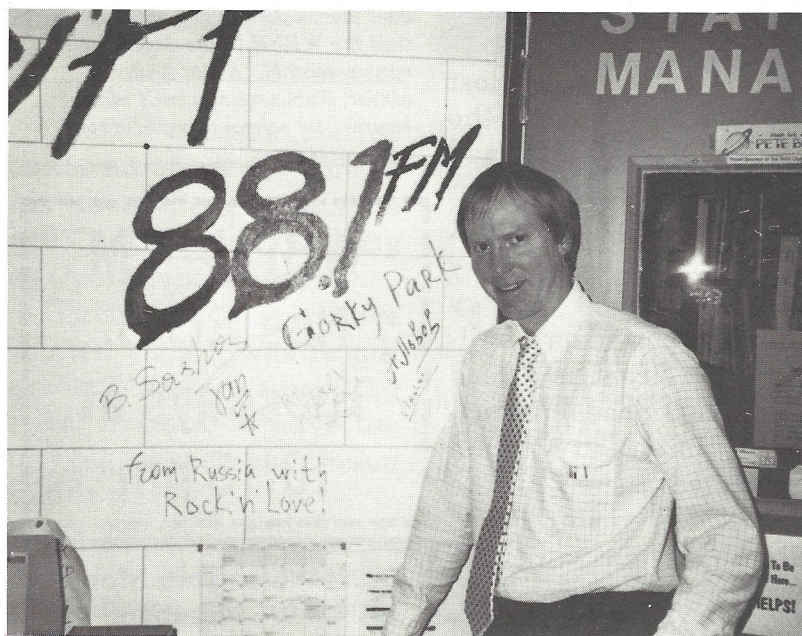


BIFF MAGAZINE

THE OFFICIAL BLOOMFIELD RADIO NEWSLETTER WINTER 1990

Station Invaded by Russians!



Pete Bowers, station manager, proudly displays the famous graffiti, put there by new Soviet friends who happen to be rock stars.

Gorky Park, the Russian rock band, has found much success in the American music industry. They achieved chart success late in 1989 with their songs "Bang" and "Peace in Our Time."

On Tuesday, December 19, 1989, they paid a visit to Andover High School and WBFH.

At WBFH, the band members signed a wall, recorded drop-ins to be played on the air, and were interviewed by Jaymz Mason and Adam Glass. They also presented the staff with a complimentary copy of their new CD recording. Gorky Park is the first Russian rock band to have an American recording contract.

Biff Briefs

It's been over a year since our application for a power increase was submitted and we still have no word on its status. To refresh your memory, we have applied to the Federal Communications Commission to increase our operating power from 10 watts to 355 watts. Since our consulting engineer advised us not to write or call the FCC regarding our application, we just play the waiting game and await word on the approval. As soon as we hear something, we'll let you know!

Pete Bowers was reelected to a fifth term as president of the Michigan Association of Educational Broadcasters in January. M.A.E.B. is a statewide organization of high school and college broadcasting programs.

Ron Wittebols continues as an M.A.E.B. board member and newsletter editor.

WBFH is Back!

WBFH has some new sounds this fall with 23 new students on staff. Four students return to the air from last year's award-winning staff.

Heading the list of veterans returning, Matt Friedman (Andover senior) is the operations manager, Pat Hynes (Andover senior) is program director, Rachel Zobel (Andover senior) is music director.

Managers returning this fall include Pete Bowers, Station Manager, Ronald C. Wittebols, his assistant, and Dan Lippitt, the sports remote supervisor.

WBFH airs popular music, local news, and sports and public service programming. WBFH is on the air from 10:15 a.m. to 11 p.m. daily and 9 a.m. to 3 p.m. Saturdays.



Already hailed as his father's replacement, Adam Bowers is now conducting research on a top-secret project for Mr. Wittebols.

