



4-2-74

OUR EQUIPMENT NOW:

620 SPARTA FM.

701 SPARTA AM.

BC1J GATES AM

ALTERNATE AM.

WE ARE NOW BROADCASTING
FM STEREO ON 95.7 MHz
and AM on 1090 KHz.

DISTANT RECEPTION CONFIRMATION

Dear Mr. Wesolowski

Thank you very much for your Listeners Report dated APRIL 22, 1973.

Upon checking our logs with your report, we can confirm your Distant Reception of our Station WCRA

Perhaps you would like to know a little about WCRA AM and FM.

We are located in our new studios at the intersection of Banker and Washington Streets in the new Effingham Daily News Building. Our transmitter is located 2 miles southwest of town in a natural depression which is moist year round giving a maximum ground field. Our tower is ⁴⁸⁰~~406~~ feet above ground, end-fed for AM, and "Bazooka" fed for the FM Antenna Bays; there are six each vertical and horizontal bays giving us a total E.R.P. of ~~73 KW~~ for input of ~~10 KW~~ FM. 19 KW. FM.

50 KW HORIZONTAL & 50 KW VERTICAL. 620 SPARTA
Our equipment is almost all ~~Gates~~ Radio Units, ... A ~~FM100 Gates~~ transmitter on FM, and a BC1J Gates ^{SPARTA} 1 KW transmitter for AM. Although we are not yet broadcasting in stereo, our new studio setup is pre-wired for it, and the future indicates it for us. Effingham is a community center of approximately 10,000, and growing. We are positioned at the junction of Interstate 70 and I-57 and the crossing of mainline Penn Central and Illinois Central Railroads.

WCRA began broadcasting on AM 250 watts in 1945, on FM in 1963. And that's WCRA.

Once again, thank you for your report. Should you have an opportunity to hear us again, we would enjoy hearing from you.

Sincerely,
I. H. "BERT" HEARLE - WB9BAW
I. H. "BERT" HEARLE
Carl Cooper --- Chief Engineer
Effingham Broadcasting Company

Sorry about not getting a reply out sooner, but we have been busy with an automation project since my arrival at WCRA AM & FM. I have only been on duty since 1-6-74; so I have no way of knowing how many other replies we may have received. Best listening and 13's!

THE EFFINGHAM BROADCASTING COMPANY
BANKER & WASHINGTON EFFINGHAM, ILLINOIS 342-4141

