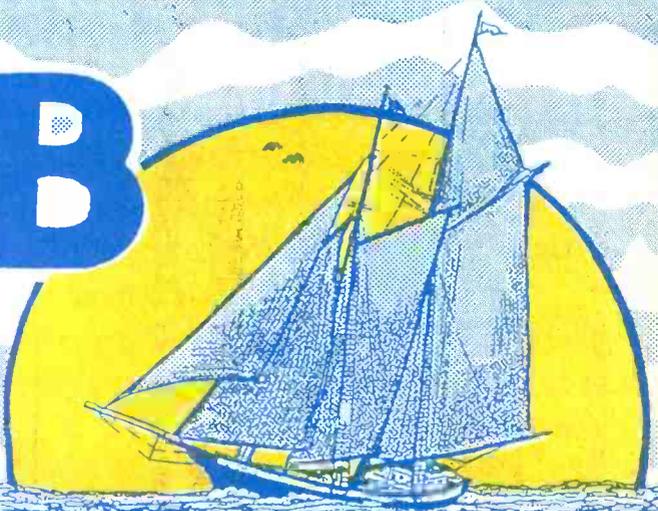
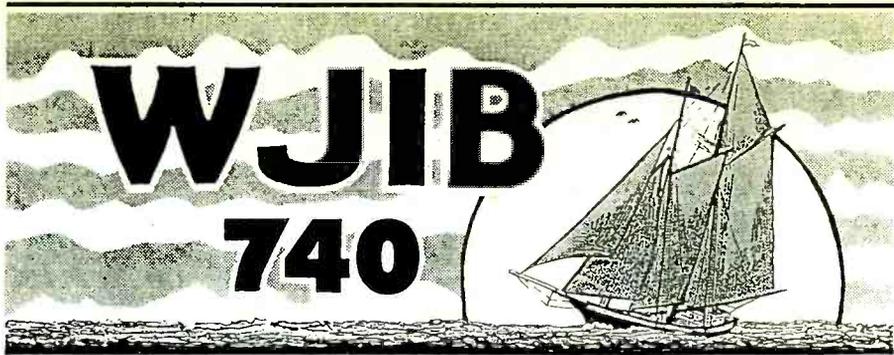


WJIB

740





Welcome to one of America's most unusual radio stations... WJIB-AM 740. Unusual, because it is located in a large metropolitan area AND is owned by an individual. And that individual's main interest for being in the radio station ownership business is to provide quality music to an area that, radio-wise, has been without WJIB's kind of relaxing and peaceful orchestrated music. WJIB is not in competition with any other radio station. We just do what we do and let the audience enjoy it.

I really believe that WJIB-AM has got the finest audience in the Boston area.... A person's taste in music says a lot about that person. If one enjoys solely the most loud, belligerent, contentious & aggressive music that's played on radio, chances are that person has a similar personality. Likewise, a person with a nice gentle & peaceful personality is likely to appreciate & enjoy WJIB. "Beautiful Music" listeners are usually people who are content and happy with life, and Beautiful Music is synonymous with and correlates with nature. So, you folks have got to be the nicest audience there is, and I am exhilarated to have you as a part of the WJIB group.

While WJIB-AM is a commercially-licensed station, I treat it as though the first priority is that it is a public service, and if it can make some money as a profit, so be it, but it doesn't have to. I just have to be careful, so that it doesn't lose money.

Yes, Beautiful Music is a public service. With the continual decay of our hastened & aggressive society, there always must be a spot on the radio dial that offers a non-aggressive state of mind through the influence of good music; whether a station playing it can or cannot make some big bucks doing so.

WJIB's music, of course, is not the only music that projects peacefulness and calm. There are some very nice country songs and easy contemporary songs that do the same, too, but uniformly, Beautiful Music seems to do it the best.

WJIB will always be adding more & different selections to its playlist. So, keep listening, and experience the mood of life at its peaceful best.

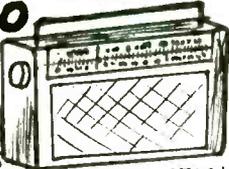
A handwritten signature in black ink that reads 'Bob Bittner'.

Bob Miles Bittner
Owner of WJIB-AM 740

USEFUL PRODUCTS FROM WJIB WITH OUR LOGO ON THEM

You may order as many or as few of whatever you want.
Help support Boston's Beautiful Music Station, WJIB-AM 740.
ALL PRICES INCLUDE POSTAGE AND MASS. SALES TAX

THE BEST RADIO
FOR HEARING WJIB.
THIS IS THE BEST RADIO WE'VE EVER HEARD, SOUNDWISE AND RECEPTION. MADE BY A WELL-KNOWN AMERICAN COMPANY. AM-FM. RECEIVES ALL STATIONS. AM BAND RECEIVES 530 to 1700 kc. HEAR WJIB BETTER THAN EVER BEFORE !!!
PRICE \$68.00 INCLUDES MASS TAX AND POSTAGE.



NO WJIB LOGO

T-SHIRTS 100% COTTON
SIZES: XL, L, M.



WHITE LETTERING - BLUE SHIRT

FRONT BACK

PRICE: \$16.00 EA (MASS. TAX AND POSTAGE INCLUDED)



COFFEE MUGS
Ceramic
BLUE MUGS WITH WHITE LETTERING
\$14.00 INCLUDES MASS TAX AND POSTAGE

3-COLOR BUMPER STICKERS
Show the world you have good taste in Music! \$2.00 EA. PPD Blue-Yellow-White



WJIB 740
Boston's Beautiful Music Station

TOTE BAGS

DURABLE CANVAS BAG, PERFECT FOR SHOPPING FOR SMALLER ITEMS. — OR TO TAKE TO THE BEACH.

Be Earth-Friendly!
USE ONE OF THESE BAGS INSTEAD OF ACCEPTING THOSE THIN PLASTIC BAGS!



11" WIDE BY 14" TALL
\$16.00 (INCLUDES MASS TAX AND POSTAGE) EACH
SIZE (without counting straps)

ALL PROFITS FROM THE SALE OF THESE ITEMS GO TO SUPPORTING THE OPERATION OF WJIB

YOU MAY USE THIS FORM OR PHOTOCOPY IT, OR IN YOUR NOTE SPECIFY CLEARLY WHAT YOU WANT. IF ORDERING T-SHIRTS, PLEASE SPECIFY SIZE

_____ BUMPER STICKERS @ \$2 each	\$ _____	NAME _____ STREET ADDRESS _____ APARTMENT # (if any) _____ CITY, STATE, ZIP _____ PHONE # _____
_____ COFFEE MUGS @ \$14 each	\$ _____	
_____ TOTE BAGS @ \$16 each	\$ _____	
_____ RADIOS @ \$68 each	\$ _____	
_____ T-SHIRTS: @ \$16 each	\$ _____	
Size(s) XL L M	\$ _____	
_____ T-SHIRTS: @ \$16 each	\$ _____	
Size(s) XL L M	\$ _____	

TOTAL ENCLOSED (check, money order, cash) = \$ _____
SEND TO: WJIB - P O BOX 848 - NEEDHAM HEIGHTS MA 02194

And now, to answer many of the questions asked by our listeners....

WJIB: DAY -vs- NIGHT

One of the most commonly-asked questions to us here at WJIB is why we reduce power at sunset. To answer that, let's go all the way back to the beginning of radio...

The beginning of radio as we know it (outside of the experimental stages) happened in 1919 when Station CFCF in Montreal began regular broadcasts to the few people having 'wireless sets,' (No, KDKA in Pittsburgh in 1920 was not the first...). Throughout the 1920's and the early 30's as stations came on the air, it was like them claiming frequencies as their own in accordance with the Federal government. In the mid-1930's, international agreements were made, since there were still comparatively so few stations on the air, as to which frequencies belonged to which countries, and domestically, which frequencies belonged to large city. After the 30's, the radio frequency spectrum was relatively 'full.' And because of this, the 1940's saw the beginning of "daytime stations". Since AM radio signals go in great distances during the nighttime, most new stations, in order to find a frequency to broadcast on, had to broadcast on a frequency where there was a distant station in a distant large city. It would be OK to broadcast during the daytime since the distant station would not reach the new local daytime station's area, but at night, the distant station WOULD. Therefore, the new station's dilemma was to be a 'daytimer' or not at all. From the 1940's to the 1970's, about 2,000 daytimers went on the air, one of which was the then WTAO 740 in Cambridge (presently WJIB), which debuted in 1948.

The Federal Communications Commission enforced strict rules, (which do make logical sense) for all daytimers as to when they could start and end their broadcast day. These set times were different every month since the sun rises and sets differently throughout the year (due to the fact that the earth on a tilted axis). And the times are different in different areas of the country... In Florida, for example, sign-on and sign-off times throughout the year are close to the same because Florida is closer to the equator than we are here in Boston. For anyone who has been to the Caribbean, you may have noticed that sunset, all year round is close to 6 PM. The further north you go, such as Boston, the times are more spread apart; where sunset is at approximately 4:15 PM in the deep winter and at 8:15 PM in the deep summer. If this station was located let's say 1,000 miles north of here, sunset would be at about 2 PM in the winter and 11 PM in the summer. (Remember the phrase on the Yukon Territories license plates: "Land of the Midnight Sun").

