

Putter Day, 2017

Laboro, Ergo Sum. I Need Not Wish.

by Pete Fasciano, Executive Director 01/01/2017

January first. It is that optimistic Day of Days when all things become new again.

It is also Putter Day, my ersatz holiday that ushers us from the joys of the season and on to a sparkly New Year and its promise of bounty for our personal industry. Putter Day 2017 is upon us, bestowing its most precious gift – opportunity.

This Putter Day falls on a Sunday. That means if you fully observe Putter Day – by actually putting – then I think you get double points.

Note: Those of you who celebrate New Year's Day on a Sunday in more traditional manner by watching Football all day, you do not get to see double football games. There are only so many hours in the day. However, you might get double hot wings.

That said, I will turn to our self-appointed Patron of Putting, Benjamin Franklin. His insightful quote is emblazoned on our town seal.

Industry Need Not Wish.

Mr. Franklin's observation speaks to the prosperous gains of a day well puttered.

Ben was speaking about the benefits of tireless endeavor – putting. His quote means that, if we are steadfastly industrious of nature, we will have no need to wish, for that which we desire will most surely be at hand in the fullness of time through a consistent unwavering application of our good efforts.



That's how ol' Benny might have phrased it.

I think our town seal
Makes Franklin, MA
The official home of
Putter Day.



In the meantime, to all, the brightest New Year filled with putting and progress.
And as you putter, may all your wishes find you.

And, as always, thanks for watching!

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Our Community Access
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Your New Year's Resolution

How's that sweeping life change workin' out for ya?
by Pete Fasciano, Executive Director 01/08/2017

Truth be told, I spend a few moments here and there in December pondering which 'rez' I'd like to fail at - again. Change is hard. Big, enduring change is even harder.

By far, the leading resolutions are about diet, exercise, smoking - health in general. And yes, they are all difficult. So, here we are at the end of week one for 2017. By now most of our lofty resolutions have quickly lost altitude, crashed and burned. (Sigh!)

We tend to hurl ourselves at our resolutions as though falling on a live grenade. Then, when it inevitably blows up - This is the week filled with the greatest degree of quiet self-loathing. I know what you're thinking. Cheeez Looeeez! Way to smash that last vestige of holiday spirit.

But, I'm actually here to help. The number one resolution is about dieting. We are all addicted to food, so traditional dieting as we know it is tough. I changed that. Ten years ago I began my own weight loss journey - 80 pounds. Since then, I have not looked back (nor gained back).

Was there a specific diet involved? Atkins? Keto? Carbs? No. Special foods? No. My approach was as basic as it gets. Calories in < calories out. Old fashioned diet. The keyword is - 'approach'. This is where most of us fail. We are an impatient lot, and in our modern digital universe we are too accustomed to instant gratification.

My approach? It begins with embracing patience and a bit of training. Most of us fail at dieting because it's boring and seemingly without end - with sooooo many temptations along the way. To start - diet for one day. Just - one - day. Just one. Then stop. Quit. Bail. Bag it. (Whaaaaaat?)

I chose a Monday. On that day I gave up 400-500 calories. A modest start, but a start nonetheless. On Tuesday and beyond I didn't sweat it. I didn't have to beat myself up. I just looked back on that tiny success of a Monday. That was enough. The following Monday, same thing. Why? Because successful constant dieting is rare. But, almost anyone can hang in there for just that one day. Why Monday? For me, Monday was the day that capped off all the social eating of a weekend. Whatever happened over the weekend didn't matter. It's Monday - again.

Another key word - 'again'. Monday becomes a trigger - a prompt to pick up where you left off and give your diet the gift of another day. Just - one - day. Just one. Remember, you can survive eating less for just one day. Just one.

In Short –

You are not asking too much of yourself.

You are not setting yourself up for failure.

You are doing something novel. Building a new habit from scratch.

You are exploring and learning to manage food, one day at a time.

Pick your day. Monday? Friday? Doesn't matter. What's key is having a day of the week as a recurring 'trigger' day that shows up every week like clockwork. The magic is in the trigger day – its small victory and its unwavering recurrence.

After several weeks of this Monday diet training exercise I learned much about food, diets, portions, etc. I began to actually look forward to Monday. It became my day to 'win'. It was an achievable thing. Yes, I was also glad when Tuesday came around and I was off the hook. I did come to appreciate the notion that there was absolutely no need to beat myself up – and another Monday would surely come. This patient path is how new enduring habits are formed.

After a month or so, I added another diet day. Sometimes it was a Wednesday. Sometimes, a Thursday. It's just another day. I can do this. I know how. Did I ever diet for a full week? Nope. Never. Each week I simply did what I could – 2-4 days.

I'm not espousing a specific diet, weight loss program. I'm advocating a method of new learning that you can apply to the diet of your own choosing.

My keywords taken together: 'approach/again' are habit forming. What to call this patient method? I thought of:

Re-Diet.

Reboot Diet.

