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wjfd
97.3 FM

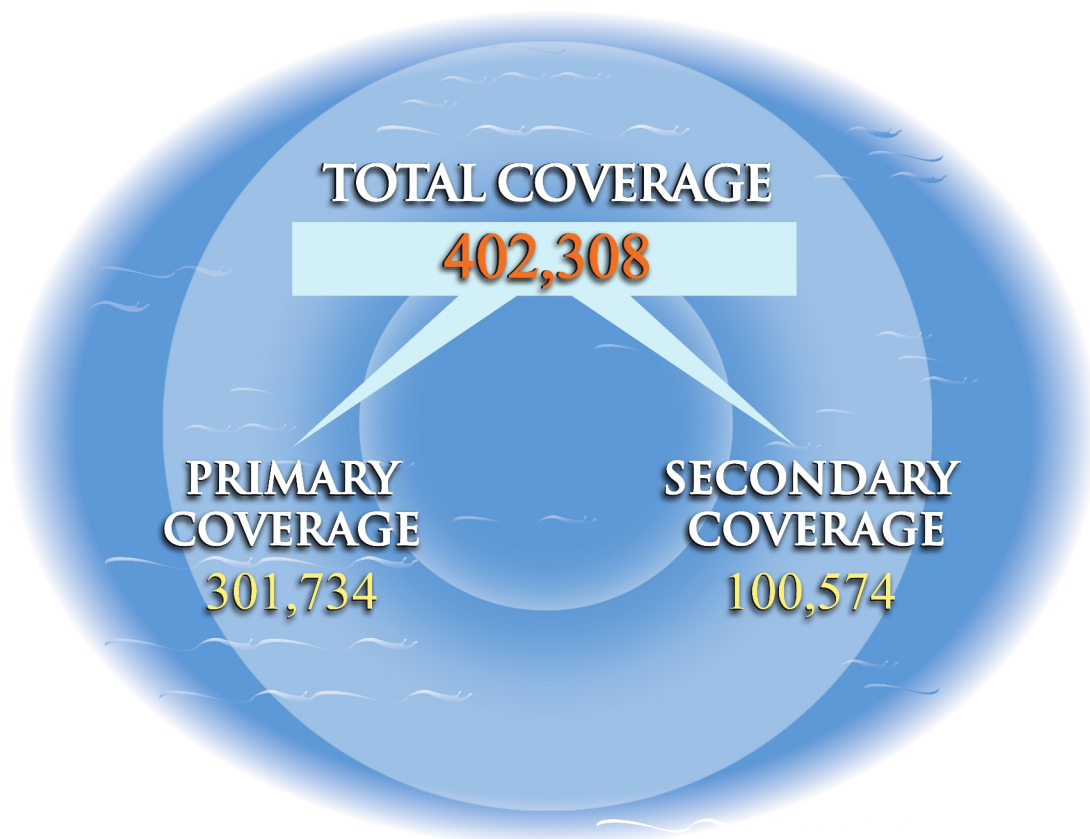


50,000 watts



