MAP OF
WORCESTER COUNTY

AVGEMENT .5 mv/m CONTOUR

WORCESTER, MASS.
MEASURED BY
D. W. HOWE, JR.  NOV. 1969

WNEB
THE WORCESTER METROPOLITAN
CBS 1230 GOLDFIELD
WNEB - THE COMPLETE SOUND

WNEB-WORCESTER....THE UNIQUE STATION. A BLEND OF NEWS AND INFORMATION, SPORTS AND WEATHER, AND THE VERY BEST OF TODAY'S CONTEMPORARY MUSIC. FROM MORNING TILL NIGHT, THERE'S SOMETHING FOR EVERYBODY ON WNEB.

WNEB...A MIXTURE OF ENTERTAINMENT AND INFORMATION FOR THE DISCRIMINATING ADULT AND YOUNG ADULT-BUSINESSMAN, HOUSEWIFE AND COLLEGE STUDENT.

THE FOCUS IS ON.....


TODAY'S NEWS: A COMPREHENSIVE REPORTING OF THE DAY'S NEWS, BOTH LOCALLY AND NATIONALLY, DELIVERED ON THE HOUR, EXCLUSIVELY FROM CBS AND ON THE HALF HOUR LOCALLY.....SPECIAL REPORTS AND COMMENTARIES ARE BROADCAST THROUGHOUT THE DAY. WNEB'S NEWS TEAM KEEPS YOU ABREAST OF NEWSWORTHY HAPPENINGS AROUND THE CORNER, AROUND TOWN, AND AROUND THE STATE. THE CBS NEWS DEPARTMENT INFORMS YOU ON THE DAILY WORLD SITUATION.
THE WNEB ANNOUNCERS, HEADED BY PAUL LARSON IN THE MORNING, JAY LA PRAD MID-DAYS, MARK PATRICK IN THE AFTERNOON AND MATT DOYLE IN THE EVENING, PRESENT THE BEST OF TODAY'S MUSIC.

THE MIXTURE OF MUSIC ON WNEB IS A BLEND OF TODAY'S HITS AND THE HITS OF THE 50'S, 60'S AND 70'S FROM THE GOLDFIELD.

HERE IS A LISTING OF SOME OF THE SONGS PLAYED IN A GIVEN HOUR ON 1230 RADIO, WNEB:

LAST SONG
OUT OF THE QUESTION
WILLOW WEEP FOR ME
DON’T EXPECT ME TO BE YOUR FRIEND
CHAPEL OF LOVE
DADDY’S HOME
CRYING
KILLING ME SOFTLY
BABY LOVE
RED RUBBER BALL
ROSALIE
SUGAR SHACK
BEEP BEEP
SUKI YAKI

EDWIN BEAR
GILBERT O'SULLIVAN
CHAD & JEREMY
LOBO
DIXIE CUPS
GERMAINE JACKSON
ROY ORBISON
ROBERTA FLACK
THE SUPREMES
CYRKLE
SAM NEELY
JIMMY GILMER AND THE FIREBALLS
PLAYMATES
KUYO SAKAMOTO
TODAY'S SPORTS

A run-down of all the previous nights' scores are heard every morning on the Paul Larson Show. Complete reports are heard at 7:36 AM, 12:36 PM and 5:40 PM. Local sports coverage continues throughout the evening with scores reported as they come in.

CBS compliments local sports coverage with World Sports Roundup, Sports with Phil Rizzuto, Game Plan with Andy Musser, and Worldwide Sports. Weekend coverage continues with such features as Sports Central and Weekend on Wheels.

This is not to mention WNEB's broadcast of high school basketball and hockey games with Frank Mullen on play by play. In the fall, it's U-Mass football every Saturday afternoon.

