

WNEWS 790AM
8000 S.W. 67 Avenue, Miami, Florida 33143

August 7, 1979

Dr. Alan Blum
1198 Venetian Way, Apt. 213
Miami Beach, FL

Dear Alan:

I happened to open up my Sunday Herald and was promptly greeted by the Viewpoint section. And what did I spot there? Why, I spotted an article by some fellow named Blum. Oddly enough, he appears to be the same person I've had on the air here at WNEWS for more than a year. It's amazing. It took the Herald almost a year and a half to recognize what Richard Casper and I knew when we first began the Doctor Show.

Of course, I'd be less than modest if I didn't say that what I read, I'd already heard before...on my own air. Still, congratulations are in order if for nothing less than finally getting those folks to pay attention.

As I read the article, I was thinking about how we started. You came in with a vague idea about a Medical Feature. I started talking about a phone-in show. Presto, we had the Doctor Show and we had the medical features as well.

The features are, as they have been all along, solid and meaty. As of the last ratings we took before you left, the Doctor Show had built a substantial audience which put us in remarkably good shape on Sunday evenings when we really weren't expecting to grab too many listeners.

Now that you are Windy City bound, one sort of hopes you latch onto something similar there. Chicago has lots of folks who need a doctor. (Some, of course, are politicians, but the kind of fix you can give them isn't what they are after.)

The JAMA's gain is our partial loss. (You didn't think we would let you vanish completely did you?) Good luck and stay in touch. Try and take in a few Cubs games and when the Bears play, seek out the hot dog vendors who fry rather than boil the hot dogs. Those are the good ones.

Cordially,


Charles Kappes
Director of News/Programming

CK:nv

Dode: (305) 665-4833