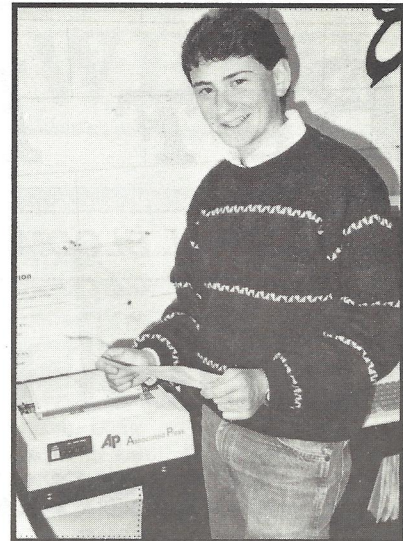
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The Biff gets the Scoop

*By Joel Rubenstein
News Director*

The News Department at the Biff has been doing better than ever the past few months. The staffers have been producing excellent newscasts with an average of three per day. The newscasts consist of national, state, and local news including human interest and sports.

WBFH prides itself most on its local news reports; the department has informed the listeners on important and timely local stories that cannot be found on any other station. Marcy Hessling reported on a multicultural retreat in which Lahser High School participated. Biffer Larry Shell broadcasted a story on the Bloomfield Township Police switching from Smith & Wesson revolvers to semi-automatic Sig Sauers. Joel Rubenstein reported that Representative William Broomfield may have a harder time retaining his seat in 1992 because of reapportionment. Duane Bent has reported on numerous local high school sport events. No other radio station gives that kind of attention to the West Bloomfield-Bloomfield Hills-Birmingham area, and WBFH plans on continuing its consistently credible news.



Joel Rubenstein is one of the reasons that the WBFH News department runs smoothly. As an Andover senior, Rubenstein spends many hours after school to coordinate newscasts.

**WBFH—FM
Has F.O.S.
Tuesdays at
10:15 pm**

**Don't Waste Your Money
on 976 Numbers
The Original Party Line:
647-8510**

Biff Magazine is the official newsletter of WBFH Radio. Published twice a year, its editorial offices are located at 4200 Andover Road, Bloomfield Hills, Michigan 48013. Address all correspondence to Biff Magazine Editorial Department, WBFH Radio, 4200 Andover Road, Bloomfield Hills, Michigan 48013.

Biff Magazine is written by Pete Bowers and Ron Wittebols with additional articles contributed by the WBFH staff.

Layout and design by Ron Wittebols.

**BIFF
MAGAZINE**

THE OFFICIAL BLOOMFIELD RADIO NEWSLETTER

It Takes 7 Years to "Make It to the Top"

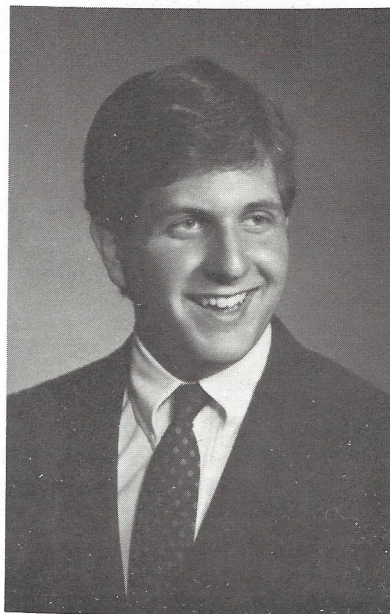
"This is the job I wanted since I was in sixth grade!"—Matt Friedman, Operations Manager

Matt Friedman started on the air at age 11. Now in his seventh year at "the Biff," Friedman is serving as Operations Manager.

"This is the job I have wanted since I was in 6th grade," Friedman says, "and I feel honored to have the privilege to serve the station in this way."

His duties include running the staff meetings, evaluating each staff member's performance twice monthly and organizing the station's various departments. Friedman also advises Mr. Bowers and Mr. Wittebols as to what he feels to be the needs of the WBFH student.

In addition to his management duties, Friedman appears as a WBFH air personality. On Mondays he hosts the sports talkshow "Sportscan." On Tuesday nights, he brings Bloomfield



the "Friedman on Sports" update. Wednesdays, he hosts a nighttime show and Friday finds him behind the mike with play-by-play.

Friedman says, "It's a very demanding schedule, but I love every minute of it."

The Andover senior also serves as Sports Editor of the Andover Shield and is president of Andover's National Honor Society chapter. All of the aforementioned jobs considered, what is his favorite?

"That's a tough question," he says, "I enjoy everything I do here at the station. From interviewing to play-by-play--it's all tremendous experience. I love radio, and this is the ultimate training ground."

