

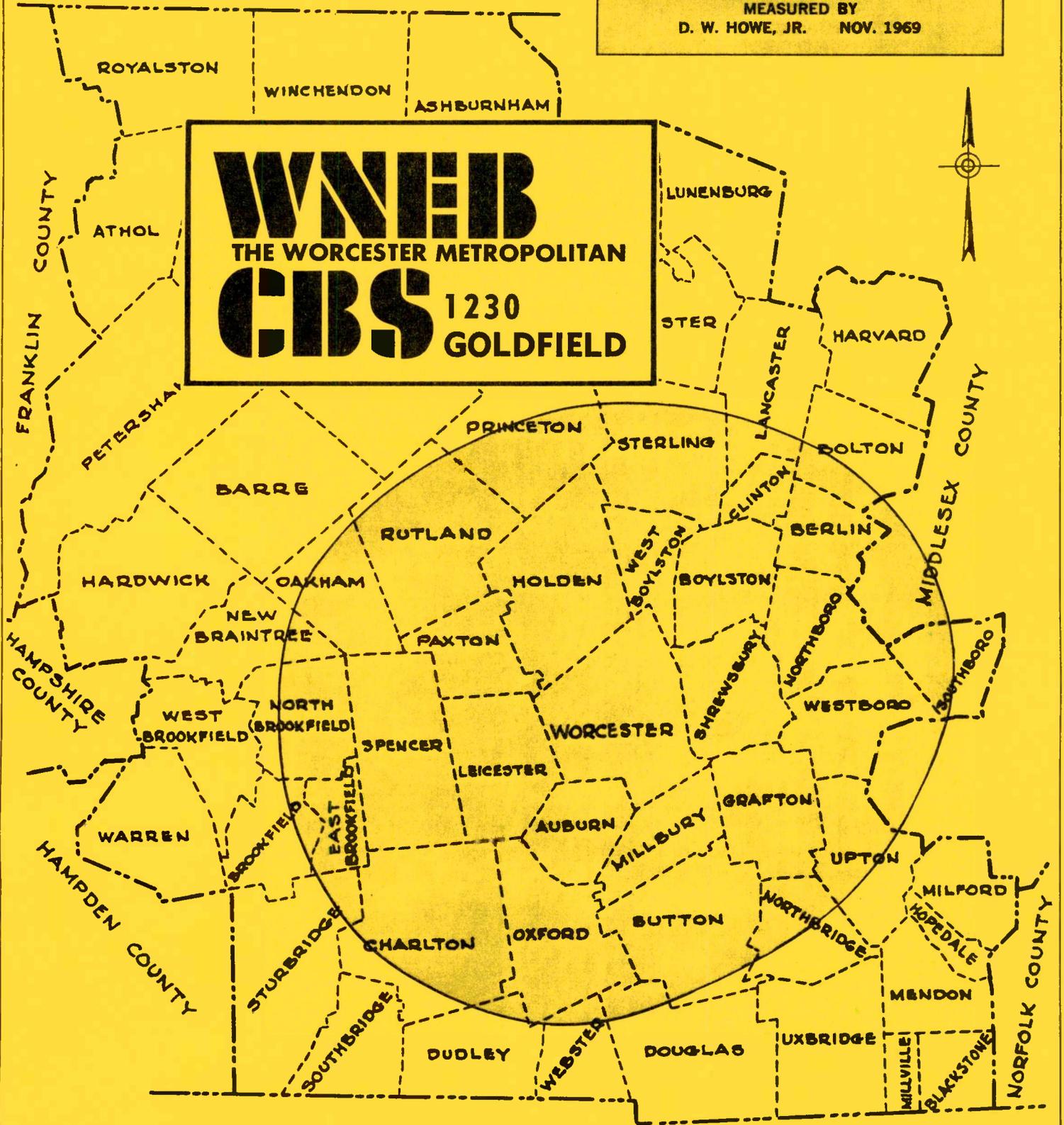
# MAP OF WORCESTER COUNTY

AVERAGE .5 mv/m CONTOUR

WORCESTER, MASS.

MEASURED BY  
D. W. HOWE, JR. NOV. 1969

**WNEB**  
THE WORCESTER METROPOLITAN  
**CBS** 1230  
GOLDFIELD



# W N E B

*Radio Worcester*

WNEB, INC. • 405 MAIN STREET • WORCESTER, MASSACHUSETTS 01608 • TEL. 756-4672

## WNEB - THE COMPLETE SOUND

WNEB-WORCESTER....THE UNIQUE STATION. A BLEND OF NEWS AND INFORMATION, SPORTS AND WEATHER, AND THE VERY BEST OF TODAY'S CONTEMPORARY MUSIC. FROM MORNING TILL NIGHT, THERES SOMETHING FOR EVERYBODY ON WNEB.

