

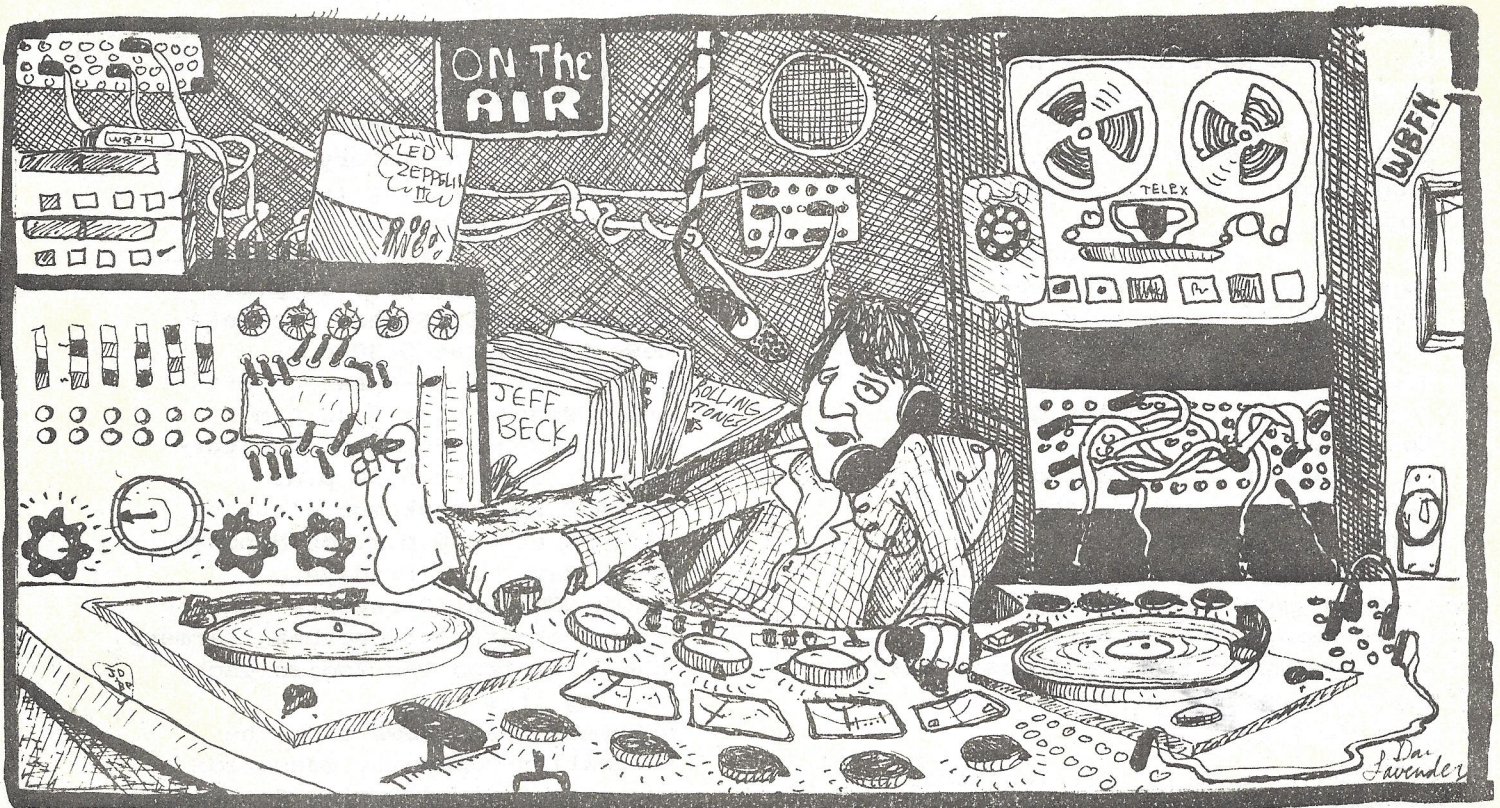
WBFH 88.1 FM

# ON THE AIR!

VOL. I, NO. 1

SPRING 1979

THE OFFICIAL NEWSLETTER OF WBFH-FM, BLOOMFIELD HILLS



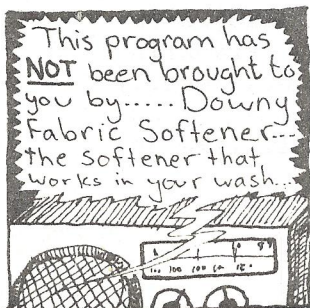
## WBFH...WHO?

