The general manager has always been an important role at WCTL. During its first decade, Rev. Richard Frank helped build the facilities (even assembling the tower!) and introduced the region to Christian radio. In the 1980s, Rev. Bill Baker assumed the role, bringing FM stereo and 24-hour operation to the facility. By 1990, Joel Natalie returned to his hometown of Erie and took the reins, completing a move of the broadcast tower and antenna while doubling the power to 6,000 watts just before the station’s 25th anniversary. To facilitate easier access to our new audience, the studios were relocated to US 19 in Waterford in 1994. During that time, WCTL’s format fully embraced Contemporary Christian Music. In 2004, Ronald Raymond advanced to the GM office, building a series of FM translators to boost WCTL’s coverage area as well as beginning the popular annual Women’s Conference and Family Comedy Night events.

Our current manager, Adam Q. Frase was elevated in 2014, having served at WCTL for twenty years. His main focus has been to bring the radio ministry to this critical moment in its history, this Golden Opportunity.
When WCTL doubled its broadcast power and moved its facilities to one of the highest hills in Erie County in 1992, it had a strong signal for 40 miles in all directions. Then in 1999, a Canadian station from Sarnia, ON signed on, which has created interference on certain days and in certain weather ever since.

In the past two decades, WCTL has spent thousands of dollars to conduct research, erect additional signals known as translators, and create a strong online presence to try and overcome the continued signal interruption. All these measures had some positive impact. However, on certain days, people who wanted to tune in to WCTL’s message simply couldn’t hear it.

The purchase of a North East AM station and its relocation to Union City will allow WCTL to build a parity signal over Erie County’s population center.

For 25 years, WCTL-FM has been located as far north as it could be and still maintain a mandatory signal over its community of license, Union City, PA. Any move farther north to Erie’s population center requires an additional station to be licensed to Union City to “back fill” WCTL’s proposed exit. For two decades there has been no opportunity to accomplish this, until now.

Inspiration Time, Inc., the owner of WCTL, has purchased WMCE-AM 1530 in North East, PA, and the FCC approved a construction permit to relocate 1530 to Union City. At the same time, the FCC has approved a construction permit for WCTL 106.3 to move to Erie, PA, with an antenna location near I-90 and Peach Street. This project allows WCTL to have a signal on par with the major Erie radio stations, while maintaining radio service in Union City.

Our engineers have designed the new WCTL in Erie to greatly reduce the impact of Canadian interference, as well as maximize the number of potential listeners. This can only mean an even greater impact of the Gospel available at the press of a button. A fringe benefit of the additional signals is the creation of more content choices that provide information and inspiration as a further catalyst for the renewal of our region.

This Golden Opportunity has been years in the making, and we feel it’s no coincidence that it is coming during our 50th year of ministry and a generation since our last major expansion.
THE PROJECT FOR THE NEW WCTL

For the cost of a modest suburban home in Erie County, we can reach thousands more of our neighbors with the new WCTL

Project Costs

- FM Antenna & Coax: $56,250
- AM Transmitter & STL: $38,000
- AM Station Purchase: $30,000
- FM STL & HD Radio License: $27,300
- Legal & Engineering: $27,000
- Translator Costs: $19,800
- AM Tower & Antenna: $16,650
- AM Site Prep: $15,250
- Marketing: $10,000
- **Approximate Project Total:** $240,250

WCTL Quick Facts

**Owner:** Inspiration Time, Inc., a not-for-profit IRS 501(c)(3) corporation

**Years of Operation:** 49+; since Oct. 3, 1967

**Governance:** volunteer Board of Directors supervising professional staff

**Full & part-time staff:** 10

**Number of donors in 2016:** 878

**Amount of cash donations in 2016:** $221,427

**Sales revenue in 2016:** $255,565

**Average monthly website visits:** 3,835

**Number of Facebook “likes”:** 4,858

**Attendance at major station events:**
- Women’s Conference: 342
- Family Comedy Night: 1850
Ways To Give

1. Give online
   You can give anytime day or night by clicking “Donate” on our website, wctl.org

2. Give on Erie Gives Day
   When you choose to give a special gift to WCTL-FM / Inspiration Time, Inc. on Erie Gives Day, Tuesday, August 8th from 8:00 AM - 8:00 PM, a percentage of your gift will be matched by the Erie Community Foundation and their sponsors. Learn more on our website or on eriegives.org.

3. Mail or phone a gift
   To mail a check, send to:
   WCTL-FM / Inspiration Time, Inc.
   10912 Peach St.
   Waterford PA 16441

   You can also phone in a credit/debit card gift to: (814) 796-6000 during business hours.

HOW YOU CAN HELP

There is an important part for everyone to play to advance the impact WCTL makes in our community.

Our Golden Opportunity goal is to incur as little debt as possible to complete construction and launch, while moving very quickly, attempting to get on the air by this Christmas. To accomplish this, we will need the help from everyone who wishes their family and our community to benefit from a stronger Christian witness on the radio.

For this once-in-a-generation Golden Opportunity, this summer and fall we are asking everyone in the WCTL listening family to consider a special gift. Here’s the challenge set before us, as we begin Phase 2 of our project.

WCTL’S GOLDEN OPPORTUNITY PHASES

**Phase 1: Legal and Engineering** - preparing applications and engineering exhibits, application and approval from FCC:

$27,000 (completed July 1st)

**Phase 2: AM Station** - acquisition, relocation, and construction of AM station to Union City:

$102,200

**Phase 3: 106.3 FM upgrade** - relocation and construction of the new WCTL Radio:

$69,250

**Phase 4: Translators and enhancements** - reconfiguration of existing FM translators and acquisition of HD Radio technology:

$41,800

We would love to share more about WCTL’s Golden Opportunity with you or your congregation. Please call Adam at (814) 796-6000 to schedule a meeting.

Listen to WCTL

- 106.3 FM - NW PA & Tri-State Area
- 105.9 FM - Downtown Erie
- 99.1 FM - North East
- 93.1 FM - Girard
- Streaming Live at WCTL.org
- Streaming on your mobile device with our free mobile app