Friedman plans to attend a university next year and major in broadcast journalism. After that he plans to work in that field.

In the Spotlight

As part of its ongoing effort to make radio broadcasting more accessible to students of all ages, WBFH and its management have once again offered the "Middle School Spotlight."

John Antonini, a 7th grader at East Hills Middle School, has been on the air at WBFH since he enrolled in the "Super Saturday--Be a DJ" program back in the fifth grade.

To Antonini, radio is fun.

"Of course, it's fun. I like coming to WBFH and so do my guests. I bring my sister, Kara, and her friend, Stacy, most of the time, and we play all kinds of music."

The "Middle School Spotlight" rotates the three Bloomfield middle schools. Among those heard on the air are Brian Epstein from WHMS, Jennifer Halpern and Mary Dunbar from BHMS and John Antonini from EHMS.

**Be a Biff
Backer.
Get
Involved in
the WBFH
Alumni
Club.**

Staff Sees Professional Radio At Work

The 23 WBFH staffers who had the chance to tour the WJR/WHYT studios November 28, 1989 were treated to an eyeful of the world of professional broadcasting.

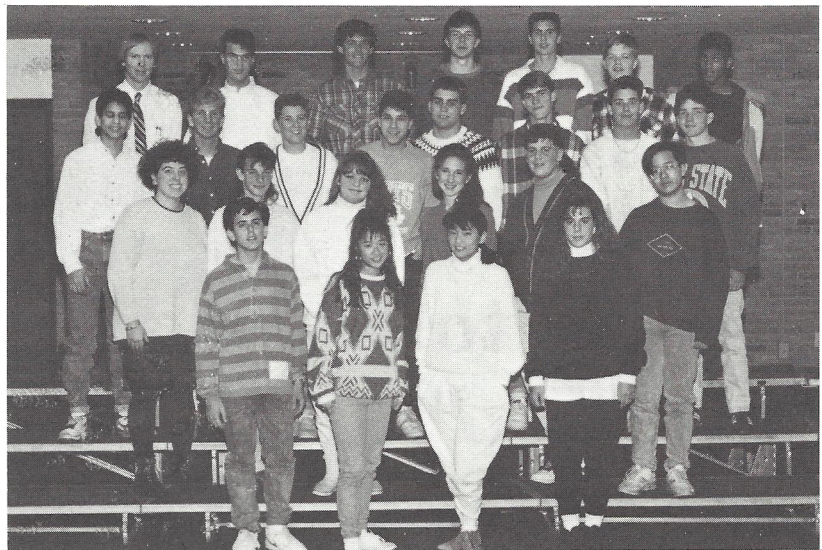
WJR and its sister FM outlet, WHYT, are both owned and operated by CapCities/ABC. WJR is the only powerful nondirectional clear-channel AM station in Detroit.

Pat Hynes, WBFH program director, suggested the field trip and then made the initial contacts. Once there, the entire WBFH staff had the complete facility tour with special concentration of FM production and on-air broadcasting.

The group was lucky enough to sit in with afternoon personality Mark Fogel, who surprised everyone by going "live." He invited responses and entertained questions about his job at WHYT.

☞ Do Us a Favor: Tell 10 of Your Friends that You Listen to The Biff!

