

WGVU Radio Launches Real Oldies 1480/850

(Grand Rapids, MI, August 27, 2009) WGVU AM has a new format – Real Oldies! Hosted in part by former WFGR personality Len O’Kelly and Bill Bailey, formerly of WLHT, the station offers well-known national, regional and local hits from the mid-1950s to the early 1970s.

“We’re thrilled to offer *Real Oldies* for listeners who can’t find their favorites from the 50s and 60s anywhere else on the dial,” says WGVU Assistant General Manager, Ken Kolbe. “*Real Oldies* is meant for baby boomers or anyone who enjoys listening to early rock and roll, doo-wop, Motown, soul, the British Invasion, the surfer sound or even bubblegum music. For those of us who grew up listening to 50s and 60s hits on our AM radios, *Real Oldies* 1480 and 850 is a perfect fit – oldies the way they were meant to be.”

Real Oldies will feature a playlist of more than 5,000 songs and will also continue to offer news reports from NPR and our award-winning local news team, as well as SkyView Traffic, local weather and school closing reports. The station will also devote time to special interviews, features and the preservation of local artists of the era. Weekends will still include some NPR programs, such as *Car Talk*; a full schedule will be released soon. The WGVU 1480 AM broadcast signal covers the Grand Rapids area, while several counties along the lakeshore receive 850 AM (WGVS) from Muskegon.

“This is a wonderful opportunity for WGVU Radio to serve our community in a new and exciting way,” says Kolbe. “Public Radio is known for offering music that can’t be found anywhere else on the dial; WGVU has done this for years through our jazz and blues programming, and we’re looking forward to doing the same with the Oldies.” For more on WGVU Real Oldies 1480/850, please visit wgvu.org/realoldies.

WGVU's continued mission is to provide educational, informative, and entertaining programs and events to the West Michigan community as a service of Grand Valley State University.

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