



New England Continental Media, Inc.

A Salem Communications Corporation Station

Mr. Kermit Geary
1266 Riverview Drive
Walnutport, PA 18088

Dear Mr. Geary:

This letter is to confirm your reception report of WPZE on 1260 kilohertz on 14 April 1997. It is a real blessing to know that our signal is so strong even 270 miles from Boston.

Although we are billing ourselves as Boston's Newest Christian Station, in fact WPZE is one of the oldest continuously operating stations in the market, first licensed as WNAC back in 1922. For many years, the station on 1260 served as the flagship of the old Yankee Network. Subsequently, the call letters were changed in 1953 to WVDA, and in 1957 to WEZE. The original WEZE was one of America's first "Beautiful Music" stations and commanded a large audience for quite a long period of time.

In 1978 the station was sold to New England Continental Media, Incorporated, a division of Salem Communications Corporation of Camarillo, California. Salem owns and operates some 45 radio stations in markets including WMCA and WWDJ in New York, WAVA-FM in Washington, DC, and KKLA-FM Los Angeles.


Early this year Salem had an opportunity to purchase another "old stick", the former WEEI at 590 kHz, which was owned for many years by CBS, Incorporated. The 590 station was WBNW until our purchase. We simulcast for a period of weeks until technical operations could be optimized, and split the stations on March 3, 1997. The 590 station took the WEZE call sign, and the 1260 station is now WPZE. (Hope this isn't too confusing!)

WPZE operates at an assigned carrier power of 5000 watts daytime and 5400 watts night, from a transmitter site on the Quincy/Milton town line, near Boston. We operate non-directionally daytime and from a directional array of three self-supporting towers 206 feet in height, arranged in a dogleg configuration. Our transmitter is a Nautel.

Boston supports many other Christian broadcasting stations, including WROL at 950 kHz, WNRB at 1510 (for many years WMEX) and a relatively new one kilowatt station WJLT at 1060 kHz.

Thank you for listening! I am enclosing a program guide covering both stations, in which you may have interest.

May God's richest and best be yours,



Joe Tobin
Staff Announcer
WPZE-AM 1260
WEZE-AM 590

/s

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