



September 5, 2002

Mr. Kermit Geary  
1266 Riverview Drive  
Walnutport, PA 18088

Dear Mr. Geary,

Thanks for writing us last winter with your DX report from far eastern PA. I apologize for our lack of a response at that time, but our engineers have been up to their eyeballs in repairs and studio construction for more than two years now. Letters such as yours have just piled up for lack of time.

Yes, you indeed were listening to "1420AM, Cleveland's Classic Pops Station" on the evening of Thursday, February 28<sup>th</sup>, 2002. I'd have to admit that we were more than a little surprised to hear from a listener nearly on the New Jersey state line. But your report is incontrovertible; all the programming is as you reported.

You might be interested to know about our history and technical facilities here at WCLV-AM. We bought the station just a year ago, and have been plowing money into rebuilding the transmitter site. It's a three-tower array, 5 kilowatts full-time with a directional night pattern. The reason we carry so well is that the towers are half-wave in height – 432 feet, very tall towers for that frequency – whereas most AM sites are engineered as  $\frac{1}{4}$ -wave in height. This puts much more "grunt" into the ground wave, and the sky wave that you heard at night is equally improved since it is a mathematical component of the more-potent ground wave. And that about exhausts my poor technical knowledge of AM engineering.

The station first went on the air in 1923 – the first U.S. station licensed to 1420 kHz. Today, there are dozens of other stations on 1420, most of which have very limited night-time power authorizations in order to protect our "grandfathered" signal. Nevertheless, many of these stations pay no attention to their night directional patterns, or they don't even bother to go to lower power at sunset at all – completely against the FCC rules and regs. But AM is such a poor sister to FM and TV these days that AM-only operators just don't have the money to maintain their technical facilities properly. We operate a classical-music FM as well as 1420, so we're in somewhat better position than the prior owner, who let the 1420 tower site go downhill for many years.

We hope to have repairs completed by late September, including the replacement of the entire copper ground-plane under those three towers. More than 80,000 feet of copper wire are required, along with weeks of mechanical trenching and hand-digging by a team of four installers. Big, expensive job, I can tell you.

I hope you can hear our station even better this winter, when the snow improves ground conductivity and the three towers "feel" their happily wet feet from which to launch a fully functioning ground and sky wave.

Good listening, Kermit, and thanks very much for taking the time to write.

Cordially,

A handwritten signature in blue ink, appearing to read 'RGM', with a long horizontal flourish extending to the right.

Richard G. Marschner  
General Manager