIFFIN  
GROUP STATIONS**

WPOP-Hartford, Conn.  
WBAX-Wilkes-Barre, Pa.  
WENE-Endicott-Binghamton, N.Y.  
WBRV-Stereo-Endicott-Binghamton, N.Y.  
WBND-Atlantic City, N.J.  
WIOF (W-104) Stereo-Waterbury, Conn.