WNEB...A MIXTURE OF ENTERTAINMENT AND INFORMATION FOR THE DISCRIMINATING ADULT AND YOUNG ADULT-BUSINESSMAN, HOUSEWIFE AND COLLEGE STUDENT.

THE FOCUS IS ON.....

A BLEND OF THE BEST OF TODAY'S CONTEMPORARY MUSIC WITH THE MEMORY MAKING HITS OF THE 50'S, 60'S AND 70'S. YOU'LL HEAR ARTISTS LIKE THE FIFTH DIMENSION, GILBERT O'SULLIVAN, DIANA ROSS, THE CARPENTERS, CHER, THE ASSOCIATION, THE PARTRIDGE FAMILY, ENGLEBERT HUMPERDINCK, THREE DOG NIGHT, AS WELL AS THOSE MEMORY MAKERS FROM THE GOLDFIELD LIKE DION AND THE BELMONTS, ELVIS PRESLEY, THE FOUR SEASONS, THE BEACH BOYS, THE PLATTERS, THE ANGELS, GENE PITNEY AND ALL THE REST OF THE BEST.

TODAY'S NEWS: A COMPREHENSIVE REPORTING OF THE DAY'S NEWS, BOTH LOCALLY AND NATIONALLY, DELIVERED ON THE HOUR, EXCLUSIVELY FROM CBS AND ON THE HALF HOUR LOCALLY.....SPECIAL REPORTS AND COMMENTARIES ARE BROADCAST THROUGHOUT THE DAY. WNEB'S NEWS TEAM KEEPS YOU ABREAST OF NEWSWORTHY HAPPENINGS AROUND THE CORNER, AROUND TOWN, AND AROUND THE STATE. THE CBS NEWS DEPARTMENT INFORMS YOU ON THE DAILY WORLD SITUATION.

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## WNEB MUSIC

THE WNEB ANNOUNCERS, HEADED BY PAUL LARSON IN THE MORNING, JAY LA PRAD MID-DAYS, MARK PATRICK IN THE AFTERNOON AND MATT DOYLE IN THE EVENING, PRESENT THE BEST OF TODAY'S MUSIC.

THE MIXTURE OF MUSIC ON WNEB IS A BLEND OF TODAY'S HITS AND THE HITS OF THE 50'S, 60'S AND 70'S FROM THE GOLDFIELD.

HERE IS A LISTING OF SOME OF THE SONGS PLAYED IN A GIVEN HOUR ON 1230 RADIO, WNEB:

LAST SONG	EDWIN BEAR
OUT OF THE QUESTION	GILBERT O'SULLIVAN
WILLOW WEEP FOR ME	CHAD & JEREMY
DON'T EXPECT ME TO BE YOUR FRIEND	LOBO
CHAPEL OF LOVE	DIXIE CUPS
DADDY'S HOME	GERMAINE JACKSON
CRYING	ROY ORBISON
KILLING ME SOFTLY	ROBERTA FLACK
BABY LOVE	THE SUPREMES
RED RUBBER BALL	CYRKLE
ROSALIE	SAM NEELY
SUGAR SHACK	JIMMY GILMER AND THE FIREBALLS
BEEP BEEP	PLAYMATES
SUKI YAKI	KUYO SAKAMOTO

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## TODAY'S SPORTS

A RUN-DOWN OF ALL THE PREVIOUS NIGHTS' SCORES ARE HEARD EVERY MORNING ON THE PAUL LARSON SHOW. COMPLETE REPORTS ARE HEARD AT 7:36 AM, 12:36 PM AND 5:40 PM. LOCAL SPORTS COVERAGE CONTINUES THROUGHOUT THE EVENING WITH SCORES REPORTED AS THEY COME IN.

CBS COMPLIMENTS LOCAL SPORTS COVERAGE WITH WORLD SPORTS ROUNDUP, SPORTS WITH PHIL RIZZUTO, GAME PLAN WITH ANDY MUSSER, AND WORLDWIDE SPORTS. WEEKEND COVERAGE CONTINUES WITH SUCH FEATURES AS SPORTS CENTRAL AND WEEKEND ON WHEELS.

THIS IS NOT TO MENTION WNEB'S BROADCAST OF HIGH SCHOOL BASKETBALL AND HOCKEY GAMES WITH FRANK MULLEN ON PLAY BY PLAY. IN THE FALL, ITS U-MASS FOOTBALL EVERY SATURDAY AFTERNOON.

