

SOME FACTS ABOUT WGOW FOR DXERS

WGOW IS LICENSED TO CHATTANOOGA, TENNESSEE, AND OPERATES ON A FREQUENCY OF 1150 KHZ. WGOW OPERATES DURING DAYTIME HOURS WITH A NON-DIRECTIONAL ANTENNA AND 5000 WATTS, AND AT NIGHT WITH A THREE-TOWER DIRECTIONAL SYSTEM AND 1000 WATTS. THE MAJOR LOBE OF WGOW'S NIGHT-TIME PATTERN IS DIRECTED TOWARD THE SOUTHEAST, AND WE ARE REGULARLY HEARD OVER MUCH OF GEORGIA AND NORTHERN FLORIDA DURING THE HOURS AFTER MIDNIGHT.

WGOW'S STUDIOS AND TRANSMITTER ARE LOCATED ON PINEVILLE ROAD ON THE TENNESSEE RIVER'S FAMOUS MOCCASIN BEND. THE STATION STANDS IN THE SHADOW OF HISTORIC LOOKOUT MOUNTAIN, SITE OF THE CIVIL WAR'S "BATTLE OF THE CLOUDS".

WGOW IS OWNED AND OPERATED BY TURNER MANAGEMENT, AN ATLANTA-BASED FIRM WHICH RUNS ONE OF THE SOUTHEAST'S LARGEST OUTDOOR ADVERTISING CHAINS. WGOW IS A SISTER STATION TO WJRJ-TV IN ATLANTA, AND TO WTMA-CHARLESTON, S.C. AND WMBR-JACKSONVILLE, FLA.

WGOW'S PROGRAMMING CONSISTS LARGELY OF CONTEMPORARY MUSIC, AIMED AT THE 18-35 AUDIENCE SEGMENT. WE OPERATE 24 HOURS A DAY, WITH THE EXCEPTION OF 1:00-5:00 AM MONDAY MORNINGS. WE HAVE A COMPLETE NEWS DEPARTMENT, AND THE FINEST NEWSGATHERING STAFF IN THE AREA.

WGOW HAS USED ITS PRESENT CALL LETTERS SINCE JANUARY 1, 1969, WHEN TURNER MANAGEMENT ASSUMED CONTROL. THE FACILITY'S PREVIOUS CALLS WERE WAPO.

WGOW WILL BE GLAD TO FURNISH A GUIDED TOUR OF ITS FACILITIES TO ANYONE UPON RECEIPT OF ADVANCE NOTICE. OUR OFFICE HOURS ARE 9 AM - 5 PM MONDAY THROUGH FRIDAY.

wgow 
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