In 1985, the Federal Communications Commission partially relaxed rules for daytime stations. This change enabled every daytime AM station to broadcast unlimited hours, but at nighttime (after sunset and before sunrise) with reduced powers. Each of the 2,000 daytime stations were assigned different power levels for

nighttime broadcasting, of which some power limits were humorously diminutive and scanty. It all depended upon how far away the daytime station was located away from the old-time grandfathered big-city high-powered station on the same frequency. Some assigned power-levels were so low that the daytime stations receiving such low nighttime power authorization chose not to even broadcast at night. Such is the case of WNTN in Newton which was given 2.5 watts (that's two and a half!) at night. Imagine a transmitter with the power of a standard battery! We, in the broadcasting industry are not ungrateful for the varying nighttime power, it's just that some stations cannot use such low power which would only cover a few square miles at best. However, stations such as WROL (Boston) and WJDA in Quincy got high power-levels assigned. As for WJIB-AM 740, one of those daytime stations, we received authorization for night broadcasting at a power level of 5 watts! However, those five little watts (count 'em on one hand) on a good frequency as 740 do pretty well, covering about 15 to 20 square miles, centered in Cambridge. Still, that covers at least a half-million people on a bad night and up to 1,500,000 on a good night. (Also see in this publication, what you can do to get better nighttime reception, as most people inside and around Rt 128, are able to hear WJIB at night).

The reasons why WJIB-AM received such a small nighttime power authorization are: the grandfathered 50,000-watt (from Toronto, Canada) station on the 740 frequency is relatively close to WJIB. The Canada station's call letters are CBL, although they don't use them. Instead, they are known as "CBC" standing for the "Canadian Broadcasting Corporation" network, much like our ABC, NBC, USA, CBS Networks here in the states. So that is why, at night, outside of Route 128, you can hear both stations dogfighting each other.

The other reason for the 5-watt limit, is because of international agreements made in the 1930's we cannot send any signal into any part of Canada, as 740 is known by agreement as a "Canadian Clear Channel." Some examples of frequencies that are United States Clear Channels are 670, 700, 720, 750, 760, 770, 780, 810, 840, 880, 890, 1020, 1080, 1120, 1200, etc. Now you may think it rather humorous to actually consider that WJIB, with its 5-watt nighttime signal would actually make it into Canada, but any higher, it very well could since radio signals are much more unpredictable and travel much further distances at night. I would venture to say that WJIB-740 has one of the best low-power signals to be found, despite my first erroneous reaction to hearing about our 5-watt authorization was "well that'll cover western Cambridge!"

HOW YOU CAN HEAR WJIB AT NIGHT

If you are listening anywhere inside Rt 128, and for many of you who are listening just outside of Rt 128, you WILL BE ABLE to hear WJIB clearly if you observe the following, all of which will help greatly, and where any one below suggestion would help somewhat:

1) - The radio itself is most important. In the past

20 years, most radio manufacturers have been selling consumers radios with grossly inferior AM reception. Even the tuners we buy which run into the hundred or thousands of dollars often have poorly designed AM band reception. Therefore, for good AM reception, the rule of what you pay for what you get does NOT usually apply. Try all the radios in your house. Changes are that if you have an older radio made before 1970, it will perform best. (I have an old 1965-style radio which my ex- almost threw out. I tried it at night 7 miles from WJIB's Cambridge transmitter, and under all conditions, picks up WJIB without any interference.)

2) - If no radio seems to do the job, choose the best one and re-locate it to near a window in your home.

3) - Rotate the best radio you have, as if on an axis, and determine which direction it should sit to best pick up WJIB. Almost all AM radios are unintentionally designed so that you could turn them in different directions and null out interfering stations. If you were to set your radio to any station and turn it sideways slowly, you will notice that at two points, the station will fade while holding it in those positions. Since you are trying to hear WJIB, the Canadian station will null out. This action here in this paragraph will work in all areas EXCEPT those within the straight line running east-west between Toronto and Cambridge, and also straight east of Cambridge.

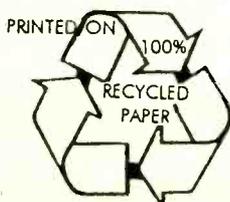
4) - If results are not satisfactory, you may want to try a different window because its possible by plugging it in to a different circuit in your house, it will do better.

5) - In locating your best radio, keep it away from the very-new energy-efficient light bulbs if you have any. Also keep it away from a computer.

6) - Dimmer-knobs for variable light-bulb brightness often cause a buzzing sound. Turn off any such lights.

7) - If there is still too much static, try using the battery-powered option on your radio (if it has one). By not being plugged into electric current can reduce electric noise.

8) - IF NONE OF THE ABOVE HELP, then purchase a new radio which we will be selling soon. These radios are the best we have EVER heard for AM reception. These are normal AM-FM radios (they're portable, with also battery-option in addition to plugging into electricity) which radio hobby enthusiasts consider the best ever made. Good reception of WJIB will happen if you live within the areas shown on the maps in this newsletter. The anticipated price including shipping will not exceed \$70. After you get this radio, also do steps 2 through 7 above.



THE GREAT AMERICAN INSTRUMENTAL MELODY: AN ENDANGERED SPECIES

Ten and twenty years ago, every city had at least one FM station presenting as their format "beautiful music." In fact, the listenership of such stations just 10 years ago was so vast that just about every station featuring beautiful music was a ratings leader in the market. Just ten years ago, Boston's own WJIB-FM was consistently amongst the top-three rated stations, scoring higher numbers than what ANY station is able to obtain now in '93.

The ten-year period from 1983 to 1993 saw the total decline of this music format from ratings leaders to now, a format that almost no radio station wants to touch. To give you an idea in perspective, 'beautiful music' listenership now is only about one-tenth of what it was 10 years ago, nationwide. There are basically two reasons why very few radio stations want 'beautiful music' for their format. One is the declining ratings for this format and the other is that most of the listeners of this format are over 40 years of age. Its no secret that commercial advertising is geared for the most part, for the under-40 crowd. This double whammy against beautiful music is causing its scarcity.

A few examples of long-time great beautiful music radio stations are (were)..... WPAT-FM in New York City. This station is still presenting 'easy listening music' as their format, however they are increasingly mixing in more contemporary music with it. Many radio industry veterans say its just a matter of time before the few remaining orchestra instrumentals in their format will disappear.

In Rochester, New York, the beautiful music leaders were WVOR-FM and WEZO-FM in the 60's and the 70's. Neither station is playing anything anywhere near beautiful music anymore. and hasn't in over 5 to 10 years.

In Washington DC, WGAY-FM (the call letters to that station were assigned long before the movement came to be) was beautiful music for decades, then 2 years ago they abandoned the format for contemporary hits. Washington, at this time, still has absolutely no beautiful music station anywhere on either dial.

In Providence, Rhode Island, the station was WLKW-FM. Their change two years ago to a rock-oriented format was a sudden disappointing surprise to its listeners.

Formerly Lowell-based WSSH-FM, serving the Boston market used to format beautiful music before the early-mid 80's. I listened to that station gradually change from beautiful music to the present contemporary soft hits format. It was a gradual change, mixing both types of music together for awhile, and then eliminating the orchestra instrumentals.

Even though WWEL-FM (107.9) was not the leader here in the Boston area for beautiful music, that format was with the station for many years before 1979. Their sudden and high-contrast change to WXKS-FM (Kiss 108) in early '79, shifted their listeners to WJIB-FM and WSSH-FM.

Also, here in Boston, another station did a brief 2-year-plus stint with beautiful music in the early 1980's, and that was WHUE-FM (100.7) which

changed to WCOZ-FM for one week!, then to it's present rock 'n roll WZLX-FM.

Worcester's WSRS-FM (96.1) was a beautiful music station until the mid 80's when it changed to their present contemporary soft hits format.

Manchester, New Hampshire's WZID-FM (95.7)... same story.

Many of these stations which changed from beautiful music to a contemporary music soft sound KEPT their existing call-letters because the call-letters were associated with a softer sound. However stations which made a radical change to rock 'n roll, or stations who just wanted to totally lose their beautiful music image, dumped their call-letters altogether, a la WJIB-FM.

So, back in the early 80's if one lived just west of Boston with a good radio, he or she would have a splendid choice of beautiful music stations to listen to: WJIB Boston, WSSH Lowell, WZID Manchester, WLKW Providence, WHUE Boston, WSRS Worcester, and on the AM band, to WEZE-1260 (which since the 70's up to today retains those same call-letters but programs religion).

