

Hub consultant buys N.Y. radio group

By **JESSE NOYES**

Bruce Mittman, president of Boston-based advertising and media consultancy Mittcom, is getting back into radio, founding a broadcasting company and purchasing seven radio stations in Watertown, NY, the firm is expected to announce today.

Mittman, the former president of the WFNX radio network, is partnering with another former radio executive, Jim Leven, to form Community Broadcasters. The company is making its first purchase in the burgeoning area of New York, buying five FM stations and two AM stations for \$5.5 million, Mittman said.

"Our goal is to tighten up the programming and hopefully to continue to serve the community, and to build a credible group that helps our advertisers sell products and build strong listening," Mittman said.

Mittman said the company is not planning to cut jobs as a result of the acquisition.

Community Broadcasters is buying the New York stations from the Clancy Mance radio group. The stations include WBDI, WBDB, WOTT, WTOJ, WGIX, WATN and WSLB.

The buy is a return to radio for Mittman, who will serve as executive vice president and chief operating officer of the company. Besides

running the WFNX network, which is owned by Phoenix Media/Communications, Mittman also worked as general manager for WAAF-FM (107.3) and STAR 93.7 (WQSX-FM), which is now MIKE-FM.

"I missed radio, love it, and I'm excited to be back in it," Mittman said.

He will continue to run Mittcom.