We've Got Good Radio.
WBFH 88.1

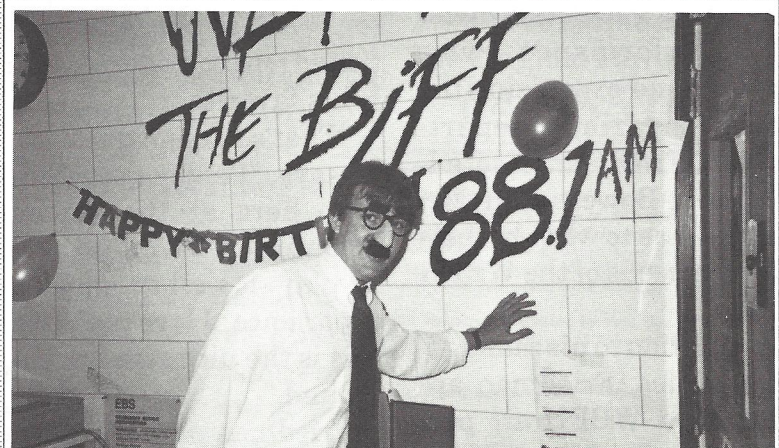


Future Biffers? Here are Pete Bower's Fundamentals of Radio Broadcasting students for Fall of 1989. Row 1 (Left to Right): Larry Markle, Susie Choi, Susan Kim, Staci Altus. Row 2: Jennifer Garfield, Scott Reizen, Kelly Herod, Gina Ratliffe, Andy Roether, Eddy Shei. Row 3: Jeremy Grant, Jason Erlich, Randy Meisner, A.J. Weiner, Dino Bruce, Brook Heaps, Pete Ginopolis, Brent Blouch. Row 4: Mr. Bowers, Ken Yermak, Kevin Long, Jack Cronin, Matt Adams, Bryan Palmer, Ken Macon.

Saturdays are "Super"

—when the kids take over

Be a DJ • WBFH • Recreation and Community Services
Saturdays 9 a.m.—Noon • 88.1 MHZ



In honor of his birthday, WBFH treated Uncle Ron to a day of fun and surprises, one of which was the frequency shift to his favorite broadcast band.

WBFH PROGRAM GUIDE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>10:20 AM SIGN ON</p>  <p>"Best in Nation." -Biff Magazine</p>	<p>All through the day...</p> <h2><u>The Biff</u> has the <u>Best</u></h2> <p>647-8510</p> <ul style="list-style-type: none"> • Current, classic, and new music • Requests/Dedications • Community Calendars • Associated Press News • Special Features • Interviews • ...and much, much more! 				
2:30 PM	Gina Ratliffe/ A.J. Weiner (Music)	Noelle Schellig	The Glass & Long Hour of Power Show	Biff Magazine (Interviews)	FORB Spotlight
4:00 PM	Notes from the Underground/ The Elyse Fischer Show	Gemini Show (The Tas Twins)	<i>Kevin's Playhouse/ Fred Matvias Show</i>	Jennifer Lupiloff/ Steve Rea	Middle School Spotlight
5:00 PM					
6:00 PM	 Insight (Talkshow)	Urban Sounds/ Universal Radio (New Music)	The Hessling & Foster Show/ Seth Halpern	Koukhab & Tigay/ The Matt Citron Show	FORB Spotlight (Fundamentals of Radio Broadcasting students)
7:00 PM	 Sportscan (Sportstalk)				
8:00 PM	Year in 	Classic Rock and Roll Over (Classic Rock) 	The Matt Friedman Program (All request)	the Duane Bent/ Rachel Zobel show (Music)	Seasonal Sports Programming (Basketball)
9:00 PM	Rock (Oldies)				
10:00 PM	The Nighthawk (Comedy)	Ron Charles (AM on FM)			Saturdays ("Be a DJ" 9 am to 3 pm)

The WBFH Programming Department has been busy this year bringing you over 60 hours of weekly programming. Under the reins of Pat Hynes, program director, WBFH has brought many new shows to the air.

Shows include "Urban Sounds" featuring an hour of rap and soul music; and "Our Generation," featuring songs from the late 70s and early 80s. Programming, with the help of the Computer Department, has catalogued the library of albums

so that listeners will hear a greater variety of music. The other programming improvements include news updates at quarter past each hour, weather forecasts at half past the hour, and more special features.



Larry Shell delivers his newscast from behind one of the new microphones installed at WBFH. Future purchases will be made with sound quality in mind as WBFH broadcasts into the 1990s.

New Semester Means Better Equipment

*By Ron Wittebols
Assistant Station Manager*

No sooner had classes begun for the fall semester when Pete Bowers embarked on a little shopping spree for WBFH. Microphones, a transmitter, and compact disk racks as well as other items were bought.

Mr. Bowers bought the transmitter to replace an archaic RCA version which had long passed its prime and was in danger of "dying." It was a piece of equipment that could no longer be depended upon to broadcast our programming. Although the next transmitter purchased was hoped to be the one capable of operating at 355 watts, the federal government has yet to approve our power increase and, therefore, this version is still a 10 watt model. But there is already a noticeable improvement in our "on-air" sound. In fact, there's less static and it's believed that our signal strength has gained a few more miles.