WBFH are the call letters of an FM radio station owned by the Bloomfield Hills School District with studios in both Andover and Lahser High Schools. Students from both schools operate the station with the supervision of Station Manager Pete Bowers. Located at 88.1 on your FM dial, WBFH is a 10 watt, non-commercial, educational radio station on the air weekdays from 6 a.m. to 11 p.m. Licensed in 1976 by the Federal Communications Commission to the Board of Education of the Bloom-

field Hills Schools, WBFH is now into its third year with another schedule of numerous programs and features in the community interest, while providing many students with actual on-the-air experience. WBFH serves residents of Bloomfield Hills, Bloomfield Township, West Bloomfield, Birmingham, Pontiac, Troy, Franklin, Orchard Lake, Rochester, Beverly Hills, Auburn Heights, and Keego Harbor. Try us, you'll like us.

WHY SHOULD I LISTEN TO WBFH?  
HERE'S WHY...

1. Local news and sports information as well as state and national news, sports and weather from United Press International.
2. School closing announcements broadcast continuously within fifteen minutes after the decision is made.
3. Comprehensive School Board Meeting reports at 4:30 p.m. the day after the meeting.
4. High School and Jr. High sports action including varsity, j.v., and 9th grade football, soccer, girls basketball, varsity and j.v. boys basketball, hockey, baseball, and softball.
5. Public Service Announcements concerning area events especially those in the Bloomfield Hills Schools.
6. Interviews with school district faculty and staff as well as people-in-the-news around the Oakland County area.
7. Tapes of all school district band, choral, and orchestra concerts aired on WBFH.
8. Job openings for young people from the Youth Employment Service aired daily at 4:30 p.m.
9. Live music from area musicians and singers on the program "live from Studio B".
10. 25% more music than commercial stations because WBFH plays no commercials.
11. Health and consumer information that you won't find on other stations.
12. School Board Election results aired as soon as votes are tabulated.
13. Homegrown talent as DJ's, newscasters, talk show hosts, interviewers, and other on-air reports.
14. Your favorite songs are played because we do answer the phones and we do play requests.



MORE MUSIC  
NO  
COMMERCIALS

NEWS AND INFORMATION ON WBFH

NEWS 88-hourly with news from local network to UPI world news.  
SPORTS 88-10:30 a.m. and 3 p.m. with local, state, and national sports news.  
HAPPY NEWS-news on the lighter side daily at 1 p.m.  
WOMEN'S WORLD-news for and about women daily at 1:40 p.m.  
HAVE YOU HEARD?-news about rock stars daily at 2:30 p.m.  
WHAT IN THE WORLD HAPPENED-3:30 p.m. daily about what happened on that day in history.  
JOBLINE-job opening information daily at 4:30 p.m.  
ROCK NEWS-rock music's people in the news Monday at 5:30 p.m.  
HOLLYWOOD NIGHTS-show business news Tuesday at 5:30 p.m.  
CONCERT CALENDAR-area concert info Wednesday at 5:30 p.m.  
PUNCHLINE-boxing news on alternate Fridays at 5:30 p.m.  
VINTAGE ROCK-rock music's past relived at 6:30 p.m. on Mondays, Wednesdays, and Fridays.  
EARTH NEWS RADIO-reports ranging from rock stars to soybean farmers.  
HOROSCOPE-from the Zodiac each morning at 10 a.m.  
RECREATION RAP-news from the Recreation-Community Education Department aired during Sports-Scan on Wednesday.  
SPORTS COMMENTARY-from the WBFH sports department.  
LOST AND FOUND-lost and/or found pet report.  
EDITORIAL COMMENT-on topics in the news.

YOU CAN'T TELL THE PLAYERS  
WITHOUT A PROGRAM (SCHEDULE)

WBFH publishes a schedule of programs each week and posts them in all the Bloomfield Hills Schools, the Bloomfield Township Library, and the Recreation Department. If you would like one sent to your home, let us know about it.