CBS also reports on the:

- Masters Golf Tournament
- The Triple Crown of Racing
- The Superbowl
- NFL Playoff Games

If you want to score first, join a winner..............WNEB!
AND NOW... FROM WORCESTER'S ONLY RADIO WEATHER CENTER
HERE'S WNEB METEOROLOGIST
ROGER LA PLANTE

FOR UP TO THE MINUTE WEATHER REPORTS, WNEB METEOROLOGIST
ROGER LA PLANTE PRESENTS THE LATEST, MOST ACCURATE FORECASTS
AS HE COMPILES THEM IN THE WNEB WEATHER CENTER WHICH IS LOCATED
RIGHT WITHIN OUR COMPLEX. ROGER'S KNOWLEDGE AND HIS THOUSANDS
OF DOLLARS WORTH OF WEATHER FORECASTING EQUIPMENT MAKE SURE
THE FORECASTS YOU HEAR ARE THE MOST ACCURATE, AND APPLY
SPECIFICALLY TO WORCESTER AND THE SUBURBS.

LISTEN TO ROGER LA PLANTE AND THE WEATHER... MORNINGS AT
6:06, 6:35, 6:55, 7:10, 7:25, 7:55, 8:25, 8:55, 9:55, 10:25,
AND 11:55. IN THE AFTERNOON, ROGER'S FORECASTS ARE HEARD AT
12:42, 3:35, 4:35 AND 5:55

DON'T GET CAUGHT OUT IN THE EVER CHANGING NEW ENGLAND WEATHER.
LISTEN TO WORCESTER'S ONLY BROADCAST METEOROLOGIST, ROGER
LA PLANTE, HEARD MONDAY THROUGH FRIDAY ON WNEB.
SPECIAL FEATURES

**STOCK MARKET REPORT** - HEARD EVERY AFTERNOON AT 5:50 ON "TODAY IN BUSINESS FROM CBS.

**CITY COUNCIL MEETINGS** - LIVE WEEKLY BROADCASTS EACH TUESDAY EVENING, OF WORCESTER'S CITY GOVERNMENT IN ACTION, ALONG WITH COMMENTARY BY WNEB'S NEWS CORRESPONDENT AT THE SCENE.

**SCHOOL COMMITTEE MEETINGS** - LIVE BROADCAST ON THE FIRST THURSDAY OF EVERY MONTH. AN IN-DEPTH LOOK AT THE ISSUES FACING THE WORCESTER SCHOOL SYSTEM. COMMENTARY BY WNEB NEWS CORRESPONDENT.

*SPECIAL AFFAIRS PROGRAMMING FEATURES BROADCAST IN THE PAST AND PRESENT, INCLUDING:

*EXTENSIVE COVERAGE OF MUNICIPAL, STATE AND NATIONAL ELECTIONS.

*IN-DEPTH COVERAGE OF NEWSMAKERS, CITY AND STATE OFFICIALS, CONTROVERSIAL FIGURES, ETC.

COMMUNITY AFFAIRS

**WNEB COMMUNITY CALENDAR** - HEARD DAILY AT 12:06. THE COMMUNITY CALENDAR TAKES A LOOK AT EVENTS HAPPENING IN THE METROPOLITAN AREA.
WNEB

THE TOTAL SOUND

WNEB OFFERS IT'S LISTENERS A TOTALLY UNIQUE SOUND, WITH THE HITS OF TODAY, BLENDED WITH GREAT MUSIC FROM THE 50'S, 60'S AND 70'S, NOT TO MENTION THE CITY'S MOST ACCURATE FORECASTS FROM ROGER LA PLANTE AND WORCESTER'S ONLY RADIO WEATHER CENTER. CBS NEWS, COMPLIMENTED BY LOCAL NEWS ON THE HALF HOUR. NETWORK COVERAGE OF NATIONAL SPORTS COMBINE WITH WNEB'S BROADCAST OF LOCAL GAMES TO GIVE TOTAL SPORTS COVERAGE. AND THEN THERE'S GOLDFIELD...THE HITS OF THE 50'S, 60'S AND 70'S...SOLID GOLD MEMORIES EVERY MONDAY, WEDNESDAY AND FRIDAY NIGHT FROM 8 TO MIDNIGHT.

WNEB....THE TOTAL SOUND....THE UNIQUE SOUND IN WORCESTER.

WNEB....THE HOME OF GOLDFIELD...CBS RADIO IN WORCESTER.