



## Profile

<b>Station:</b>	<b>WMRC-First Class Radio</b>
<b>Frequency:</b>	<b>1490AM</b>
<b>Ownership:</b>	<b>First Class Radio Corp.</b>
<b>Format:</b>	<b>Full Service/Adult Contemporary</b>
<b>Primary Audience Demo:</b>	<b>Adult 25-54</b>
<b>Secondary Audience Demo:</b>	<b>Adult 35-65</b>
<b>Gender Breakout:</b>	<b>Male (50%) &amp; Female (50%)</b>
<b>Average Household Income:</b>	<b>\$92,000</b>
<b>New Home Construction:</b>	<b>Up 18%</b>

**WMRC-First Class Radio 1490AM** - The area's pioneer radio station took to the airwaves in 1956, making it one of the oldest continuously locally owned and operated broadcast stations in the state.

**WMRC-First Class Radio 1490AM** - As an ABC Network Affiliate, WMRC provides National News at the top of every hour, as well as an outstanding variety of today's biggest hits from artists like Rob Thomas, Keith Urban, and Kelly Clarkson. Plus favorites from yesterday like Fleetwood Mac, Billy Joel, and Elton John. It's the station everyone can agree on... at home, in the car, or at the office.

**WMRC-First Class Radio 1490AM**- The communities' choice for local news, weather, sports, traffic, event information, local - collegiate - and professional sports coverage and "what's going on" throughout the region. If it's happening around the WMRC listening area, WMRC is either reporting it, or covering it live.

**WMRC-First Class Radio 1490AM** - Our creative department handles all the advertising details at no cost... there is no charge for commercial preparation, sound effects, recordings, production, talent fees, or music themes... you pay only for the broadcast time.

**WMRC-First Class Radio 1490AM** - The only radio station to win the coveted "Station of the Year" Award, presented by the Massachusetts Broadcasters Association, on three separate occasions (a record never duplicated). The award is presented for overall excellence in all facets of operation including growth of audience, client base, and service to the community.

*The response was just phenomenal!!!  
- Jenmark Sound*