

# Wavelengths

## All That Jazz on WLSH

This May we added a brand new show to AM 1410. All That Jazz is hosted by Andrew Ebbert. The show features music from the '30s through the '70s. It airs every Sunday at 1 pm after the last church service.

Andrew graduated from the University of Pittsburgh where he studied music production. He has been part of our team for a little over a year. He's mostly been behind the scenes helping out with show production and as a board operator for remotes.

We are excited to have him and his show as part of the WLSH program line up!



## Anniversaries

This year is a big year for our stations. All three are celebrating an anniversary! Here's a little background information on each of them:

WGPA signed on in 1947 as part of the Bethlehem Globe Publishing Authority. The original music lineup consisted of big band and other popular music of the time. CC Broadcasting acquired the station in 2015 and began broadcasting Ameripolitan (rockabilly, outlaw, honky tonk, and western swing) along with some specialty shows.

WLSH signed on December 24, 1952 as a 1,000 watt station. It was owned by Miners Broadcasting. In the '60s the daytime power was increased to 5,000 watts. Today WLSH continues to broadcast an oldies format with a focus on the '50s through the '70s.

WMGH received its new call letters in 1987. Previously it had been WSVB, WZTA, and WCRN. It has been on the Tamaqua 105.5 FM dial since 1965. In 1987 WMGH (Magic 105.5) began broadcasting an Adult Contemporary format. When CC Broadcasting acquired the station in 2020 work began to change the format to a sound that is more rock and roll. The transition has been very well received by our listeners and clients.

Stay tuned to find out what is next for all three of our stations!



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### Special points of interest

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- Station Anniversaries
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- Sponsorship Opportunities

## Upcoming Events

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July 4—Port Carbon Fireworks

July 10th—No. 9 Mine Heritage Fest

July 17th - Safer Streets Out of the Darkness Walk

August 1-6 Schuylkill County Fair

August 7th St. Mary's McAdoo

August 8-13 Carbon County Fair

August 20 Schuylkill Haven Island Fest

August 21 Tuscarora Flying Club

September 10 Orwigsburg Heritage Day

September 24 Schuylkill Haven Borough Days

October 1 Schuylkill Walk to End Alzheimer's

October 1 Pottsville Oktoberfest

Contact your sales rep or the business office for more information about sponsoring these events!

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## Contact

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## Summer Events

Summer is here and that means that our staff will be busy at many different events throughout the season.

As always, Magic 105.5 and AM 1410 will be at the Schuylkill County Fair and the Carbon County Fair. The Schuylkill County Fair will be happening August 1st through August 6th. The Carbon County Fair will be August 8th through August 13th.

Our '80s guru, Ann Marie Calabrese, will be celebrating Christmas in July again this year starting with our annual Port Carbon Fireworks event. Make sure to tune in to Stuck in the '80s every Saturday night from 9pm-midnight on Magic 105.5 to find out about all the prizes and giveaways that Santa and the elves have given her to share with you!

Speaking of Ann Marie, who also serves as our sales manager, she will be at the Tamaqua Area Chamber Job Fair & Career Expo on July 19th representing Magic 105.5 and AM 1410. If your business is hiring you can be a part of the job fair as well. Contact the Tamaqua Area Chamber of Commerce for more information on this event.

## Football Season

Summer has just begun, but it's not too early to start thinking about football season. All three of our stations will be covering high school football again this year.

Sunny 1100 WGPA will primarily be following Easton High School, Liberty High School and Freedom High School.

AM 1410 WLSH will primarily be following Panther Valley High School and Marian Catholic High School.

Magic 105.5 WMGH will primarily be following Tamaqua High School.

If you would like to be a sponsor of any of these games contact your sales rep or the business office directly at [businessoffice@wmgh.com](mailto:businessoffice@wmgh.com). Full broadcast schedules will be released as soon as they are available.