



**News release**

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**WGTD seeking input on whether to offer  
exclusive jazz, Big Band station in Lake Geneva area**

The Lake Geneva area could be getting a new FM radio station devoted exclusively to jazz and Big Band.

WGTD is seeking input from the community on whether to convert its “NPR News and Classical Music” outlet at 103.3 FM to a station that airs a music-intensive format that features a wide variety of jazz and Big Band.

The switch is made possible by the advent of HD radio, something that wasn’t around when WGTD envisioned the creation of the low-power “translator” station in Lake Geneva and a companion station in Elkhorn at 101.7 FM.

Digital broadcasting allows stations to create new radio stations that can only be received by listeners who purchase HD radios. WGTD has elected to fill a void in Southeastern Wisconsin by devoting one of its auxiliary stations – HD2 – to a jazz format produced largely by volunteers.

It’s this station that could conceivably be rebroadcast in the Lake Geneva area over analog FM at 103.3.

The downside is that people in the Lake Geneva area who've grown accustomed to listening to WGTD and its mix of programming from NPR, Wisconsin Public radio and WGTD's own staff at 103.3 might be disappointed.

"The easiest thing for us to do would be to maintain the status quo and do nothing differently," said WGTD general manager David Cole. "But circumstances have developed that give us an intriguing opportunity to serve a new audience."

Cole said the station wouldn't raise this as a possibility if it wasn't for the companion Elkhorn translator at 101.7 that has a coverage area that overlaps part of the Lake Geneva signal. In addition, Wisconsin Public Radio's "flagship" NPR news and classical music station – WERN at 88.7 in Madison – has increased its power in recent years and now can be heard in parts of Walworth County.

WGTD is also heard via the Internet at [wgtd.org](http://wgtd.org).

"We're asking people who currently listen to 103.3 in the Lake Geneva area to see whether they'd be able to pick up WGTD at 101.7 or even Wisconsin Public Radio at 88.7," Cole said. "We're also seeking input from listeners and potential listeners about the possible switch."

Cole's e-mail address is [coled@gtc.edu](mailto:coled@gtc.edu). The phone number is (262) 564-3030.

"We're excited to be bringing a mix of jazz and Big Band to the Kenosha/Racine area via 91.1's HD2, and know it would be appreciated by fans of that style of music in Lake Geneva," Cole said.

The coverage area for WGTD's HD signals is comparable to WGTD's analog program at 91.1.

WGTD's HD2 currently rebroadcasts over 75 hours of Sam Chell's Saturday Night Bandstand and Tim Bell's Classic Big Bands and Beyond, programs that originally aired Saturday nights on WGTD.

Eventually, HD2 will consist mostly of original hours of programming produced by volunteers who will use records from their own collection and music from a digital library of more than 7,000 song titles currently being built at WGTD.

WGTD is starting to recruit and train the volunteers to work in WGTD's Kenosha studios.

Anyone who's interested in volunteering should contact Cole.

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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