wjfd
97.3 FM
Salem
Lowell
Gloucester
Peabody
Boston
Framingham
Worcester
Brockton
Attleboro
Plymouth
Taunton
Providence
Fall River
Hyannis
New Bedford
Newport
Westerly
New London
50,000 watts

PRIMARY & SECONDARY COVERAGE

Portuguese, Brazilian & Cape Verdean First Ancestry Reporting

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

RHODE ISLAND COVERAGE

Portuguese, Brazilian & Cape Verdean First Ancestry Reporting

TOTAL COVERAGE

121,856

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

PORTUGUESE BROADCASTING
SINCE THE 1950'S

50,000 watts

SOCCER
OVER 100 GAMES
LIVE!!!!

SDO CERTIFIED PORTUGUESE-OWNED BUSINESS

wjfd 97.3 FM

PORTUGUESE BRAZILIAN & WORLD MUSIC

50,000 watts

NEWS
From Portugal & New England

COMMUTERS
New Bedford • Fall River
Providence • Boston • Worcester

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

wjfd 97.3 FM

MONDAY - FRIDAY

Rui Baptista

(Mon-Fri: 6am-10am • Sat: 10am-2pm)

Rui's 50,000 watts of caffeine "Morning Coffee Show" energizes our driving listeners with up-beat music, witty clips, timely weather & traffic reports and lively sports recaps.

Jorge Morais & Carlos Felix

(Mon-Fri: 10am-2pm)

Morais and Felix mid-morning "Rotação 97" provides 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 new and up-beat songs and current weather & traffic reports to ease the commute home.

Dionisio "Dino" Garcia

(Mon-Fri: 6pm-10pm)

Easy-listening is Dino's laid-back specialty. Listeners end the day with romantic and soothing tunes, whether current or old. Dino's "Catedral-do-Fado" on Mondays and Thursdays is a must listen.

Tea At 4

(Mon-Fri: 4pm)

"Tea at 4" brings together Jorge, Felix and Diana as they recount the day's happenings in a witty, comical and lively manner. A commuter's favorite.

Soccer's "Fair Play"

(Mondays : 6pm-8pm)

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

24hr Programming

wjfd 97.3 FM

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.

Irene De Amaral
(Sat: 2PM-6pm, Sun: 10am-2pm)

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

Rita Alves
(Sat: 6pm-10pm)

Rita brings it all together on Saturday evening with her very own "Saturday Sounds:" an upbeat infusion of great sounds. What a way to spend Saturday evenings!!!

Brianna Medeiros
(Sun: 2pm-6pm)

Brianna brings us Sunday afternoons with a great mix of easy-listening hits.

Melanie Texeira

Mel is all about contemporary local and national pop hits.