



August 10, 1989

Mr. Ernest Cooper  
5 Anthony Street  
Provincetown, Mass  
02657

Mr. Cooper,

Thank you for your reception report of our signal on August 2, 1989. You have indeed logged CJMO-FM with only one minor correction, one sell line we use is "50,000 Watts of True FM Stereo, This is Rock 103".

This is one of several sell lines we use. I am somewhat surprised that you did not hear a mention of Moncton or CJMO-FM since one of our primary slogans is "CJMO-FM is Greater Moncton's ROCK 103", which we use to conform with Federal Department of Communications regulations. However during the grave yard shift (midnight to 6 am) the announcer is one of our junior people who are just starting out in this business.

ROCK 103 is a relatively new station having signed on the air June-19, 1987 as the first independent stand alone FM in Atlantic Canada. The station is locally owned and operated by local businessmen, one of whom is a long time broadcaster. We target primarily an 18-34 year old audience with our format of Album Rock. (We are the only station in the Maritimes playing this format.)

We are a class C station meaning that we occupy a 100 Kwatt frequency. However due to the location of our transmitter site some 10 miles south of Moncton on Caledonia Mountain, we are limited to an ERP of 46.8 Kwatts. That coupled with our antenna height of 1500 feet above mean sea level [or 816 EHAAT (Estimated Height Above Average Terrain)] makes for a very effective primary coverage area as can be seen in the enclosed coverage map.

For equipment we use a CCA FM12000G 12 Kwatt transmitter manufactured by CCA Electronics of Atlanta, Georgia. The antenna is a circularly polarized 8 bay (model D-CRC-8) manufactured by Dielectric of Raymond, Maine, that is side mounted on a 300 foot guyed tower fed with 3 inch air dielectric heliax.

I can appreciate your hobby since I was an avid BCB DX'er in past years, although I cannot come close to number of verified receptions you indicate. I still do some DX'ing but these days it is confined primarily to TV. Rhode Island stations seem to boom in to this area at certain times of the year when we get the right combination of temperature inversions and other conditions such as you have no doubt encountered.