

[C-1947]

Statement by Governor J. Strom Thurmond
on occasion of beginning
of WMRC-FM operation.

I am glad that radio station WMRC of Greenville is so progressive that it is now providing the new frequency modulation type of service to its audience which, because of the inception of this improved type of broadcasting and reception, unquestionably will grow.

The audience must grow because Greenville and its adjacent territory are growing rapidly. Every business index points to that growth and it is only natural that the progressive station desires to keep abreast of the progressive section.

As governor of South Carolina, I am delighted to express my congratulations to the station and to its listeners. Because of Greenville's extremely fortunate location in the most populous section of South Carolina, it is looked upon as a leader in the state.

The emphasis today is upon the completely new radio station known as WMRC-FM which will bring to its listeners a well-rounded series of programs in the public interest. Frequency modulation is simply a technical term to describe a superior method of radio transmission. I am informed that it presents a better, clearer reception and emphasizes freedom from an increasing amount of man-made noise. In addition, it presents a faithfulness of tone quality which has been the aim of broadcasters since the inception of radio.

There is nothing experimental about Frequency Modulation radio broadcasting. It has been proved and it is now in mass production. Just as the public is entitled to the best from FM, it is entitled to broadcasts serving the public interest from WMRC-FM. The history of WMRC and the public causes for which it has worked over these years assure you

that you will hear frequency modulation at its best.

The power and frequency of this new station are designed to provide service of excellent quality to the people of this section of South Carolina. It is important that high quality of presentations be maintained because so many thousands of our people depend upon radio for important things in life---for information on current affairs, for music, for entertainment, for background data on matters of great public interest.

I have long advocated a broadening of the functions of radio so that education of our people may be raised in quantity and in quality. It is important that our people become better informed. I am sure that station WMRC-FM will do much to raise the information level of people who live within the range of this new service.

Once again I congratulate the station and its listeners. They are engaged in a joint enterprise for the improvement of our way of life. I know that both will benefit and prosper.

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