

Joseph H. Mitchell
Chief Engineer

WFLA RADIO & TV

● THE TAMPA TRIBUNE STATIONS . . . P. O. BOX 1410 . . . TAMPA, FLORIDA

January 16, 1963

Mr. Ernest R. Cooper, Editor
National Radio Club
438 East 21st Street
Brooklyn 26, New York

Dear Mr. Cooper:


This is in reply to your letter dated January 13 reporting reception of WFLA on January 13, 1963. I am glad to verify your reception report of that time and date. At the time of this reception of WFLA we were operating with non-directional antenna.

I note that you are an old time DXer so I am glad to give you a little of the history of WFLA. The station first went on the air December 3, 1925 at Dunedin, Florida under the call letters of WGHB. After a year or two of operation, the transmitter was moved a few miles to Clearwater, Florida, and was operated for many years by the Chamber of Commerce to promote Clearwater as a winter resort. I started to work at WFLA February 19, 1929 when it was being operated under the aforementioned plan. At the time, the transmitter was a $2\frac{1}{2}$ KW composite built by Leroy M. E. Clausing of Chicago and operated on a frequency of 900 kc. Shortly thereafter the frequency was changed to 620 kc. and a time sharing arrangement was formulated with the City of St. Petersburg operating on Tuesday, Thursday and Saturday and WFLA operating on Monday, Wednesday and Friday. This share time was continued until January, 1941 when, under the ownership of the Tampa Morning Tribune, WFLA became full time on 940 kc. and WSUN became full time on 620. You perhaps recall the big frequency shift in the spring of 1941 and WFLA shifted upward to 970 kc. At that time we used a nighttime power of 1 KW and daytime of 5 KW. Along about the end of World War II, we changed the directional pattern to enable us to operate with 5 KW nighttime, and this mode has been continued since then.

Mr. Cooper
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We sign on at 5:30 AM and off at midnight every day. As requested, we are enclosing our program schedule which includes a coverage map. Sorry, we do not run any scheduled frequency checks or any other regularly scheduled operation during the midnight to 5:30 AM period.

Very truly yours,


J. H. Mitchell

JHM:dg
Enc.