It escapes me right now what the exact date was that WJIB-FM dumped its format and call-letters (many people wrote and told us the exact date their their severe disappointment), but whatever that date was, it was, for awhile, the end of an immense legacy of good music here in the Boston area, as WJIB-FM was the undisputed leader in beautiful music programming, despite several other stations competing with the same format previously.

The ironic thing about 96.9 FM which changed from WJIB-FM to WCDJ-FM, is that WCDJ's light jazz format did not reach the ratings level (audience) that WJIB-FM had at the day of its demise. However, WCDJ's audience did grow and WCDJ-FM did have a possibility of surpassing WJIB-FM's audience which JIB had at the time of it's exit. Whether it did or not, even with fewer listeners for WCDJ-FM than at WJIB-FM's exit, from a business view, the change to WCDJ-FM may have made sense at the time, because commercial advertisers are more interested in a younger-oriented audience than what WJIB-FM had to offer. Perhaps the folks at 96.9 (WJIB-FM, then WCDJ-FM) were forecasting even lower ratings for WJIB-FM in the future (1992, 1993 and on), than the ratings at the time of WJIB-FM's exit. Judging from national trends over the past two or three years, they were right.

But, in May 1993, WCDJ-FM also became history, as the ownership changed again and Boston's SECOND country music station was born.... WBCS-FM 96.9. I say "second" because the was already another Boston FM station that switched to Country Music in 1993, WCLB.

It's no secret that many AM radio stations in the past decade have come across hard times. Ratings statistics nationwide show that while there are usually the same number of AM stations as FM stations in any given market, FM-listeners out-number AM listeners 2-to-1, or more. Here is the Boston, because we have three very strongly-listened-to AM stations (WRKO, WBZ, WHDH), and other moderately well-listened-to stations, the picture is brighter than the national average for AM radio. For example, in Miami, for the English-speaking audience there are only two strong AM stations, an all-news station, and a full-service station. In Philadelphia, there's only one AM

station that stands above the crowd, an all-news station. Obviously, a few high-powered AM stations in many cities still enjoy prosperity, and I believe that they still will in the near AND distant future. The health of some of the other high-powered AM stations AND the lower-powered AM stations is a question. Many of the weaker AM stations are now off the air or seeking diverse programming where there is more money to be made compared to 'fighting it out' with similar formats as FM stations and the successful AM stations. Most AM stations, in seeking 'diverse programming' would have the choice of niche programming: (1) in English with specialty talk and/or specialty music, (2) programming in a foreign language, or (3) religion. The latter of the three usually brings quick cash, while the first does not.

Our station on 740-AM has been approached, with the promise of money, from different ethnic group leaders (Haitian, Greek, Italian, Irish, African-American), in addition to religious programs, both hoping to buy time by the day-part for the entire broadcast day or large portions of. We have pretty well made it known to them that we want to do "WJIB" most of the day. However, it is possible that a couple hours during ~~less-important-time-for-beautiful-music~~ may be sold in the future.

Having been in the radio business for over two decades, this writer silently predicted to himself that the formats that get dumped from FM stations, where it is unlikely that any other FM would pick up those dumped formats, would end up on AM radio. "Beautiful Music" was certainly, according to my predictions, to evolve on to AM radio everywhere. I formed that opinion after driving through Scranton, Pennsylvania in 1986 and heard an AM station on the dial position of 1400 playing beautiful music. That was a shock to me at the time. But scanning the FM dial, in that 22-station market, I heard no beautiful music! To myself, I said: "I see the beginning of a trend here." I was almost entirely dead-wrong. I had expected that (beautiful music on AM) to happen in every major and medium-sized city in the USA. It didn't happen at all, except in very few places....

Five years ago, a former all-news station WEAN in Providence changed their format to classical music (then called WWAZ), and a couple years later, after the demise of decades-old beautiful music station WLKW-FM, took on the beautiful music format of WLKW-FM's. Since WLKW-FM dropped their call letters and changed to rock music, the call letters 'WLKW' were available, and the then brand new AM beautiful music station in Providence grabbed the WLKW call letters to match their format. When I saw that happen, I said "That was smart!" (not necessarily from an economic viewpoint, but moreso from a public service viewpoint).

Needless to say, since you are reading this, you are aware that the same thing happened in Boston! But these two examples are rarities.

Still, markets like, and in particular, Washington DC have no beautiful music station; not on FM, not on AM. The D.C. market including the suburbs has about the same population figures and about the same number of radio stations as Boston.

I'm having a difficult time predicting the future of beautiful music in general. It seems to me that logically, nationwide, there should be market for it. After all, one MUST escape the

stress of everyday life in this hustled and accelerated society we live in, just to keep one's own sanity. Doesn't that sound logical? But, except for the over-40 crowd who appreciates good music, and except for a small percentage of the under-40 crowd who on occasion know enough to realize that 'beautiful music' is a wonderful antedote to our society, this format is not catching on fire now in 1993. It seems a shame that such good songs that were written in previous decades performed by such excellent orchestras have for the most part been cast away by most of the population. We're not saying that there's nothing written recently that doesn't deserve merit. Of course, it does. There are many many wonderful melodies written these days. (I use the term 'melody' because some of today's music lacks such). But it seems to us that 'yesterday's' melodies should be appreciated as much as today's. It seems to us that "beautiful music" is not only just an antedote to society but also something a doctor might prescribe for his/her stress patients, and something to relax to, to study to, etc. The human need to relax will never go away. Therefore, there will always be the need for our music, in addition to appreciating good music and the traditional performance of it by good orchestras.

A lot of what kind of music you hear on the radio, what kind of programming you see on TV and what you read in publications is influenced by the media's desire for advertising revenue. Advertisers too, generally aim directly for the 18-to-44 age group and don't have too much interest in any other demographic groups.

Perhaps, what I had predicted to myself (where I was wrong) about beautiful music spreading all over the country on AM stations (or any stations) still will come to be, but perhaps at a later time. There are two reasons why it might and one reason why it might not. First and second, why it might.... In the future, before the year 2000, it is predicted that (in addition to having up to 500 channels on cable TV) there will be additional radio channels, perhaps many satellite-delivered direct-to-home, all of digital quality. With the advent of additional channels, certainly, at least ONE will be devoted to the beautiful music format. Also, it IS possible that since things go in cycles, perhaps fashions and fads may change and there might be a future bustling interest in beautiful music, but the indicators these days are telling us that we are still going in the direction (I often say 'downward') of non-conservatism. Thirdly, why it may not.... There are FCC plans to authorize both, standard AM and FM stations to broadcast with digital quality in near-distant years. This may come before additional stations are authorized. If that happens, (with ALL stations of relatively equal sound quality), many of the formerly-weaker AM stations might vie for the sought-after 18-to-44 age group, therefore the present 'sameness' you hear on most commercial FM stations might spread to AM radio. In another section of this newsletter, you'll see an explanation of why we here at WJIB-AM would seemingly be exempt from the temptation to cater expressly to that 18-to-44 age group.

YOU MAY HAVE RECEIVED
MORE THAN ONE COPY OF
THIS PUBLICATION.

PLEASE PASS ONE ON TO A FRIEND!

THE HISTORY OF STATION 740 AND HOW WE BECAME W J I B

The station you have been listening to on 740, WJIB has had a rather complicated and somewhat unstable past. In a different section of this newsletter, we have discussed the plight of lower-powered AM stations and even the plight of some of the high-powered AM stations, and how hard it is to keep a stable presentation to the public. This station on 740 is one such station that is not of the high-powered type and has had a relatively difficult time in the past 25 years.

Frank Lyman was the engineer and owner who set up this station which first went of the air in 1948 as WTAO. (if you were to draw "TAO" in a certain way, it would look like "740").

