



FOR IMMEDIATE RELEASE:

Rockingham, VT– Black Sheep Radio, WOOL 100.1 fm has achieved its stated goal of 100 individual members by years' end of 2004. Two successful December events brought new people on board as part of the 'Prepare for the Air' drive. Thirty members alone signed on at the members' party held on December 3rd, and the Stone Coyotes / Mr. Burns event as well as two open studios during the month put the numbers over the top. All these took place at the Bridge Street Complex, site of the station's new temporary studio.

Black Sheep Radio's current individual membership consists of seven people at the \$10 student and senior rate; fifty-three at the regular level of \$25; and thirty-nine members at the founding level of \$101. Three people gave an amount between \$25 and \$100. Two individuals have given or pledged to give \$1000 or more. "The generosity that people have shown to our project is extraordinary – it's really pretty humbling," says radio spokesperson Anneke Toomey.

The second part of the 'Prepare for the Air' drive, with all local organizations and businesses invited to join in supporting Black Sheep Radio, is now underway. The levels for organizational membership are Founding at \$1001, Golden Fleece at \$500, and Standard at \$250; each of these includes a certain number of individual memberships to be assigned at the discretion of the organization. The funds will be used for the following items: an FCC-required Emergency Alert System estimated to cost \$2500, a Crown FM 30T transmitter quoted at \$4000, and an additional \$2500 to pay for licenses with BMI, ASCAP, and other content providers.

53 committed or curious DJ hopefuls will soon be sent the official schedule of training sessions, meetings, and open studios for the first part of 2005. Data is coming in from returned community surveys, which everyone in the Great Falls area is encouraged to complete. This will give some perspective on the types of programming people would prefer from their community radio station, and ideas that potential DJs have for their time on-air.

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