

Beacon Broadcasting Concern

RADIO WJSM
MARTINSBURG, PA. 16662
Phone 793-2188

March 17, 1968

Mr. Kermit Geary
R.D.#2 Box 298
Walnutport, Pennsylvania 18088

Dear Mr. Geary:

We received your letter of March 13, 1968 and was indeed gratified. WJSM took to the air about 9:15 AM February 27th, and thusfar the distance we have been told WJSM has been picked up is far beyond our greatest expectation. We have heard from Fredrick, Md., Martinsburg and Romney, West Virginia, Shippensburg, Lock Haven, Curwensville, Monroeville and full blast in Johnstown, Penna.

I have enclosed our coverage maps that you might have an idea of our prime listening area.

We have been on FM since April 16, 1965 and needless to say without the AM we did a lot of struggling.

The voice you heard was mine, and your logging was correct. Due to the great delays and tremendous expenses in hearings with two other stations, "one station seeking the same frequency, and one protesting we would take their business if we received 1110", we have found ourselves in the great delemma of financial embarrasment. Therefore I sell in the daytime until about 4:00 PM. I then relieve my morning man, "who also is very conscientious and radio active and works like a slave to keep good radio programming on the air" I work until sign-off, 7:00 PM. so you see our staff is quite small. My morning announcer, my wife in the office, and part time sales, and myself in sales and announcer.

It does seem indeed incredible that two men can staff the audio portion of a class 2 AM & class 1 FM Station, and until finances warrants, this must suffice until Lady Luck camps on our door step. I work many weekends starting at 6:00 AM, straight thru until sign-off, 7:15 PM.

We have all new equipment on both AM & FM. About everything we have is a Gates Product.

On our AM we are using a peak limiter, also a level devil, which seems to be giving us a splendid leveling action.

We can't possibly understand how our signal is going out so far transmitting on 1kw. Our closest competition is Charlotte, N. C. 1110kc with 50,000 watts.

We are wondering why Norristown signs-off at 6:00 PM and if they continue to do so through the month of April, you may be able to hear us until 6:45 during that time.

We certainly are deeply grateful to you for taking the time to write and tell us the wonderful news you have. And would appreciate you keeping in touch with us with any suggestions you might have for good broadcasting.

Sincerely,



Kenneth W. Ferry, Owner
Radio Station WJSM
Martinsburg, Pennsylvania 16662