## WBFH WEEKLY SPECIAL PROGRAMS

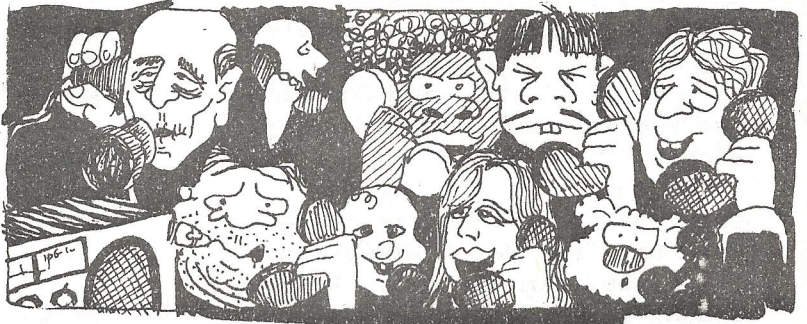
COUNTDOWN-WBFH's top 30 hits in order Monday from 6-8 p.m.  
SUNNY SIDE UP-entire albums sides Monday from 8-10 p.m.  
GUEST DJ-from entries mailed to us. It's their "show" Tuesday from 5-6 p.m.  
OPUS 88-classical music every Wednesday at 10 a.m. to 11.  
SPORTS-SCAN-phone-in sports talk show with guests and sports features, Wednesdays at 4-5 p.m.  
WHAT DO YOU THINK?-asks your opinion on weekly topic, Thursdays from 4-5 p.m.  
COMMUNITY ACTION-features interviews with area guests, Thursday from 5-6 p.m.  
ALL REQUEST SHOW-nothing but requested music Friday from 4-6 p.m.  
STUDIO 88-disco music Fridays from 10 p.m. on.  
ALSO...  
DOWNTOWN SOUND CONNECTION-features soul music.  
COMEDY CUT COLLECTION-different cuts from comedy albums.

## A LITTLE ABOUT THE "BIG GUY"... STATION MANAGER PETE BOWERS

When Mr. Bowers was hired in the summer of 1976, the radio station wasn't much more than a bunch of boxes and open space. A lot has happened since then and it keeps progressing daily. Mr. Bowers graduated from Central Michigan University in 1975 with a Bachelor of Applied Arts degree with a major in Broadcast and Cinematic Arts and a minor in Photojournalism. He has worked at WMHW-FM, WWJ, and WCHP, where he was Sales Manager, Sports Director, and Continuity Director as well as a DJ and newsmen. An Andover graduate of 1971, Pete also devotes time to directing a day camp and coaching little league soccer teams. Pete and his wife Claudia live in Pontiac.

## HOW YOU CAN ENROLL IN THE RADIO BROADCASTING PROGRAM

No matter how old you are, you can get involved with the radio broadcasting program. If you are a student at either Andover or Lahser High School, enroll in the class entitled "Fundamentals of Radio Broadcasting" which is offered one period each semester for one half credit. This class focuses on the history of radio, current radio formats, the newscast, the interview, how to be a disc jockey, getting a third class operator's license, and careers in radio. After completing this course, students may apply to be on the WBFH staff where students get credit for working on the radio station. Elementary and Jr. High students may enroll in the "Be a DJ" program offered through the Recreation Department. Anybody can enter our "Guest DJ" contest where you can be a disc jockey on WBFH for one hour. To enter the contest, write your name, address, phone number, and the school you attend (if any) and mail it to WBFH, 4200 Andover Rd., Bloomfield Hills, MI 48013.



## HAVE YOU GOT A PSA FOR US?

No, a PSA is not a disease, it stands for Public Service Announcement and, like a disease, you may have one and not even know it. As a service to our listening audience, WBFH airs several PSA's an hour providing important information about the community. If you are involved with a non-profit organization and you have an announcement for the general public, call us or write us about it and we'll get it on.

EXECUTIVE STAFF MEMBERS FOR  
WINTER SEMESTER 1979

Station Manager-Pete Bowers  
Assistant Manager-Dave Sheehan  
Program Director-Stu Best  
News Director-Carla Black  
Sports Director-Tom Segesta  
Traffic Director-Sarah Woodward  
Music Director-Kathy Martens  
Student Engineer-Miles Lakin  
Public Affairs Director-Barb Campbell  
Business Manager-Andy Ziegler  
Production Director-Stewart McKinlay  
Executive Secretary-Sharon Savanyu  
Public Relations Director-Kyle McAdams  
Assistant P.R. Directors-Lisa Garcia, Carol Goddard, Andy Ziegler, Tom Wolfe, and Kelly Reagan.  
Bowco Productions V.P.-Renee Abraham  
Newsletter Editor-Rick Dernberger  
Assistant Sports Directors-Glenn Stinson, Duncan McGuffie  
Pete Bowers School of Broadcasting V.P.-Les Jacobs  
Advisory Council Representatives-Andy Ziegler, Carla Black  
March of Dimes Marathon Committee-Lisa Garcia, Carol Goddard, Elyse Feldman, Cindy Klein

Other WBFH staff members include: Steve Lai, Ann Marie Hermanson, Dave Eaton, Jim McKinlay, Raleigh Nelson, Tracy Ricketts, Ward Peterson, Aaron Spiwak, Dan Lavender, Chuck Nicholas, Todd Rudge, Jeff Carroll, Jared Bryant, Mike Silverstone, Julie Ulveling.