W 740

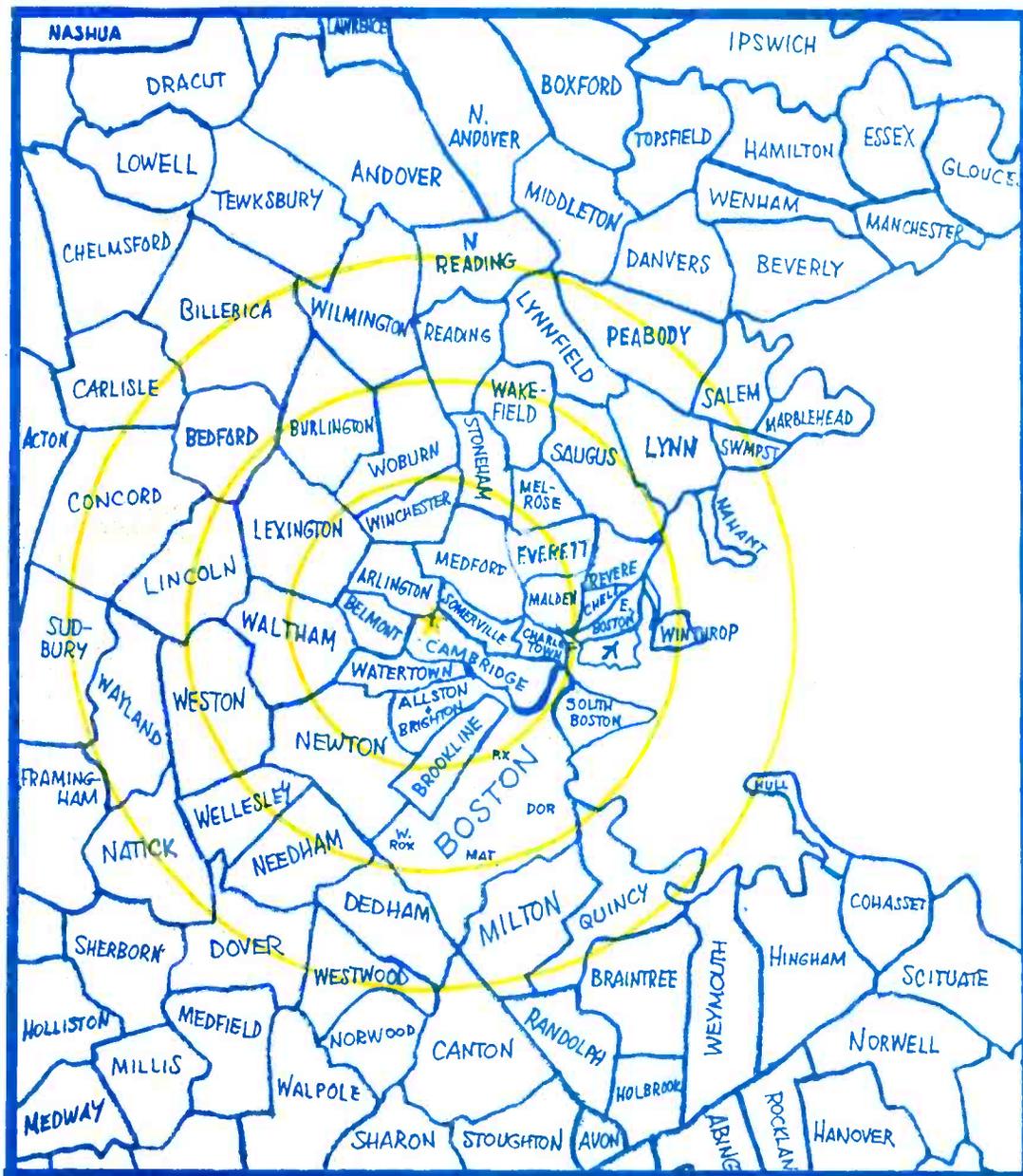
The station was also owned by Harvey Radio Labs and then was purchased by the Kaiser-Globe Company, of which a portion of the ownership was "The Boston Globe". Before Kaiser-Globe bought the station in the 60's, Mr. Lyman obtained authorization to own an FM station. The ironic part of this, is that that particular FM station was on 96.9 on the dial (sound familiar?) which later around 1967 became WJIB-FM. Also, in the same newly-formed co-owned trio, a TV station was set up, what we now know as Channel 56, WLVI-TV (which still identifies as "WLVI, Cambridge-Boston"). The three broadcast properties all of whose call-letters by then were WXHR-AM, WXHR-FM & WXHR-TV were split up and sold in the late 60's. At the time of this sale, there were call-letters to be changed, and because of the lack of timing between sale closures and the time the FCC approved call-letter changes, for a very short time (we think it was about a month), the AM station on 740 was actually for that short time WJIB back in 1967! The FM station was sold to people who chose WJIB for their brand new beautiful music format. We don't know if the beautiful music was simulcasted on 740-AM along with WJIB-FM.

The new owners of the FM station wanted call-letters to reflect New England. They noticed an existing station in San Francisco, KFOG which programmed beautiful music at the time. "FOG", a well-known word out there because of a common weather pattern, was part of their call letters. So, what do people here in Boston do to create call-letters reflecting New England? One of the owners was a sea captain, and with that influence the others agreed that a part of the sailing vessel, the jib, was what they wanted, to typify an important part of New England's history... boats. WMST (mast) and WSEA or WSEE (the sea) was probably taken. -And you couldn't very-well spell out in three letters, the word, rudder.

In time, all three stations were owned independently of each other. The AM station (740) later became WCAS. That stood for Watertown Cambridge Arlington Somerville, the four towns whose borders come geographically close together near the transmitter tower in the western part of Cambridge. Several different formats were heard during the WCAS years, one of which was music plus local community events, and then a pure rock oldies format, but perhaps the most famous was the following eclectic folk music format of the late 70's, which drew a decent-sized audience from its

CONTINUED ON PAGE 10

WJIB-AM Nighttime Coverage



WITHIN INNER CIRCLE: Good reception with almost ANY radio, ANY night.

WITHIN MIDDLE CIRCLE: Varying from good to poor reception depending upon atmospheric conditions, with ANY radios. More often good than poor.

WITHIN OUTER CIRCLE: Usually poor reception, but sometimes good reception due to favorable atmospheric conditions.

ANYWHERE OUTSIDE OUTER CIRCLE: Good reception anywhere on this map on certain nights; usually only 75 nights a year, but rarely in winter.

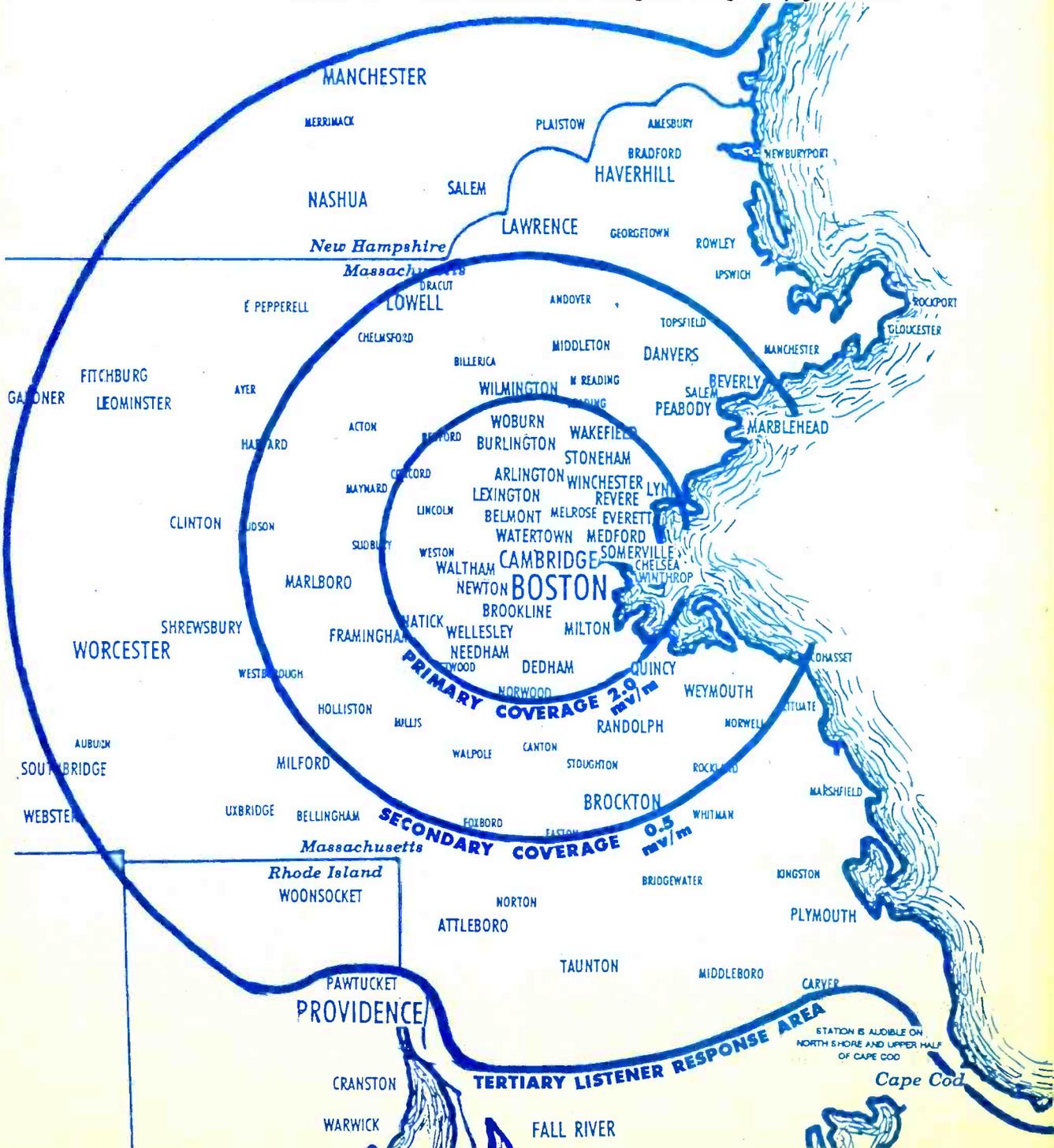
WJIB-AM Daytime Coverage

WITHIN INNER CIRCLE: Good reception with ANY radio.