Microphones play an important part

in the broadcast chain. Without quality microphones the "on-air" sound would be bad. Previously, WBFH had an amalgamation of microphones and the sound quality suffered.

But thanks to Mr. Bowers and his assistant the on-air studio now has three matching studio-quality microphones complete with shock mounts and windscreens. This adds a tremendous boost to the sound quality of WBFH not to mention the aesthetic quality. Now, WBFH can hold its own against the "big boys" of broadcasting with the equipment it has.

Compact discs are now replacing vinyl records at an astounding rate with rumors flying that vinyl will be a thing of the past after 1991. WBFH had welcomed the digital revolution with open arms and bare walls (The Biff had stored its entire CD collection in a shoebox-sized case), but not anymore. The station now has two CD racks that in the near future will house over 400 compact discs.



For the second year in a row, WBFH had the privilege of broadcasting the Andover/Lahser football game live from the Silverdome. Pictured from left to right on location in the WWJ broadcast booth are Joel Rubenstein, statistician, Gabe Levitt, color commentator, Matt Friedman, play-by-play, and Pete Bowers, supervisor. The game was broadcast on October 27, 1989.

Guess Who Came Back!

The week before holiday vacation was "Alumni Week" at the station. Former staffers were invited to broadcast for two hours at a time. This edition of "Alumni Week" saw these alums: Tim Foster (Lahser-'88), Peter J. Starkel (Andover '87), Randy Eisenberg and Wendy Shanker (Andover '89), Hindy Hoffman and Lisa Stone (Andover '89), Dan Lippitt (Andover '88), Dave Patton (Andover '87), Scott Taylor (Lahser '89) and David Cassada (Lahser '89), Jenny Silverstein (Andover '86), Dominic Cianciolo (Lahser '87), Jeff Scaife (Lahser '89), Scott Anderson (Andover '88) and Guy Cacciarelli (Andover '87), Kristin Hoffiz and Paloma Preysler (Lahser '88) and Dan Bree, Jason Cubbin and John Wolfe (Andover '89).

WBFH Hosts "Parents Week"



Linda Dunbar, an Andover counseling secretary, broadcasts from Studio A with her son, Kevin, assisting.

In an effort to involve parents in the radio broadcasting program, Mr. Bowers declared the second and third weeks of January as "Parents Weeks" on WBFH. The purpose of "Parents Week" was to familiarize each staff member's parents with the world of radio broadcasting and bring them to an understanding of what being on staff at WBFH is all about.

It was great to hear these adults read the weather forecast, public service announcements, and introduce songs from their era as well as current songs. The parents enjoyed themselves. One parent had no problem talking over the air because he does it for a living—Bob Hynes of WJR. He and his wife, Jean, are the parents of WBFH program director Pat Hynes.

Business Line: (313) 540-9800 EXT 206
Studio Request Line: (313) 647-8510

Pete Bowers, Station Manager
Ronald C. Wittebols, Assistant Station Manager
John Grevers, Chief Engineer
Dan Lippitt, Sports Remote Supervisor
H. June Hamilton, Director, Recreation-Community Services

WBFH

Licensed to The Board of Education, Bloomfield Hills Schools

Executive Staff, Winter 1990

Matt Friedman, Operations Manager
Pat Hynes, Program Director
Rachel Zobel, Music Director
Joel Rubenstein, News Director
Gabe Levitt, Sports Director
Kevin Dunbar, Production Director
John Tasdemiroglu, Sales Director
Larry Shell, Traffic Director
Deniz Tasdemiroglu, Art Director
Matt Citron, Public Affairs Director
Seth Halpern, Computer Director
Duane Bent, Promotions Director
Elyse Fischer, Publicity Director
Pat Hynes, Cable Television Program Producer
Jenna Foster, School of Broadcasting V.P.
Tim Blake & Terry Malone, Bowco V.P.

Staff:
Darin Frank
Dave Fitzpatrick
Adam Glass
Marcy Hessling
Mary Koukhab
Kevin Long
Jennifer Lupiloff
Jaymz Mason
Fred Matvias
Gina Ratchliffe
Steve Rea
Derek Straffon
Noelle Schellig
Jenny Tigay



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