

WTAM · WTAM-FM · WNBK

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

The NBC Building, Cleveland 14, Ohio

CHERRY 1-0942

June 1, 1954

Mr Maurice W Nittler
Geneva, Nebraska

Dear Mr Nittler:

We greatly appreciate your comments regarding reception of the new WNBK 100-kilowatt television transmitter on Channel 3 located at Parma, Ohio.

The National Broadcasting Company changed from Channel 4 to 3 in accordance with Federal Communications Commission recommendations to eliminate transmission interference between Cleveland and Detroit. Studies have been made for several years to determine just how such interference could be avoided. NBC ultimately completed plans, in compliance with FCC regulations, to move the WNBK Channel 4 transmitter from Brecksville, 16 miles South of Cleveland, to Parma, only eight miles from the downtown area. At the same time, new property was acquired by NBC, and at considerable expense a new transmitter and tower were constructed to accomodate the increased power on the new Channel 3 frequency.

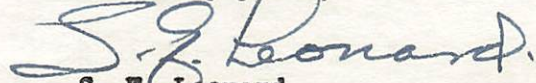
Since the inauguration of the new WNBK transmitter on Sunday, April 25, we have received a gratifying amount of favorable response, indicating that in almost every instance, reception of WNBK was exceptionally better over a 100-mile radius. An analysis of isolated letters and telephone calls of complaint suggested necessity for receiver adjustment on the new Channel 3. Although the signal was there, of sufficient power and in some cases more than required power, a simple adjustment by a qualified serviceman was needed to improve reception of the new Channel 3 signal on WNBK.

You are entitled to as good or even better reception on Channel 3 as on any other Cleveland channel, and if you are not getting such superior results, consult your serviceman or request him to contact us for information.

You can help us to gauge the effectiveness of our transmission by completing the enclosed postcard and returning it to us with any further comment you might have. We are extremely anxious to assure you excellent reception from our facilities.

Thank you for your cooperation.

Cordially yours,



S. E. Leonard
Engineer-in-Charge

SEL:js