

Provided by Charlie Grider...

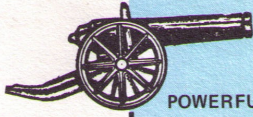
Below is a picture of a brochure that WBAM AM740 (then owned and operated by the Brennans at Deep South Broadcasting) used in the '60s to identify their 0.5 millivolt contour (in yellow). The transmitter and studio were located on the Troy Highway, one mile of the Southern Bypass in Montgomery. The facility was 50,000 watts daytime only, using a two-tower directional array. Note that the northern nulls were only 50 - 60 miles north of Montgomery but the southern lobe extended way out into the Gulf of Mexico. I "babysat" the transmitter in the 70's and did some DJ work there in 1983. Tom Jones was a staff engineer and later the chief engineer when the Brennans sold WBAM AM740 to Colonial Broadcasting in 1985. Colonial rebuilt the plant out on Wares Ferry Road with two smaller equal height towers, but still 50,000 watts. Colonial later decreased power to 10,000 watts which is what it is now as WMSP Sports Radio 740 (Cumulus Broadcasting).

The Troy Highway plant was a homemade transmitter (until 1977 when the homemade transmitter was replaced by a Harris MW-50) that had enough RF floating around that you could take a 300-watt tower light bulb and take clip leads and attach the bulb to the transmitter chassis and the ceiling grid and light it up full brilliance. You could hold a four-foot fluorescent bulb just outside of the final amplifier tube and it would light up. When a thunderstorm was approaching, the insulators on the top guy wires of the 750-foot tower (the second tower was around 350 feet) would develop continuous arcs and you could hear the station coming from top of the tower. And you didn't want to be standing by the transmitter when the six-inch arc gap on the final amplifier would decide it wanted to discharge (uh..I was standing there when it discharged as a thunderstorm was approaching and I had to go home for a change of underwear.)

This broadcast facility operated full-power all-night (after sunset and through the next morning) when Hurricane Frederic hit the Gulf Coast in September, 1979. You can image what kind of coverage area they had that night.

WBAM

Post Office Box 11411 - Phone 288-0150
 Montgomery, Alabama 36111
 Deep South Broadcasting Company



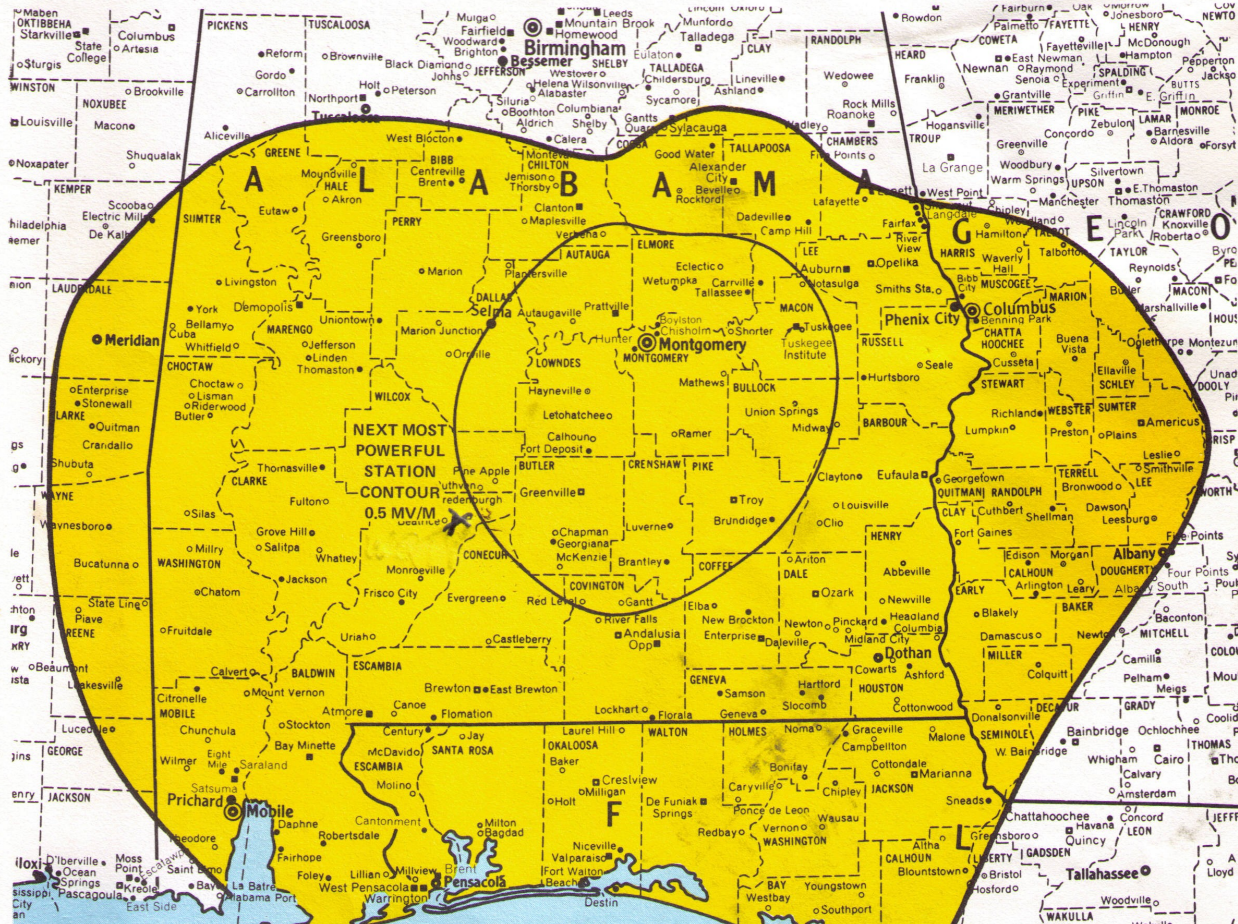
50,000 WATTS

POWERFUL AS ANY STATION IN THE NATION

740 KC

FRANCES U. BRENNAN, President
 CYRIL G. BRENNAN
 General Sales Manager

Represented nationally by
 Petry Radio Sales, Inc.



* 1170 Kc
 10,000 watts

MARKET DATA
 Source: SRDS Oct. 1, 1970

	Within 0.5 MV/M Contour WBAM	Within 0.5 MV/M Contour Next Most Powerful Station
Audience Population	2,650,969	467,400
Households	754,240	104,452
Passenger Cars	1,083,010	145,550
Consumer Spendable Income	\$5,730,185,000	\$817,955,000
Market Total Sales	3,593,842,000	515,027,000
Food	784,608,000	108,826,000
Drugs	119,870,000	16,737,000
General Merchandise	507,237,000	74,892,000
Home Furnishings	216,543,005	33,414,000
Automotive Sales	829,315,000	113,660,000
Service Stations	479,182,000	49,383,000
Farm Population	187,400	31,500
Farm Income	652,857,000	102,814,000

WBAM 0.5 MV/M measured contour

Next most powerful station 0.5 MV/M contour from FCC files