



UNIVERSITY MEDIA SERVICES, INC.

RADIO PETERBOROUGH

WRPT ● AM
1050

WMDK ● FM
92

AMES AVENUE ● PETERBOROUGH, NEW HAMPSHIRE ● 03458
603 ● 924-3834

JAMES W. O'NEILL
PRESIDENT

VALERIE M. O'NEILL
VICE PRESIDENT

Hello to you Ernest !

To begin with I would be more than happy to extend to you this "verification" response. To make a long story long, as a youngster, when my interests in communications were arising, I would stay up all hours of the night, driving my parents crazy, listening to distant stations on my transistor radio. I am a fellow resident of the Commonwealth, and on certain summer nights, when the weather was just right, I would try and tune in KDKA, WIND, WNEW, you know the ones. This began at the age of about seven, and you know what, I haven't stopped since.

I always knew there was a name for this hobby, but never found out believe it or not, until I read your report you had sent to our engineer, Dave Buren. When I received the report addressed to me, I couldn't leave it un-noticed. When I broke into this business, it was very discouraging when I wouldn't receive a response to my application. Even if I got turned down for the job, just receiving the particular station's stationery, was almost as rewarding as if I had been accepted for the job. I can honestly appreciate the interest and sometimes dismay of the "DX"er.

Now on to the business.

Enclosed you will find all papers as requested and even some which you did not.

- A.: WMDK FM 92.1 "area coverage map"
- B.: WRPT AM 1050 "area coverage map" (sister station, simulcast on daylight hours with programs patched from WMDK; "live")
- C.: Rate card=WMDK
- D.: Rate card=WRPT

Date: July 20, 1981

Frequency - 92.1

12:41 p.m.-----You heard correctly, the interview was a pre-recorded



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show which is aired on Mon., Weds., & Fri.
On my air-shift Noon-6p.m., Mon.-Sat. The woman's name is Kate Phillips. Mrs. Phillips has had some fame entered in her life. She appeared in many "Charlie Chan" movies with Warner Oland. She also was the authoress of the sci-fi movie "The Blob".

12:45- Peter Shacknow, business and financial reporter from U.P.I. our wire service.
12:46:30 Myself on air, pre-recorded promo, I'm built up as "The Ladies Man" at radio Peterboro. Woman's voice was my fiance. (please excuse the accents)
12:50- P.S.A. on "sea turtles" That was an "agency" spot not one of ours, No comment on the quality.
12:58:30- Intro to "promises" Barbara Striesand and Barry Gibb.
12:59:30- News sponsorship: "Monadnock Bank, in Jaffrey, Rindge, & Troy. Pre-recorded station i.d. and U.P.I. Net. news.
1:05- Regional news with "yours truly"
1:10- "Flower Offer" is an ad for "A & R of Hawaii"
1:11- Sports event....."Volvo International Tennis Tournament" ditto for rest of spots.
1:18- "Dog-Gone Bulletin Board" every day at 1:15p.m. (excuse the backtiming)

Equipment: AM & FM Transmitters both by "GATES"
AM power...1000 watts 6 a.m. - 6 p.m. (sign-off)
FM power...200 watts e.r.p.:3000 watts (we possess a very good tower, "Pack Monadnock Mountain" in Temple, N.H....just down the road from station house.)

We broadcast from the FM studio for the stereo and patch it into the AM. Thus the AM is the simulcast.

The height of Pack Monadnock is approx. 2000 ft.
A very nice altitude which increases our coverage.