CBS ALSO REPORTS ON THE:

MASTERS GOLF TOURNAMENT  
THE TRIPLE CROWN OF RACING  
THE SUPERBOWL  
NFL PLAYOFF GAMES

IF YOU WANT TO SCORE FIRST, JOIN A WINNER.....WNEB!

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photo by Zukowski

AND NOW..FROM WORCESTER'S ONLY RADIO WEATHER CENTER  
HERE'S WNEB METEOROLOGIST  
ROGER LA PLANTE

FOR UP TO THE MINUTE WEATHER REPORTS, WNEB METEOROLOGIST  
ROGER LA PLANTE PRESENTS THE LATEST, MOST ACCURATE FORECASTS  
AS HE COMPILES THEM IN THE WNEB WEATHER CENTER WHICH IS LOCATED  
RIGHT WITHIN OUR COMPLEX. ROGER'S KNOWLEDGE AND HIS THOUSANDS  
OF DOLLARS WORTH OF WEATHER FORECASTING EQUIPMENT MAKE SURE  
THE FORECASTS YOU HEAR ARE THE MOST ACCURATE, AND APPLY  
SPECIFICALLY TO WORCESTER AND THE SUBURBS.

LISTEN TO ROGER LA PLANTE AND THE WEATHER..MORNINGS AT  
6:06, 6:35, 6:55, 7:10, 7:25, 7:55, 8:25, 8:55, 9:55, 10:25,  
AND 11:55. IN THE AFTERNOON, ROGER'S FORECASTS ARE HEARD AT  
12:42, 3:35, 4:35 AND 5:55

DON'T GET CAUGHT OUT IN THE EVER CHANGING NEW ENGLAND WEATHER.  
LISTEN TO WORCESTER'S ONLY BROADCAST METEOROLOGIST, ROGER  
LA PLANTE, HEARD MONDAY THROUGH FRIDAY ON WNEB.

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## SPECIAL FEATURES

STOCK MARKET REPORT - HEARD EVERY AFTERNOON AT 5:50 ON "TODAY IN BUSINESS FROM CBS.

CITY COUNCIL MEETINGS - LIVE WEEKLY BROADCASTS EACH TUESDAY EVENING, OF WORCESTER'S CITY GOVERNMENT IN ACTION, ALONG WITH COMMENTARY BY WNEB'S NEWS CORRESPONDENT AT THE SCENE.

SCHOOL COMMITTEE MEETINGS - LIVE BROADCAST ON THE FIRST THURSDAY OF EVERY MONTH. AN IN-DEPTH LOOK AT THE ISSUES FACING THE WORCESTER SCHOOL SYSTEM. COMMENTARY BY WNEB NEWS CORRESPONDENT.

\*SPECIAL AFFAIRS PROGRAMMING FEATURES BROADCAST IN THE PAST AND PRESENT, INCLUDING:

\*EXTENSIVE COVERAGE OF MUNICIPAL, STATE AND NATIONAL ELECTIONS.

\*IN-DEPTH COVERAGE OF NEWSMAKERS, CITY AND STATE OFFICIALS, CONTROVERSIAL FIGURES, ETC.

## COMMUNITY AFFAIRS

\*WNEB COMMUNITY CALENDAR - HEARD DAILY AT 12:06. THE COMMUNITY CALENDAR TAKES A LOOK AT EVENTS HAPPENING IN THE METROPOLITAN AREA.

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## THE TOTAL SOUND

WNEB OFFERS IT'S LISTENERS A TOTALLY UNIQUE SOUND, WITH THE HITS OF TODAY, BLENDED WITH GREAT MUSIC FROM THE 50'S, 60'S AND 70'S, NOT TO MENTION THE CITY'S MOST ACCURATE FORECASTS FROM ROGER LA PLANTE AND WORCESTER'S ONLY RADIO WEATHER CENTER. CBS NEWS, COMPLIMENTED BY LOCAL NEWS ON THE HALF HOUR. NETWORK COVERAGE OF NATIONAL SPORTS COMBINE WITH WNEB'S BROADCAST OF LOCAL GAMES TO GIVE TOTAL SPORTS COVERAGE.. AND THEN THERES GOLDFIELD...THE HITS OF THE 50'S, 60'S AND 70'S...SOLID GOLD MEMORIES EVERY MONDAY, WEDNESDAY AND FRIDAY NIGHT FROM 8 TO MIDNIGHT.

WNEB.....THE TOTAL SOUND....THE UNIQUE SOUND IN WORCESTER.

WNEB.....THE HOME OF GOLDFIELD...CBS RADIO IN WORCESTER.