



P.O. Box 2050 • Princeton, N.J. 08540
(609) 695-1300

January 14, 1982

Mr. Kermit Geary
R.D. 4, Box 321
Walnutport, PA 18088

Dear Mr. Geary:

I am pleased to confirm your reception of radio station WIMG, Ewing, NJ on January 8, 1982. Your report of our programming was most complete, and showed more detail for the time period between 10:23 a.m. and 11:10 a.m. than our own program sheets!

The female announcer you mentioned was "Minday", a great local favorite; the newscaster is Rich Mates, our News Director.

WIMG is one of the few stations operating with a "Critical Pattern". That is, we are responsible for maintaining very tight control over our signal contours, day and night. At the time you heard WIMG, we were operating with our full daytime power of 5000 Watts; at night we reduce our emission to 2500 Watts.

This power reduction and tight pattern at night lead to a few problem areas in our listening area; in the evening we are aware that WFBR covers us in areas we wish were clear. A simple reorientation of the radio in most cases eliminates the interference (eg., at my home in Princeton Junction) but you can't ask listeners to play games of that sort. In the morning hours, following local sign on in Albany, NY, but before WIMG is permitted to use its daytime pattern and power, WQBK often provides more signal at my home than does WIMG. So your report of clear reception was refreshing.

Our four tower antenna array and transmitting/studio site is located $\frac{1}{4}$ -mile from the Delaware River in Washington Crossing, PA. This site, being to the north of the heavily populated Trenton/Ewing/Hamilton area, means we focus most of our signal in that direction, consistent with protecting WSSJ and WJLK on adjacent channels to us.

Thanks for your letter!

Very truly yours,


Announcer/Engineer

IMAGINATION RADIO