PRIMARY & SECONDARY COVERAGE

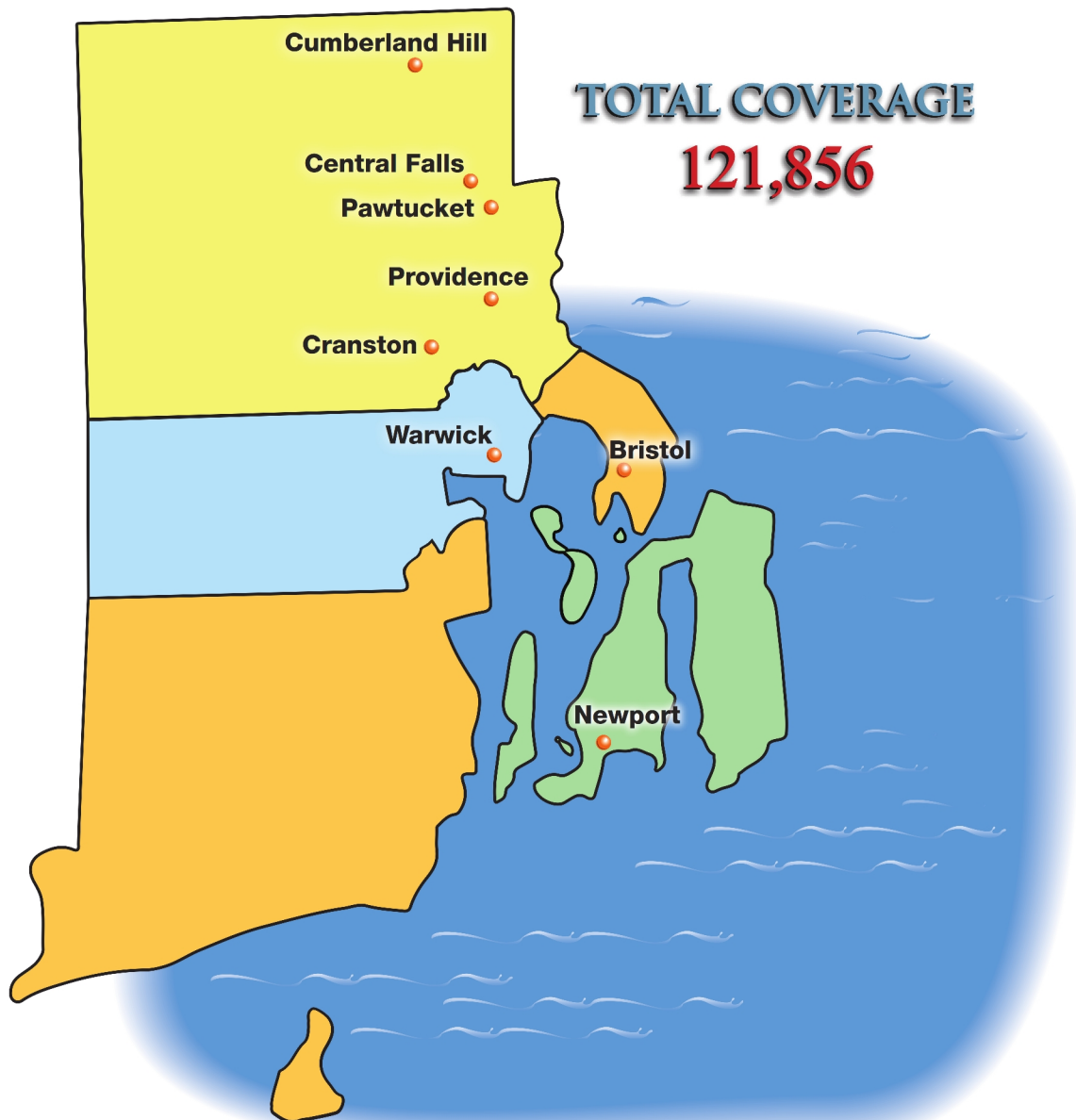
Portuguese, Brazilian & Cape Verdean
First Ancestry Reporting