WITHIN MIDDLE CIRCLE: Good reception with MOST radios.

WITHIN OUTER CIRCLE: Generally fair to poor reception
however good reception in car radios.

ANYWHERE OUTSIDE OUTER CIRCLE: Fair reception using a very good radio.



own city, Cambridge as well as from other areas. The eclectic folk music format was appropriate for a Cambridge station, especially when you consider the political climate of the era (Cambridge was not a silent political bystander) and the number of coffee-houses in and around Cambridge which featured many folk-guitar-toting individuals and groups who likely got started and were influenced by the anti-war protests of the 1967-72 era.

The 740-AM station, WCAS, was sold again to two gentlemen, one from Massachusetts, the other from Maine. I know the fellow from Maine, who has an incredible amount of broadcast experience. Through no fault of their own, things were on a steep downhill slide for the station, and it went into bankruptcy in the early 80's. A bankruptcy court case came about where everyone involved will remember for a long time. The words "long time" are also very appropriate to describe the length of time the station was tied up in the federal court system... eight YEARS. At the beginning of those 8 years, bidding took place and the station was awarded to either one or more black interests, subject to the condition that payment of their bid be made by a certain time. That "time" was post-poned many times over 7 years, and during that time, there were opposing parties vying for ownership of the station, mostly from the black community. Bankruptcy courts usually allow the business they're dealing with, to operate until the case is settled and dismissed out of the court. This was the situation with WCAS-740. The folk format was dumped and a new Gospel music format was instated. Other influences caused the station to switch format to a contemporary black music format, which competed head-on with black-owned WILD Radio 1090. Then, with a shift of control, Gospel music was reinstated. By the mid 1980's, the new call-letters were WLVG (We Love Gospel), and still under the auspices of the federal bankruptcy court. By 1991, the federal court judge, who had been giving the hopeful owner of the station many years to come up with the money, had passed away, and a different judge heard the final case. Meanwhile, there were other interested parties who came on the scene in the latter part of this 8-year case. This writer, one of those, aware of the goings-on, came to what resulted in the final disposition of the case, at federal court on July 1, 1991 to make a sealed bid. Prior to opening of the bids, the new judge rejected a final plea for another extension from the man who operated the Gospel music station and was supposed to come up with the money for many years during the case. There were four bidders, one of which didn't care for the judge's terms and walked. That left three bidders, all of whom bid significantly into 6-figures. This writer was lucky, as my bid was only \$115. over the second-highest bid!

By the end of September, just 3 months after the court's assignment of the station to me, all legal issues were resolved including the transfer of the station license by the Federal Communications Commission. From August 1991 to September 1991, I was running a Gospel station. Seeing no real future in that, I had my thoughts on a set of famous call letters... W J I B, which had been dropped by the 96.9 FM station several months before. Unfortunately, a station on Cape Cod applied for, and got those call letters... but to my knowledge, they never used them on the air. The F.C.C. allows some grace period

before a station is required to switch call letters they've applied for. If they don't use them by deadline, they lose them. But I didn't know their intentions, and I was trying to come up with an alternative... No, WJYB didn't sound good. But it was available.....

Meanwhile, seeing no immediate availability of the WJIB letters, I changed the WLVG-740 station to WWEA and I titled the station "Earth Radio," and played an unconventional but not at all esoteric blend of adult vocal music along with environmental messages (some of which have filtered over to WJIB, now).

I wasn't in time to grab the WJIB call letters before a station in southern Maine applied for and got them. They didn't use them either. Then their time ran out.

In mid-July 1992, I called the F.C.C. "call-sign desk" in Washington asking if "WJIB" was available. They said 'yes,' so I formally applied for them in triplicate with a check for the standard amount (\$55.) for such a service. Then, in a follow-up phone conversation with the FCC in late July 1991, I was asked if I was going to use them! I said YES, and gave them a date, and the FCC gave me the grant.

My original intention was to blend many vocals with some instrumentals, as WJIB-FM was in its final days. But three days before the date I told the FCC I'd change the call letters, I was sitting in my house in a conversation with my lady-friend. We looked at each other as I asked: "Should I program the station the way WJIB-FM used to be, with mostly all orchestra instrumentals? -the way WJIB-FM was at its height... She (who used to play the VIOLIN) smiled and said 'yes.' The decision took less than another minute, and in 3 days, I had to scrounge up every orchestra LP record I could find... a grand total of 35 of them! Then, in the next few weeks, after I started WJIB-AM, I went out "huntin'" for more.

At 7:05 AM on August 4th, 1991, WWEA unceremoniously but majestically became WJIB. We played the jingle for WWEA for the last time, then announced the new station, played some seagulls & waves and went right into a very orchestrated-only (the Lee Holdridge Orchestra) version of John Denver's "CALYPSO." Appropriate? - This was not intentional on my part, but a musicologist observer might say there was a message... the instrumental version of the song did not have the 'bells' sound effects, while the vocal hit version did. (In case you wondered WHY we don't use the ship's bells as a trademark, it's because legally that trademark belongs to the owners of WBCS 96.9 FM. (ex-WCDJ-FM, ex-WJIB-FM). And in case you're wondering how we can use the WJIB call-letters; that's because call-letters are federally-issued legal identifiers of radio station and cannot be trademarked.)

So, at 7:05 AM on August 4th 1991, while spinning the first song on the new WJIB, I was grinning ear-to-ear, happy with the thought that such good music had returned to Boston radio. The phone calls from elated people we received throughout the day weren't hard to take either! (WJIB was neither listed in the directory or with directory-assistance). The "Boston Herald" readers knew WJIB was coming sometime that morning, as the "Herald's" radio columnist Dean Johnson, like an excellent journalist, somehow sniffed out the story (I hardly told anyone, not even the WWEA-740 staff), called and interviewed me several days

before the changeover.

So, here we are in the second calendar year (1993), still playing great music, and I'm happy to know that we are helping to provide this relaxing and good quality music to the people of the Boston area, a needed element in this hastened, accelerated & stressful society.

WHY DO WE HAVE NO COMMERCIALS?

If you read the portion in this publication called "The Great American Instrumental Melody: An Endangered Species," just the title would suggest why.

Yes, WJIB-FM had commercials, but the rates of such became lower and lower until the demise of WJIB-FM. I can't authoritatively speak for that station or time period, but I can easily assume that it was tougher and tougher to sell commercial "spots" on beautiful music stations. - until most of the beautiful music stations in America just disappeared.

I want to be truthful about the condition of beautiful music, as obviously this is not a sales pitch for this format of music... it IS an endangered species, but with a relatively small but very enthusiastic audience. Here are the reasons WE do NOT have commercials:

1)- The decline of ratings as previously described.

2)- Advertising agencies, which place radio advertising are much less interested in stations who program to the Over-40 group of people.

3)- The same agencies usually only place advertising on the five to ten highest-rated stations in any given market.

4)- In the past decade, AM Radio has suffered a negative image compared to FM due to the rise of FM-Stereo. - An AM signal is not as desirable as stereo on FM, therefore advertisers look to FM.

5)- The ownership of WJIB-AM does not refuse commercials of ethical advertisers but also is making no effort to obtain commercials on the air due to my belief that there should be at least one place on the radio dial that is not trying to push products and services at the audience. A non-pushing sound on the air is very appealing to us.

6)- As in any start-up business, income is difficult in the beginning, and the effort spent to obtain advertising revenue would be wasted at this point, but may be rewarding in the very distant future. Right now, the money received from advertising revenue would be totally spent by the efforts made to get such revenue. It would be a wash, so there's no reason to do it.

WITHOUT COMMERCIALS, HOW DOES WJIB-AM SURVIVE?

This station, run on a bare-bones budget, is also one of the least inexpensive stations to run, for several reasons, some of which are: 1)- We put the emphasis on music rather than a large staff of higher-priced announcers. 2)- The land required to transmit (the land area needed for only one transmitter tower) is much less than many other stations which require two or more towers. Stations with more than one tower have

directional signals, signals which go further in some directions more than others. WJIB-740 AM is a non-directional signal, going the same strength in all directions. To compare situations, our co-owned station in Manchester, New Hampshire, WKBR-AM 1250 has a 5-tower directional signal. Those 5 towers require 46 acres of land, therefore much higher property taxes, insurance, etc.

Part of our income on WJIB-740 comes from some paid Sunday morning programming (religion), and possibly some other small amount of paid-by-the-hour programming that may appear on the station in the future.

