

WKBG TV

ch36

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Cambridge
75 Wm. T. Morrissey Blvd.
CAMBRIDGE P.O. Box 561
Boston Ma, 02102
617/288-3200

February 13, 1969

Dear Mr. Healy:

I am sorry that you are disappointed with our decision to replace POLKA VARIETIES with other programming. However, our audience surveys and our rating studies indicate that we will be able to serve broader interests and attract a larger audience with the programs we substituted for POLKA VARIETIES.

We constantly review our programming and re-evaluate programs and program decisions. By devoting this sort of attention, we hope to develop a schedule of programs that will be enjoyed by our viewers.

Letters in response to our programming are important and valuable in helping us to better understand the community we are serving. We greatly appreciate your taking the time to write and your interest in Kaiser-Globe Broadcasting.

With all best wishes.

Sincerely,



Carl D. Zimmerman
Program Manager

CDZ/ecr

Mr. Paul E. Healy, Temp. Clerk
City of Cambridge City Council
Cambridge, Massachusetts 02138

S-39

Communication from Carl D. Zimmerman, Program
Manager, WKBG TV, CH. 56 relative to their
decision to replace Polka Varieties with
other programming

March 3, 1969

~~February 24, 1969~~

Placed on File -

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Copy to E. Velucci