

For Immediate Release

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Sinatra and Company come home to “The Mighty 1220”, WMGT beginning December 1st.

Former KLBB GM Scott Murray has assembled a team of former KLBB employees and will lease the station from Dan Smith, president and owner of WMGT.

Former KLBB General Manager and Twin Cities media veteran Scott Murray is bringing the Adult Pop Standards format, “Music of Your Life”, back to the Twin Cities. Starting December 1st, Murray, along with a team of former KLBB staff members including longtime on-air personality Reed Hagen, will launch the new format on “The Mighty 1220” WMGT, a 5,000 watt AM radio station based in Stillwater, Minnesota. WMGT will now be the exclusive musical home for some of America’s most recognized artists; Frank Sinatra, Dean Martin, Sammy Davis Jr., Ella Fitzgerald, Nat King Cole, Elvis Presley, Tony Bennett and many others. WMGT will also play new music artists to join the musical legends...Michael Buble’, Diana Krall, Norah Jones, Peter Cincotti and Madeline Peyroux to give listeners a taste of old and new each hour of the day. “It’s really powerful when you come out of a Dean Martin favorite and launch into something smoky and sultry from Diana Krall”, says Reed Hagen, WMGT Program Director. Scott Murray added, “It’s the music you’d hear if you were dining at some of the top restaurants in town. The music gives you that feeling of living the good life.”

In addition to Music Of Your Life, WMGT will continue to broadcast Green Bay Packers football, Stillwater Ponies Football and a few other existing programs. WMGT is the only Minnesota radio station with broadcast rights to Packer football.

History

For the past 23 years, KLBB, AM 1400/1470 were the exclusive home of Music of Your Life and the Adult Standards format in the Twin Cities. The station was successful, both in terms of listeners and advertisers, however Minnesota Public Radio, former owner of KLBB, decided to sell the station and focus on its public radio stations. In June of 2005, KLBB was sold to Davidson Media out of New York, and the new owners immediately announced that this heritage station would soon change to Hispanic programming. Listeners of KLBB, fearful of the upcoming format change, flooded the station with phone calls and e-mails all summer long, begging the new owners not to change the format. Their pleas fell on deaf ears; in early November the programming change took place, leaving almost 90,000 weekly listeners* without a listening home for their favorite music.

Former KLBB General Manager Scott Murray and his team fielded the phone calls and emails from the listeners and came to the realization this change left a huge format “hole”

in the radio marketplace. Murray set out in early summer to convince a radio station this would be a great opportunity for them.

*Scarborough Research, 2005

“I was pretty selective about the stations I approached”, said Murray. “I really spent my time talking to independently owned stations; stations that would value and want to serve the audience of KLBB as much as we all did while employed by Minnesota Public Radio. Murray reached an agreement with Dan Smith, President of Endurance Broadcasting. “The Smith family are well respected, longtime broadcasters in the Twin Cities and Western Wisconsin”, said Murray. Said Dan Smith, President of WMGT, “ We’re excited to be working with Scott, Reed and the rest of the KLBB Team in making WMGT the new radio home of Music of Your Life and Adult Standards in the Twin Cities“.

About Music of Your Life

Music of Your Life is America’s fastest growing Radio Network, heard coast-to-coast on the better part of 200 radio stations with over 2 million adults weekly**. The Network, which itself “Where the Stars Play the Stars”, is hosted by well-known personalities including Wink Martindale, of TV Game Show fame, as well as Peter Marshall, 15 year veteran of TV’s Hollywood Squares, and Gary Owens, famous for his hand-over-the-ear delivery of TV’s “Laugh In”.

Music of Your Life President and CEO Kerry Fink says, “We were thrilled about the excellent programming that KLBB provided to the Twin Cities and were obviously saddened about its announced format change. It was one of the most listened to Adult Pop Standards in the country. We are absolutely thrilled Scott and his team have chosen to keep a 23 year tradition alive and well in the Twin Cities.”

**Arbitron, 2005.

About the listeners

Until recently, adults 45 years of age and up were relegated to the marketing “trash heap” in terms of their value to advertisers. Madison Avenue ad agencies focus 80% of companies’ marketing dollars on reaching adults 25-54.

That has changed, however in the past 5 years. Marketers have come to realize the long-held belief, “As boomers go, so goes the marketplace”. A Wall Street Journal article in January of 2004 reported that by the year 2010, 50% of the population of this country will be 50 years of age and older; it’s the fastest growing demographic in the United States. This age group also owns 70% of the wealth in this country.

And Baby Boomers (those born between 1946 and 1964) keep getting younger, both physically and psychologically. According to Jonathan Pontell, a well respected author and speaker on the this generation of people, the majority of Boomers act as though they are 15 years younger than their age. Boomers not only live longer than their parents and grandparents, they spend more. “I’ve spoken with some well respected financial planners,” said Murray, and they tell me people actually spend 25% *more* their first 5 years out of the workplace than when they were working. They are traveling, buying cars, second homes, remodeling existing homes; all big ticket items. “The kids are out of college, they have the time and the money, and they are out to make the next phase of their lives more comfortable and enjoyable,” says Murray of WMGT.

Murray and his team at WMGT have over 90 years of combined radio and media experience.

For more information, Scott Murray can be reached at 651-439-5006.