

WZUM RADIO

Western Pennsylvania's Voice of Christianity

201 Ewing Avenue · Pittsburgh · Pennsylvania 15205 · Phone 922-0550

January 6, 1976

Robert Hickling
PRESIDENT

Ted Hill
MANAGER

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

Dear Mr. Geary:

Thank you for your comprehensive report on reception of WPLW Wednesday, December 24, 1975 and Thursday, December 25, 1975.

WPLW was formerly WZUM. We changed to an Inspirational music, gospel program format on October 6, 1975. By January 12, 1976 we plan to add two talk shows from 1:30 p.m. to 3:00 p.m. daily, one of which is a swap shop.

Future plans include application for an increase to 5,000 watts and full-time 24 hour programming.

Your report appears to be correct in every detail except that we are "Hickling Broadcasting Corporation", not "Hastings". It indeed appears that you received "Christmas Gift" reception of WPLW.

With kindest regards,



Ted Hill, Manager

TH:lw

Enclosure



Someone to turn to...
16 ON YOUR DIAL