



5 June 1984

Mr. Kermit Geary
1266 Riverview Drive
Walnutport, PA 18088

Dear Kermit:

In the first sentence I'll sum up my regards, apologies for taking this long to get back to you, and thanks for your DX report. You're the closest QSL (so far) to our 25th anniversary date. The station you remember as WQAL signed on with the voice of Dave Custis at 5:00 PM November 1, 1959. (Note: The WQAL call sign now belongs to an FM in Cleveland.)

Actually checking the program log wasn't necessary, as you provided more than enough identifiers in your report to confirm that it was indeed WWSH you were hearing.

A little history is in order. WQAL, owned by George Voron (whose brother Abe is well known in the National Radio Broadcasters' Association) went on the air from 1230 Mermaid Lane in Wyndmoor, immediately outside Philadelphia to the north-northwest. This location is still our transmitter site. Operating power at that time was probably about 15 kilowatts horizontally polarized.

The tower itself, which Mr. Voron still owns, is worthy of some historical mention. I don't know when it was erected, but it was some time before 1959. This is a massive, 3-legged self-supporter which held one of the first channel 3 TV antennas (back in the WPTZ days, I believe). Subsequently it held the channel 17 antenna at the top and WQAL just below that. All the TV's have since relocated on 1000-foot guyed sticks at the Roxborough antenna farm in Philadelphia, and WWSH is the only broadcaster remaining on the Wyndmoor tower.

Mr. Voron sold the station in late 1970 to United Artists Broadcasting. As that year ended, the new owners moved the studio/office complex to its present location in Bala Cynwyd, installed a new full-power transmitter/antenna combination and STL (microwave) to carry program from Bala Cynwyd to Wyndmoor, instituted the Stereo (now Schulke) Radio Productions beautiful-music

format, and with a change of call sign, inaugurated the venerable "Wish" -- WWSH. For a number of years Wish was one of the leading stations in the Philadelphia market, and with the beginning of 1978, carried on this position under another new (and the present) owner, the nationally-known Cox Communications.

However, in the early 1980's, the audience for beautiful-music stations all over the country began to seriously decline. Even in the large cities like Philadelphia, the market would support only one such station, and at that time our competitor WEAZ (Eazy 101) began to dominate the format. So, on Labor Day 1982, WWSH dropped the long-running beautiful-music programming for a soft contemporary-music format. This new sound, however, did not achieve the success we had hoped for, and in the summer of 1983 it was changed to adult top 40. The "Wish" logo was permanently dropped in favor of "the Top FM -- 106." Under a new program director we're now cutting back on use of the "Top" and simply promoting the station primarily as "FM 106."

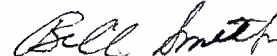
Technically, our facilities consist of two alternate-main 20-kilowatt transmitters: a Harris FM-20K and an RCA BTF-20E1. (The RCA was the transmitter installed by United Artists in 1970.) With our RCA BFC-3B antenna we achieve an effective radiated power of 22,500 watts circularly polarized. This is the maximum allowed for our antenna height. The tower extends 560 feet above ground, giving us an antenna height above average terrain of 740 feet. Most of our program origination equipment is made by Pacific Recorders and Engineering and is among the best radio studio equipment available.

For myself, I've been with WWSH since for nearly six years (since August of 1978) as chief engineer and occasional air voice.

From observing Walnutport on the map, I gather you're at the edge of the Appalachians which makes it especially nice that you can receive us well. The best DX I've accomplished personally was just a year ago. I was at Strickland's resort near Scotrun (above Stroudsburg) and parked my van with its Blaupunkt radio in front of a cottage, on a particularly high spot sloping downhill to the south. We're largely unreadable up there, but at this spot I got a slightly noisy but good-quality, full stereo signal. Looking around the compass we do well up to the mountains to the north and northwest (as you can attest). Our range is limited to the west by adjacent-channel WQXA in York (105.7, I think). Southward into Maryland and Delaware we carry almost halfway to Baltimore and well into the Diamond State. Across New Jersey we're limited toward the shore by another adjacent-channel station (WSLT in Ocean City, at 106.3). To the northeast, I'm told we carry most of the way to New York; in fact, I understand we were copied once in southern Connecticut.

Again thanks for your report. If you have time, I'd be interested in knowing some of the interesting receptions you've made.

Best wishes,



William L. Smith, chief engineer