

## Larry Fuss

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**From:** Shawn A. McIntire [manager@wroxradio.com]  
**Sent:** Thursday, August 28, 2008 9:54 PM  
**To:** larry@larryfuss.com; 'Joey Cummings'; 'Jim Gregory'; kirk@harnack.com  
**Subject:** FW: WROX INTERESTING!!!!!!

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From: Concerned Citizen [mailto:whyclarksdale@gmail.com]  
Sent: Friday, August 28, 2008 4:39 PM  
To: manager@wroxradio.com  
Subject: WROX

Dear Ladies and Gents at WROX,

Greetings and congratulations on resurrecting WROX. I have been a listener and at one time a frequent guest on various shows for almost 60 years. I've seen the good times and the bad times. I have fond memories of the numerous pots of coffee and sacks of donuts from Al's Pastry Shop consumed while discussing sports with the legendary Jack Cristil. The many hours of discussions with Yankee-implant, Tom Reardon, a jack of all trades in radio if there ever was one, will never be forgotten. I spent many Sunday mornings at the remote studio on Issequena listening and observing my good buddy Early Wright produce his gospel shows, music that I as a Caucasian had never had much opportunity to hear before.

I wish I could say I remember Elvis coming to the studio, but my memory is not what it once was, and if I did, I have forgotten it completely. I do remember Ike Turner well, and remember wondering when Proud Mary hit the charts if that could possibly be the same Ike Turner. Wow was I surprised, and pleased, when I found it out.! After that on more than one occasion, I along with several buddies would park in the rear of Mose's Swing-In on Fourth Street and listen to Ike and Tina belt out song after song, many that became big hits. We weren't allowed in the club. We were white and under-aged. However, it was as safe as sitting in your own living room to sit on the hood of your car out back and "sing along with Ike." Old Mose would even slip us a few cold brews back there occasionally. A Jax sold for 35 cents!

I remember listening to Jack Cristal and Tom Reardon broadcast football, basketball and some baseball games for Clarksdale High School, home games as well as all road games. Mr. Reardon's voice was synonymous with Wildcats Sports, just like Cristal is to Mississippi State and Dizzy Dean, and later Jack Buck was to the St. Louis Cardinals. We in Clarksdale didn't know what we had with WROX, and certainly didn't appreciate it like we should have. Oh, election nights. Tom Reardon was always "Johnny on the spot," along with Helen Alice Sugg, and would hang in there to the bitter end on every election, large or small.

As you can probably tell, I have enjoyed taking a "sentimental journey" in my mind about WROX. It is for that reason that I am writing to let you know how much I am enjoying the new WROX. The music format is perfect, and I hear it being played in more and more businesses as I bop around town. Mr. Reardon would be proud. The key is the "live" aspect of the broadcast. I know that it is not financially feasible to have 24/7 DJ's, but you at least have enough to give the appearance of a "real station." Don't get the big head and make any drastic changes (like going to country music!)

There are 2 things I wish could happen that would make WROX perfect. The first is to locate downtown, not necessarily in former locations, but just somewhere in the "Blues" district where you could walk or drive by and see the DJ behind (bullet-proof) glass. That would be a tourist attraction in itself, something along the lines of Sun Studio.

The second thing I wish for is one that I understand why you are doing, but I just wish that you weren't, and even if you have to, you could do it more subtly. That is broadcasting Mississippi State sports. It goes without saying that I am an avid Ole Miss supporter. When I hear over and over and over, what seems like 1000 times a day, "WROX, the home of the MS State Bulldogs," I want to puke. I know you are doing it for money, and you have to have money to stay in business, but couldn't you still carry MS State, just not talk about it so damn much. Why can't you carry Ole Miss and State, one on AM and one on FM? The so-called local station that carries Ole Miss now is so undependable that I always end up listening to the Max in Greenwood. Also, they don't carry any of the weekly supplemental shows. I don't know how it works, but I think Ole Miss or the Mississippi network would gladly have you carry their games instead of the idiots that do.

Well, if you have made it this far, thanks for reading. I've enjoyed my little trip down memory lane. Keep up the good work and please give my thoughts some consideration. I want to see WROX on top! I close without signing my name, as by doing so I am leaving a little mystic in the air and don't want my statements to be influenced by my identity in Clarksdale.

All the best and respectfully yours,

The Most Concerned Citizen in Clarksdale

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