

(((()))
wjfd
97.3 FM



50,000 watts



PRIMARY & SECONDARY COVERAGE

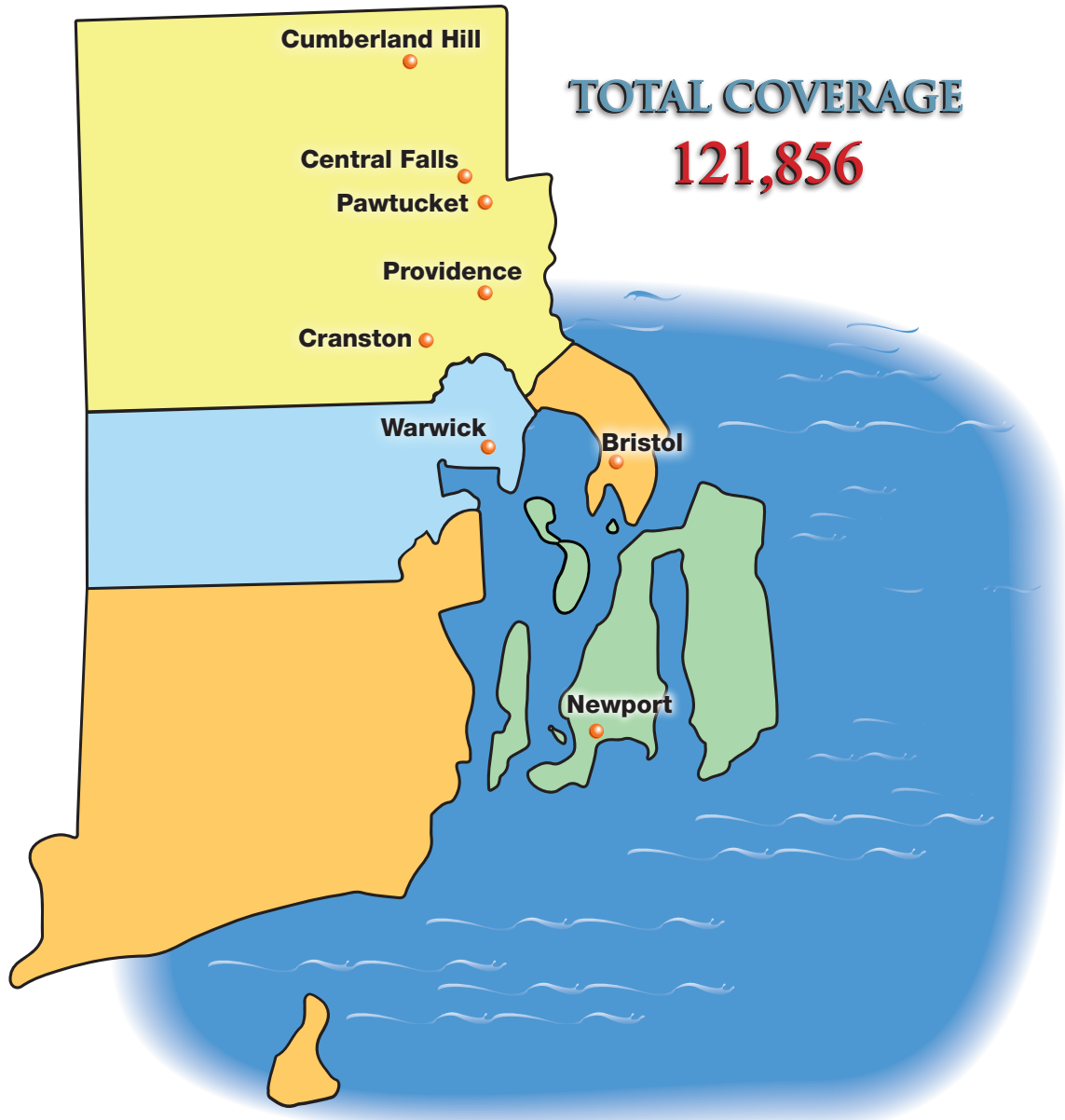
Portuguese, Brazilian & Cape Verdean
First Ancestry Reporting





