

# WMCB 2026 Publicity Plan Proposal

WMCB has been invisible to Greenfield for a long while. Not just because the reception wasn't great, and every show repeated too often, but also because of the myriad other music options.

**Question:** How do we differentiate ourselves from all those other music options?

**Answer:** By providing memorable experiences and hyper-local programming, as only community radio can. We should be "The Soundtrack of Greenfield."

But first, they need to know about us. The only way to "make the scene" and be integrated into local residents' daily routines is to engineer a unique, shared community experience that entertains (and informs), consistently and successfully. 2026 is our year to make the scene.

With the upgrades completed in late April, we should be planning our breakout year now. Start a full-year marketing campaign that pushes "Radio is Cool Again" with cards, stickers, posters, the local paper, events, and social media. And talk it up with your friends and family.

## MAY — PREPARATION

Review the Jazler schedule to remove all multiple-repeats of DJ shows. Figure out how to mix PSAs in with filler music (3 songs, 1 PSA, repeat). **Rebuild the filler library.**

Scattered throughout May, meet up with local organizations and set up a PSA schedule.

Order cards, stickers, lawn signs, banners, and other merch and marketing materials.

Brand ourselves with a fun name, such as WMCB "The Crossroads", ala WRSI's "The River." "Crossroads" has many connotations, including Robert Johnson's blues song; Greenfield is at the crossroads of Rt-2 and I-91; and 107.9 is sort of at the crossroads of the radio dial.

April 27-28: Install transmitter and antenna. **Test remote capabilities.** Adjust DJ room.

May 4: Invite all DJs to the LPFM meeting to celebrate the completed upgrades and discuss the upcoming year and opportunities to participate. Put all in the calendar. Signups and action plans. Ask DJs for Jazler filler music. Record more promos.

May 15: Parade float build party @ Dan. Float should be built as generic boom box and made easy to decorate for specific events. Should have a receiver and PA for station playback. Storage for cards, spare lights, stereo, etc.

May 16: Bee Fest at the Second Congregational Church and Energy Park.

## **JUNE — LAUNCH!**

WMCB could be “Franklin County 250th Central”, asking people to send us their event plans as pre-recorded PSAs if they intend to hold something for the nation’s anniversary. There is NO ONE organizing all the events that will likely happen in the area.

Early June: Plant 50 lawn signs around Greenfield and surrounding towns in reception range.

June 13: Pride parade with our float. Hand out promo cards and candy. Have a radio show set up for the parade that we can play from the float. Walkers carry live boom boxes.

June 18: Bella and Mik present GCTV and WMCB to the Franklin County Resource Network, which is a mailing list of 800 local service professionals and non-profits who share resources.

June 19: Juneteenth?

June 19? 26? Mik announces our relaunch at the monthly Chamber of Commerce breakfast (DJs can attend) with QR-coded promo cards, coupled with a new campaign asking non-profits and anyone who wants to get their 30 second PSA on the air to send it to us, for free, all year round, and entice businesses to underwrite the station. That will make the paper. The Chamber will likely agree to hold a ribbon cutting ceremony in our lobby!

June 19-21: Green River Festival. Next year connect with the festival to organize some kind of musical broadcast underwriting? Free tickets? Band interviews? Live stage broadcasts? Who has connections there?

Ribbon cutting with the Chamber?

June 25: Trivia night fireworks fundraiser at the Elks Lodge, which could be a group effort, and with advanced promo will help build momentum for the upcoming July 5 radio show...

## JULY ——— ORBIT!!

July 5: The pinnacle of the year, and our one true sure bet of getting everyone's attention, will be **simulcasting and soundtracking the whole 250th Anniversary Independence celebration** at Beacon Field, starting at 4:30 with the live music and Fortin Awards on a stage with PA, to when the fireworks end around 10:00. That will be an epic day.

**“Bring your Boombox to Beacon! Comfy in your car? Tune in to 107.9 FM, WMCB.”**

We do a remote broadcast from the stage show at Beacon Field (they have a mixer) starting at 4:30 until around 9:30, which is when the fireworks start. This is when we switch the broadcast to a pre-recorded America 250 Fireworks Special for the fireworks' soundtrack.

In the weeks leading up to July 5 we set up a form on the website to take suggestions for the fireworks soundtrack. We'll vet what comes in and make a nice two-hour “show”, starting around 9:30 pm. The fireworks run around 20 minutes but the show should run a full two hours of a good patriotic selection mixed in with WMCB promotions letting listeners know more, which can be listened to on their way home.

In the week before and/or after, DJs air at least one show in commemoration, named such that we could group them together on the website, ala Halloween. In fact, we should always do that, and perhaps plan “keyword shows” in advance around whatever is topical. Use the Discord.

Also in July...

Every Tuesday evening at 7:00, the Greenfield Community Band plays at the Energy Park.

## AUGUST ———

August 10 (Thurs): Fair parade, as well as the fair itself, till Sunday August 13.

## SEPTEMBER ———

Sept 27: Montague Soapbox Races.

Annual Station Fundraiser? \$10,000 goal

## OCTOBER ———

Oct 10-11 (Fri/Sat): Vintage Fest