

Radio Station WCAL  
ST. OLAF COLLEGE  
NORTHFIELD, MINNESOTA  
28 Apr 69

09-154

# RADIO STATION WCAL

Milford C. Jensen, Director and General Manager

ST. OLAF COLLEGE • NORTHFIELD, MINNESOTA 55057

April 26, 1969

Dear DX Listener:

Thank you very much for the reception report on our recent DX Test Transmission. We are very pleased with the response and are considering another such broadcast for next year.

Many of you raised questions about WCAL, and to help answer them we are enclosing a copy of our current program schedule and also a brochure that was sent to many of our regular listeners in the upper Midwest area last fall when we were observing our Fiftieth Anniversary. Also enclosed is a list of those who sent in reception reports on the broadcast. If you have any more questions about the station, or about St. Olaf College, we would like to hear from you.

Our new QSL is also enclosed, and since we received so many reception reports at once, we feel somewhat qualified to make some comments on them. With one or two exceptions, everything was fine. We do suggest when writing to commercial radio stations you use their local time instead of your local time. Also when converting your time to another, be sure you add or subtract the correct number of hours. Providing details of what you heard is also very important. We hope these suggestions will help you in obtaining verifications from commercial stations.

We're glad you enjoyed the programming of the test; we weren't too sure what should be included. As many of you suspected, there was an article about rabid skunks in Wyoming. Some of the music programmed was a slight variation from our regular format since we are primarily a classical music station.

May we suggest that the best times to listen for WCAL are in the mornings when we sign on at 0600 CST (0615 in December and January) and on Sunday afternoons when we broadcast until local sundown. Of course, the winter months are best for reception.

Thanks again for your response to our DX Test and we hope to hear from you again.

Sincerely,

RADIO STATION WCAL

*Mark Hollabaugh*

Mark Hollabaugh (WPE8FXK)  
Producer, DX Program

Mr. John Sampson  
4148 Wycliff Drive  
Winston-Salem, N.C. 27106

Dear Mr. Sampson:

Many thanks for the reception report on our special test transmission. As you can see from the summary of reports, we had a very good response.

We find it interesting to know that you are a graduate of Carleton. The Midwest Conference has had some very good teams in the past few years. St. Olaf still has the Goat. We beat Carleton in football this year, and split the two basketball games. We'd be glad to have you visit WCAL if you are in the Twin Cities area.

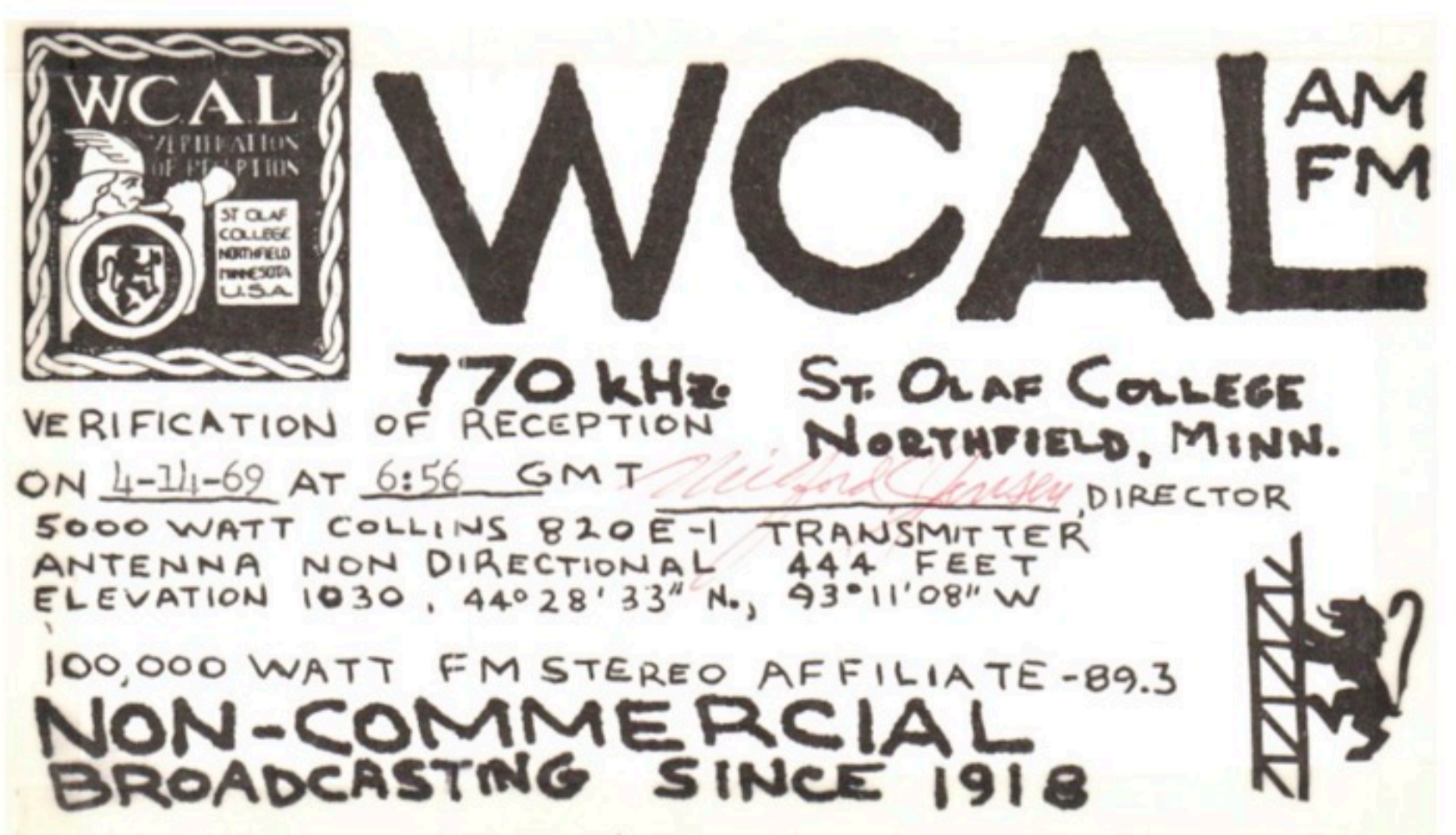
Thanks again for your report.

Sincerely,

RADIO STATION WCAL

*Mark Hollabaugh*

Mark Hollabaugh  
Producer, DX Program



**WCAL** AM FM  
770 kHz ST. OLAF COLLEGE  
NORTHFIELD, MINN.  
VERIFICATION OF RECEPTION  
ON 4-11-69 AT 6:56 GMT *W. Jensen* DIRECTOR  
5000 WATT COLLINS 820 E-1 TRANSMITTER  
ANTENNA NON DIRECTIONAL 444 FEET  
ELEVATION 1030, 44°28'33" N, 93°11'08" W  
100,000 WATT FM STEREO AFFILIATE -89.3  
**NON-COMMERCIAL BROADCASTING SINCE 1918**