RHODE ISLAND COVERAGE

Portuguese, Brazilian & Cape Verdean
First Ancestry Reporting

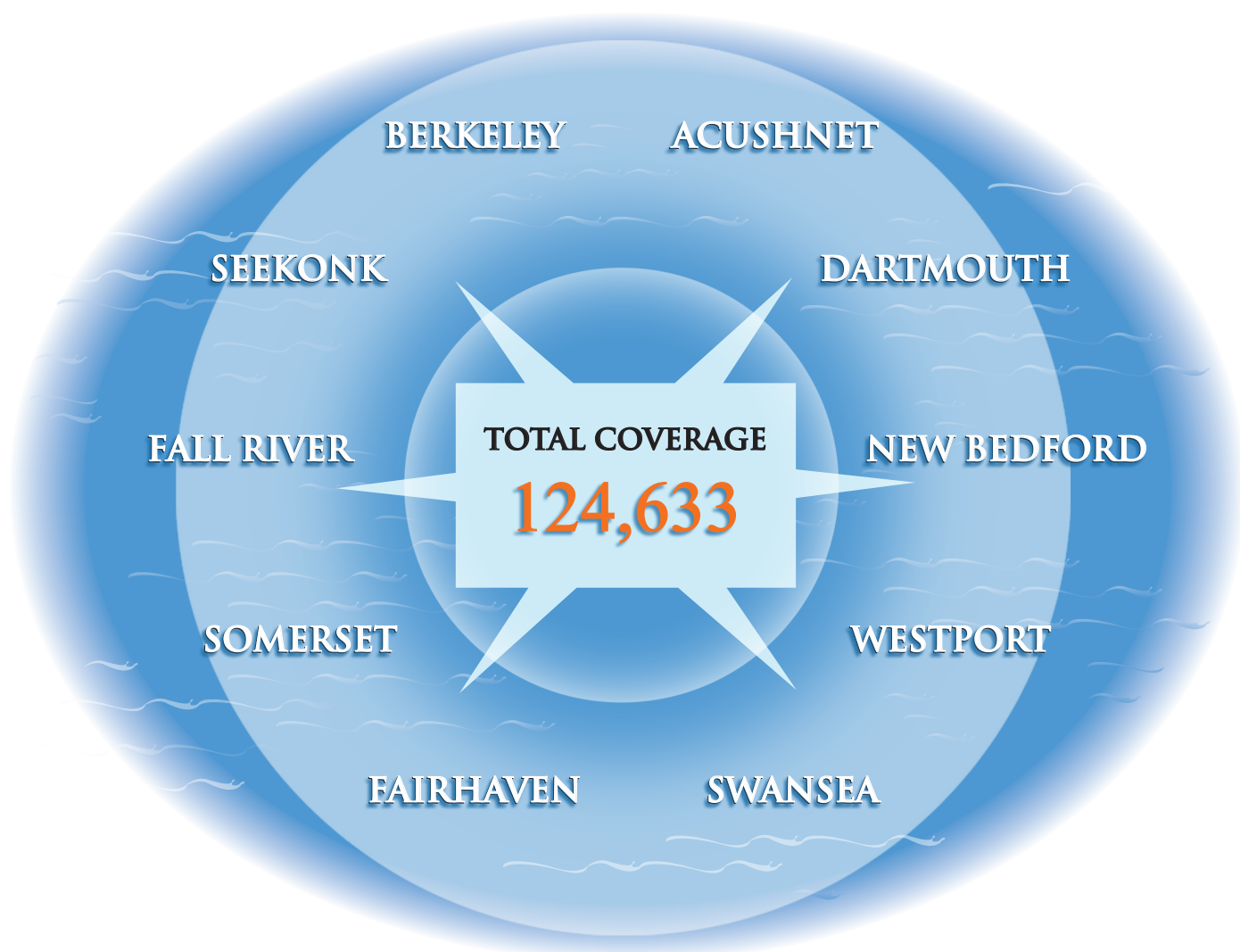


Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates



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



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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.