# WBFH MARATHON

For the third consecutive year, the WBFH March of Dimes Marathon was a tremendous success. Seven WBFH disc jockeys went on the air for eleven hours each with a two hour thank you wrap-up at the end for a 79 hour broadcast preceding the Superwalk '79 held at Oakland University April 29th. Callers traded pledges for the dj's to walk in the walkathon for record requests or just about anything else. The DJ's who marathoned this year were Glenn Stinson, Stu Best, Mike Silverstone, Kathy Martens, Scott Marsh, Renee Abraham, and Stewart McKinlay. WBFH reminds those who pledged this year to send either a check payable to the "March of Dimes" or cash to us before May 31, 1979. We thank you for helping us fight birth defects.

## WBFH SPRING SPORTS BROADCAST SCHEDULE

|          |                           |      |
|----------|---------------------------|------|
| April 23 | Oak Park-Andover Baseball | 4    |
| April 24 | Seaholm-Lahser Softball   | 3    |
| April 30 | Groves-Lahser Baseball    | 4    |
| May 1    | Mott-Andover Softball     | 4    |
| May 2    | Adams-Lahser Baseball     | 4    |
| May 4    | W.B.-Andover Baseball     | 4    |
| May 7    | Athens-Lahser Softball    | 4    |
| May 9    | Milford-Andover Softball  | 4    |
| May 11   | Rochester-And. Softball   | 4    |
| May 14   | Andover-Lahser Soccer     | 5:30 |
| May 16   | Lathrup-Lahser Baseball   | 4    |
| May 18   | Clarkston-And. Baseball   | 4    |

## WE WANT FEEDBACK PLEASE...

WBFH welcomes your comments and suggestions about our programming. As a public servant using equipment paid for through school funds, we appreciate any feedback you can give us, good or bad. Call or write us today...we're YOUR radio station.

WBFH-FM  
4200 Andover Rd.  
Bloomfield Hills, MI 48013  
Pete Bowers, Station Manager

NOW YOU CAN WAKE UP TO WBFH

For the first time in two and a half years of broadcasting, WBFH now sports a morning show. Starting at 6 a.m. weekday mornings, your host Pete Bowers will provide you with an informative and entertaining program with the local angle. The music will be easy listening and the chatter will focus on what you need to know in the morning (time, weather, etc.). News and sports reports with Bloomfield Hills residents in mind as well as talks on the phone with school district newsmakers. Pete Bowers was born and raised in Bloomfield Hills and brings with him seven years of on-air experience. So if you want to wake up and know what's going on in your community, tune to the WBFH Morning Show weekdays from 6 to 8 a.m.



WANT TO KNOW MORE ABOUT US?

If you didn't know too much about WBFH before, now is the time to find out more. We give tours of the radio station to interested groups during regular business hours. Just call and make an appointment. If you can't see us, we'll come to see you. We have a slide show we would be willing to show any group at any time. Give us a call today:

Business Line: 647-1224 ext. 206  
Andover Studios: 647-8510  
Lahser Studios: 338-7440

HEY YOU...DON'T FORGET THAT WBFH WILL BE BROADCASTING BOTH COMMENCEMENT EXERCISES LIVE FROM MEADOWBROOK JUNE 10, 1979.

"ON THE AIR" is the official WBFH newsletter and is published four times a year. Copies are available upon request.

Editor....Rick Dernberger  
Author....Pete Bowers  
Artist....Dan Lavender

PHONE-IN SHOWS ALLOW YOU TO PARTICIPATE ON THE AIR

The two programs on WBFH that you can participate on include "Sports-Scan" Wednesday from 4-5 p.m. and "What do You Think?" Thursday from 4-5 p.m. Call 647-8510 with your opinions.

HEY YOU (AGAIN)...SO DON'T FORGET THAT WBFH WILL ALSO BE BROADCASTING A "MEET THE SCHOOL BOARD CANDIDATE" SHOW PRIOR TO THE ELECTION.



1087 West Long Lake Rd.

CARRY OUT 642-3555

A PORTION OF THIS NEWSLETTER WAS PAID FOR BY A GRANT FROM CEDAR SHAKE