Another part of expected income to WJIB will likely be from our sales to you, our listeners, of WJIB products such as coffee mugs, tote bags, T-shirts, etc. (see elsewhere in this publication for such offerings).

Several AM stations in each population center such as Boston, sell out their entire or part of their broadcast day to people who buy the time by the hour or by the day. In the Boston area, there are such stations on (dial position) 950, 1260, 1330, 1360, 1510, 1550, and 1600.

We, here at WJIB, have been approached by many different groups of people wanting to buy time by the hour for daily 4-hour-long shows. -Anything from religion to Haitian programming. In fact, we could have sold out all of our time twice-over. But then there would not be any "WJIB" (music) left. And since our station is the only one in the state playing our kind of music, that would be a shame. It is more important to the ownership of this station to retain our type of wonderful relaxing instrumental music than it is to have this frequency (740) a big money-maker. And if it were a big money-maker, it would be airing programming which is already duplicated in the Boston market (there IS other religion and Haitian programming in Boston).

We do not have to make big bucks here at WJIB as we get our satisfaction and enjoyment providing our music as a public service, but I also want to make sure I don't lose my shirt! Even though WJIB is not a certified non-profit organization, I am seemingly running this station as if it were.

AM STEREO

In early 1993, WJIB-740 "went" stereo. That's right, such a thing exists. However, stereo on AM has gotten a slow start. When hearing WJIB-740 AM in stereo, it sounds just about the same as if it were on FM. As you know, AM Stereo is new. It began in the 1980's and has been floundering since then. Many AM stations did convert their signals to stereo, but then became talk stations and discontinued their stereo broadcasting.

The mid-1980's saw AM stereo receivers being offered at retail stores, but they didn't sell very well at all. Therefore, they were discontinued. Their re-continuing is expected to start again in 1994. Despite that, many automobiles made since 1987 come with AM stereo radios! So, most AM stereo listening is done in cars.

There are two reasons why AM stereo is off to a slow start. The first is human nature. Something new takes a long time to be noticed and/or accepted. FM radio, invented and

implemented in the 1930's, did not come about until the mid 1970's for the general population, even though there was a select group of people that did listen to FM beautiful music stations in the 50's, 60's, and 70's. It took 40 years for the general-population acceptance of FM radio! Now, we don't think that AM Stereo will take anywhere near that long. The second reason is because, the Federal Communications Commission has (still) yet not established which AM Stereo system is to be used uniformly nationwide. There are two systems under consideration, the "Kahn" system and the "C-Quam" system. Most AM Stereo stations have chosen the "C-Quam" system, including our station, WJIB-AM. And in the radio industry, we are mostly all quite certain that C-Quam will be the established standard by the government. Most other major countries have already established the C-Quam system, countries such as Japan, Korea, Canada, Mexico, Great Britain, etc. Since most of our radios are made in either the orient or possibly soon in Mexico, and since many of our cars are made in the orient, they have come with C-Quam AM stereo! So, due to the U.S.A's surroundings and foreign-manufacture influence, the F.C.C. should soon 'approve' the C-Quam system and things should get rolling. ("Kahn"-designed AM stereo radios cannot receive "C-Quam" radio station transmissions and same the other way around).

We predict that by 1996, AM-Stereo will be getting quite common (being listened-to, and availability in stores). The only way, at this

moment to obtain an AM stereo receiver is to buy a certain car, or to buy a non-car radio in a foreign country, or to find a used AM Stereo radio that was sold here in the U.S.A. a few years ago.

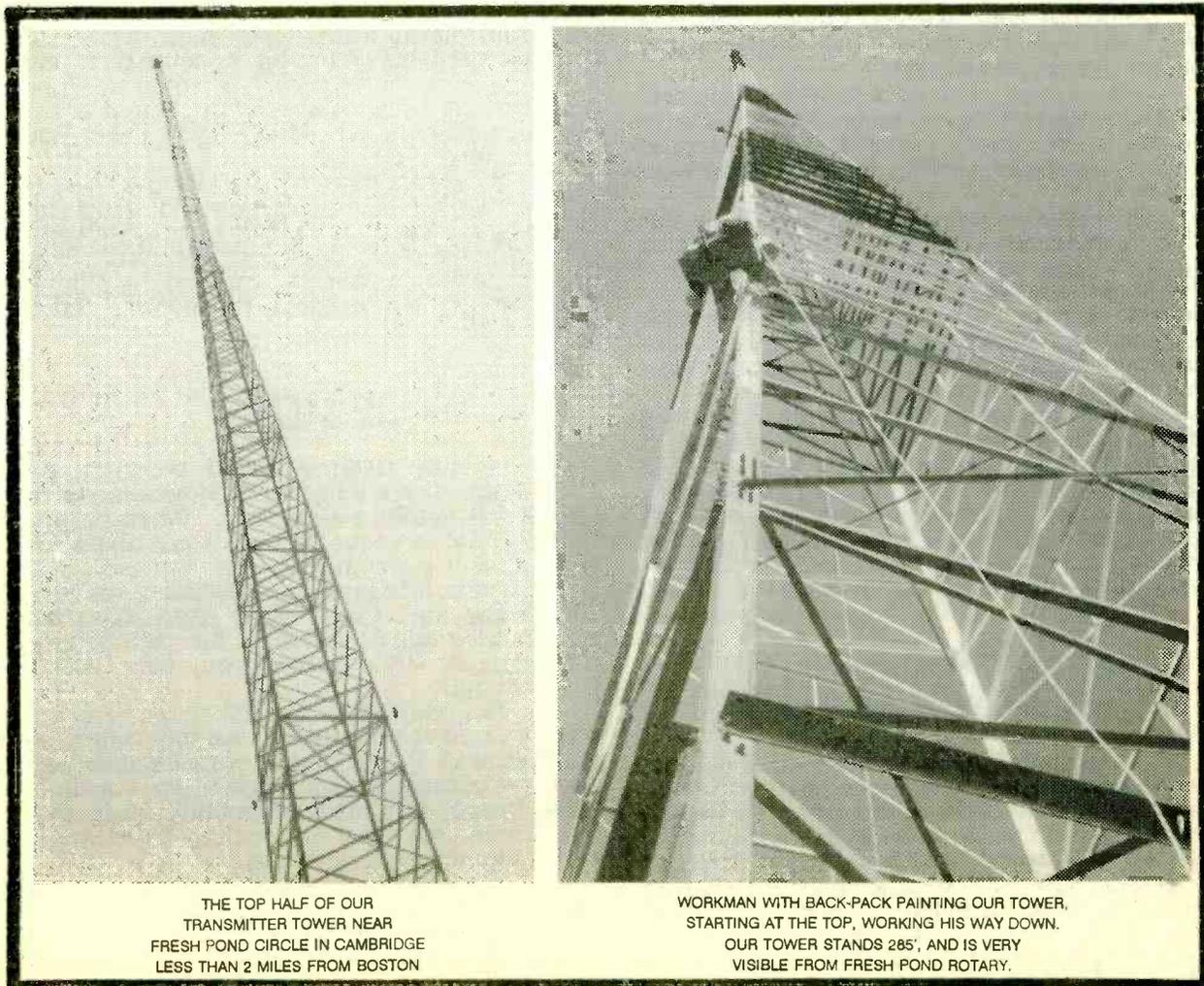
Anyway, if you have AM-Stereo in your car, you can hear WJIB-AM in true stereo right now!

HOW IS OUR MUSIC SELECTED?

To answer that right away, we just pick what we think sounds good and play it! No research, no outside influence. There are some selections which we think are mistakes, but we'll be weeding them out in time.

The way we do it is unlike almost every other beautiful music station has ever done it. Most such stations either buy a service which (years ago) shipped the stations large reels of tape with the songs on them with instructions on how to present them on the air. Nowadays, those same services send their blend of music to the few remaining beautiful music stations via satellites. Now, even some rock 'n roll stations, and even religious stations have their programming come from the satellite. In fact, there's a signal coming from satellites for EVERY radio format in existence!

For example, at the time of this publication going to press, WXKS-AM serving the Boston area with



THE TOP HALF OF OUR TRANSMITTER TOWER NEAR FRESH POND CIRCLE IN CAMBRIDGE LESS THAN 2 MILES FROM BOSTON

WORKMAN WITH BACK-PACK PAINTING OUR TOWER, STARTING AT THE TOP, WORKING HIS WAY DOWN. OUR TOWER STANDS 285', AND IS VERY VISIBLE FROM FRESH POND ROTARY.

adult standards (having the identity of "The Music Of Your Life"), during most time periods, gets its music AND the announcers announcing the songs from a dish which picks up that signal from a satellite. The same signal (songs & announcers announcing songs) can be heard simultaneously on WFEA-1370 in Manchester, New Hampshire and on WYNZ-AM in Portland, Maine, and on many other stations around the country. The reason you DO hear the individual station's call letters by the satellite announcer is because those phrases containing the local station's call letters are pre-recorded by the satellite announcer and are on tape at each individual station. Those tapes are "tripped" (aired) on cue by an inaudible tone sent by the satellite music programming service, to make it appear as though the announcer is in the local station's studios. Then, local commercials, public service announcements and possibly news, is aired at certain times of the hour when the satellite service is taking a two-minute break by sending nothing, or sending filler.

