

WMCB-LP 107.9 FM

Station Relaunch Presentation

May 4, 2026

One-Minute History

Treebranch BBS 1993, and TV @ MNN 1996-1999

MontagueMA.net Corkboard Website 1999

MCTV 2000 - 2019 (won back contract)

Montague Soapbox Derby 2010

Mutton and Mead 2011

Greenfield Business Association 2018-today

GCTV Board President 2025

GCTV Fiber Install 2026

WMCB Antenna Move and Signal Upgrade 2026

Why All the Sudden Change?

The Original Promise: Full Management

Many Committees: Fundraising, Scheduling, Technical

The Money Flow

GCTV Budget and Losing Income

WMCB Annual Cost

Is Community Getting Value? Are DJs Helping? Easy Fundraising!

***** What WMCB Can Become *****

A Real Community Radio Station

Our “big day” ... JULY 5TH FIREWORKS

Do You Listen to WMCB Regularly?

If not, why? Repeats? Reception? No Interest?

ONE WEEK EXPERIMENT - listen only to WMCB.net / 107.9 FM

Track the repeats, bad songs, coverage map edges, etc

Change programming policy to make WMCB listener-focused

Join the Discord – We are a Team!

Bring in a thumb drive of 100+ songs for Jazler

Record a Station Promo and a Show Promo

Clean up your DJ page on website

Represent your station with pride and enthusiasm

WMCB Assets and Opportunities

Very Low Budget: Only \$5k in Hard Costs to Run

Commercial-free Radio, in the Center of Town

Unique, Free-form Disc Jockeys, and Open Air Slots

DJ-controlled On-Air Song Library

Website with All Past Shows and a Search Function

Relationships with Many Local Nonprofits and Businesses

Create a Deep Connection in the Community with Shout Outs

Upcoming 250th Anniversary of USA

MAY - DECEMBER EXPERIMENT

New WMCB Schedule Policy

1. Eliminate Workweek Show Repeats

Respect the Airwaves, and the Listener
Limit Chronic Absentee Shows
("this weekend..." and "call now!" and "I'm Live now!")

2. Improve Jazler Library

Remove Song Dupes and "Band Flooding"
Make the Library Reflect DJ Tastes and Local Bands

3. Launch PSA Program: psa@wmcb.net

Nonprofits, Business Thanks, Resident Shout-outs, In-house DJ Promos

Three Workweek Blocks:

- Morning: 6:00 - Noon
- Daytime: Noon - 6:00
- Evening: 6:00 - Midnight

Additional Blocks:

- Overnight (Europe)
- Weekends

All Open Airtime

- Jazler Songs / PSA
- Live One-off Specials

People have routines!

	SUN	MON	TUE	WED	THU	FRI	SAT
6 AM		MORNING					Jet lag 6 - 7am
7 AM		The Enviro Show 8 - 9am	CODE Pink 8 - 9am	Imagine 8 - 9am	New Musi. Alliance R 9 - 10am	talk hour?	Vernon, Greenfield 7 - 8am
8 AM	Kickin It with Rick Haggerty 8 - 10am						Moving Mountains Media 8 - 10am
9 AM		Brain Rot 9 - 10am					
10 AM	Mik's Mix 10 - 11am				Mik's Mix 10 - 11am		Voyager 3 10 - 11am
11 AM	Piece of Work 11am - 12pm	Rock Talk with Raf 11am - 1pm	Psychedelarrhythmia 11am - 1pm			El Backo's Deep End 11am - 1pm	Stodd's Wet Groove R 11am - 12pm
12 PM	Logan's Run 12 - 2pm				Radio Cures 12 - 3pm		Vocalsonic: Buffet 12 - 1pm
1 PM		DAY	Airwaves Superstars 1 - 2pm				
2 PM	Jet lag 2 - 3pm						
3 PM	Rock Talk with Raf 3 - 5pm	Pretty Vacant 3 - 4pm	Vocalsonic Buffet 3 - 4pm			Jet Lag 3 - 4pm	Mop Tops 3 - 4pm
4 PM		Piece of Work 4 - 5pm	Vinyl Frontier 4 - 6pm	Stodd's Wet Groove R 4 - 5pm	Logan's Run 4 - 6pm	Moving Mountains Media 4 - 6pm	
5 PM	Northern Star Radio Rebroadcast 5 - 7pm	Voyager 3 Live 5 - 6pm		Vernon, Greenfield 5 - 6pm			Leggs Up with Lady Di 5 - 7pm
6 PM			Kickin It with Rick Haggerty 6 - 8pm	Listen to Griffin live 6 - 8pm		Northern Star Radio-- with Jackie Rose 6 - 8pm	Airwaves Superstars 6 - 7am
7 PM	Vernon, Greenfield 7 - 8pm				Mop Tops 7 - 8pm		
8 PM	Stodd's Wet Groove R 8 - 9pm		EVENING		Leggs Up with Lady Di 8 - 10pm		Listen to Griffin 8 - 10pm
9 PM							
10 PM	Voyager 3 10 - 11pm						
11 PM	Leggs Up with Lady D 11pm - 1am						

