



WBIM-FM, Bridgewater, Massachusetts

Bridgewater State University

Quarterly Programming Statement for January 1, 2024 – March 31, 2024

April 7, 2024

WBIM-FM, “*The Radio Voice of Bridgewater State University*” is a part of the Massachusetts State University System, and is on the air 24 hours a day, 7 days a week, all year long. WBIM-FM continues to provide an “alternative based” format of music, designed to serve an audience between the ages of 18 – 35 years of age. The station is completely staffed by students and alumni of the University, who program live shows of several unique genres of music and talk/information. We have recently started a morning news and information program Monday through Friday between 8:30 am and 9:00 am, produced by students at the University.

During the overnight hours (between 11:00 PM and 8:00 AM) and during college “breaks”, WBIM-FM broadcasts a unique automated mix of music, complete with Public Service Announcements at :15 and :45 minutes past the hour, every hour, provided by the Advertising Council and locally based University announcements, on a regular basis.

We understand the importance of serving the listeners in Bridgewater and the Greater Bridgewater community. For nearly 52 years, **WBIM-FM** has been a valuable training ground for students at the University and their interns who plan to study the field of communications or join the broadcasting industry, in general. Over the past few years, we have been improving our technical studio facilities to make the station more accessible to the general population of the University at large. **WBIM-FM** will be

celebrating 52 years of broadcasting in October with our 27th annual **WBIM-FM Alumni Takeover** during this year's Alumni Weekend (October 4-5, 2024). **WBIM-FM** has been available live worldwide on-line 24/7 via the Internet, since 1999.

WBIM-FM continues to provide 24/7 programming to the Greater Bridgewater area, from our satellite studio in the foyer area of the Rondileau Student Union Building. We have reactivated and are working on upgrading our Main, Podcasting and Production Studios. We are using our 25+ year old alternate main BE FM250 transmitter as a "warm" standby transmitter and are using our Nautel VS300 transmitter as our main, to continue to serve the needs of the Greater Bridgewater area, 24 hours a day. Thank you!

Sincerely,

Peter Q. George

Chief Engineer/Operator

WBIM-FM, Bridgewater, MA