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Office of University Communications

November 22, 2013

GWU and New Life 91.9 (WRCM) Sign Purchase Agreement, Await FCC Approval

BOILING SPRINGS, N.C.—Officials with Gardner-Webb University are announcing the pending sale of their long-standing FM radio frequency 88.3 upon approval from the Federal Communications Commission (FCC). New Life 91.9 WRCM, part of Columbia International University (Columbia, S.C.), has agreed to purchase the frequency and expects the transition to be complete in the first quarter of 2014.

“While the purchase of the frequency has been in negotiation for several months, all of the paperwork has now been filed with the FCC,” said WGWG General Manager Noel Manning. “We’re expecting about a 90-day window before the transition is complete.”

In June, Gardner-Webb unveiled plans to transition the campus radio station WGWG to an Internet-only model of distribution. WGWG will continue to operate programming daily from the studios located at the Elliott House, 106 Emily Lane in Boiling Springs, N.C. By utilizing the online platform more fully, WGWG officials aim to satisfy their current audience with an eye on expanding their base. “We have already been successful in attracting new online listeners to the station,” said Jeff Powell, WGWG operations manager. “We also plan to expand the hands-on opportunities for students to learn radio, audio, broadcast announcing, public speaking, and writing.”

Items included in the sale are the FM signal (88.3) and the property and equipment located at the radio tower site in Mooresboro, N.C. The studios and WGWG call letters are not being sold. “Depending on the FCC’s call sign transfer process, there may be a period of time in which Columbia International would receive permission to use WGWG call letters on the 88.3 FM frequency on a temporary basis,” Manning explained.

Launched in 1993, New Life 91.9/WRCM has been serving listeners in Mecklenburg, N.C., York, S.C., and Union, N.C., from its transmitter in Indian Trail, N.C. and has always had the goal of increasing its signal to reach the entire Charlotte Metro area with its programming, which currently reaches 900,000 people. “The acquisition of this frequency will help us in pursuit of a 20-year goal—a signal expansion to reach as many people as possible with the family-friendly programming of New Life 91.9,” said Joe Paulo, director of broadcasting for Columbia International University. “The two signals combined will now reach a potential audience of over 1.3 million people, allowing us to make a significantly larger impact in the communities we have a passion to serve.”

WGWG began as a radio club in 1961, and transitioned into FM radio in 1974. WGWG.org will continue to offer a variety of music and shows including student/faculty/staff-produced content, Gardner-Webb athletics and original programming produced by community volunteers. During the 2012-13 academic year, 19 students were active in WGWG on the air and behind the scenes. Faculty and staff members are already taking advantage of using wgwg.org for their departments and programs through on-air shows available live, on-demand and through social media. WGWG.org plans to increase these opportunities as well, and is offering on-demand audio archives and downloads of Gardner-Webb athletics broadcasts. WGWG.org is available on via computer and mobile device with the Tune-in Radio app. On demand programming is available at soundcloud.com/wgwgdotorg. WGWG can be found on Facebook at Facebook.com/wgwgradio and on Twitter at [@wgwgdotorg](https://twitter.com/wgwgdotorg).

New Life 91.9 WRCM in Charlotte, N.C. is recognized as one of the top Christian radio stations in the nation with one of the largest listening audiences for its market size. The station carries out its mission to influence as many people as possible with the life-changing reality of Jesus Christ by broadcasting contemporary Christian music and Bible-centered features.

Located in Boiling Springs, N.C., Gardner-Webb University blends a liberal arts core curriculum with more than 55 major and minor professional programs of study, a comprehensive academic experience that flows from our Christian commitment to intellectual freedom, service and leadership.