



News release

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**WGTD announces
station format change**

Gateway's radio station, WGTD, will soon shift its format to become mostly an all-news and talk station as part of an overall format change for all Wisconsin Public Radio stations.

WGTD station manager Dave Cole says the statewide changes – set to begin May 20 – are designed to better serve the audience, give them more listening options and use resources more efficiently. WGTD is owned by Gateway and is an affiliate of WPR.

At the core, WPR redesigned its two basic services listeners have enjoyed for decades – The Ideas Network and the hybrid NPR News & Classical Music. In their places, two new formats will be created: An all-news and talk network and a music-intensive format, with each of WPR's 38 stations shifting to one format or the other.

"Many of WGTD's current features will remain," said Cole. "Personally, I'm most excited to announce that WGTD will carry a brand-new news and information program that's being created by WPR."

“Wisconsin Today will air weekdays in the morning and will be repeated in the evenings. Borrowing the format used by Morning Edition and All Things Considered, the show will be all Wisconsin-related news, interviews and features.”

Additional details of the restructuring are at wgtd.org.

“The changes – the result of two years of research by WPR – are rooted in the belief that consistency builds an audience,” said Cole.

Those who currently tune in to WGTD for classical music will continue to have options through another WPR station, as well as the ability to listen to music online at wpr.org.

“We want our audience to know that we aren’t abandoning classical music fans. We will have classical music on HD, online and it will be available on 90.7 WHAD out of Delafield,” said Cole.

For more information, please contact Dave Cole at coled@gtc.edu.

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