

WCMX 1000

February 16, 1989

Jonathan Westerling
63 Slough Road
Harvard, MA 01451

Dear Jon:

Your letter could cause a person to write a book, if all of the information you requested was given to you, completely. I will try, due to time restrictions, to summarize it in very short form.

A man named Clarence Allain, who had always dreamed of having a radio station in Leominster, did the required technical work and found an open channel that could house a station. In 1967, he applied for that station and the Federal Communications Commission, in Washington, approved his application and allowed him to build a station at 1000 on the AM dial, with 1000 watts power, operating sunrise to sunset, in order to protect the dominating station at 1000, in Chicago. That station was WCFL, and is now WLUP. In 1981, I purchased this station, then WLMS, and renamed it WCMX. It signified two things. One, it meant WE'RE COUNTRY MUSIC TEN. THE CMX also signified the roman numerals C...one hundred...M...one thousand and X...ten....as we can refer to our dial position in any of those manners....ten, a hundred or a thousand. In order to become the owner, I needed, in addition to the money to buy the station, approval of the FCC and the ability to prove to them that I was an honest, upstanding citizen (with a check by the FBI) and that i had the money to begin the venture.

Our weaknesses, as a station, are several. First, our hours. We operate from sunrise to sunset, plus one hour. This hurts badly during the winter months when our shortest hours of 7:15 to 5:15 (December) are ineffect. We are an AM station, in an era when FM has become the dominant part of radio, although we feel that AM radio will come back stronger than even with the introduction of AM STEREO (which is here now and has started to be installed) and with better programing. We do feel that we are a much better station to listen to than we were seven years ago. Our strengths are many. Our music is great. Our news very local and strong. Our on-air people are the best in the area. We have the best signal of the three local stations. And we are perceived in these communities as extremely honest and straight forward...something we work hard to achieve.

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We are watched closely by the government, to make sure we operate according to all of the many rules and regulations. We must follow very definite requirements concerning the technical part of the operation.

As far as changes go, we have many many. The most significant change was the change of our format in January of 1988 when we dropped our country music format and became an adult contemporary oldies station....featuring the soft rock or lite rock hits of the 60s, 70s and 80s, plus the current top 25 in AC music. All of our music has been auditorium tested over and over again before some thirty thousand people nationwide to determine how well liked each song might be, whether it has reached a burned out factor with anyone and it's residual value. It is the most researched music played anywhere.

Basically, we are a small local station with some very hardworking people who try very hard to do the best job possible. Most times we succeed, sometimes we do not. But, always, we work hard and try. And always, we are extremely positive about what we do and how we act.

I hope th is helps you. Let me read your final report.

Vaya Con Dios



Dr. Donn M. Parker
President/CEO