

PRESS RELEASE

MARCH 28, 1972

"WXTR LEAVES RHODE ISLAND FOR GOOD - RADIO" ... AND THAT'S THE LINE THAT GREETED WXTR LISTENERS EVERY HOUR UNTIL THE NEW CALL LETTERS (WGNG) AND A SPECIALLY CREATED MUSICAL CONCEPT BEGAN SATURDAY MORNING, MARCH 25TH AT 6:00 AM. THE MUSIC CONCEPT, 'GOLD 'N GREAT', CREATED IN HOLLYWOOD, CALIFORNIA BY TED RANDAL OF THE BROADCAST SPECIALIST FIRM OF RANDAL/SHARON WAS SPECIALLY DESIGNED FOR WGNG AND IS THE FIRST OF ITS KIND IN THE NATION. ADDITIONALLY, WGNG FEATURES A COMPLETE NEWS STAFF HEADED BY MIKE SHEPHERD, A VETERAN NEWSCASTER OF THE NEW ENGLAND NEWSBEAT, AND SIX OF THE AREA'S MOST TALENTED PERFORMERS. WGNG NOW BROADCASTS 24 HOURS A DAY.

THE NEW CALL LETTERS ARE BEING HERALDED BY A VAST PROMOTION CAMPAIGN, EXACTINGLY PREPARED FOR WGNG BY BROADCAST DESIGN OF STUDIO CITY, CAL. THE PROMOTION CONCEPT IS "THE NEW SOUND UNDER YOUR SUN". WGNG'S NEW MUSIC FORMAT (GOLD 'N GREAT) IS A UNIQUE BLENDING OF THE WORLD'S GREATEST MUSIC AND IS DESIGNED SPECIFICALLY FOR ADULTS.

BROADCAST SCHEDULE:

5:30 TO 9:00 AM	LARRY HALL
9:00 TO 12:00 N	BOB GROSS
12:00 TO 4:00 PM	RAY BROWN
4:00 TO 8:00 PM	TERRY MICHAELS
8:00 TO 12:00 M	GIL LAWRENCE
12:00 TO 5:30 AM	MARK DAVIS

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FOR ADDITIONAL INFORMATION:

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