



City of Cambridge

20.

IN CITY COUNCIL

October 3, 1994

COUNCILLOR BORN
COUNCILLOR DUEHAY
COUNCILLOR SULLIVAN
COUNCILLOR TRIANTAFILLOU

WHEREAS: Radio Concorde, the Voice of Unity at 1150 AM WMEX provides an invaluable service to Cambridge's large Haitian Community as well as the Greater Metropolitan Area; and

WHEREAS: Radio Concorde's programming (copy attached) covers current events of local, national, and international interest; and

WHEREAS: Because of the dramatic and historic events constantly unfolding Haiti, especially in recent weeks, many Haitians living in Cambridge rely on Creole radio broadcasts to follow the rapidly changing situation in their homeland; and

WHEREAS: Radio Concorde also provides educational programs about AIDS, drugs and alcohol abuse, and the health hazards of smoking as well as many other public service programs including one in a joint venture with the Bank of Boston about banking and finance; and

WHEREAS: To provide this broadcast time the cost is approximately \$6000/ weekly; and

WHEREAS: Although a few generous advertisers such as Alford and Bertrand Law Office, Charles Chiropractic, Putnam Furniture, and Codman Chiropractic have helped defray this expense, more sources of revenue will be necessary if this service is continue; now therefore be it

RESOLVED: That the City Council extend its support and appreciation to the staff at Radio Concorde, that it urge local businesses to advertise on Radio Concorde; and be it further

RESOLVED: That the City Manager be and hereby is ordered to report on any grants which might be available to help Radio Concorde broadcast its public service programming.

In City Council October 3, 1994.

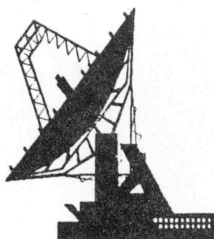
Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:- *D. Margaret Drury*

D. Margaret Drury,
City Clerk



RADIO CONCORDE

1150AM Stereo WMEX

The Voice of Unity

The Voice of Unity

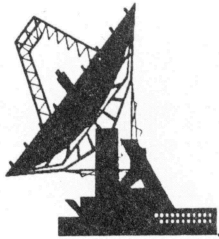
Radio Concorde is notable for its programming style and presentation. To demonstrate our commitment to the development of the caribbean community we have multi-cultural and multi-lingual programs.

We are committed to broadcasting educational, informative and entertaining programs. Our voice is non-partisan. We each hold our individual political beliefs and affiliations but our primary belief is in the right of the people to know the truth and make their own decisions. That quality, among others, has earned us the highest respect of all Haitian radio stations outside of Haiti.

Our Audience

Our primary audience consist of the Creole and French Speaking population of Central New England. The Haitian community is the fastest growing ethnic group in the Central New England Area. At last count the number was estimated to be between 70,000 / 80,000 living in Massachusetts with the largest concentration in Mattapan, Dorchester, Roxbury, Hyde Park, Allston, Cambridge, Somerville, Brighton, Lynn, Malden, Medford, Randolph, Brockton and Quincy.

The Haitian Community represents 40% of Boston's black population and is growing. 60% of the Haitians are over the age of 18. Because of the dramatic and historic events constantly unfolding in Haiti, 90% of Haitians outside of their homeland rely heavily on Creole language radio broadcasts to keep up to date with happenings in Haiti.



RADIO CONCORDE

1150AM Stereo WMEX

The Voice of Unity

PROFILE

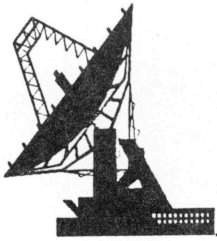
WMEX, 1150 AM Stereo, New England's most powerful full time foreign language station, has been serving the New England Market since 1979. Realizing the rich tradition created by the various cultures which have contributed so much to making Boston what it is, WMEX gives a voice to those people who cherish their tradition.

As the ethnic climate of the Metro area and its surroundings have changed through the years, so has WMEX until today when it's the only station targeting its programming to the Creole and French speaking community.

WMEX has, in the past 12 months, undergone extensive changes in its transmitting facilities so as to enable it to service Boston and the surrounding area even better.

WMEX is proud of the length of time its qualified staff of professionals has been associated with the station, and can boast of a stability of staff and clients.

Radio Concorde, WMEX 1150 AM broadcasts 105 hours per week. It is the only Radio station that broadcasts in Creole and French with 5,000 watts of power allowing it to provide clear signal to Massachusetts, Rhode Island and New Hampshire.



RADIO CONCORDE

1150AM Stereo WMEX

The Voice of Unity

ADDITIONAL ADVERTISING RATE

SPONSORSHIP

News	\$200 per show
Children's Corner	\$200 per show
Talk Show	\$230 per show
Week-end Magazine	\$280 per show
Sporting Events	Negotiable

The sponsor of a segment will be mentioned at the beginning and the end of that segment by its host. The Commercial Spot will be aired THREE (3) Times throughout the segment.

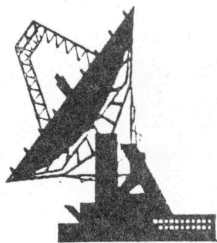
NEWS - Live from Haiti and International from the French speaking nations and our local News from the Creole and French community.

