

131 County Circle
Hampshire House
Amherst, MA 01301
413.545.0100
www.wfcr.org



For additional information, contact:
Helen Barrington, Program Director
413.577.0541

WUMB's Folk Programs to be broadcast on WPNI

Amherst, MA, April 3, 2007 - 88.5FM WFCR, NPR News and Music for Western New England, announced today that it has brought the folk music programs of Boston's WUMB-FM to the Pioneer Valley, for a temporary stay on 1430AM WPNI.

WFCR has presented news and information programs on WPNI for a decade, but those programs moved to **640AM WNNZ** on April 2. WPNI, which is owned by Pamal Broadcasting of Albany, is for sale and will be available to WFCR until it's sold. While it is, WFCR and WUMB, public radio stations licensed to the University of Massachusetts, have arranged to bring the WUMB programming over from Boston and rebroadcast it on 1430AM WPNI. The new programming began on April 2.

WUMB-FM is the only full-time folk music radio station in the country. Its programming includes a wide mix of folk music during the weekdays, including singer-songwriters, blues, bluegrass, and world music as well as daily live interviews with the performers who create the music. Nights and weekends, the programming includes many well-respected cultural programs from National Public Radio (NPR), Public Radio International (PRI), and independent producers, including Mountain Stage, American Routes, E-Town, Art of the Song, and Afropop Worldwide.

WUMB-FM's General Manager, Patricia Monteith, said, "We are delighted to be able to collaborate with our sister-station at UMass Amherst to provide a unique program service to the Amherst area, even if it's for a short period of time. The mission of public radio to provide unique and quality programming is clearly reflected in this unique alliance."

"We are very pleased to be able to help WUMB bring its folk programming to the Pioneer Valley through WPNI," said Martin Miller, General Manager of WFCR. "Realistically, we know that WPNI is for sale, but we will enjoy hearing our Boston colleagues on it while we can."

WPNI can be heard primarily in Hampshire and Franklin Counties, and to a lesser extent in Hampden County, with a daytime signal of 5000 watts. Like most AM stations it drops to very low power at night and can be heard only in the immediate Amherst area.

--30--

WUMB Radio is a National Public Radio affiliate and provides a full schedule of folk music, award-winning public affairs, and news programming. Recognized as the premiere folk station in the country, WUMB radio features a wide variety of singer-songwriters, blues, Celtic, bluegrass, gospel, old-time, traditional folk and world music. WUMB Radio broadcasts from studios located at UMass Boston, which serves as the central hub for a network of five stations in Boston, Worcester, Cape Cod/Newburyport, Massachusetts. The station can also be heard via the internet at www.wumb.org.

88.5FM WFCR, NPR News and Music for Western New England, is an affiliate of National Public Radio, American Public Media, and Public Radio International serving over 170,000 listeners in Massachusetts, Connecticut, Vermont, New Hampshire, and New York with regional news and information programming, and locally produced classical, jazz, Latino, and world music programming at 88.5FM, 101.1FM North Adams, 96.3 Williamstown, HD2 at 88.5FM, and on 640AM WNNZ. The University of Massachusetts is the license holder for 88.5FM WFCR, which operates with the advice and support of Amherst, Hampshire, Mount Holyoke, and Smith Colleges, and the University of Massachusetts Amherst. For more information about 88.5FM WFCR's programs and services, call 413-545-0100 or visit our website at www.wfcr.org.

-- # # # --