This has been, over recent years, a very popular way to program stations, form both the views of the individual radio stations (who probably cannot afford to, or just don't want to hire a complete announcing staff or who don't want to find and program all the music themselves,) (Some of those old records are hard to find, in decent condition to air!), and it's popular with the satellite programming companies because financially, it is lucrative.

Here at WJIB, despite the relative easiness of going with a satellite service, we much prefer to localize our sound. It is my opinion that radio broadcasting is becoming more and more 'nationalized' with less and less local influence. I bought this station to program it myself and to be proud of what I've done, a feeling that cannot be obtained by using someone else's efforts.

WHY IS THERE NO SPORTS OR TRAFFIC REPORTS?

The answer to that is simply because everyone else does it! When one wants to listen to information, one should tune in a station that has such. When one wants to hear good relaxing music, he or she turns to us, without the clutter. We do, however have the news, which no matter what station you listen to, it is good to keep abreast of what's happening. We also have a lot of environmental information after most newscasts which I believe is a lot more important than sports scores/stories. And for traffic reports, we do realize that this is an aid to commuters, but airing this is like the building of a third harbour tunnel... helping people to get around in their cars at rush-hour. But an environmentalist would say "don't make it easier for people to put more cars on the road... use public transportation or carpool!" So, airing traffic reports is contrary to our beliefs.

We have had a few suggestions that we air business news a couple times a day. I'm sitting on the fence about that one. Because of our format being of peaceful, relaxing music, business information is contrary to that too. After all, it is "business" which makes a lot of us uptight & stressed. But occasionally, we can be bought, and if there's some bucks in it from a guaranteed sponsor, perhaps a business report of a few minutes might be heard on WJIB-AM in the future.

FUTURE IDEAS FOR WJIB

Right now, we are just playing lots of good music... and that's fine, but it would also be nice to have some sort of listener participation too. Here are some of the ideas we are deliberating.

REQUESTS

Perhaps on Friday afternoons, we could take requests from listeners either with or without airing the callers' voices from the phone in front of each request.

INSTANT INFORMATION

Presently, since most of our music is on tape, we usually cannot tell a caller what was played. We are continually making more and more tapes, but 'til now, we have not kept a written log of the selections while making the tapes. For all future tapes made, we WILL be logging the music on each, so that the person in our studio can give this information to any listeners who call asking for song titles and artists. We will be announcing this service in the distant future, at a time when we have logged all of our newly-made tapes.

GET-TOGETHERS!

Perhaps in a year or so, we'll hold a WJIB Listeners dance at a local area hotel ballroom, where we can all meet each other. And of course, the music provided at the dance will be the music we all enjoy very much. Sound like a good idea?

GUEST ANNOUNCERS?

A number of listeners have expressed an interest in doing this. Perhaps we could set aside a portion of a day or night for this. We like the idea of being a station that's accessible to it's followers.

MORE MUSICAL SELECTIONS

We're always on the lookout for more music, and there is an endless supply of good music for our format... The problem is, is that most of it is not in print anymore, and must be found as "used records." But many of those 'used records' are in very good condition. We are constantly (and will never stop) adding more musical selections.

LOCAL MUSIC

One of the biggest criticisms of radio is that it seems to be nearly impossible for any local unknown musicians to get their material aired even if it's better than what is currently being played on radio. Most stations only will play "tested" music. We do want to play quality local music. We have had a few calls from local musicians who perform our type of music, and we would like to encourage this.

HIGH SCHOOL PROGRAM

Back in 1973, I had a good experience being the station-employee advisor of the local town's high school radio program on the commercial station I then worked at. Since the high school offered a "communications/ media" course a school, one of the extensions of that was to do one-hour weekly radio program on the local commercial station. WJIB is presently talking with a representative of the school system in Cambridge to set up such a program for possible a one-hour Cambridge school show on Sundays.

PUBLIC-AFFAIRS PROGRAMMING

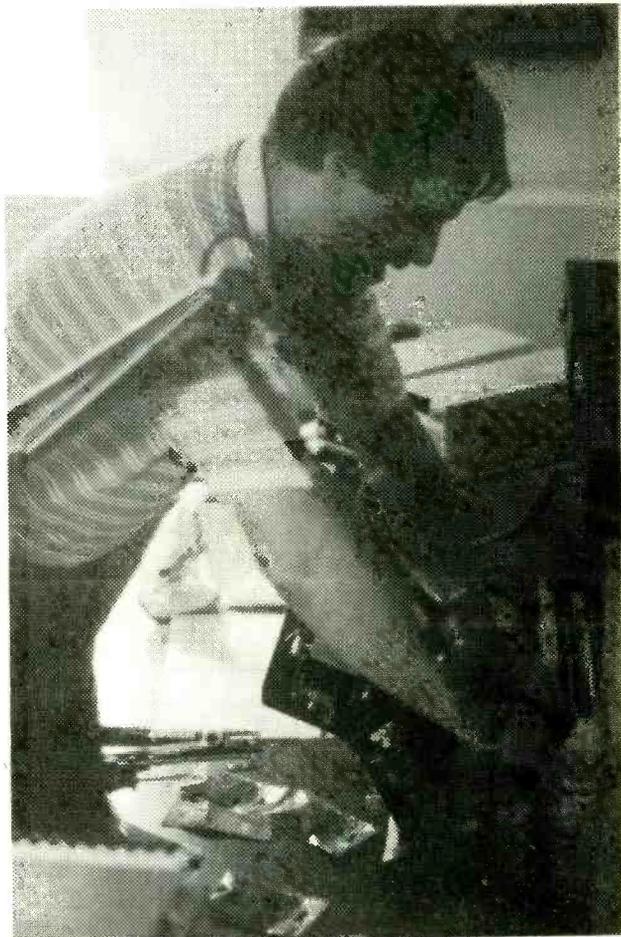
There's no doubt that our society is on the skids! WJIB wants to promote as much as possible

CONTINUED ON BACK PAGE

meet the people who keep WJIB-AM

PETER GEORGE

Peter Quentin George of Stoughton, WJIB's engineer started fooling around with radio at age 4. Anything that had wires, he touched (and often destroyed). Born in 1960, Peter had his first radio job in Westfield, Mass where he was the program director and chief engineer, starting at age 18. Peter was responsible for putting together WJIB's studio soon after Bob Bittner bought the station, and is always able to be present for any manfunctions. Peter enjoys keeping WJIB in technically excellent shape. Even though he's a rock 'n' roller, he knows so very well, the service WJIB provides of good music is well savored by its audience. Bob met Peter in 1984 when they both worked at WBET in Brockton and have been friends ever since, largely due to both being what are known as "Radio Junkies." Also, N1GGP are the call letters of Peter's Amateur Radio license. (You can find him 146.445 MHz-Simplex), and he has a degree in English from Bridgewater State College. Peter has had just about every kind of job in radio, where (like most people in broadcasting) the degree has nothing to do with the career-path they've chosen. And happily married he is, with two young children who never sleep!



PETER WIRING UP BRAND-NEW STUDIOS FOR THE 740-AM STATION AFTER IT WAS PURCHASED BY BITTNER

WJIB PROGRAM SCHEDULE

as of June 17 1993

MONDAY THROUGH FRIDAY

5:30 AM to 12 Midnight - BEAUTIFUL MUSIC PROGRAMMING
(possible 24 hours in future)

SATURDAY

5:30 AM to 12 Noon - BEAUTIFUL MUSIC PROGRAMMING
12 Noon to 12 Midnight - SONGS FROM THE HEART

