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FOR IMMEDIATE RELEASE
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GREAT BARRINGTON AND LEE COMPLETE WFCR's BERKSHIRE COUNTY-WIDE EXPANSION PROJECT

Amherst, MA (May 1, 2007) -- With the launch this past weekend of new radio stations in Great Barrington and Lee, 88.5 FM WFCR, NPR News and Music for Western New England, has completed its project to install five low-power stations in Berkshire County. The stations make it possible for area residents who previously have had trouble picking up WFCR to now hear its programs.

The last two "translator stations" to start broadcasting are 98.7 FM in Great Barrington and 98.3 FM in Lee. They went on the air on Saturday, April 28, 2007, and join stations already on the air in Williamstown (96.3 FM), Adams and North Adams (101.1 FM), and Pittsfield and Lenox (93.9 FM).

"We've long wanted to make sure that our signal is strong in the westernmost county of the state," said Martin Miller, General Manager of WFCR. "Now, with the final two stations launched, Berkshire listeners can hear the classical music, jazz and news programs that listeners elsewhere in western Massachusetts have enjoyed for the 45 years WFCR has been on the air."

The stations in the Berkshires were made possible by listener donations and corporate support, Miller explained. "Voluntary donations made the new stations possible, and we now will ask listeners and businesses in the Berkshires to help sustain them" Miller said, "the support WFCR receives will continue to help expand our news and cultural coverage of the area."

Actual construction of the stations took about two years, although the initial applications to the Federal Communications Commission (FCC) were filed in March 2003. Since then, FCC permits were issued, plans were drawn up, local building permits secured, and equipment purchased and installed. Each station was put on the air as soon as it was ready.

Charles Dube, chief engineer, and Richard Malawista, assistant station manager, were responsible for planning the project and bringing it to completion.

The new FM broadcasts in the Berkshires were joined recently by a separate WFCR broadcast on the AM band. On April 2, 2007, WFCR started providing a full slate of public radio news and information programs through station WNNZ at 640 AM, which can be heard throughout the county. Listeners can also hear WFCR's programs through its two HD Radio (TM) broadcasts and multiple online streams at www.wfcrr.org

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where visitors can find links to other public radio stations and BBC services in both Spanish and English.

Listeners who would like to support WFCR's signals in the Berkshires may contact Jerry S. Moore, Director of Development, WFCR by email or at Hampshire House, UMass, Amherst, MA 01003.

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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, 98.7 Great Barrington, 98.3 Lee, 93.9 Lennox/Lee, 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.

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