New WMCB Listening Experience

WEEKDAY MORNING BLOCK * 6:00 AM - Noon

Very Few Shows, **NO Repeats**

Jazler: 2 Songs, News, Weather, PSA, Shout-Out, Station Promo

WEEKDAY DAYTIME BLOCK * Noon - 6:00 PM

Live Shows, **NO Repeats**

Jazler: 3 Songs, PSA, Shout-Out, Station Promo

WEEKDAY EVENING BLOCK * 6:00 PM - MIDNIGHT

Live Shows, Some Repeats After 9:00?

Jazler: 4 Songs, PSA, Shout-Out, Station Promo

WEEKENDS & OVERNIGHT (Europe)

Back-to-Back Show Repeats

Remote Events and Other Live Preemptions

Community Partners: PSAs and Shows

Franklin County Chamber of Commerce (Jessye Deane)

GBA Greenfield Business Association (Hannah R)

GCC Greenfield Community College (Judy Raper)

Franklin County Fairgrounds (Mike Nelson)

Greenfield Recorder (???)

Montague Reporter (Mike Jackson)

Greenfield Garden Cinemas (Isaac Mass)

Greenfield Farmers Market (DJ Dan, ???)

Greenfield Recreation (Christy Moore)

Greenfield High School Athletics Dept (???)

All Local Music Venues and Promoters (Phil, Steve, Linda, etc)

Promotion Plan - May to December

MAY - Preparation

Fix Jazler, Remove Repeats, Create Community Connections

JUNE - Launch!

Lawn Signs etc, Pride Parade, FCRN and Chamber Presentations, Green River Festival, Remote Broadcasts, Ribbon Cutting w/ Chamber?

JULY - Reach Orbit!

Fireworks, More Remote Broadcasts, More DJs and Programming, More PSAs, One-off Specials

Western Mass Community Broadcasting Goals

We are the go-to hyper-local radio station for Greenfield residents

We are a source for funky, unique DJs, and non-repetitive music

We provide a platform for area residents to get their message on the air

We air Public Service Announcements and One-off Shows

We broadcast and simulcast live events on weekends

We post all shows to our website with track listings

We are a COMMUNITY of DJs who work to make WMCB thrive

ALWAYS GAINING MORE LISTENERS

Our Homework

Bring in 100+ Songs for Jazzler

Join the DJ Discord – We Are A Team!

Think of Promotional Ideas and Share

Sign Up for Remote Broadcasts / Live Events / Annual Fundraiser

Find Station Underwriters: \$1000 for a year (10x = \$10,000)

Find Show Sponsors: \$200 for a year (25x = \$5,000) *

Find Content Partners: PSAs and Interesting New Shows

Redesign the DJ Studio

Get WMCB on TuneIn and other radio streaming hubs

** If WMCB raises \$10,000, perhaps DJs keep 75% of sponsorship money?*