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April 27, 1992

Mr. Ernest R. Cooper  
5 Anthony Street  
Provincetown, MA 02657

Dear Ernest:

Thank you for your note of 4/21/92. You were listening to AM 900 WMVU in Nashua, New Hampshire. I have enclosed for your information our primary coverage map, our programming, and several articles on WMVU.

WMVU began broadcasting on March 23, 1992 following a fourteen (14) year battle to secure the license, of the old WOTW AM/FM. Initially, our group won both the AM and FM licenses, but ultimately we ended up with the AM only. Thank you for your note.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Vincent P. Servello', is written over the typed name.

Vincent P. Servello  
President/General Manager  
VS/llj

enc.

# Tune in to talk with Nashua's new WMVU

## 14-year licensing bid has happy ending on 900 AM

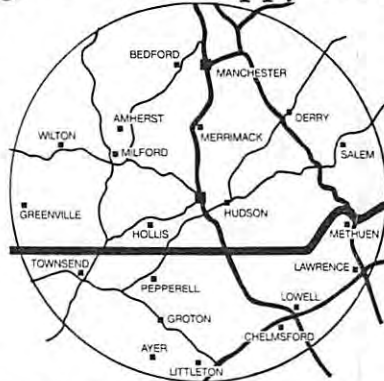
The 900 position on the AM dial will be alive with a new radio-broadcasting facility emanating from Nashua. The new radio station, WMVU, is owned by Merrimack Valley Broadcasting Inc., and the shareholders are all southern New Hampshire residents with deep roots in the local communities.

Merrimack Valley's vision of bringing quality radio broadcasting to southern New Hampshire and northern Massachusetts has been a 14-year odyssey before the Federal Communications Commission to secure the radio license and local hurdles to erect the radio transmitter. The goal is simple: provide the region with the most accurate news, talk and information possible.

WMVU invites listeners to call (Talkline: 883-9900) and participate. The audience is given a forum to voice its opinion on WMVU. Talk-900 wants to feel the pulse of the Merrimack Valley, with that, WMVU can generate programming that directly relates to the region's residents.

WMVU, 900 AM has a clear non-directional signal that covers the Merrimack Valley of New Hampshire and Massachusetts. The WMVU signal can be received clearly from Hooksett in the north to Littleton, Mass., in the south, from Greenville in the west to Kingston in the east. Within this circle of coverage live in excess of 600,000 people. The key retail, service, financial and manufacturing centers of New Hampshire and northern Massachusetts are found in this area.

WMVU's format will be talk, information and news centering on the region, the nation and the world. WMVU will be the area's only locally generated talk and issue radio station with a news intensive format. Monday through



Saturday, WMVU's morning and afternoon teams delve deep into the region to find the deep-rooted topics of concern.

WMVU gets the listener going every weekday morning (Monday-Saturday, 6-10 a.m.) with the most intense information program in the area. Local, regional and national news is broadcast every 15 minutes. Merrimack Valley weather is updated four times an hour with WMVU's own on-staff meteorologist. Local sports are highlighted twice an hour. Caller participation and concise interviews create greater Nashua's most complete morning show.

Mid-morning (Monday-Friday, 10-11 a.m.), WMVU's Close-up takes center stage discussing issues of civic and social concern. Topical guests entertain callers' questions and comments. Middays (Monday-Friday, 11 a.m.-1 p.m.), WMVU puts the spotlight on news direct from CNN. CNN's Headline News brings the listener up to date on national affairs. The Noon Report features regional news in an hour format generated daily from WMVU studios.

Caller-generated talk fills WMVU's afternoons (Monday-Saturday, 1-5 p.m.). Callers are welcome to join in on the discussion of the day. Regional and national guests are in the studio to

address listeners' questions and comments. WMVU's regional news coverage returns at 5 p.m. to wrap up the news day. Weather, sports, business reports, features and news as it happens complete the news hour.

Sunday mornings, "The Voice of Sports" will provide discussion of the week's sporting events from the perspective of WMVU's sports panel and callers from the region. The talk format continues on Sunday afternoon with locally produced programs.