Recurring Diet.

Redemption Diet.

I chose redemption. Whatever happened during the week?

Doesn't matter.

Because again, it's Monday – and again, I am redeemed.

And in 2017, may all your wishes find you.

And, as always, thanks for watching!

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MyFM!..101.3 It's Here!

A Radio Station Grows in Milford.

by Pete Fasciano, Executive Director 01/15/2017

Milford's local radio station WMRC 1490 AM has served its community well and faithfully for many years. Led by Tom McAuliffe and his team, First Class radio has been exactly that - first class all the way, by being local and relevant - and as supportive of its community as a broadcast operation can be. There is an FCC licensing mandate - "to operate in the *public interest, convenience and necessity*". Check.

In recent years the original AM radio service has struggled to remain relevant as times and technology moved on to FM radio. Some AM stations (WDIS, Norfolk) have simply gone silent. This is a community loss. With so many FM stations in Boston crowding the dial, finding an open FM channel has been a serious challenge for local AM broadcasters who support their suburban communities.



Today's WMRC

But - then there's this thing called karma - it brings opportunity to the diligent and the deserving. You make your luck by faith and working to make good things happen.

This is the attitude that permeates the very atmosphere throughout Tom's operation. Over a year ago they found a way to make it all work technically, and the FCC approved their new FM operation on **101.3, Myfm!** Good on 'em!

Here at Franklin•TV we have been working for four years to build a community station for Franklin, WFPR, 102.9 FM. We know Tom's challenges quite well. This - is - HYUUGE!! Congratulations and well deserved, Tom!

Strong radio stations help to build strong local communities with a positive sense of place and identity. Myfm insures that Tom & Co. will be keeping Milford and surrounding towns more upbeat for many bright years to come.

And - in February, WFPR, Franklin Public Radio comes alive on 102.9FM. Franklin•TV will be expanding our service, joining Myfm on the airwaves.

Soon, we'll be able to say, "Thanks for listening".

But, for now - thanks for watching!

Our Community Access
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WFPR!..102.9FM Only Days Away!

A Radio Station Grows in Franklin. Part 1

by Pete Fasciano, Executive Director 01/22/2017

It was a *very* big week for our soon-to-be community radio station WFPR, here in Franklin. On Tuesday, Jan 17 our new broadcast tower suddenly sprouted up at Forge Hill. On Friday our transmitter housing was installed in place. After years of planning, paperwork and preparations, it's all finally coming together.

This week we install our FM antenna system and transmission equipment. Thus far, the winter weather gods have been reasonably accommodating, and once our antennas are installed, the larger technical challenges will be behind us.

We're also wiring up/ firing up the audio equipment in our radio studio. We plan to begin our on-air broadcast tests on Thursday, February 2nd, Groundhog Day. (Just like in Bill Murray's movie, if we don't get it quite right, we get a do-over).

During the next few months we'll be conducting program tests while we plan our full program schedule to be launched in spring.

So, what do our programming plans look like? That's where *you* come in. WFPR is Franklin's community radio station. It will be powered and programmed by the passions of people who have something to say and music to play.

Could that be you? Consider volunteering. Help us to make WFPR into great community radio.

If you would like to learn more about how you can get involved in community radio, call us.

508-528-9377 - That's 528-WFPR

Soon we'll be able to say, "Thanks for listening".

But, for now - as always, thanks for watching!



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WFPR!..102.9FM Only Days Away!

A Radio Station Grows in Franklin. Part 2

by Pete Fasciano, Executive Director 01/29/2017



Last Spring: What we planned –
Our PhotoShop previsualization for our
100 foot *Franklin Public Radio* tower.



Last Week: What we did –
Our shiny new 120 foot tower, standing
tall and majestic, high atop Forge Hill.

Antennas are in place, and our small but mighty community radio station WFPR is getting ready to hit the airwaves. Our full program schedule will launch in spring. Are you a part of it? You could be. Consider volunteering. Help us to make WFPR into great community radio. If you would like to learn more about how you can be involved in making great community radio, call us.

508-528-9377 - That's 528-WFPR

As always, thanks for watching!

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WFPR!..102.9FM Happening now!

**A Radio Station Grows in Franklin. Part 3
by Pete Fasciano, Executive Director 02/05/2017**



Our WFPR transmitter and program automation systems are now on the air 24/7. Our new radio studio is being completed. It just needs one more key element. You!

If you've got something to say or your own special genre of music to play, you can create your very own radio programming - three different ways.

- 1. You can record your own full radio programs, music, bon mots and all.**
- 2. Are you a podcaster? We can broadcast your internet podcast.**
- 3. Are you an expert? You can record short bits of special advice.**

Our full programming will launch in spring. Are you a part of it? You could be. Consider volunteering. Help us to make WFPR into great community radio. Learn more about how you can be involved in making great community radio. Call us.

508-528-9377 - That's 528-WFPR

As always, thanks for watching!

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