

## WSGO makes move to Scriba location

by Steve Buchiere

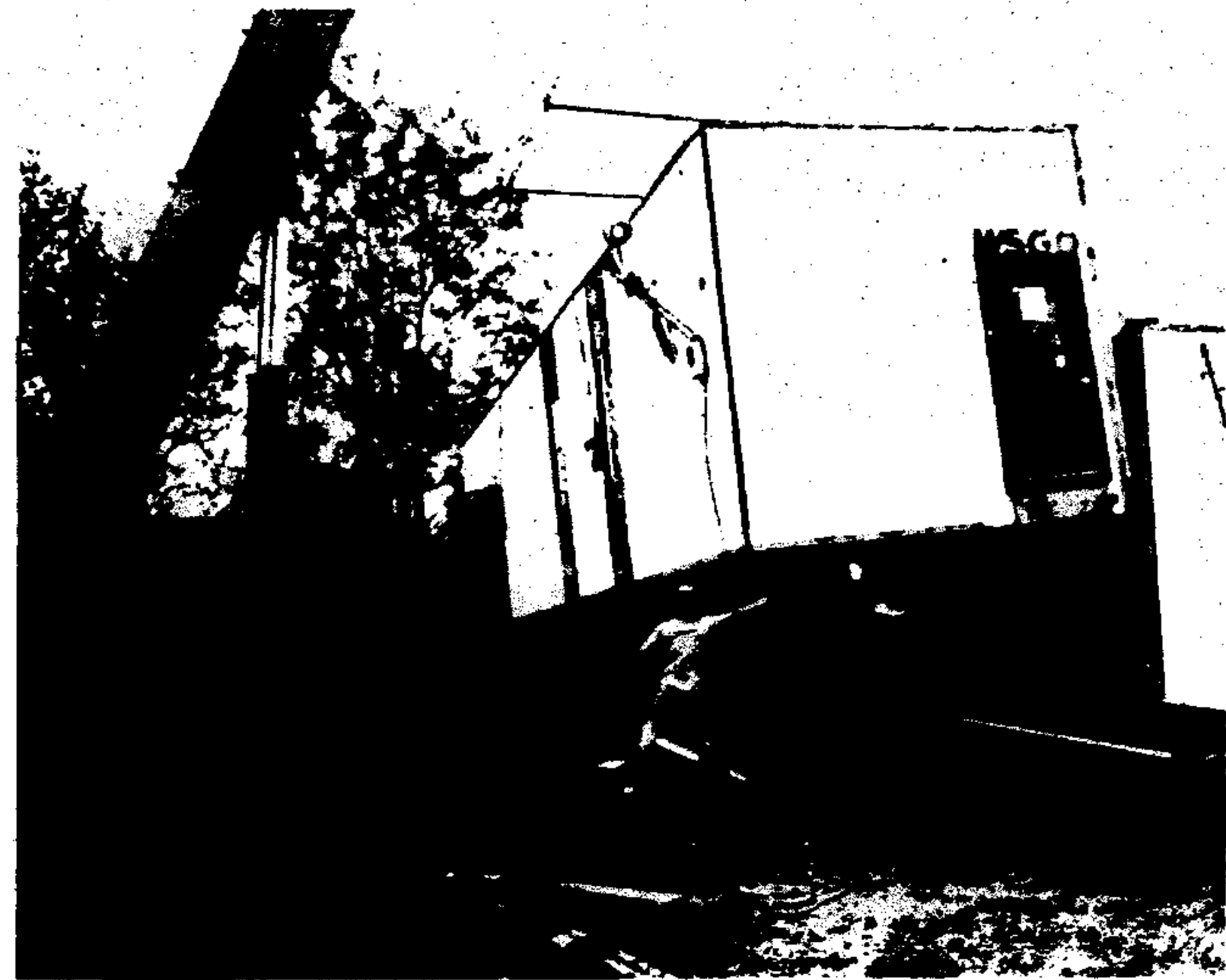
WSGO AM/FM is on the move—literally. The Oswego radio station picked up the pieces—two to be exact—and moved from its E. Seneca Street location to its new home on Dutch Ridge Road, near Rte. 481 in the Town of Scriba.

Lynn Harper Construction Company of Syracuse spent the better part of a day moving two halves of the station's studio building to the new location, thanks to a huge crane,



Watching the move

Station owner Robert Gessner watches as workers move WSGO's studios to a new location in Scriba.



Setting it down easy

Workers from Lynn Harper Construction set one half of the studio building of WSGO on a trailer for transport to Dutch Ridge Road in Scriba, the new home of the station.

### Bishop Cunningham student to attend seminar

June 2, Christopher O'Brien will be representing Bishop Cunningham High School in Oswego, at the Hugh O'Brien Youth Foundation (HOBY) New York West Leadership Seminar at the Genesee Community College in Batavia. The 125 students who will be attending this year's seminar come from high schools located in the 716, 315 and 607 area codes. The students will study the weekend theme "America's Incentive System" and learn about their own leadership potential.

O'Brien was selected by Sister dePaul, principal of Bishop Cunningham Jr./Sr. High School. A similar selection process took place in over 10,567 high schools in the United States, Bahamas, Canada, and Mexico as each state and country conducts HOBY Leadership Seminars.

HOBY programs are designed to teach the

which dropped the building on a trailer. From there it was taken down the road to the Dutch Ridge Road location.

The company did the work as station owner Robert Gessner looked on. "It's not cheap at all," said Gessner, who took photos of the move with his 35 mm camera on a rainy Wednesday afternoon. "There was a lot of planning involved in the moving the radio station," he said.

Gessner said one goal was to keep WSGO on the air as much as possible during the move. The station recently began broadcasting from the new AM tower at the new location, while the new FM tower will be in operation by June 1.

Gessner said the station was off the air for only about eight minutes during the transition. During the move, the station continued to broadcast from a trailer at the Oswego location.

Listeners should notice improved signals for the both the AM and FM, Gessner said. And more people should notice, he added. "It'll be an improved radio station in that our coverage area will be considerably increased," he said.

The station owner said WSGO can currently be heard in Oswego County and in parts of Onondaga, Jefferson, Cayuga, and Madison counties. He noted that with an improved signal, the station will be stronger in the outlying counties and will even reach parts of eastern Wayne County.

"The areas we cover now we'll cover with a much stronger signal," he said, noting that the new AM tower is situated in a muck field, with the moist ground more conducive to the electrical grounding needed for a strong AM signal.

The FM tower is considerably taller than the current one on E. Seneca Street and will also have increased power in the near future, Gessner said. Since the inception of the FM station in 1973, the AM and FM signals have both been broadcast from the same tower.

While the station has changed locations, the FM station format will also get a facelift,

said Gessner. The FM will have new call letters and programming aimed at the 24 to 50 year-old audience. He emphasized that the current big band format on the AM will not change.

The change of locations is not exactly by design, though. The station was located on the heels of the site of Pollution Abatement Services, which handled many toxic wastes. The DEC ordered the station moved, Gessner said, noting that the DEC is buying the land, along with purchasing the radio tower which

will be left behind.

But Gessner, whose daughter Susan is the station manager, said it's a costly move. "What they give you doesn't come anywhere near covering the costs," he said.

This is the second move of the station for Gessner, who moved the station to E. Seneca Street from its former Bridge Street location in the American Legion building. He hopes he doesn't have to do it again.

"It's great (moving), except that I'm glad it only happens once."



Getting ready

A worker helps line up one half of the studio building before it is dropped down on the trailer for transport to its Scriba location.

—Valley News photos by Steve Buchiere

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