

Recipe, 2011
Tyler Coburn

Beginning on Monday, April 18th, a radio campaign launched in six domestic markets. For each station, a unique, sixty-second spot aired six times over the course of the broadcast day. With each rotation, a given spot was read by a different voiceover artist.

These spots issued an analysis of Jell-O Brand Gelatin, sited in markets that have some bearing on its historical, contemporary and figurative manufacture.

- Monday, April 18th *WCRN 830 AM, Worcester, MA.*
"Pumping out 50,000 Watts of Talk to New England."
"New England's home for RED SOX BASEBALL!"
- Tuesday, April 19th *WJOB 1230 AM, Hammond, IN. Serving Chicago, IL.*
"We are live local talk about 12 hours a day with about 30 different shows per week. "JED in the Region," 5-9am, is our most popular show. We also broadcast about 150 local high school and college games per year, including Purdue football and basketball."
- Wednesday, April 20th *WJBR 99.5 FM – "Better Music. Fewer Interruptions."*
Wilmington, DE. Serving Dover, DE.
"WJBR-FM is Ground Central to four states (DE, MD, NJ and PA) and eighteen counties and is specifically targeted to adults. The station programs a full-service adult contemporary format, playing "Better Music - Fewer Interruptions" from a varied list of artists that includes John Mayer, Kelly Clarkson, Maroon 5, REO Speedwagon, Madonna, Goo Goo Dolls and John Mellencamp. WJBR-FM is especially popular with "in-office" listening and encourages participation and responsiveness to the station and its promotions."
- Thursday, April 21st *WCHE 1520 AM, West Chester, PA. Serving Phoenixville, PA.*
Official broadcaster, BlobFest.
"WCHE 1520AM is West Chester and central Chester County's ONLY community radio station. Our station's mission is to continue to grow as an important resource for local news, sports, information, and entertainment. We hope you like what you hear and encourage you to listen and express your opinion about the issues that effect us all."
- Friday, April 22nd *WZNE 94.1 FM The Zone – "Rochester's Home For New Rock First!"*
Rochester, NY. Serving Le Roy, NY.
- Saturday, April 23rd *WMTR 1250 AM – "Classic Oldies: Hits of the 50's, 60's, 70's!"*
Cedar Knolls, NJ. Serving Newark, NJ.
"At AM-1250 and wmtram.com we relive the best times of your life. Whether your special memories include Motown, the British Invasion, or the early roots of rock 'n' roll we are the station for you."