The talk-news format of WMVU is designed to appeal to an audience aged 18 years plus. These are the individuals who want to be informed, involved and active in the issues of the day. In very active and hectic weekdays and demanding weekends, the news-talk format of WMVU will constantly keep the listener informed. It is the aim of WMVU to fulfill this regional need for news, information, talk and entertainment.

WMVU is committed to the communities it serves through local news, sports, weather, public



Photo by Fred von Oldenburg

Kurt D. Sanborn, station manager at WMVU, takes a spin at the controls.

service, live remote broadcasts and staff involvement. WMVU aims to deliver a radio station to greater Nashua appropriate for all occasions. Southern New Hampshire will finally have a regional broadcast facility dedicated to examining

the news locally and nationally from the Granite State perspective.

Radio station WMVU-900 AM will be broadcasting from its state-of-the-art studio at 157 Main Dunstable Road, Nashua. It is anticipated that WMVU will start

broadcasting on March 16. The exact sign-on broadcast will be announced by local newspapers and other media.

Stay tuned for quality news, talk and information on Nashua's new radio station, WMVU-900 AM.

# STATE NEWS

## WMVU

From Page 1

set their watches to "radio time."

The new station, a CNN affiliate, officially enters the air waves Monday after a 14-year struggle for federal approval.

And while the area economy has taken some dips and dives since the venture was started, the opening signals a vote of confidence in the southern New Hampshire economy, Servello said.

"It's both the best of times and the worst of times," he said, quoting from Charles Dickens to make his point.

"We wish it had been earlier, but there are positives and negatives. We've got to work harder, push harder."

Wednesday, the offices at 157 Main Dunstable Road were buzzing with activity: technicians testing electronic equipment in the three sound studios; support staff organizing clerical files; salespeople working the telephones.

Servello said the station will operate seven days a week, 5 a.m.

to 9 p.m., with all but four hours devoted to local news. Morning news programs will run in 15-minute segments, giving local listeners quick bites. Sunday programming will include "The Voice of Sports" with input from local sports observers and caller participation.

The station, as described by Servello, will be "a combination of 'BZ in the morning and 'RKO and 'HDH in the afternoon," Servello said.

While the new station promises a mix of news, talk and sports, managers said they will poll listeners Monday for subjects of interest and to encourage participation. Still, they expect to cover topics ranging from the economy and presidential politics to health care and state issues.

"The objective of the group (10 shareholders) has been to really establish a quality broadcast to cover southern New Hampshire and really serve the communities," Servello said.

Politically, he said, shareholders in the company "range all over the map from very liberal to very conservative to somewhere in between."

The station will have four talk

lines, a staff of 14 to 16 full-time employees and some part-timers as well, Servello said. He said the sales staff began training last week.

Sanborn, the station manager, said programs will localize state and national issues. For example, on April 15, the station plans a special program on the health care crisis. Guest speaker will be the Canadian minister of health and human services, he said.

Radio reporters will cover local government meetings, including school boards, selectmen, aldermen and others. In addition, Sanborn said, station personnel will gather news from wire services and local newspapers.

"What we will add is an electronic news and talk format you can't get anywhere else," said Servello, a

Nashua resident and businessman.

Sanborn, a Dracut, Mass., native with 10 years experience in the business, agreed. He said the new station also will provide listeners with a "New Hampshire perspective on everything."



Staff photo by Peter Carvelli

WMVU 900 AM begins broadcasting from its Nashua studios on Monday. From left are morning host Jack Baldwin, station manager Kurt Sanborn, afternoon host John Moran, and President and General Manager Vincent Servello.

### ► NASHUA

# News, talk radio station will be music to their ears

By HATTIE BERNSTEIN  
Telegraph Staff

NASHUA — Imagine a commuter's surprise at 6 o'clock on Monday morning, when he fiddles with the dials on his car radio and discovers the opening of a new station — WMVU at 900 AM.

Or picture the scene at home: a parent up before the children and turning the radio dials to get a weather report when she comes

upon the half-hour production piece announcing the new station's arrival.

For weeks, Vincent Servello, WMVU president and general manager, and Kurt Sanborn, station manager, say they have been visualizing just such scenes. They picture residents of greater Nashua and beyond tuning in to hear the morning news, catch the weather