CHILDREN'S CORNER - An enjoyable segment on week-end in which stories and tales about the homeland (Haiti) are told which encourage good and traditional moral values.

TALK SHOW - Featuring political and social issues of the day of interest to the community.

SPECIAL WEEK-END MAGAZINE - Analysis, Interviews and Viewpoints of the most talented professors teaching World Issues in New England, Canada, France, and Africa. The program also features debates with Haitian and American political leaders.

SPORTING EVENTS - Live broadcasting of soccer games in the U.S., at home or abroad.



RADIO CONCORDE

1150AM Stereo WMEX

The Voice of Unity

Program Schedule

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Monday

07-08 PM Tamtam Club
08-09 PM Assurance
09-10 PM Format 1150
10-11 PM Kontak
11-12 PM Chansons Haitiennes

Haitian Music
Talk Show on Insurance
News
Talk Show (Community Issues)
Soft bedtime Music

Tuesday

12-01 AM Plon Gaye
01-04 AM Varietes
04-07 AM Tamboula
07-09 AM Bon Soleil, Bon Reveil
07-08 PM Alford & Bertrand
08-09 PM Music Quiz
08-09 PM Format 1150
09-10 PM Retro Tempo
11-12 PM Caribbean Punch

News
Haitian Music Variety
Evangelical Program
News, Talk, Advice, Horoscope, Music
Talk show on legal issues
Quiz Game
News
Oldies Music
Bedtime Music

Wednesday

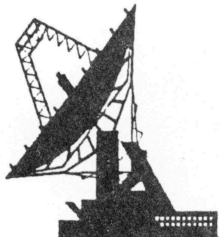
12-01 AM Plon Gaye
01-04 AM Timtim
04-07 AM Tamboula
07-09 AM Bon Soleil, Bon Reveil
07-08 PM Tamtam Club
08-09 PM Pouvwa Sante
09-10 PM Format 1150
10-11 PM Kontak
11-12 PM Connection

News
Haitian Music Variety & Comedy
Evangelical Program
News, Talk, Advice, Horoscope, Music
Haitian Music
Educational Show on Health
News
Talk Show on political issues
Love Connection Correspondent

Thursday

12-01 AM Plon Gaye
01-04 AM Micro Sports
04-07 AM Tamboula
07-09 AM Bon Soleil, Bon Reveil
07-08 PM Alford & Bertrand
08-09 PM Jeux Radiophoniques
09-10 PM Format 1150
10-11 PM Timtim
11-12 PM Cache-Cache

News
Sports Talk Show
Evangelical Program
News Talk, Advice, Horoscope, Music
Talk Show on legal issues
Game Show
News
Haitian Folk stories
Talk show on family issues



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Program Schedule

Page 2

Friday

12-01 AM Plon Gaye
01-04 AM Festival Compas
04-07 AM Tamboula
07-09 AM Bon Soleil, Bon Reveil
07-08 PM Tamtam Club
08-09 PM Trait-Union
09-10 PM Format 1150
10-11 PM Present Economique
11-12 PM Petit Bal du Week-end

Saturday

12-04 AM Petit Bal du Week-end
04-07 AM Ruisseau du Desert
07-08 AM Bonjour Diaspora
08-09 AM Revue de la Semaine
09-09:30 Max Moise
9:30-11AM Sports sans Frontieres
11-01 PM Tamtam Club
07-08 PM Hit Parade
08-09 PM Bilan & Perspectives
09-10 PM Boston Beat
10-12 PM Boulevard

Sunday

12-02 AM Boulevard
02-04 AM Blague & Musique
04-08 AM Pasteur Daniel & Tamboula
09-10 AM La Ronde Enfantine
10-12 AM 7/7 Magazine
12-01 PM Tete a Tete
07-08 PM Kompite Fasil
08-09 PM Horizon 1150
09-10 PM The Bridge
10-12 PM Tambou Regional

Monday

01-02 AM Musique Sentimentale
02-04 AM Concorde Varietes
04-07 AM Show Evangelique
07-09 AM Bon Soleil, Bon Reveil

News
Caribbean Music
Evangelical Program
News, Talk, Advice, Horoscope, Music
Haitian Music
Talk Show on community issue
News
Show on economics
Music Variety

Music Variety
Evangelical show
Diaspora News
The Week in Review (News)
Talk Show on Real Estate
Sports Magazine
Haitian Music
Haitian Music Count Down
Political Analysis
Local Haitian Bands
Variety Musical

Variety Musical
Music & Jokes
Evangelical show
Children's Corner
International Magazine
Interview /with Artists
Computer Literacy Show
French Songs
Analysis on Local Politics
Haitian Country Music

Sentimental Music
Concorde Music Variety
Evangelical Show
News, Talk, Advice, Horoscope, Music

This 105 Hours programming can be evaluated as follows: Entertainment 40%, News 30%, Education 25%, Spiritual 5%.



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October 3, 1994

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Duehay, Sullivan, Wantofillon

Consent Order #20

R-631

Councillor Born re: Radio Concorde,
the Voice of Unity at 1150 AM WMEX.

In City Council October 3, 1994

Order adopted