

W X K W

April 13, 1987

Mr. Ernest R. Cooper
5 Anthony Street
Provincetown, Mass. 02657

Dear Mr. Cooper:

Thank you for contacting WKKW. While I am not in a position to confirm your 1985 report, we are happy to confirm your DX Report of April 9, 1987. WKKW Country is a 5,000 watt AM Stereo facility with a night time directional pattern.

WKKW adopted our current call signs on April 15, 1985, in response to a competitive market move. A competitor changed its format from country and gave up the WKKW calls. WSAN Adult Contemporary then became WKKW AM Country.

WKKW is never silent, except in technical emergencies and during times of technical adjustments as required by our engineering consultants. We are not suprised that we must fight through CKD to get recieved on the Cape: we have recieved DX reports from other operators indicating the same thing.

Enclosed please find our primary coverage map that you requested. Thank you again for contacting WKKW with your DX Report.

Kindest Regards,



Ned Teter
Assistant Manager

Enclosure

the X



CONFIRMED
LETTER
WXXW ALLENTOWN
4/13/87

ERNEST R. COOPER

5 Anthony Street
PROVINCETOWN, MASS. 02657
(617) 487-9337



April 9, 1987

MEMBER: National Radio Club (NRC) • International Radio Club of America (IRCA)
Worldwide TV-FM DX Assoc. (WTFDA) • WOMR-91.9, on-air staff

Radio Station WXXW
1183 Mickley Road
Whitehall, PA - 18052

Attention of Rick Musselman, General Manager
and/or Ned Teter, Assistant Manager

Gentlemen - Good Morning!

Recently, WXXW has been making it in out here at the Tip of the Cape, and I am sending you a second reception report, hoping this time to receive a letter back, verifying my reception of WXXW. I enclose my earlier report of reception of 9/10/85 (carbon copy), which went unanswered, as well as two new receptions of WXXW, first, on Sunday morning, April 5, during the wee hours. The frequency is 1470 kHz, viz:

- 1:39 a.m. - Mention of "Country Music Countdown" mentioning Ronnie McDowell will be this week's guest, this morning, 9 a.m. to noon.
- 1:43 - Mentioned "Super Country at 1:43."
- 1:47:30 - Said, "The best country music is here on Super Country, WXXW."
- 1:48 - Advertisement for the Sheraton Inn, Happy Hour daily.
- 1:52 - Song by "Southern Pacific"(??)
- 3:01 (E.D.T. now) - ID, some heard, some missed, "Super Country, -----, WXXW."

And now this, on Thursday morning, April 9, same frequency (natch!)

- 1:18 - ID given; and phone 1-800-821-7700 mentioned four times in this announcement. (I couldn't get the sponsor's name or line)
- 1:19 - Another message by a man with a mushy voice, not a word could be understood through the interfering stations!
- 1:20 - Female, good clear voice, easily readable, for Gottshow Chevrolet, in business since 1921. The name was given about six times, but the location only ONCE: 1730 Main Street, and I missed the city.
- 1:24 - Commercial, most of it lost, but I did hear "Good buys in all we've got left." Then, "Here's Steve Earle at 1:24."
- 1:44 - Said, "In the Lehigh Valley there's only one station that plays the best country - 1470 country - WXXW."
- 1:45 - Record offer, address 1183 Pitney (?) Road.
- 2:00 - ID, "WXXW, Allentown, Bethlehem, -----."

I sure hope to hear from you, gents, and I'm puzzled as to why you ever gave up the familiar WSAN call letters for WXXW??? May I please have a coverage map? When is WXXW silent? Reception conditions were as on the enclosed September '85 report; interference from CKO, WSRO, and instead of WMMW, it came this time from WLAM, Lewiston, Maine.

Thank you for your attention and consideration, and I hope to hear you soon again! I have two wonderful albums from the Allentown Band - do they ever broadcast on WSAN, per chance? The best of continued success!

Yours in radio,