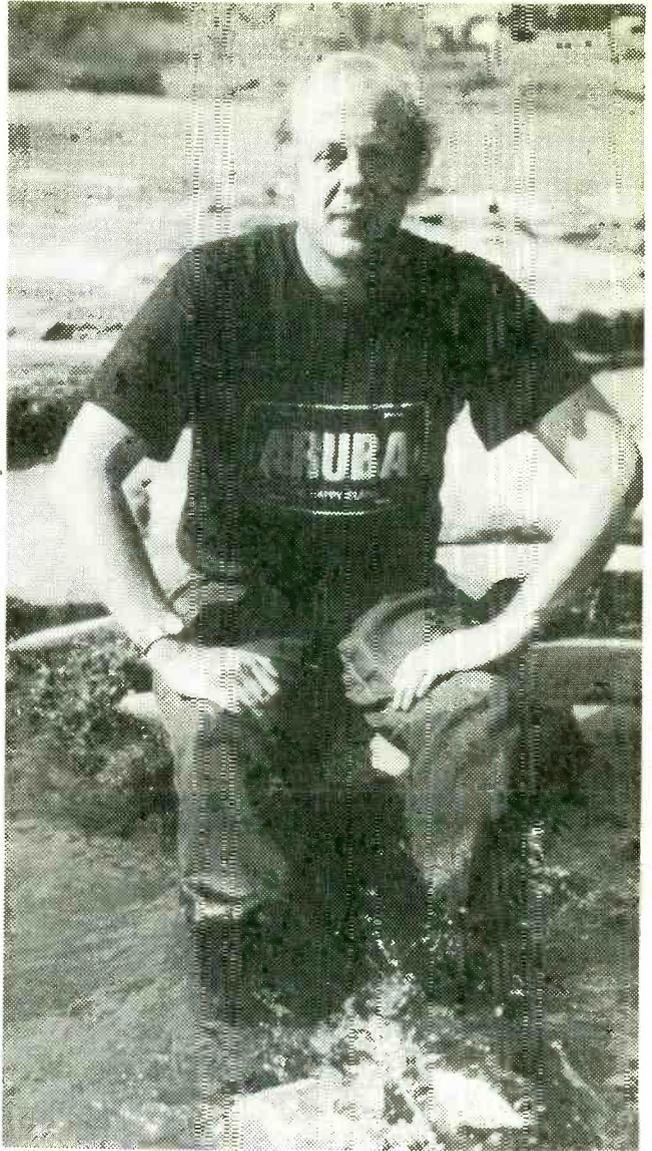
SUNDAY

12 Midnight to 2 AM - ROCKIN' AT NIGHT
2 AM to 7 AM - SONGS FROM THE HEART continues
7 AM to 10 AM - GOSPEL MUSIC & MINISTRIES
10 AM to 8 PM - BEAUTIFUL MUSIC PROGRAMMING
8 PM to 9 PM - CAMBRIDGE STUDENTS PROGRAM (seasonal)
9 PM to 5:30 AM (Monday) ALLEN REDD GOSPEL MUSIC SHOW

movin' along....

BOB BITTNER

Bob Bittner was raised, starting in 1949 by two fine parents of gentle nature who appreciated, among other things, good music. Radio in the New Jersey Bittner household was WPAT-FM which played 'beautiful music,' until 1962 when the Bittner kids discovered WABC and its rock 'n roll, at which time and thereafter, both stations were heard. While Bob enjoyed it too, he was always partial to the contemporary music utilizing string instruments. Bob, always somewhat eccentric and independent chose a career in radio which began in 1970 before he graduated from Rochester (NY) Institute of Technology from its College of Graphic Arts & Photography. Since 1970, Bob has usually worked 60-hour weeks in radio management and on-air, entertaining & publishing starting in Rochester at WWOR-FM & WCMF-FM. Then he went to San Juan, Puerto Rico for two years at WHOA-AM, and then came here to Boston to work at WBOS-FM, WNTN-AM, WBET-WCAV (Brockton) and WXKS-AM. - Bob's adult life has turned 180-degrees from being a semi-liberal in 1969, when he was a press photographer at the November 15th anti-Vietnam-war 'Moratorium' in Washington DC, to the truly, but non-religious conservative he is today. That conservatism has led to his fervor of the necessity of providing good music to the people of the Boston area via WJIB, the station on 740-AM he bought when it was known as WLVG-AM. Bob also just purchased and is re-starting WKBR-AM-1250 in Manchester, NH. His interests (besides music music music) is traveling to Atlantic Canada and the Caribbean.



BOB, IN MAY 1993, RELAXING AT ONE OF HIS FAVORITE SPOTS; THE ROCK-BEDDED SHALLOW WHITE RIVER IN VERMONT

Songs From The Heart

on WJIB

SATURDAYS - 12 Noon to 12 Midnight

"Songs From the Heart" is a nice blend of the instrumentals we usually play combined with heartfelt vocal songs, some which are well-known hits and many others which are not. The music leans towards a gentle folkish sound from mostly familiar artists along with some that aren't familiar. We tell you what we played and we talk about it briefly. Music with a message of life's stories...

-A blend of music heard nowhere else, which is even an additional reason to do it.

LOOKING AT THE AM RADIO DIAL IN THE BOSTON AREA

Stations in boldface type are ones
located inside Route 128

- 550 - WICE (Providence) **COUNTRY MUSIC**
(formerly WGNG, WXTR)
- 580 - WTAG (Worcester) **NEWS & TALK**
- 590 - **WEEI - SPORTS**
- 610 - **WGIR** (Manchester NH) **NEWS & TALK**
- 630 - **WPRO** (Providence) **NEWS & TALK**
- 680 - **WRKO** - "The Talk Station" **TALK**
- 740 - WJIB - BEAUTIFUL MUSIC** (formerly WLVG,
WCAS, WTAO, WWEA)
- 750 - **WHEB-AM** (Portsmouth NH) off the air
- 800 - **WCCM** (Lawrence) **LOCAL NEWS & TALK**
(Spanish at night)
- 850 - **WHDH** - **NEWS & TALK**
- 900 - **WMVU** (Nashua) **LOCAL NEWS & TALK**
(formerly WOTW)
- 920 - **WHJJ** (Providence) **NEWS & TALK**
(formerly WJAR)
- 950 - **WROL** - **RELIGION, IRISH, TALK**
(formerly WORL, WRYT)
- 960 - **WFGL** (Fitchburg) off the air
- 980 - **WCAP** (Lowell) **TALK**
- 1000 - **WCMX** (Leominster) off the air
(formerly WLMS)
- 1030 - **WBZ** - **NEWS & TALK**
- 1060 - **WBIV** (Natick) **CHRISTIAN MUSIC**
(formerly WGTR, WSTD)
- 1090 - **WILD** - **URBAN MUSIC**
- 1120 - **WADN** (Concord MA) "Walden-1120"
FOLK MUSIC
- 1150 - **WMEX** - re-broadcasts **WMJX-FM**
(formerly WHUE, WSNY, WCOP)
- 1170 - **WDIS** (Norfolk MA) **TALK**
(formerly WJCC, WJMQ)
- 1200 - **WKOX** (Framingham) re-broadcasts
WCLB-FM COUNTRY MUSIC
- 1230 - **WNEB** (Worcester) off the air
- 1230 - **WESX** (Salem) **MUSIC & LOCAL INTERESTS**
- 1250 - **WKBR** (Manchester NH) currently off air,
just purchased by WJIB owner.
Will return to the air soon.
- 1260 - **WEZE** - **RELIGION**
- 1280 - **WEIM** (Fitchburg) **MUSIC & LOCAL NEWS**
- 1300 - **WJDA** (Quincy) **MUSIC & LOCAL INTERESTS**
- 1310 - **WORC** (Worcester) **OLDIES**
- 1330 - **WRCA** - **VARIED ETHNIC PROGRAMMING**
(formerly WDLW, WHET)
- 1360 - **WLYN** (Lynn) **VARIED ETHNIC PROGRAMMING**
- 1370 - **WFEA** (Manchester NH) **MUSIC (STANDARDS)**
- 1390 - **WPLM** (Plymouth) **MUSIC (STANDARDS)**
- 1410 - **WMSX** (Brockton) **VARIED PROGRAMMING**
(formerly WOKW)
- 1430 - **WXKS-AM** - **MUSIC (STANDARDS)**
(formerly WHIL)
- 1440 - **WVEI** (Worcester) re-broadcasts
WEEI-Boston (formerly WFTQ)
- 1460 - **WBET** (Brockton) **NEWS, LOCAL TALK, MUSIC**
- 1470 - **WSRO** (Marlboro) **NEWS, TALK, MUSIC**
- 1490 - **WMRC** (Milford MA) **LOCAL NEWS, MUSIC**
- 1510 - **WSSH-AM** - predominantly **SPANISH**
(formerly WMRE, WITS, WMEX)
- 1530 - **WCEG** (Middleboro) **LOCAL NEWS, MUSIC**
- 1550 - **WNTN** (Newton) **SPANISH, GREEK
& OTHER ETHNIC**
- 1570 - **WMLO** (Beverly) **LOCAL NEWS, MUSIC**
(formerly WBVD, WNSH)
- 1570 - **WPEP** (Taunton) **LOCAL NEWS, MUSIC**
- 1600 - **WUNR** (Brookline) **SPANISH & OTHER
VARIED ETHNIC** (formerly WBOS-AM)

any organization whose purpose is to restore our society. Such organizations would be ones who are advocating stricter law enforcement, anti-violence, anti-drugs and all the other scourges that are creeping up on us more and more these days.

ANY OTHER IDEAS?

If you have any other ideas of how we can be of assistance to you regarding our station activities or programming, please contact us at 617-868-7400.

P O BOX 848 - NEEDHAM HEIGHTS MA 02194



WJIB
740

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