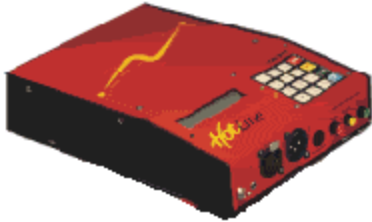


WWCR Converts To "HotLine" By Comrex



WWCR has converted to the "HotLine" by Comrex. The "HotLine" provides wideband two way audio on a single standard dial-up phone line. This means that your live audio feed will have the fidelity of a "near tape-like quality". Regular dial-up phone lines used from programmers' studios to WWCR have an extremely limited frequency range, resulting in

a poorer quality sound when compared to taped audio. This will greatly improve the sound of our live programs using dial-up phone lines. High quality sound is a must because audience "tune out" factor and listener fatigue increase with poor quality audio feeds.

Pete Peters is the first to have his program carried live over WWCR by this new frequency extending device. Listeners commented the very first night that the program sounded better and he was much easier to understand over the radio. WWCR also feeds the station's audio back down the phone line so that Pete is able to monitor for cueing purposes (he doesn't actually have to listen to the station "off air").

If you are using a satellite service and would like to convert over to this system, we would be happy to discuss the implementation and potential long term savings. Otherwise, give us a call so that we may discuss the benefits of using this device over a regular dial-up phone line.

If you've ever considered reaching new areas with your message, or doing your program live via telephone, now is the time to call. WWCR has a limited amount of times available. For more information, contact Adam or George at WWCR - 1300 WWCR Avenue, Nashville, TN 37218, USA.

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