RHODE ISLAND COVERAGE

Portuguese, Brazilian & Cape Verdean
First Ancestry Reporting

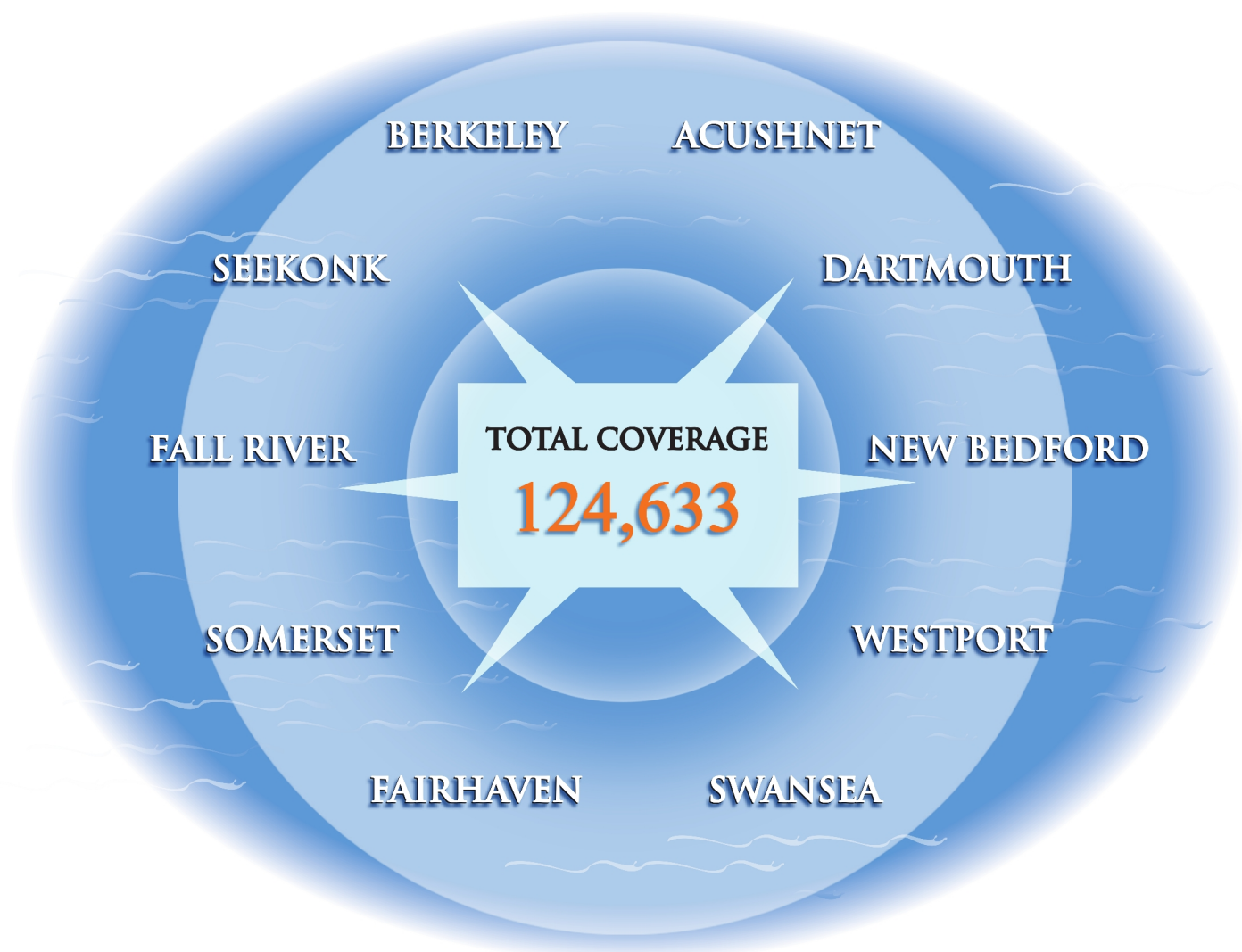


Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates



NEW BEDFORD / FALL RIVER MARKET

Portuguese, Brazilian & Cape Verdean
First Ancestry Reporting



Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates

THE **BIGGEST** PORTUGUESE RADIO STATION IN NORTH AMERICA



MORE
REACH PRIZES SPORTS MUSIC NEWS



DRIVE-TIME

Our 50,000 watts of caffeine "Morning Coffee 6-10am Show" energizes our driving listeners with up-beat music, lively announcements as well as weather & traffic reports.

Our "Drive-Time 2-6pm Show" re-energizes commuters with new and up-beat songs with timely weather & traffic reports to ease the commute home.

24hr
Programming



MONDAY - FRIDAY



DIONISIO "DINO" GARCIA
(Mon-Fri: 6AM-10AM • Sat: 10AM-2PM)

Dino's 50,000 watts of caffeine "Café da Manhã" energizes our driving listeners with up-beat music, witty clips, timely weather & traffic reports and lively sports recaps.



JORGE MORAIS & RITA ALVES
(Mon-Fri: 10AM-2PM)

Jorge and Rita mid-morning "Rotação 97" provide a bridge between morning and afternoon, a selection of great oldies and new contemporary hits.



DIANA GARCIA
(Mon-Fri: 2PM-6PM)

Diana's afternoon-drive "Hora-de-Ponta" re-energizes commuters with up-beat songs and current weather & traffic reports to ease the commute home.



CARLOS FELIX
(Mon-Fri: 6PM-8PM)

Easy-listening is Carlos's laid-back specialty. Listeners end the day with romantic and soothing tunes. "Hora-do-Fado" on Mondays and Thursdays is a must listen.



"FAIR PLAY"
(Mondays: 6PM-8PM)

Monday night's "Fair Play" is a favorite among soccer aficionados. Dino and John Gonsalves bring the latest soccer game results and incisive commentary. "Fair Play, Harmonizing the Soccer Fray."

MONDAY - FRIDAY
(Mon-Fri: 8PM-6AM)



Enjoy your nights and overnights with a mix of news, music and talk.

24hr
Programming



WEEKENDS



CARLOS FELIX
(SAT: 7AM-10AM)

Saturday mornings with Felix feature a mix of news, current events, biographical reports and interviews, and most importantly, great music to animate all.



DIONISIO & MELANIE TEIXEIRA
(SAT: 10AM-2PM)

Dino and Mel are all about contemporary local and international pop hits.



IRENE DE AMARAL
(SUN:10AM-3PM)

Irene's curated song selection of folk, traditional and modern melodies enchant listeners on Saturdays and Sundays.



SATURDAY - SUNDAY
(3PM-6AM)

Enjoy your evenings and overnights with a mix of news, music and talk.